

A study on effect of Digital Advertising on Consumer Behaviour and Gratification

Jenoba. P

Assistant professor, PG and Research Department of Commerce, St.Alphonsa College of Arts & Science, Karinkal.

ABSTRACT

Digital advertising has rapidly grown up all over the world. The internet usage is an important factor of digital advertising. There are many people attracted with digital advertisement. Hence, the buying range will be increased through the online advertising. When the people seeing the digital advertisement it may create outline of the products in the mind and they want to buy the products. Often, people searching the cost of product, many homogeneous and sub products. In the consumer point of view they can easily getting some idea through the digital advertisement. In this research discussed the spending time and awareness of the consumers, the kinds of advertisements are mostly attracted by the consumers, the level of gratification of consumers while purchasing products after seeing advertisement.

Keywords: Digital advertising, Gratification, Online products, Consumer Behaviour

INTRODUCTION

Digital advertising means the marketers and competitors companies advertise their products through the digital way of face Book, Twitter, You tube etc Digital advertising is a type of mass communication which is based on traditional form of advertising but develops its own communication strategies in correction with the new technical and medium based requirements. The online products are easily reached to the customers through the online advertisement. Hence, Nowadays a lot companies using the online advertising.

STATEMENT OF THE PROBLEM

The researcher had made an attempting this area of online advertising in the consumer point of view and what they will get through the digital advertisement. Many marketing companies are advertising their products in the way of online advertisement. Hence, the researcher made this study in the view of consumers mentality while they are choosing products through the online advertisement and how do they feel after purchasing the products.

REVIEW OF LITERATURE

Lichterman (2015) conducted a research study on homepages by creating two fictional news sites that carried 20 news stories selected from actual publications and designed in different

formats. The researchers conducted three different studies that involved 2671 participants and who found from the research that people engage 90 percent more with modern looking sites than the traditional looking sites.

Poornima V Bhat, Saumya Ratnakar Shetty and Umesh Maiya (2019) This research conclude that the modern business world is become digitalized and people prefer to buy their product easily through the online advertisement. The researchers selected 100 respondents for their research purpose and explained how online advertisement affect the consumer buying behavior.

OBJECTIVES OF THE STUDY

- ❖ To know about the online spending time and awareness of the consumers.
- ❖ To find out the applications and websites are using by consumers.
- ❖ To analyse the level of gratification of consumers while purchasing products after seeing digital advertisement.
- ❖ To evaluate the kinds of advertisements are mostly attracted by the consumers.

SCOPE OF THE STUDY

This research consisted the area of spending time, awareness, and consumers preferred applications, the level of gratification of consumers. The future

researcher may include the area of post purchase services, online advertisement impact on society, Online advertisement effectiveness on household products etc.

METHODOLGY

The researcher collected the primary data through questionnaire schedule which consists of survey from consumers.

Secondary data has been collected through books, websites and journals based on relevant topics of the research work.

SAMPLE DESIGN

The respondents were selected from Kanniyakumari district on a convenient sampling method based on the population of the area. To study the effective of digital advertising at the area in kanniyakumri district, 150 respondents have been selected responding for this research purpose. For the purpose of firsthand information primary data questionnaire method was prepared and use of collect information from the consumers.

ANALYSIS & INTERPRETATION OF DATA

The researcher analysed the area of online spending time and awareness of the consumers, gratifications of consumers, applications and websites are using by consumers, kinds of advertisements are mostly attracted by the consumers. The following table reveals that the analysed factor.

Table :1 ANALYSIS & INTERPRETATION OF DATA

DEMOGRAPHIC VARIABLES	CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Awareness about the digital advertisement	Yes	126	84
	No	24	16
	Total	150	100
Often viewed Digital advertisement	Text ads	36	24
	Video ads	96	64
	Display ads	18	12
	Total	150	100

Online Spending Time	Below	24	16
	1 hour to 3 hours	72	48
	3hours to 6 hours	30	20
	Above 6 hours	24	16
	Total	150	100
Mostly preferred applications	You tube	84	56
	Chrome	30	20
	Instagram	12	8
	Twitter	6	4
	Facebook	18	12
	Total	150	100
Gratification level of consumers	Gratified	96	64
	Highly gratified	30	20
	Never	24	16
	Total	150	100

Source : Primary Data

SUGGESTION OF THE STUDY

The researcher suggested the following given below

Few of respondents are immediately buy the products without the full knowledge of the products details. Once consumers get the full details of the products before purchasing is an important for avoiding after buying inconvenience.

Some of the respondents spent more time with online applications to see the digital advertising. It will create physical problems to the consumers.

The digital advertising products sometimes not displayed the full details of the products. Companies should provide all the details of digital products. It may increase the purchasing power of the consumers.

CONCLUSION

This study reveals that, there are many respondents are attracted with the digital advertising. Most of the respondents are highly gratified about the digital advertising. The greater volume of consumers are using the online minimum three hours for seeing the advertisement and searching the products. The digital advertising is the good platform of introducing new products and promotion of product development for every new and existing product of the companies. The digital advertising can easily reached out to the consumers and also created choices and gratification.

REFERENCES

1. Deve Chaffey (2022) "Digital Marketing strategy"
2. Brett Mchale (2021) "Five keys to starting your own digital marketing"
3. Shelly Rodgers and Esther Thordson (2021) "Digital Advertising Theory and research"
4. Indrjeet Deshpande (2021) "What is Digital Advertising and getting started as a Digital Advertiser"
5. Mohemmed T Nuseir and Ahmed Ibrahim Aljumah (2020) "A role of digital marketing in performance with the moderating effect of environment factors among SMEs in UAE"
6. Malika Sanon (2019) "Digital Marketing"
7. Kasim Aslam (2017) "Seven critical principles of effective Digital Marketing"
8. Steven Berier (2016) "Journal of Digital Media Management"
9. Merlin Stone and Neilwoodcock (2014) "Interactive direct and Digital Marketing"
10. Leonora Fuxman (2014) "Digital Advertising: A More Effective Way to Promote Businesses' Products"
11. Georgio Brajnik, Silviya Gabrielli (2010) "A review of online Advertising effects on the user experience"
12. <https://marketbusinessnews.com/>
13. <http://nexonta.com/blog/a-brief-history-of-paid-online-advertising-continued/>
14. <https://www.youtube.com/watch?v=cmRc oJZRXY>
15. <https://www.myhoardings.com/ads/what-are-the-types-of-internet-advertising/>
16. <https://sis.binus.ac.id/2020/04/07/the-six-key-type-of-digital-media-channels/>
17. <https://smei.org/blog/digital-marketing-strategy-still-working-2019/>
18. <https://www.equinetacademy.com/digital-advertising-strategy-tutorial-guide/>
19. <https://novapublishers.com/shop/digital-advertising-issues-and-trends-in-an-online-world/>
20. https://www.nri.com/en/journal/2016/1031_1