Factors Affecting Consumer Response towards Digital Advertising and Buying Behaviour

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Abstract

The present situation is full of urgent needs for the future, which have been essentially becoming such a fundamental part of our everyday lives. In the area of communication and the media, there have been several significant changes in recent years. Many new concepts popped up and new media advertising is one of them. New media advertisement is a synonym for digital advertising. The volume and coverage of Digital advertisements are increasing dramatically. Businesses are investing more in digital marketing than in the past. The primary objectives of this study are to identify the effectiveness of digital adverting also analyze the factors influencing consumer buying behaviour of digital advertising. 120 Coimbatore respondents make up the sample size. Tools used for the study are simple percentage analysis, factor analysis, and ANOVA. The output of the study shows that Entertainment, easy to use and attractive advertisement are the main factors of the respondents to choose digital advertainments. Due to the effevtiveness of digital advertisement people choose for promoting their business and customers also choose digital advertisement for promote their product and services.

1. Introduction

The internet has become one of the main channels for marketing communication in recent years, and both large- and small-scale advertising campaigns now routinely use digital advertising. E-advertising, often known as internet advertising or "digital advertising," has substantially changed the way that person perceives advertising digital marketing is the process of pushing products or services via internet platforms [1]. Due to its many benefits over traditional media, the internet has tremendous promise as a tool for advertising [2, 3]. According to Different types of digital advertising use different technology [4]. Digital advertising can include sound, pictures, and cartoons and is as interesting as other advertising media. More than ever, consumers use digital networks and tools regularly. The most efficient method to reach both rural and urban people is via digital advertising. Due to its unique features of versatility, interaction, and customization, digital advertising has experienced a massive spike in both its usage and volume of users [5]. The significant revolution produced by information systems has a significant impact on people's day-to-day lives globally. Publisher : Phi Learning; 1St Edition (1 January 2006) Digital advertising is a powerful method for delivering appropriate marketing messages and promotional offers to target consumers [6]. Digital advertising is significant for determining consumer attitudes, creating a positive consumer attitude, and impacting consumers' decision to buy the goods or services advertised [7].

1.1. Scope of the study

The rapid technology development and the rise of new media and communication channels tremendously changed the advertisement business landscape. However, the growing dependency on internet as the ultimate source information and communication, make it a leading advertisement platform. Due to its distinct advantages of adaptability, transparency, awareness, and involvement, digital advertising has experienced a dramatic improvement in both its applications and its subscriber base [8]. According to Advertising has a great effect on consumers choosing products and services [9]. Both consumers and advertisers use digital advertising to choose and promote their products and services. As this is evident, digital advertising factors influence consumers ability to easily make buying decisions.

1.2. Objectives
• To Study the Effectiveness of Digital Adverting.
• To Analyze the Factors Influencing Consumer Buying Behaviour of Digital Advertising.

Hypothesis
Ho1: There is no significant relationship between factors of digital advertising and buying behavior.
Ho2: There is a significant relationship between factors of digital advertising and buying behavior.

1.3. Review of Literature
Growth of Digital Advertisement: Defines that, the rise in digital ads, media platforms, internet video advertising, and mobile applications is responsible for the rise to end audiences all around the world are more impacted by technology due to increasing mobile and internet usage [10]. This provides advertisers and marketers the ability to make the right people at the right moment, anywhere in the universe.

Factors Influencing of Online Advertising: In their study, argues that the interaction of the digital advertising environment offers them the opportunity to gather customer feedback, which is a method of collecting information on the requirements, tastes, beliefs, and behavior of customers [11]. The results from this study reveal that the main factor influencing digital advertisements is "in formativeness". It creates more positive thoughts and significantly increases purchase intention [12]. As a result, digital advertising is a more effective tool than traditional forms of advertising.

Effectiveness Of Digital Media Advertising: Show that customers' preferences to make purchases have also been extensively and positively influenced by electronic media advertising [13]. "Fast-moving consumer goods (FMCG)" and services sectors gain from the brand sustainability that digital media advertisements create. In their research, they discovered that animation advertisements and billboards with text files are particularly efficient tools for digital advertising that aim to persuade customers to purchase a product and also helps in the recall of the goods [14].

Scope of the Study: A powerful device for reaching specific customers with relevant marketing communications and promotional efforts is digital advertising [4]. It is fundamental to creating a positive customer perception and impacting consumer preferences and influencing their decisions on the products and services they like to buy offered in commercials. Everyone now needs the internet because of its integration into daily life. People now use digital media in all aspects of their daily lives. Due to the huge number of daily users from around the world, these websites are excellent for promoting goods and services every day [15].

Consumer Buying Behavior: Consumer buy behavior refers to the processes utilized when individuals or groups select, acquire, use, or discard goods, concepts, or experiences to their requirements and preferences. According to consumer behaviour is associated with both internal and external stimuli [9, 5]. There are most common stimuli are culture, values, and personal decisions besides advertising factors such as information, ease of search, choosing alternatives, and good sources of product information. The actions being taken by a consumer while searching for, getting, applying, evaluating, and rejecting goods and services they believe will meet their requirements.

2. Methodology and Design
This study used descriptive research design. The population of the study consisted 120 respondents in Coimbatore district. Convenient sampling used for collect the data. Primary data was the major source of data collection for the study. The primary data was obtained directly from respondents through the questionnaire. Tools used for this study is Simple percentage Analysis, Factor Analysis and Anova.

Gender Of The Respondents		
Gender	**Frequency**	**Percent**
Male	78	65.0
Female	42	35.0
Total	120	100.0
Marital Status Of The Respondents		
Marital Status	**Frequency**	**Percent**
Married	88	73.3
Unmarried	32	26.7
Total	120	100.0
Educational Level Of The Respondents		
Educational Level	**Frequency**	**Percent**
School Level	29	24.2
Technical Education	11	9.2
Under Graduation	48	40.0

Post-Graduation	21	17.5
Others	11	9.2
Total	120	100.0
Occupational Status Of The Respondents		
Occupational Status	**Frequency**	**Percent**
Student/unemployed	16	13.3
Employed	27	22.5
Professional	18	15.0
Business	28	23.3
Housewife	21	17.5
Agriculture	10	8.3
Total	120	100.0
Monthly Income Of The Respondents		
Monthly Income	**Frequency**	**Percent**
No Income	37	30.8
Below Rs.30,000	17	14.2
Rs.30,001-Rs.40,000	13	10.8
Rs.40,001-Rs.50,000	16	13.3
Rs.50,001 – Rs. 1,00,000	14	11.7
Above Rs. 1,00,000	23	19.2
Total	**120**	**100.0**

Source: Primary data

Table 1: Demographic Profile of Respondents

2.1. Demographic Profile of Respondents

Demographic information used in this research are gender, age, nationality, educational level, and Job. Table 1 shows the results of frequency and percentage of responses. The majority (65.0%) of respondents were male remaining (35.0%) respondents are female. Majority (73.3%) are married people and remaining (26.7%) of them are unmarried. In case of Educational Level (24.2%) are having School Level Education, (9.2%) were having Technical Education, (40. %) are Qualifying Under Graduates, (17.5%) were Post Graduates and remaining (9.2%) respondents come under other categories of Educational Background. As per Occupational status of the respondents (13.3%) Student/unemployed followed by (22.5%) Employed (15%) of them are professional workers, (23.3%) are doing business, followed by (17.5%) respondents are house wife's and remaining (8.3%) are doing Agriculture. As per the monthly income status (30.8%) of them not earning any incomes, followed by (14.2%) Earning Below Rs 30,000, followed by (10.8%) Earning Rs.30,001-Rs.40,000, (13.3%) of the respondents' earnings Rs.40,001-Rs.50,000, (11.7%) of the respondents Earnings Rs.50,001 – Rs. 1,00,000 reaming (19.2%) Earnings Above Rs. 1,00,000 per month.

BARTLETTS TEST		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.663
Bartlett's Test of Sphericity	Approx. Chi-square	439.637
	Df	36
	Significant.	1.000

Table 2: Factors Influencing to See the Digital Advertisements

Table 2 presents a positive correlation of variables with the KMO value Sampling is .663 the factor analysis can be conducted for these variables and that is evident through the Bartlett test of sphericity (1.000).

The analysis of individual variances has shown in the commonalities that the 9 variables have their variances ranging from 0.572 to 0.882 this implies the 9 variables are statistically significant.

Communalities		
Communalities	Initial	Extraction
Digital advertisements are trendy	1.000	.591
Animation and music	1.000	.718
Entertainment to see	1.000	.710
Attractive to all	1.000	.572
Interest to see	1.000	.644
Easy accessibility	1.000	.836
Privacy of the user	1.000	.882
Facilitate passing others	1.000	.770
Convenient to see at free times	1.000	.764
Extraction Method: Principle compound analysis.		

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.188	35.422	35.422	3.188	35.422	35.422	3.176	35.290	35.290
2	2.217	24.632	60.054	2.217	24.632	60.054	1.699	18.880	54.171
3	1.083	12.028	72.082	1.083	12.028	72.082	1.612	17.912	72.082
4	.798	8.863	80.946						
5	.500	5.558	86.504						
6	.439	4.883	91.387						
7	.307	3.407	94.794						
8	.272	3.026	97.820						
9	.196	2.180	100.000						
Extraction Method: Principal Component Analysis.									

Table 3: Total Variance Explained

The table displays the findings of the factor analysis with principal component analysis of 9 items of factors influencing with 3 factors which extracted out, by the three values, such as 35.422, 24.632 and 12.028 respectively are greater than the recommended level of 1. Before rotation, the table presented an indicative list of factor loadings. All nine variables are loaded onto different factors. To uncover the underlying structure among the variables, a "Rotated Component matrix" is constructed, and the table below shows the loadings of all the variables on the three Factors.

	Component		
	1	2	3
Digital advertisements are trendy	.732	-.038	-.234
Animation and music	.843	.048	.073
Entertainment to watch	.838	-.022	.090
Attractive to see	.746	-.092	-.087
Interest to see	.797	.021	.091
Easy accessibility	-.050	.007	.913
Privacy to users	.079	.935	.026
Facilitate passing others	-.157	.818	.274
Convenient to see at free times	.066	.376	.787
Extraction Method. Principle of compound analyses.			
Rotation Method: Variables max with Kaiser Normalisation.			
a. In four repetitions, rotation converged.			

Table 4: Rotated Component Matrix

The variables loaded are consolidated in table 6 as follows;

Components	Constructs	Factors
1	Digital advertisements are trendy	Promotion
	Animation and music	
	Entertainment	
	Attractive	
	Interest to see	
2	Easy accessibility	Handy
	Convenient to see at free times	
3	Privacy	Privacy
	Facilitate passing others	

Table 5: Factors Loaded

Table 6 - contains the factors that are loaded as components 1, 2, and 3. The first component is loaded with five constructs and named Promotion, the second component is loaded with two constructs and named as Handy and the third component is loaded with two constructs and named as Privacy.

Hypothesis
H0: There is no significant difference between factors and personal information of respondents
The hypothesis can be sub-hypothesized as.
H0: There is a significant difference between factors and gender of respondents.

Values		Sum of Squares	Df	Mean Square	F	Sig.
Promotion	Between groups	1.524	1	1.524	1.853	.026*
	Within Groups	97.068	118	.823		
	Total	98.592	119			
Handy	Between Groups	1.385	1	1.385	1.692	.006**
	Within Groups	96.606	118	.819		
	Total	97.992	119			
Privacy	Between Groups	.725	1	.725	.619	.033*
	Within Groups	138.200	118	1.171		
	Total	138.925	119			

SOURCE: primary data   *5 % significance**1 % significance

Table 7: Anova

Table 8- presents the analysis of variance to check the difference between the factors and the gender of respondents. It can be inferred from the table that the factors desire promotion, handy, and privacy are found significant at 1 percent and 5 percent respectively. Hence, the null hypothesis is rejected and concluded that there is a significant difference between factors and gender of respondents via; promotion, handy, and privacy.

H$_0$: There is No Significant Difference Between Factors and Marital Status of Respondents.

Values		Sum of Squares	Df	Mean Square	F	Sig.
Promotion	Between Groups	1.603	1	1.603	1.950	.065
	Within Groups	96.989	118	.822		
	Total	98.592	119			
Handy	Between Groups	3.401	1	3.401	4.242	.042*
	Within Groups	94.591	118	.802		
	Total	97.992	119			
Privacy	Between Groups	.206	1	.206	.175	.016*
	Within Groups	138.719	118	1.176		
	Total	138.925	119			

SOURCE: primary data   *5 % significance **1 % significance

Table 8: Anova

Table 8 presents using variance analysis to see how respondents' marital status and various characteristics differ. It can be inferred from the table that the factors that desire handy and privacy are found significant at 5 percent. Hence, it is determined that there is a substantial difference between factors and respondents' married status by the use of handy and private, and the null hypothesis is rejected.

H$_0$: There is No Significant Difference Between Factors and The Educational Level of Respondents.

Values		Sum OF squares	df	Mean square	F	Sig.
Promotion	Between Groups	5.519	4	1.380	1.705	.004**
	Within Groups	93.073	115	.809		
	Total	98.592	119			
Handy	Between Groups	2.362	4	.590	.710	.587
	Within Groups	95.630	115	.832		
	Total	97.992	119			
Privacy	Between Groups	5.491	4	1.373	1.183	.022*
	Within Groups	133.434	115	1.160		
	Total	138.925	119			

SOURCE: Primary Data   *5 % significance **1 % significance

Table 9: Anova

Table 9 demonstrates the analysis of variance to determine whether the respondents' educational level and the factors differ. It can be inferred from the table that the factors of desire for promotion and privacy are found significant at 1 percent and 5 percent respectively. Hence, the null hypothesis is rejected and concludes that there is a significant difference between factors and the educational level of respondents via; promotion and privacy.

H$_0$: There is No Significant Difference Between Factors and Occupational Status of Respondents.

		Sum of square	Df	Mean Square	F	Sig.
Promotion	Between Gropes	2.997	5	.599	.715	.014*
	Within Groups	95.595	114	.839		
	Total	98.592	119			
Handy	Between Groups	2.626	5	.525	.628	.679
	Within Groups	95.366	114	.837		
	Total	97.992	119			
Privacy	Between Groups	2.473	5	.495	.413	.039*
	Within Groups	136.452	114	1.197		
	Total	138.925	119			

Source: Primary data *5 % significance **1 % significance.

Table 10: Anova

Table 10 presents the analysis of variance to check the difference between the factors and the occupational status of respondents. It can be inferred from the table that the factors of desire for promotion and privacy are found significant at 5 percent. Hence, the Null hypothesis is rejected and concluded that there is a significant difference between factors and occupational status of respondents via; promotion and privacy.

H$_0$: There is No Significant Difference Between Factors in The Monthly Income of Respondents.

Values		Sum of Squares	df	Mean Square	F	Sig.
Promotion	Between Groups	2.234	5	.447	.529	.004**
	Within Groups	96.358	114	.845		
	Total	98.592	119			
Handy	Between Groups	2.446	5	.489	.584	.012**
	Within Groups	95.545	114	.838		
	Total	97.992	119			

Privacy	Between Groups	1.970	5	.394	.328	.005**
	Within Groups	136.955	114	1.201		
	Total	138.925	119			

SOURCE: PRIMARY DATA   *5 % significance **1 % significance

Table 11: Anova

Table 11 presents the variance analysis to examine the relationship between respondents' monthly income and several parameters. It can be inferred from the table that the factors desire promotion, handy, and privacy are found significant at 1 percent and 5 percent respectively. The conclusion is that there is a significant difference between factors and respondents' monthly income via promotion, handiness, and privacy, and the null hypothesis is thus rejected.

2.2. Limitations of the Study

The study's main limitation is that the sample size is limited to only 120 respondents. The area is restricted to selected places in the Coimbatore district only. The results can be variable depending on the respondents' own opinions. The other limitations of the research are that research did not evaluate advertisement on specific digital media [16].

3. Conclusion

Digital advertising is important from the standpoint of both consumers and advertisers. The factors influencing digital advertising are important ones to determine which consumers choose their purchase decisions. In the future, most of the work will be digital only. advertising companies are well advised to design their advertising messages carefully and also plan their digital advertising campaigns and target groups thoroughly. So, the study concludes that digital advertisements are important to people for selecting their products.

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