

Impact of Digital Advertisement on Consumer Buying Behavior

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Introduction

The era of globalization has long demanded a paradigm shift in some areas. One of which is the field of advertisement. High competition in the business world requires a company to be more creative and have a competitive advantage compared to other companies, and it need to be shown to the public with the help of media, advertisement and currently there is a trend of digital advertisement, In order to compete with the global business. The time between what is produced in various companies in a factory, what is added to the, plant results in the form of packaging, services, advertising, consultancy fair customers, financing, shipping arrangements, warehousing, and another thing that people think is worth. It is all through digital advertisement which made it clear that quality is maintained. As mouth publicity does not work on high scale.

Reason

Competition between products in the market to encourage, manufacturers aggressively promote to attract the attention of consumers. To look upon their buying behaviour we have to facilitate certain techniques, the strategy in marketing is, advertisement. As consumers begin to identify, experience and feel and respond to stimuli around them, which manifests the psychological need exists, there occurs an inner urge or a drive towards taking an action so as fulfil the need.

Impacts

This inner urge and the impelling action to put in efforts to fulfill the need and during the same order of advertisement is seen in a digital form then also stimulus reacts. In terms of consumer behavior, when a consumer realizes that there exists a

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state of felt deficiency (need), it gets translated into a variety of options (wants) from which a consumer may choose. The need/want lead to a state of tension in the mind of the consumer and an urge to act (buy/consume), so as to fulfill the need or want. This manifests itself into a goal, which is actually the behavior (act to purchase or consume), which puts an end to the urge to act. The entire action may ultimately lead to feelings of satisfaction, neutrality or dissatisfaction. Thus, the consumption behavior begins with when an individual recognizes a need and begins to take action to satisfy it. What he desires is an ultimate goal i.e. satisfaction of a need/want.

Impacts to consumer buying behaviour are the Emotions that are seen to be the driving force in consumer arousal and retail benefit. Many consumers seek products that bring beneficial emotional arousal which can be found in books, films, music etc. There are many brands that Avail maximum money on the market of digital advertisement that aim for consumer emotional arousal through their advertising campaigns and catchy slogans.

Conversely, there are products on the market that bring unpleasant arousal that lead to negative emotions such as over counter medications that treat depression and anxiety. "When consumer's experience emotions that is negative they can become eager to take part in consumption behaviours that lighten their mood. There are not many people that look for unpleasant arousal when purchasing products so brands that produce products that have the opposite effect are great mood lifters. These could include personal grooming products which can lead to stress reduction or fitness programmes that promote healthy body image and self-esteem. So in a marketer's perspective creating associations between certain products and mood lightening effects will increase the likelihood that consumer's in a bad mood will purchase them.

Digital Advertising can often lead to strong emotional arousal, marketers can use this method to engage with consumers regardless of the product they are promoting. Emotional digital advertising branding strategy is a common advertising technique that many popular company's use to engage with consumers on a more personal level. Take club factory as an example, the use of application inspires consumers to purchase more. It attracts consumer a lot on social networking sites and digital innovations helps in increasing purchasing and reducing human efforts. As a summary, its need is to achieve few things as to impact consumer buying behaviour:

- To score attention;
- To arose interest;
- To develop and sustain that interest;
- To create desire;
- To incite action; and
- To create good will.

If these are achieved there will be substantial amount of increase in a level of business by digital advertising. The present research report is focusing on quantifying the impact of advertising on consumer buying behavior, which raises the consumers' intentions towards the product and buying behaviors. The purchasing behavior is strongly influenced by the icon of the product which is built by the advertisers.

Behavioral Effects of Features

After giving introduction of the entire topic, the features are as follows:

The features of advertisement of product depending upon customer buying behaviour are analyzed rationally by consumers. A logical listing of features gives consumers an idea of functionality and works on an intellectual level with the ad viewer. For example, If you're advertising a vacuum, a logical feature would be that it cleans dirt from carpet. For a consumer whose vacuum just broke, this analysis of features might lead them to a store to compare vacuum cleaners. Having an ad showcasing your product will make your brand seem that much more memorable in the eyes of a consumer:

- Reminders and ad repetition
- Weighing the benefits
- Behavioral effect of brand awareness
- Consumers get the information they need

Further Features Bifurcations are based on

Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience:

- Remember it is only through advertisements; individuals are able to connect with your brand.
- Identify your target audience.
- The advertisement in some way must touch the hearts of the end-users for them to buy the product.
- It is really essential to show what the consumers like.
- Meet your target audience and find out what they expect from your product and brand on the whole.
- Do not show anything which might offend any religious group or community.
- The time slot of commercials also needs to be taken care of.
- For e.g.: Advertisements for products meant for children should ideally be aired during afternoon or early evening hours as this is the time when they watch maximum television.
- Understand the lifestyle of your target audience.

Advantages

They provide a means of communication and co-ordination between groups (client and agency working on different parts of a campaign.)

- These objectives also serve as a guide for decision-making and provide a focus for decisions that follow in the process of developing promotional plans.
- Objectives provide a benchmark so that relative success or failure of a program can be determined.

Main significance and involvement for digital advertisement, In the matter of advertising objectives, 2 distinct schools of thought emerge: The Sales School; The Communication School.

Role

- Advertising is not a game, if it comes to consumer buying behaviour because if advertising is done properly, both the buyer and the seller benefit from it.
- Advertising is not a toy. Advertiser cannot afford to play with advertising. Advertising funds come from sales revenue and must be used to increase sales revenue.
- Advertisements are not designed to deceive. The desire and hope for repeat sales and insures a high degree of honesty in advertising. There are certain difficulties also associated with using sales as Main role on consumer buying behaviour of advertising objective:
 - Sales could result from variety of influences, such as the other marketing mix elements, competitor actions and wider environmental effects, like the strength of the currency or the level of interest.
 - Concept of ad stock or carryover: the impact of promotional expenditure will not be immediately apparent as the receiver may not enter the market until a later date but the effects of the promotion may still influence the final purchase decision.

Conclusion

The study portrayed in above points that are features, roles, advantages and disadvantages are very interesting results and thus it is concluded from the study that the online advertisement is very important for seller as well as for the buyers because it is not just a source for selling, but it became source for communication for marketing companies, which is very essential for them to know their customers and preferences and the changing behavior in their attitude. In the same way it is important to know about the products and its uses through communication modes and the given feedbacks of products by other users, It also help them in selecting best among all the available products and it is concluded that rural individuals and females like the

TV advertisement more than urban residents and male counterparts. Rural residents jointly make a decision with their family members which product to be purchased and they also expect the same quality of the product that is shown in TV advertisement while it is not so with the urban residents.

Both genders and residents sense good when they watch the ad of the particular product that they are by now having. The urban citizens do not purchase the product that they don't need. The study proved that there is a significant variation among the rural and urban residents on the issue that advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of individuals is more influenced by the digital advertisements than their counterparts.

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