

PEOPLE PERCEPTION TOWARDS DIGITAL ADVERTISEMENT: A STUDY OF BRANDED JEWELLERY

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ABSTRACT

In the 21st century, technology has been upgraded, and the digital platform is one of the best ways to advertise your product or services. Digital advertising is a route through which an organization can communicate about its product/services, expand its scope and client base, and achieve higher benefits. It is a modern form of advertisement to promote products/services. Internet advertisement is a marketing strategy for promoting a product through which we can grab the target customer. Through digital advertisement, a marketer can deliver and target the right message to the right person at the right place, time and cost. In this study, we have thoroughly analyzed the perception of digital advertisements toward jewelry products.

KEYWORDS: Jewellery, Digital Advertisement, Perception.

Introduction

Digital advertising is a form of advertising which uses digital platform deliver promotional marketing messages to consumer. It has provided opportunity to marketer to capture new potential market. It is one of the cheapest and flexible methods of advertising which covers a large area. Digital advertisement is giving a tough challenge to traditional advertisement.

Digital advertisement is a speedy move of digital marketing. Digital advertisement users get benefit by right, required and detailed information at anytime from anywhere over their gadgets. Digital advertisement is a great platform for organisations to promote their product worldwide. It has enabled marketers to target specific customer segment, gather information, assess sales potential and ensure product exposure over the country.

In Indian Economy the gems and jewellery sector plays a big role with contributing around % to the country GDP and 15% to India's total merchandise export. The gems and jewellery sectors employ over 4.64 million people, which is predicted to succeed in 8.23 million by 2022. Based on its potential for growth and value addition, the govt declared the gems and jewelry sector as the attention area for export promotion. The government has undertaken various measures recently to market investment and upgrade technology and skills to market 'Brand India' within the international market. The pandemic had resulted in widespread disruption of worldwide supply chains and caused a big slowdown in international demand and therefore the G&J sector, by virtue of being within the luxury goods category, may take an extended period to revive to pre-COVID levels. This sector, while contributing a serious portion to India's export basket also plays a critical role in terms of employment generation. With around 5 million people working during this sector, embodying an enormous pool of skilled manpower, the world may be a major driver of the Indian economy. However, there exists an enormous potential for higher growth in terms of increased output, higher value addition, and therefore the possibility of moving up the worth chain. Major players operating in the Indian gems and jewelry market are expanding their product portfolio and are

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customizing jewelry as per consumer demand. Malabar Gold Private Limited, Titan Company Limited, Kalyan Jewellers India Private Limited, PC Jewellers Limited, and Gitanjali Gems Limited are a few of the leading market players.

Perception

Perception (From the Latin perception, percipio) is the organization. Identification and interpretation of sensory information to fabricate a mental representation through transduction, in which sensors in the body transform signals from the environment into encoded neural signals.

Perception is not the passive receipt of these signals but can be shaped by learning, memory, and expectation.

Perception involves these "top-down" effects as well as the "bottom-up" process of processing sensory input. The "bottom-up" processing is low-level information used to build up higher-level information (i.e., shapes for objects recognition). The "top-down" processing refers to a person's concept and expectations (knowledge) that influence perception. Perception depends on the complex function of the nervous system; it subjectively seems mostly effortless because this processing happens outside conscious awareness.

Objectives

- To study the consumer awareness of digital advertisement towards branded jewellery.
- To study the perception of digital advertisement of branded jewellery.

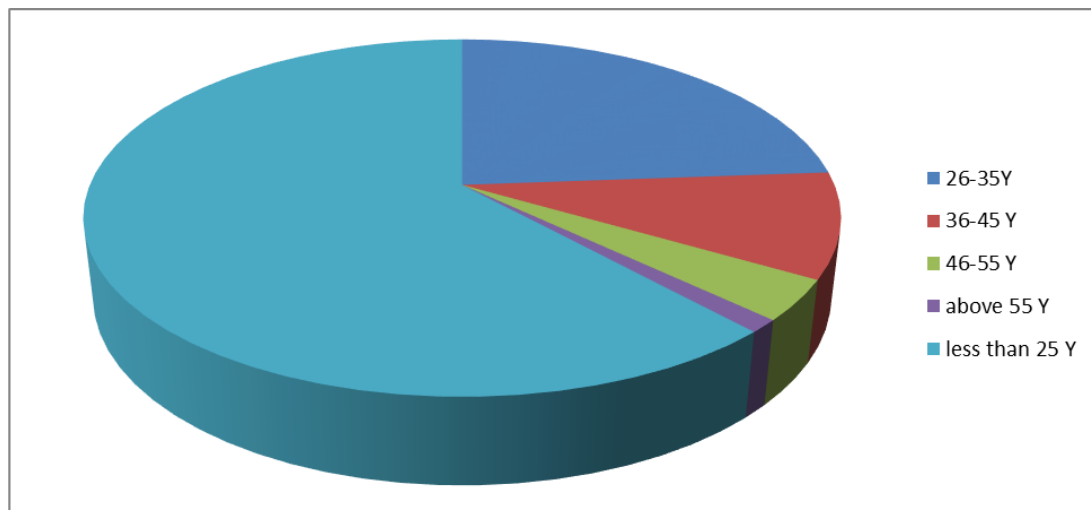
Hypothesis

H₀1: *There is no significance difference among the respondent's perception towards digital advertisement of branded jewellery with reference to different demographic characteristic.*

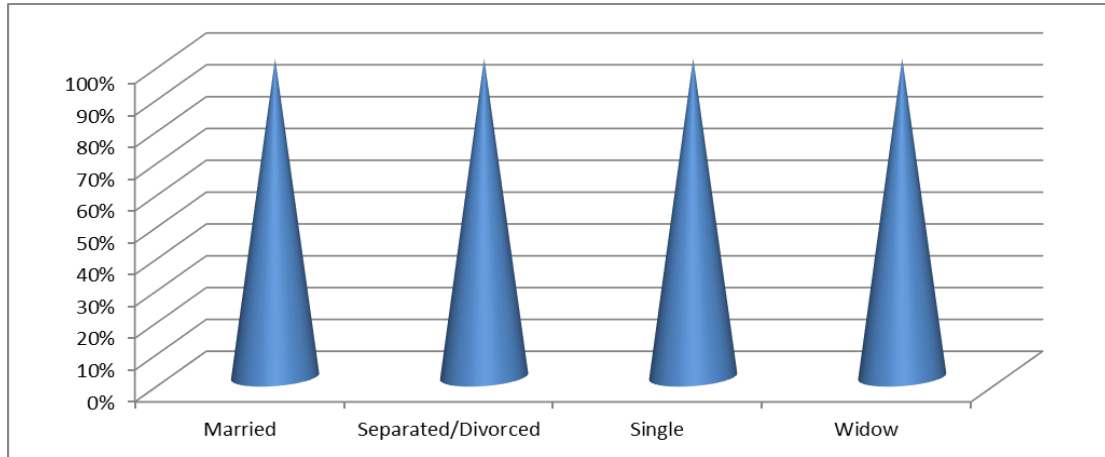
Research Methodology

This exploratory and descriptive research design was used for this study, and a structured questionnaire was designed to collect the primary data; a total of 700 questionnaires were distributed among the respondents in the state of Haryana through postal and online modes; out of these, and 600 filled up valid questionnaire were received from the respondents according to different age groups, residential status, and religion, etc. The results presented here are based on the 600 responses received from the respondents according to their demographic characteristics. The chi-square test was used to analyze the data. Accordingly, the results are presented here.

Result

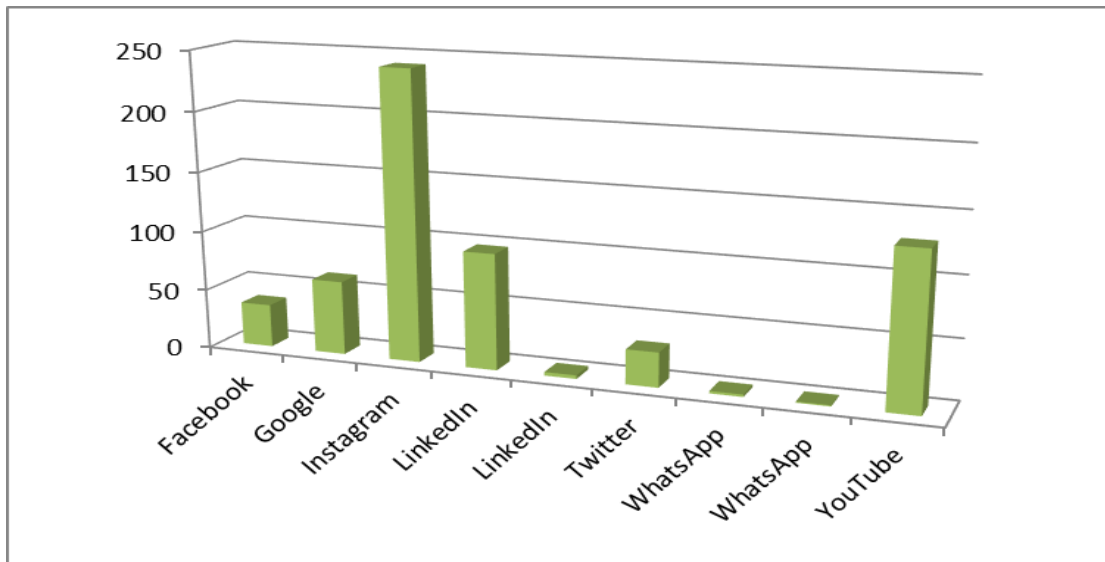


This survey based on consumer behavior towards brand jewellery in Haryana. Total 600 respondents used for this survey. Above table shows demographic study distribution based on age factor. In this, maximum 61.8% people are less than 25 years of age while 23.8% people are from 26-35 Years age. The same trend is displayed in bar graphs.



This survey based on consumer behavior towards brand jewellery in Haryana. Total 600 respondents used for this survey. Above table shows demographic study distribution based on marital status factor. In this, maximum 63.3% people single while 35% people are married as per survey data. The same trend is displayed in bar graphs.

Which digital platform do you use most frequently



This survey based on consumer behavior towards brand jewellery in Haryana. Total 600 respondents used for this survey. Above table shows demographic study distribution based on Digital Platform Selection. In this, maximum 40.2% people used Instagram as preferred platform in category while 21.5% people preferred YouTube as per survey data. The same trend is displayed in bar graphs.

From where did you know about the Jewellery

From where did you know about the Jewellery?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Digital Advertisement	208	34.7	34.7	34.7
	Friends	183	30.5	30.5	65.2
	Newspapers	95	15.8	15.8	81.0
	Television ads	114	19.0	19.0	100.0
	Total	600	100.0	100.0	

This survey based on consumer behavior towards brand jewellery in Haryana. Total 600 respondents used for this survey. Above table shows demographic study distribution based on from where you knew about the Jewellery. In this, maximum 34.7% people knew from digital advertisement in category while 30.5% knew from their friend circle as per survey data. The same trend is displayed in bar graphs.

Table 1: Chi Square Analysis on Perception towards Digital Advertisement w.r.t Demographic Characteristic Factor Age

S. No.	Statement	Factor	Mean	SD	Chi Square Value	P-Value
1	I watch digital ads as per my convenience.	Age	1.83	.954	27.63	0.035
2	Digital ads for branded jewellery draw my attention easily	Age	2.19	.979	25.90	0.05
3	In the digital era digital ads is relevant source of information.	Age	1.94	.903	24.55	0.07
4	I feel excited obtaining more information about branded jewellery after observing digital ads.	Age	2.25	1.060	26.32	0.05
5	Digital ads while searching branded jewellery reflects my interests.	Age	2.12	1.009	45.21	0.000
6	Once I click on digital platform I stay on ads until it gets completed.	Age	2.57	1.202	45.67	0.000
7	Digital ads for branded jewellery create pleasure.	Age	2.35	1.118	13.27	0.653
8	Digital ads irritate me.	Age	2.41	1.191	43.41	0.000
9	24*7 repeated digital ads create emotional bonding.	Age	2.62	1.263	22.49	0.12
10	Digital ads offer links for more detail about product.	Age	2.20	1.083	36.65	0.000
11	Digital platform ad provides reliable information about branded jewellery.	Age	2.16	.994	43.21	0.000
12	I believe that digital ads reduced the product searching costs.	Age	2.22	1.018	23.20	0.108
13	Interactive nature of digital ads makes its responsive and encourage customer actively.	Age	2.16	1.016	17.03	0.38
14	Messages of digital ads of branded jewellery connect me with brand.	Age	2.29	1.054	45.88	0.000
15	The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery.	Age	2.41	1.132	54.60	0.005
16	Content of digital ads are trustworthy	Age	2.62	1.232	28.57	0.02
17	Digital ads are time consuming	Age	2.20	1.111	51.87	0.000
18	I prefer to skip the ads while I'm on digital platform.	Age	2.19	1.090	29.50	0.021
19	Humorous nature of digital ads delights the customer.	Age	2.46	1.100	53.61	0.000
20	Digital ads look alike.	Age	2.29	1.119	22.32	0.133
21	Digital ads help to present 3 dimension/HD view of branded jewellery.	Age	2.21	.999	27.18	0.039
22	Recalling of digital ads is very easy.	Age	2.16	1.021	38.38	0.001
23	I often share the content of digital ads with friends.	Age	2.46	1.189	26.19	0.05
24	Details of competing brands on digital ads serve my interest.	Age	2.42	1.127	23.22	0.108

25	Digital ads are reliable source of information about branded jewellery.	Age	2.32	1.093	19.36	0.25
26	Digital ads build strong relationship with brand and customers.	Age	2.23	1.026	32.82	0.008
27	Digital ads can provide customized information about branded jewellery.	Age	2.21	.956	22.38	0.131
28	Digital ads help me to make instant purchase decision.	Age	2.42	1.146	26.70	0.04
29	I hesitate to provide my personal information if required by the digital advertisers.	Age	2.18	1.135	38.22	0.001
30	I feel digital ads are more effective than ads on other media like TV, Newspapers, etc	Age	2.14	1.028	34.86	0.004

The chi-square test for age and perception, tells whether there is any kind association between these 2 variables. As we can observe, here 17 out of 30 statements are having p-value < 0.05, hence we say that there is an association between all the Age and these 17 Perception statements. In other words, we can say that there is no difference in the perception of different age-groups and these statements like "Digital ads while searching branded jewellery reflects my interests", "Once I click on digital platform I stay on ads until it gets completed" etc. The statement "The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery" having highest chi square value 54.60 has greater probability with high significant difference.

Table 2: Chi Square Analysis on Perception towards Digital Advertisement w.r.t. Demographic Characteristic Factor Marital Status

S. No.	Statement	Chi Square Value	P-Value
1	I watch digital ads as per my convenience.	19.42	0.07
2	Digital ads for branded jewellery draw my attention easily	18.54	0.100
3	In the digital era digital ads is relevant source of information.	26.96	0.008
4	I feel excited obtaining more information about branded jewellery after observing digital ads.	17.83	0.121
5	Digital ads while searching branded jewellery reflects my interests.	42.54	0.000
6	Once I click on digital platform I stay on ads until it gets completed.	23.27	0.025
7	Digital ads for branded jewellery create pleasure.	6.66	0.87
8	Digital ads irritate me.	29.75	0.03
9	24*7 repeated digital ads create emotional bonding.	13.85	0.310
10	Digital ads offer links for more detail about product.	35.31	0.000
11	Digital platform ad provides reliable information about branded jewellery.	13.19	0.355
12	I believe that digital ads reduced the product searching costs.	10.72	0.553
13	Interactive nature of digital ads makes its responsive and encourage customer actively.	12.65	0.394
14	Messages of digital ads of branded jewellery connect me with brand.	22.59	0.031
15	The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery.	32.68	0.001
16	Content of digital ads are trustworthy	23.58	0.023
17	Digital ads are time consuming	17.24	0.141
18	I prefer to skip the ads while I'm on digital platform.	19.44	0.07
19	Humorous nature of digital ads delights the customer.	25.86	0.01
20	Digital ads look alike.	12.53	0.40
21	Digital ads help to present 3 dimension/HD view of branded jewellery.	5.42	0.94
22	Recalling of digital ads is very easy.	15.28	0.22
23	I often share the content of digital ads with friends.	13.11	0.36
24	Details of competing brands on digital ads serve my interest.	12.52	0.40
25	Digital ads are reliable source of information about branded jewellery.	21.24	0.04
26	Digital ads build strong relationship with brand and customers.	12.64	0.39
27	Digital ads can provide customized information about branded jewellery.	5.35	0.94
28	Digital ads help me to make instant purchase decision.	31.14	0.02

29	I hesitate to provide my personal information if required by the digital advertisers.	20.50	0.05
30	I feel digital ads are more effective than ads on other media like TV, Newspapers, etc	8.27	0.76

The above table revealed the chi-square test for marital status and perception, tells whether there is any kind association between these 2 variables. As we can observe, here only 11 out of 30 statements are having p-value < 0.05, hence it rejects null hypothesis and we say that there is an association between the entire marital status factor and these 11 Perception statements. In other words, we can say that there is no difference in the perception of marital status and these statements like "In the digital era digital ads is relevant source of information", "Digital ads while searching branded jewellery reflects my interests" etc. The statement "Digital ads while searching branded jewellery reflects my interests" having highest chi square value 42.54 has greater probability with high significant difference.

Table 3: Chi Square Analysis on Perception towards Digital Advertisement w.r.t Demographic Characteristic Factor Family Structure

S. No.	Statement	Chi Square Value	P-Value
1	I watch digital ads as per my convenience.	2.51	0.643
2	Digital ads for branded jewellery draw my attention easily	1.06	0.90
3	In the digital era digital ads is relevant source of information.	7.23	0.124
4	I feel excited obtaining more information about branded jewellery after observing digital ads.	3.83	0.42
5	Digital ads while searching branded jewellery reflects my interests.	10.86	0.02
6	Once I click on digital platform I stay on ads until it gets completed.	8.47	0.07
7	Digital ads for branded jewellery create pleasure.	3.55	0.46
8	Digital ads irritate me.	4.69	0.32
9	24*7 repeated digital ads create emotional bonding.	2.49	0.64
10	Digital ads offer links for more detail about product.	12.13	0.01
11	Digital platform ad provides reliable information about branded jewellery.	4.55	0.33
12	I believe that digital ads reduced the product searching costs.	4.67	0.32
13	Interactive nature of digital ads makes its responsive and encourage customer actively.	2.04	0.72
14	Messages of digital ads of branded jewellery connect me with brand.	6.26	0.18
15	The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery.	2.51	0.64
16	Content of digital ads are trustworthy	6.51	0.16
17	Digital ads are time consuming	16.21	0.003
18	I prefer to skip the ads while I'm on digital platform.	14.46	0.006
19	Humorous nature of digital ads delights the customer.	5.80	0.21
20	Digital ads look alike.	6.60	0.15
21	Digital ads help to present 3 dimension/HD view of branded jewellery.	12.82	0.012
22	Recalling of digital ads is very easy.	11.71	0.02
23	I often share the content of digital ads with friends.	5.27	0.25
24	Details of competing brands on digital ads serve my interest.	3.98	0.40
25	Digital ads are reliable source of information about branded jewellery.	4.80	0.30
26	Digital ads build strong relationship with brand and customers.	3.38	0.49
27	Digital ads can provide customized information about branded jewellery.	0.26	0.992
28	Digital ads help me to make instant purchase decision.	4.16	0.38
29	I hesitate to provide my personal information if required by the digital advertisers.	8.31	0.08
30	I feel digital ads are more effective than ads on other media like TV, Newspapers, etc	5.86	0.20

The chi-square test for family structure and perception, tells whether there is any kind association between these 2 variables. As we can observe, here only 06 out of 30 statements are having p-value < 0.05, hence it rejects null hypothesis and we say that there is an association between the entire marital status factor and these 06 Perception statements. In other words, we can say that there is no difference in the perception of different family structure and these statements like “Digital ads offer links for more detail about product”, “Digital ads are time consuming” etc. The statement “Digital ads are time consuming” having highest chi square value 16.21 has greater probability with high significant difference.

Table 4: Chi Square Analysis on Perception towards Digital Advertisement w.r.t Demographic Characteristic Factor Education Level

S. No.	Statement	Chi Square Value	P-Value
1	I watch digital ads as per my convenience.	20.93	0.05
2	Digital ads for branded jewellery draw my attention easily	69.10	0.000
3	In the digital era digital ads is relevant source of information.	17.24	0.14
4	I feel excited obtaining more information about branded jewellery after observing digital ads.	15.86	0.19
5	Digital ads while searching branded jewellery reflects my interests.	14.70	0.25
6	Once I click on digital platform I stay on ads until it gets completed.	21.68	0.41
7	Digital ads for branded jewellery create pleasure.	19.47	0.07
8	Digital ads irritate me.	19.96	0.06
9	24*7 repeated digital ads create emotional bonding.	13.17	0.35
10	Digital ads offer links for more detail about product.	25.93	0.01
11	Digital platform ad provides reliable information about branded jewellery.	10.63	0.56
12	I believe that digital ads reduced the product searching costs.	11.70	0.46
13	Interactive nature of digital ads makes its responsive and encourage customer actively.	12.86	0.37
14	Messages of digital ads of branded jewellery connect me with brand.	29.44	0.003
15	The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery.	13.57	0.32
16	Content of digital ads are trustworthy	29.93	0.003
17	Digital ads are time consuming	27.60	0.006
18	I prefer to skip the ads while I'm on digital platform.	16.90	0.153
19	Humorous nature of digital ads delights the customer.	23.61	0.023
20	Digital ads look alike.	24.79	0.01
21	Digital ads help to present 3 dimension/HD view of branded jewellery.	12.44	0.411
22	Recalling of digital ads is very easy.	14.39	0.277
23	I often share the content of digital ads with friends.	33.48	0.001
24	Details of competing brands on digital ads serve my interest.	21.24	0.04
25	Digital ads are reliable source of information about branded jewellery.	7.77	0.80
26	Digital ads build strong relationship with brand and customers.	22.31	0.03
27	Digital ads can provide customized information about branded jewellery.	13.83	0.312
28	Digital ads help me to make instant purchase decision.	20.30	0.06
29	I hesitate to provide my personal information if required by the digital advertisers.	12.15	0.433
30	I feel digital ads are more effective than ads on other media like TV, Newspapers, etc	11.79	0.46

The chi-square test for education level and perception, tells whether there is any kind association between these 2 variables. As we can observe, here only 11 out of 30 statements are having p-value < 0.05, hence it rejects null hypothesis and we say that there is an association between the entire education factor and these 11 Perception statements. In other words, we can say that there is no

difference in the perception of different educations and these statements like “Digital ads for branded jewellery draw my attention easily”, “Digital ads offer links for more detail about product” etc. The statement “Digital ads for branded jewellery draw my attention easily” having highest chi square value 69.10 has greater probability with high significant difference.

Table 5: Chi Square Analysis on Perception towards Digital Advertisement w.r.t. Demographic Characteristic Factor Occupation

S. No.	Statement	Chi Square Value	P-Value
1	I watch digital ads as per my convenience.	47.23	0.000
2	Digital ads for branded jewellery draw my attention easily	54.10	0.000
3	In the digital era digital ads is relevant source of information.	24.49	0.07
4	I feel excited obtaining more information about branded jewellery after observing digital ads.	29.23	0.02
5	Digital ads while searching branded jewellery reflects my interests.	24.22	0.08
6	Once I click on digital platform I stay on ads until it gets completed.	29.04	0.02
7	Digital ads for branded jewellery create pleasure.	18.3	0.30
8	Digital ads irritate me.	22.52	0.127
9	24*7 repeated digital ads create emotional bonding.	35.45	0.003
10	Digital ads offer links for more detail about product.	67.84	0.000
11	Digital platform ad provides reliable information about branded jewellery.	27.48	0.03
12	I believe that digital ads reduced the product searching costs.	28.44	0.02
13	Interactive nature of digital ads makes its responsive and encourage customer actively.	31.62	0.01
14	Messages of digital ads of branded jewellery connect me with brand.	67.08	0.000
15	The appeal/messages of the digital ads of branded jewellery affect my emotion/feelings about branded jewellery.	35.23	0.004
16	Content of digital ads are trustworthy	36.57	0.002
17	Digital ads are time consuming	59.11	0.000
18	I prefer to skip the ads while I'm on digital platform.	23.41	0.103
19	Humorous nature of digital ads delights the customer.	32.93	0.008
20	Digital ads look alike.	30.10	0.017
21	Digital ads help to present 3 dimension/HD view of branded jewellery.	49.92	0.000
22	Recalling of digital ads is very easy.	34.77	0.004
23	I often share the content of digital ads with friends.	31.32	0.012
24	Details of competing brands on digital ads serve my interest.	38.29	0.001
25	Digital ads are reliable source of information about branded jewellery.	24.14	0.08
26	Digital ads build strong relationship with brand and customers.	26.66	0.045
27	Digital ads can provide customized information about branded jewellery.	31.06	0.013
28	Digital ads help me to make instant purchase decision.	21.77	0.15
29	I hesitate to provide my personal information if required by the digital advertisers.	45.63	0.000
30	I feel digital ads are more effective than ads on other media like TV, Newspapers, etc	29.42	0.021

The chi-square test for occupation and perception, tells whether there is any kind association between these 2 variables. As we can observe, here only 23 out of 30 statements are having p-value < 0.05, hence it rejects null hypothesis and we say that there is an association between the entire education factor and these 11 Perception statements. In other words, we can say that there is no difference in the perception of different occupations and these statements like “I watch digital ads as per my convenience”, “Digital ads for branded jewellery draw my attention easily” etc. The statement “Digital ads offer links for more detail about product” having highest chi square value 67.84 has greater probability with high significant difference.

Result**Conclusion**

In this study the findings show that maximum 44.8% observer provides strongly agree response on the factor based on "I watch digital ads as per my convenience" and 35.3% provides agree response. Total 600 responses have submitted based on perception in Haryana. Maximum 47% observer provides agree response on the factor based on "Digital ads for Branded Jewellery Draw My Attention Easily" and 23.7% provides strongly agree response. Maximum 38.8% observer provides agree response on the factor based on "In the Digital Era Digital Ads is Relevant Source of Information" and 36.5% provides strongly agree response. Maximum 37.3% observer provides agree response on the factor based on "Feel Excited Obtaining More Information about Branded Jewellery after Observing Digital Ads" and 27.2% provides strongly agree response. Maximum 40.5% observer provides agree response on this factor based on "Digital Ads while Searching Branded Jewellery Reflects My Interests" and 30.2% provides strongly agree response.

These factors are based on Perception towards Digital Advertisement of Branded Jewellery. Total 30 statements have been covered in this objective. In this, the statement "P1-watch digital ads as per my convenience" has lowest mean value with 1.83 and strongly agree response and highest mean value for P9- 24*7 repeated digital ads create emotional bonding with 2.62. Based on T-test analysis, all have p-value less than 0.05, hence it rejects null hypothesis and hence there is a strong relation between observer response and consumer perception towards digital advertisement of brand jewellery.

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