

Impact of Digital Media Advertisements on Consumer Behavior

¹Dr. Meenakshi Jindal, ²Paavna Pannu, ³Sehaj Marjara, ⁴Gunishika Bindra,
¹Lecturer Physics, ²Student, ³Student, ⁴Student

ABSTRACT: Advertisements are a way of communication between the producer and the consumer. The objective of the advertising is to catch consumers' interest and persuade them to buy a certain product by modifying their attitude at various levels i.e. cognitive, emotional, or behavioral. Over the years the way businesses or organizations promote their products has changed. The digital revolution has also revolutionized the advertisement world as the reach and accessibility have increased many folds. The present study deals with studying the impact of digital media advertisements on consumer behavior of the youth in the age group of 16-25 years. It also deals with studying the difference in the impact of digital media advertisements on female and males consumer behavior. The study was conducted on a sample of 87 females and males taken randomly from the various cities of Punjab. The data was collected using a questionnaire related to consumer behavior prepared by investigators. Descriptive statistics such as mean and standard deviation were used to describe the data. t-test was administered to draw out the inferences. The results of the study highlighted that more than 50% of participants agreed upon getting aware of various products through digital media advertisement. 38% agreed that digital media advertisements can generate their interest in various products. Only 20% got convinced by these advertisements and only 24% actually ended up buying the product due to digital advertisement. Further, both females and males experience the equal impact of digital media advertisement on their behavior relating to interest, conviction, and purchase in buying the products online.

KEYWORDS: Digital media, advertisement, consumer behavior, awareness about the product, interest in the product, conviction and purchase

I. INTRODUCTION

With the advancement in technology, today's consumer market has become very competitive. A large number of similar products or services are available to the consumer at very competitive prices. It leads to a change of brand or product preference very quickly. So companies spend lots of money on promotions from time to time to maintain the interest of consumers in their products. Making consumers aware of a product then sustaining their interest in the same for sufficient time can ultimately lead to the purchase of the product by the consumer. Advertising is a part of a promotion strategy for modifying the buying behavior of a consumer. Theophilus, Ayodele & Akindele (2020) highlighted that online advertising has a significant effect on consumer buying behavior. It is a tool of communication between the producer and the consumer. Its primary aim is to influence the awareness, interest, and attitude of a consumer in a way that leads him to buy the product or service. There are various ways of advertising a product- print media, TV, live events to name a few. Advertisements, through different mediums, influence consumers. The advertisements on the Internet not only influence consumers' attitudes but also their behavior and lifestyle (Latif et al., 2011). Today's world is in the digital age and millions of people spend a large chunk of their daily time on digital platforms and social media. The youth are especially more comfortable using digital technology. They prefer to use digital platforms for various activities.

One rule of marketing is connecting with consumers at the right place at the right time. If people are available online most of the time then that is the platform to advertise various products. Companies these days are trying to use the popularity of digital platforms to promote their goods and services. Digital advertising has many advantages over traditional methods. The cost of advertising is low whereas the reach is vast (Iweama, Iweka & Henson, 2018). As a result, it is more impactful. Companies can easily target precise segments like age group, gender, cultural or social groups. They can also track or measure its effect of it, for example, how many people have seen it or like it or are interested in it. They can then easily change or adjust their product or strategy according to the need.

II. SIGNIFICANCE OF THE STUDY

The basic aim of the advertisements is to generate the interest of the consumers in the product and lead them to purchase it. Technology has brought advertisements closer to the consumers. With one single click, they are able to collect information about the product. Thus it has become convenient for both the market and the consumer. To sell the product it is necessary to understand the psychology of the customer. So the advertisements are designed to catch the interest of the customer and even modify their attitude towards the product.

A number of researchers have studied the impact of digital media advertisements on consumer behavior in various parts of the world. Investigators were interested in studying how digital advertisements impact the awareness of customers towards various products? Whether digital advertisements lead to the generation of interest among the customers? To what extent does interest change to conviction? And finally, to what extent does it lead to purchasing the product?

III. REVIEW OF LITERATURE

Ayanwale, Alimi, & Ayanbimipe (2005) studied the influence of advertising on consumer brand preference. It studied the effect of advertising in influencing consumers' preference for bournvita. A sample of 350 consumers of food drinks was randomly selected in southwestern Nigeria. The results revealed that both males and females of different age groups were equally influenced by advertising in their preference for the brand of drink. The major reasons for preference were found to be captivating advertising and rich quality TV advertisements. Mahalaxmi & Ranjith (2016) studied the awareness of consumers regarding digital marketing and whether digital channels influence their personal purchase decisions. The study was carried out for 50 respondents and the findings showed that consumers are aware of digital marketing irrespective of their educational qualification and level of income. Also, they prefer to buy electronic and shopping goods through digital channels.

Ahmed (2017) found that exposure to online advertisements and the demographic characteristics of employees contribute to the decision to purchase the product. Sama (2019) surveyed 529 consumers in India to see the effect of advertisements on all five stages (awareness, interest, conviction, purchase, and post-purchase) of consumer behavior. The sample mainly comprised students and the data was collected using an online survey method. The results revealed that newspaper advertisements affect all five stages of consumer behavior, whereas TV and the internet are more effective in creating awareness, interest, and conviction among consumers. Bhatt, Shetty, & Maiya (2019) studied the impact of online advertising on consumers' buying behavior in karkala taluk. The study was carried out on a randomly selected sample of 100 participants. The results suggested that online advertisements generate a positive attitude toward consumers' buying behavior. Zari (2021) studied the impact of digital advertising on consumer behavior. The study was conducted on a randomly selected sample of hundred customers. It revealed that the use of digital marketing is an accepted phenomenon. Knowledge and use of mobile phones, availability of online information about the product, email purchasing familiarity, market share, online domain, fair price and discount of the brand, easy availability, TV advertising display advertising have a considerable impact on the psychographic perspectives of the purchasing process. Consumers have their psychological theories about digital branding and their demographic characteristics also influence the buying process.

Objectives

1. To study the impact of digital media advertisements on females and males consumer behavior in the age group of 16-25 years.
2. To study the difference in the impact of digital media advertisements between females and males consumer behavior.

Hypotheses

- There is no significant difference in the impact of digital media advertisements between females and males consumer behavior in terms of awareness, interest, conviction, and purchase.

Delimitation

The study was delimited to

- various cities of Punjab and
- female and males in the age group of 16-25 years.

IV. METHODOLOGY

Sample: The study was conducted on a sample of 87 young consumers in the age group of 16-25 years of age, taken randomly from the various cities of Punjab. The sample consisted of male and female participants. The data was collected through Google forms.

Design of the Study: The study was conducted using the descriptive survey method. The responses of 87 young female and male consumers in the age group of 16-25 years of age were taken for the study. The data was collected online through Google forms.

Tools used

Following tools were used to collect the data.

1. Questionnaire relating to consumer behavior prepared by investigators themselves

Procedure

After preparing a questionnaire for consumer behavior, a Google form was prepared for the collection of data. The link was mailed to the concerned participants residing in the various cities of Punjab. The responses were tabulated. The raw data was then subjected to descriptive and inferential statistics using SPSS software. Thereafter, results were interpreted and conclusions were drawn out.

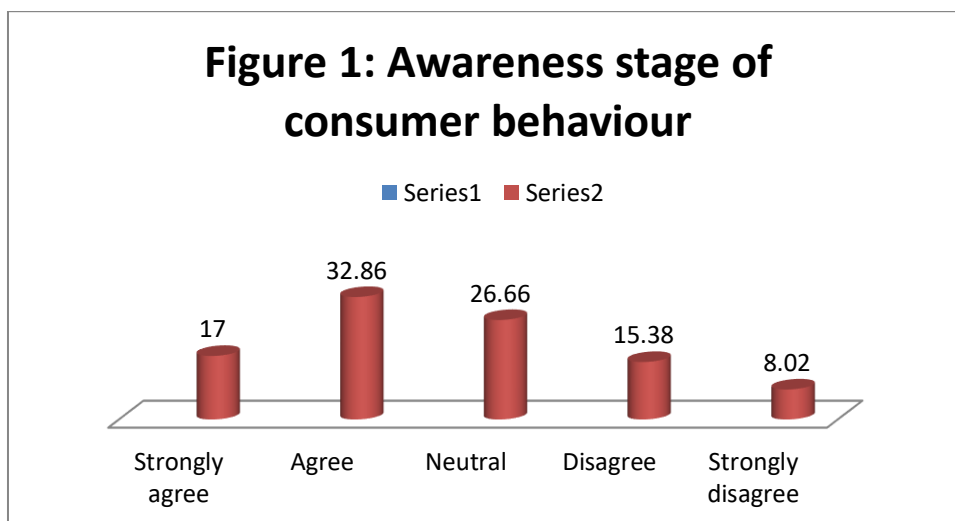
Statistical tools used : Descriptive statistics such as mean and standard deviation were used to describe the data. t-test was administered to draw out the inferences.

V. ANALYSIS

The data were analyzed by calculating the percentage of responses given by the participants on the five-point scale. Whether they strongly agree or agree or strongly disagree or disagree with the statements defining the various stages of consumer behavior. Neutral or undecided shows the indecisive behavior of the participants. The data was further analyzed to infer the difference between females and males regarding the impact of digital advertisement on their consumer behavior in terms of various stages of consumer behavior- awareness, interest, conviction, and purchase.

Table 1: Percentage response to awareness stage of consumer behaviour

S.No.	Stage of Consumer Behaviour	Items	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
1.	Awareness	I look for relevant advertisements before I buy any product.	5.7	35.6	33.3	17.2	8
2.		I regularly watch advertisements to keep myself updated about products.	6.9	19.5	28.7	24.1	20.7
3.		I think advertisements are good source of information regarding any product.	16.1	42.5	27.6	12.6	1.1
4.		I think attractive advertisements can lead me to buy a product.	26.4	27.6	25.3	13.8	6.9
5.		I get information regarding offers/ discounts through advertisements.	29.9	39.1	18.4	9.2	3.4
Average				17	32.86	26.66	15.38

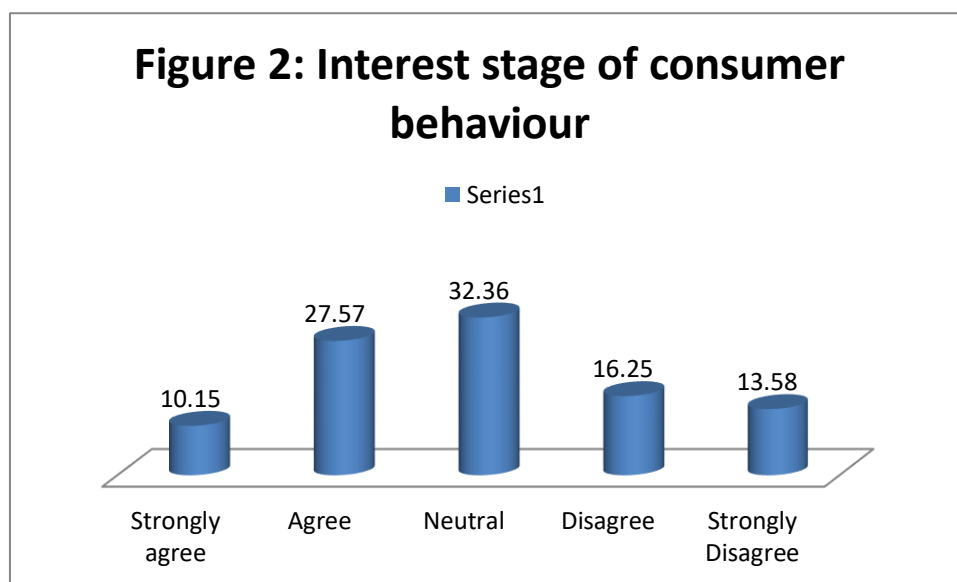


17% of the participants strongly agreed and 32.86% agreed with some constraints regarding developing awareness about various products through digital media advertisements. 26.66% of the participants were undecided about the issue and around one-fourth of the participants disagreed with it. Further, around 41% (5.7+35.6) of the participants agreed to look for relevant advertisements whereas 25% (8+17.2) disagreed with this, and one-third of the participants were undecided. Again around one-fourth of these participants agreed that they regularly watched advertisements to keep themselves updated about products and around 45% denied keeping themselves updated about the products by watching advertisements regularly. Around 58% agreed to believe that ‘advertisements are a good source of information regarding any product’ and 27.6 % were undecided about this. 23.7% disagreed on this point. 54% agreed to the point that attractive advertisements can lead them to buy a product whereas around 21% disagreed with it and around 25% were still undecided. Around 70% believed that they get information regarding offers/ discounts through advertisements.

Table 2: Percentage response to interest stage of consumer behavior

S.No.	Stage of Consumer Behaviour	Items	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
6.	Interest	Advertisements are a source of pleasure and entertainment for me.	6.9	10.3	20.7	25.3	36.8
7.		Attractive advertisements grab my attention easily.	13.8	37.9	37.9	8	2.3
8.		Advertisements are able to generate my interest in a product.	16.1	40.2	33.3	5.7	4.6
9.		I find advertisements useful before buying any product.	11.5	34.5	35.6	14.9	3.4
10.		I find	8	36.8	34.5	17.2	3.4

		advertisements generally informative.					
11.		I think only products with good and attractive advertisements are worth buying.	4.6	5.7	32.2	26.4	31
Average			10.15	27.57	32.36	16.25	13.58

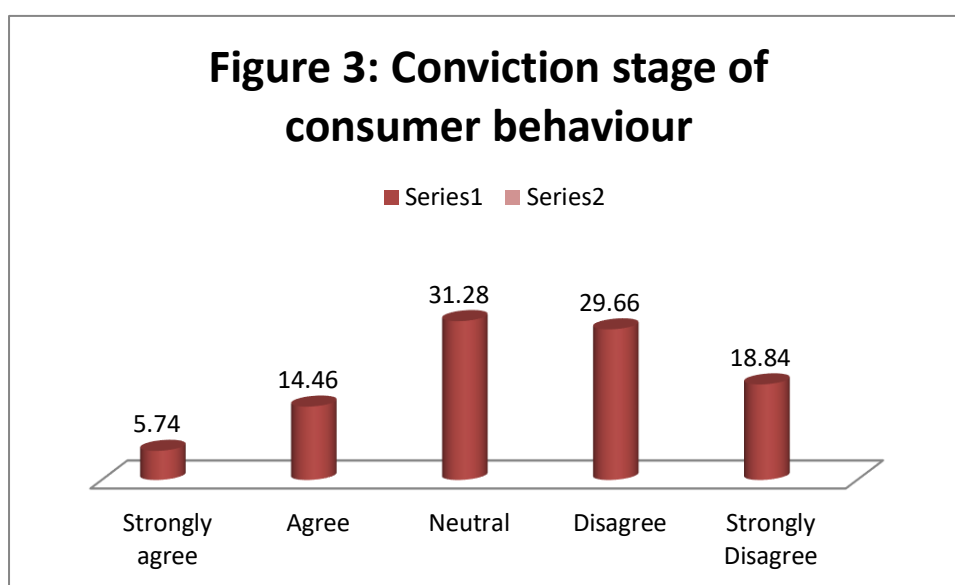


Around 38% (10.15+27.57) agreed that digital media advertisements generate the interest of the consumer in the product whereas 30% denied and 32.36% were undecided. Further going into detail, only 17% agreed that ‘advertisements are a source of pleasure and entertainment for them’. 62% disagreed with this. More than 50% agreed that attractive advertisements grab their attention easily whereas around 38% were undecided. Around 56% of the participants were of the view that advertisements are able to generate their interest in a product and again one-third of them were undecided. 46% found that advertisements were useful before buying any product and around 36% were undecided at agreeing to this. Moreover, 45% agreed that advertisements are generally informative and 34.5% remained undecided. Only 10% agreed with the connotation that only products with good and attractive advertisements are worth buying, around 57% disagreed with this.

Table 3: Percentage response to conviction stage of consumer behavior

S.No.	Stage of Consumer Behaviour	Items	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
12.	Conviction	I think claims made about products in advertisements are generally true.	2.3	9.2	29.9	41.4	17.2
13.		I think advertisements are generally credible.	4.6	10.3	43.7	34.5	6.9
14.		I think products	4.6	6.9	16.1	27.6	44.8

		with no advertisements are not worth buying.					
15.		I think it is must to see an advertisement before buying a product.	3.4	10.3	27.6	35.6	23
16.		Advertisements help me to make comparison about brands/ variety of similar products.	13.8	35.6	39.1	9.2	2.3
Average			5.74	14.46	31.28	29.66	18.84

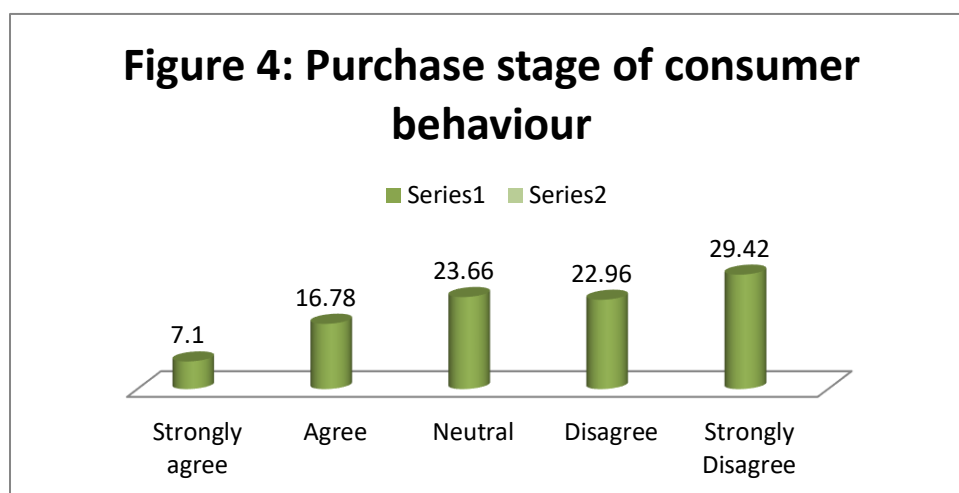


Around 48-49% of the participants disagreed with developing any conviction due to digital media advertisements and 31.28% showed indecisiveness toward developing any conviction. Only 20% of the participants showed conviction due to digital media advertisements. 11.5% of consumers felt that 'claims made about products in advertisements are generally true,' whereas 58.6% disagreed with this and 43.7% showed indecisiveness. 11.5% agreed to the idea that products with no advertisements are not worth buying whereas the majority, 72.4% disagreed with this idea. Again 58.6% disagreed with the idea that before buying a product it is necessary to watch the advertisement whereas 13.7% agreed to this idea. Around half the number of participants agreed that advertisements help them to make comparisons about brands/ a variety of similar products. Only 31.28% were indecisive.

Table 4: Percentage response to purchase stage of consumer behavior

S.No.	Stage of Consumer Behaviour	Items	Strongly agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly disagree (%)
17.	Purchase	I get compelled to buy a product because of its advertisement.	4.6	23	35.6	20.7	16.1

18.		I tend to buy impulsively due to advertisements.	3.4	10.3	18.4	26.4	41.4
19.		I end up making unintended purchases due to advertisements.	3.4	6.9	20.7	28.7	40.2
20.		I end up buying more quantity than I need.	2.3	9.2	17.2	26.4	44.8
21.		Offers/ discounts compel me to buy a product.	21.8	34.5	26.4	12.6	4.6
Average			7.1	16.78	23.66	22.96	29.42



52.38% of participants disagreed with the impact of digital advertisement on their purchase behavior of products whereas nearly 24% agreed with it and 23.66% were indecisive. Further going into detail, it was found that only 22.7% got compelled to buy a product because of its advertisement whereas 36.8% disagreed with it and 35.6% showed their neutral attitude. 67.8% of the participants disagreed to buy products impulsively due to advertisements whereas 13.7% agreed with this. An equal number, that is, around 69% of the participants disagreed to end up making unintended purchases due to advertisements and 71.2% disagreed to end up buying more quantity than is needed. Further, 56.3% agreed that offers/ discounts compel them to buy a product whereas 17.2% disagreed with this.

Table 5: t- value for the impact of digital advertisement on females and males awareness stage in consumer behavior

Gender	N	M	SD	SEm	Df	t-value	Level of significance
F	49	17.39	3.04	.45	85	2.044	.05
M	38	15.97	3.39	.56			

Table 5 shows that the mean values of females (49) and males (38) regarding their awareness behavior due to the impact of digital advertisement are, 17.39 and 15.97 respectively. t-value is 2.044 for 85 degrees of freedom which is significant at 0.05 levels of significance. Hence the null hypothesis, “There is no significant difference in the impact of digital media advertisements on females' and males' awareness behavior”, may not be accepted. Since the mean value for awareness about the products due to digital advertisements for females is more than that for males hence females experienced more impact of digital media advertisement on their behavior relating to awareness of the products.

Table 6: t- value for the impact of digital advertisement on females and males interest stage in consumer behavior

Gender	N	M	SD	SEm	df	t-value	Level of significance
F	49	18.49	3.27	.66	85	.718	NS
M	38	17.97	3.39	.43			

Table 6 shows that the mean values of females (49) and males (38) regarding their interest behavior due to the impact of digital advertisement are, 18.49 and 17.97 respectively. t-value is .718 for 85 degrees of freedom which is not significant at 0.05 levels of significance. Hence the null hypothesis, “There is no significant difference in the impact of digital media advertisements on females and males interest behavior”, may be accepted. Since mean values for interest in the product between females and males are quite close to each other hence both experience equal impact of digital media advertisement on their behavior relating to developing interest in the products.

Table 7: t- value for the impact of digital advertisement on females and males conviction stage in consumer behavior

Gender	N	M	SD	SEm	Df	t-value	Level of significance
F	49	13.08	3.16	.47	85	.486	NS
M	38	12.74	3.44	.55			

Table 7 shows that the mean values of females (49) and males (38) regarding their conviction behavior due to the impact of digital advertisement are, 13.08 and 12.74 respectively. t-value is .486 for 85 degrees of freedom which is not significant at 0.05 levels of significance. Hence the null hypothesis, “There is no significant difference in the impact of digital media advertisements on females and males conviction behavior”, may be accepted. Since mean values for conviction in consumer behavior for females and males are quite close to each other hence both experience equal impact of digital media advertisement on their behavior relating to conviction towards the products.

Table 8: t- value for the impact of digital advertisement on females and males purchase stage in consumer behavior

Gender	N	M	SD	SEm	Df	t-value	Level of significance
F	49	12.57	3.73	.53	85	.304	NS
M	38	12.32	4.09	.66			

Table 8 shows that the mean values of females (49) and males (38) regarding their purchase behavior due to the impact of digital advertisement are 12.57 and 12.32 respectively. t-value is .304 for 85 degrees of freedom which is not significant at 0.05 levels of significance. Hence the null hypothesis, “There is no significant

difference in the impact of digital media advertisements on females and males purchase behavior”, may be accepted. Since mean values for purchase in consumer behavior for females and males are quite close to each other hence both experience the equal impact of digital media advertisement on their behavior relating to purchase of the products.

VI. RESULTS OF THE STUDY

The following results are shown by the study:

- The impact of digital media advertisements on developing awareness of the female and male consumers in the age group of 16- 25 years towards the products has been shown by 50% of the participants. One-fourth of the participants disagreed with having any impact on this issue.
- Digital media advertisements also helped in generating the interest of 38% of the participants towards the products.
- The impact of digital media advertisements on developing conviction in the products is shown only by 20% of the participants.
- The impact of digital media advertisements on the purchase behavior of the consumers was shown by only 24% of the participants.
- Females experienced a greater impact of digital media advertisement on their behavior relating to awareness about the products.
- Both females and males experienced an equal impact of digital media advertisement on their behavior relating to interest in the products.
- Both females and males experienced the equal impact of digital media advertisement on their behavior relating to conviction towards the products.
- Both females and males experienced the equal impact of digital media advertisement on their behavior relating to purchase behavior of the products.

VII. DISCUSSION

Digital media advertisements have been found to have an impact on consumer behavior towards the products. The present study shows that digital media advertising impact all four stages of consumer behavior i.e. (awareness, interest, conviction, and purchase). Newspapers advertisements affect all five stages of consumer behavior, that is, awareness, interest, conviction, purchase, and post-purchase, whereas TV and the internet are more effective in creating awareness, interest, and conviction among consumers (Sama, 2019). Exposure to online advertisements contributes to deciding to purchase (Ahmed, 2017). The maximum impact of digital advertisement on consumer behavior was found to be shown at the awareness stage (50% agreed to it) and only 23% denied it. This shows that digital advertising is a good source of information regarding products, discounts, and offers (about 70% agreed to it) and an attractive advertisement can lead a consumer to buy a product as 54% agreed to it. Attractive advertisements grab consumers' interest in any product (56.3%) and they find it useful before buying any product. Though many of the participants did not find digital advertisement very credible or true but digital advertisement helps them to make good comparisons about the variety of brands. Though most of the participants disagreed that digital advertisement can compel them to buy a product or make their intended purchases but a large proportion 56.3% agreed that offers or discounts shown in the advertisement can compel them to buy a product. Finally, females are found to be more impacted as far as awareness about the product due to the impact of digital advertisement is concerned but females, as well as males, are found to be equally impacted at the interest, conviction, and purchase stage.

VIII. CONCLUSION

Digital advertisement is an important aspect of consumer behavior modification. Digital advertisement not only provides information about the product to the consumer very fast but also it is cost-effective for the manufacturer. Its impact on consumers has been studied by various researchers and found to be very effective. The present study has also shown the impact of digital advertisement on various stages of consumer behavior- awareness, interest, conviction, and purchase.

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