

## AN ANALYTICAL STUDY ON CONSUMER BUYING BEHAVIOR IN TERMS OF DIGITAL ADVERTISING STRATEGY

**Parveen Kumar**, Assistant Professor, SCM Department, IIMT University, Meerut

**Sandeep Kumar Singh**, Assistant Professor, SCM Department, IIMT University, Meerut

**Dr. Ashu Saini**, Assistant Professor, SCM Department IIMT University, Meerut

### ABSTRACT

Most people who use the internet buy items online, yet there are several reasons why buyers are afraid to shop online. Individuals in the NCR region have varying attitudes on online purchasing. The purpose of this research is to investigate the effects of digital media and internet advertising on consumer purchasing behaviour. The online survey method was used in the investigation. The primary purpose of this research is to look at the factors that directly impact customers when they shop online. A survey was conducted to achieve this purpose, and questionnaires were distributed to students from several Institutions as well as the general public. Data was gathered from 250 respondents in Uttar Pradesh's NCR area. Advertisers invest money on a variety of media platforms in order to influence customer behaviour. According to the findings, digital marketing have a higher influence on customer purchasing behaviour. Advertising executives may use this data to improve the fairness of adverts by investing in unsuitable media.

**Keywords:** Digital marketing, e-commerce advertising, consumer buying behavior, advertisement strategy

### INTRODUCTION

Digital marketing is the promotion of goods and services via the use of cutting-edge electronic technologies such as communication and the Internet. Digital marketing refers to all commercial activities that use the internet to advertise, promote, and sell goods and services. It engages clients with direct and indirect marketing methods, as well as cutting-edge internet technology. The goal of digital marketing is to help businesses retain previous consumers and businesses, acquire new customers, and grow the company's goodwill and brand. (Aveyard, 2010)

Digital marketing methods and cutting-edge technology are used to reach out to potential customers in a number of ways. Digital marketing is also known as e-marketing, internet marketing, online marketing, and online purchasing. The internet is a tool for

marketing and doing business transactions. The number of Internet users in India and Uttar Pradesh is steadily increasing. Every day, millions of people use the Internet via PCs, laptops, mobile phones, and tablets. Every corporation currently wishes to leverage the most recent internet technology for commercial aims. For companies to reach out to their customers, the internet is the most crucial and sought-after new technology. What kinds of items do they wish to provide, and what rules and models do they have in place for supplying clients with goods and services? How can businesses tailor their products and services to their customers' preferences and desires? All of these problems, as well as others, may be solved by using Internet technology.

Digital marketing is the advertising of goods and services over the Internet. There are two human components to digital marketing. The first is online consumer behaviour, and the second is the many attempts made by online entrepreneurs to influence customer behaviour in order for them to acquire goods and services.

Online purchases by customers rely greatly on the digital marketing environment. Young clients utilise the Internet for research, leisure, and shopping. People utilise the Internet for a variety of information and electronic communicating. E-marketing operations are in high demand due to the electronic environment. This e-environment will save time, money, and waste, as well as eliminate the need for middlemen in purchasing transactions. Marketers understand the purchase process and how to influence the purchasing decisions of customers. Marketers' digital marketing strategy is an innovative way of selling their products and services on the internet.

E-commerce advertising, like marketing, falls under the umbrella of e-commerce marketing, and when used together, they may assist boost conversions and brand awareness. It has a better chance of reaching the intended audience.

E-commerce marketing, as previously said, is all about raising awareness and advocating for our product or service. Nevertheless, e-commerce marketing encompasses all methods of promoting our items. These commercials may take the shape of display advertisements, banner advertisements, or rich media advertisements in the context of online or e-commerce marketing and sales. (Bush, 2000)

While developing an e-commerce marketing strategy, keep in mind that e-commerce advertising is a highly successful tool for promoting our product or service. Let's get back to our in-depth look at e-commerce marketing.

## LITERATURE REVIEW

Beckers et al. (2021) investigated if the current pandemic is potentially stimulating e-commerce in Belgium by contrasting changing customer behaviour with the actions of local retailers. They do so on the basis of a newly developed framework of e-retail accessibility, because the contrasts between online and physical retail need a revision of standard economic geographical perspectives on retail success. They discovered that the COVID pandemic has enormous potential for increasing accessibility in the three components of e-commerce, but that a lack of professionalism may prevent traditional local firms from participating in the expanded online market.

"has substantial managerial and industrial implications for decision making," write Ullal et al. (2021). Their study's findings put light on facts that are critical to marketing decision-makers. When it comes to influencing purchase behaviour, emotional content in reviews outperforms informative material in reviews. Good feedback increases the probability that the product will be purchased. It trains decision-makers in the Indian e-commerce business how to attract customers to share their positive emotions online. The most crucial thing for managers to do is to ask intriguing questions to attract consumers to submit their ideas online.

Guthrie et. al. (2021) "investigated digital marketing and its impact on consumer purchase behaviour during the COVID-19 pandemic and found that the pandemic upset the retail sector and expedited the trend towards online commerce. His study investigates the causes and effects of this transition. Their study is based on environmental constraints on consumer behaviour, fresh COVID-19 research, and how online purchase behaviour evolved throughout the COVID-19 crisis. Their findings supported the adoption of a feedback-cum-adaptation paradigm with various ways for limited consumer behaviour in an online setting."

Shengyu et. al. (2021) "investigates that with the spread of the COVID-19 pandemic and the growing relevance of e-commerce, research into online consumer behaviour is becoming increasingly relevant. The purpose of this research was to give a systematic way to analysing the relationships and magnitude of influence of the components triggering online consumer buying behaviour in the context of the COVID-19 pandemic. Customer awareness and experience have risen in importance. Customers that shop online have received knowledge, which has influenced their shopping patterns. This study examined the varying influence of online consumer purchasing behaviour factors during the pandemic. The quickness with which clients make judgements while purchasing items and services online was discovered to be more essential."

According to Akar and Mathur (2020), "Covid-19 has generated two major modifications in customer behaviour: a reluctance to buy in a crowded setting and a greater tendency to spend

online." We estimate that other cosmetics companies have seen a 30% increase in revenue as a result of internet purchase. This month, Myntra sold "end of reason" items to 7 million new customers, a huge increase over the previous month. Despite the rise of online shopping, "many customers prefer to make their purchases on the boundaries of the range or have them drive-thru, and many businesses are seeking for more mobile or app-based order fulfilment solutions."

Pal (2020) stated in their study that when global markets are under stress due to the potential of significant sales losses, future strategy analysts are acting, and consumer expectations can impact the direction of the current expanding society. This sickness surely offered life lessons and changed every aspect of one's life. As a result, people's preferences have moved from travelling across the world to buying from the comfort of their own homes to purchasing food for a lifetime. Despite the fact that the global pandemic is changing due to the coronavirus (COVID-19), user behaviour and customers are progressively engaging in digital transactions."

In her study, Veeragandham et al. (2020) discovered that during the COVID-19 scenario, the e-commerce firm destination has an attraction to retain a strategic distance from hazards. During the epidemic, purchasing habits shifted 46% of the time towards e-commerce platforms. During COVID, Amazon is the most popular site, followed by Flipkart on other online sites, since significant items are well-liked and have the highest share in critical domains. The majority of individuals (43%) prefer to pay with debit cards (the most transactions reported), followed by Cash on Delivery (COD).

According to Gaurav and Ray (2020), marketing has undergone a paradigm shift in the last two decades, shifting from a traditional to a digital approach. The widespread embrace of the Internet in everyday life has been the most important change in marketing during the last two decades. Our generation is undergoing a digital revolution. Every new digital marketing approach changes the market. Consumers currently buy items in a radically different way than they did in the past. Consumers are becoming more educated, knowledgeable, and exposed to a wide range of outlets via which they may receive information about any product in seconds."

"Research focuses on non-essential commodity consumption demand, which is an important component of total aggregate demand in the Covid-19," Mishra and Dhanerwal (2020) write. They examined consumer sentiment in order to estimate changes in private consumer expenditure on various items throughout the current fiscal year when the lockdown is lifted completely. These goods include both 'scheduled' annual expenditures (such as electronics, real estate, autos, and domestic travel) and 'discretionary' purchases (such as retail and e-

commerce, wellness, and hospitality services). The occupation dummies are significant in the ordinal regression analysis, indicating that respondents working in government are the least likely to be affected, since financial security may play a role in this.

Chouhan and Gandhi (2020) conducted research to determine the influence of covid-19 on the FMCG industry, which is one of the most important foundations of the Indian economy. The FMCG industry anticipates a loss in fiscal 2020. The market has experienced a surge in the purchase of necessary and sanitary items such as soaps, sanitizers, and health-care products. The primary difficulty facing FMCG firms is supply chain distribution and lack of availability of workers during lockdown. Shifting customer behaviour is also observed while purchasing items during the lockdown time. Businesses are already using innovative strategies to establish local markets online through collaborations."

Ranganatha (2020) estimated the impact of the corona-virus (Covid-19) attack on Bangalore City's internet business and consumer behaviour in their study. Corona virus, one of the world's most lethal diseases, has already claimed numerous lives. This indicates that economic development has slowed in every country. It has had a significant impact on practically every sort of company, including e-commerce. Leading retailers have temporarily closed their doors. Furthermore, due to decreased footfall, medium-sized and small stores are struggling. Also, several internet businesses have dropped off the list. Several e-commerce enterprises rely on China for 50% of their retail supplies. This lethal virus is thus expected to have a significant impact on Indian internet industry, particularly Chinese items.

Nunan and Di Domenico (2019) address the ramifications of an ageing population in an increasingly technology-driven marketing environment, moving beyond the narrow focus on health and economic costs. Despite the fact that an ageing population has far-reaching implications for market structures and customer needs, empirical research in digital marketing contexts is still limited. Facebook exposes information on its users in terms of gender, race, and geography in public filings, but there is no mention of age profiles.

Viertola (2018) mentioned in his study work that young buyers prioritise quality, sincerity, and transparency in YouTube influencer marketing. These are the characteristics that they seek for while watching YouTubers' videos, and this does not change when it comes to sponsored videos. Because YouTube is so popular among young people, it is a wonderful and successful way of reaching out to them.

## OBJECTIVES OF THE STUDY

- To understand the concept and application of digital advertising in marketing
- To investigate consumers buying behavior regarding advertising strategy

## RESEARCH METHODOLOGY

This study is centred on "determining the customer buying behaviour in terms of digital advertising strategy, notably online advertising and digital media restricted to NCR region of UP. The population for this study is the consumers of the NCR region of UP who are 18 years or older and were chosen at random because of the convenience and availability of a wide profile of respondents. The sample size is 250 people from the NCR region. This poll was conducted at several institutes and public places around the NCR area. The majority of questionnaires use a 5-point scale. The data is gathered manually as well as online using Google Forms, and once the survey is done, it is entered into the SPSS programme for analysis. "SPSS 20" version software and MS Excel were used to evaluate the acquired data, allowing for computation and graphical display of the results.

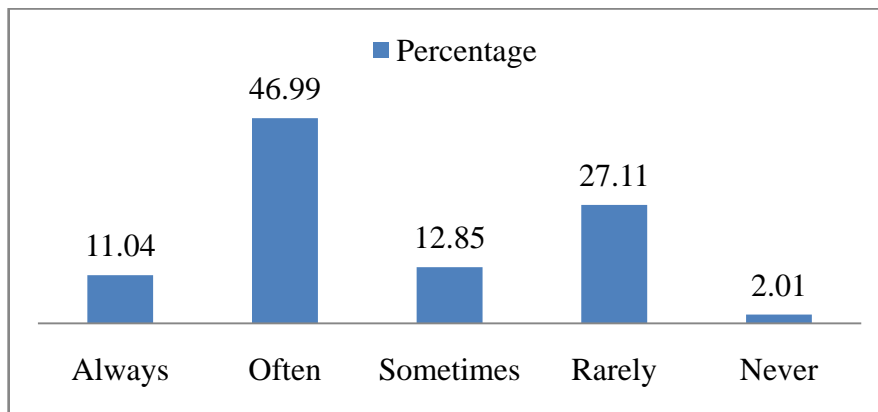
## ANALYSIS

**Table 1 Respondents about paying attention**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	28	11.04	11	11
Often	117	46.99	47	58
Sometimes	32	12.85	13	71
Rarely	68	27.11	27	98
Never	5	2.01	2	100
Total	250	100.00		

The respondents have been asked about whether they pay attention towards ad banners. From the above table, it has been observed that about 11.04% of respondents answer that they always pay attention towards ad banners whenever it does appear on the web pages. About 46.99% of the respondents have answer that they often pay attention towards ad banners. Around 12.85% of the respondents have answer that sometimes they pay attention towards ad banners whenever it displays on the web pages. About 27.11% of the respondents have answer that they rarely pay attention towards ad banners whenever it does appear and only 2.01% of the respondents have answer that they never pay any attention towards ad banners whenever it does appear on the web pages.

In the age of digital world, it has been witnessed that the appearance of ad banners on margins of the websites or web pages has been increased drastically over a decade period and it becomes one of the most popular tools of digital advertisement for having its special feature of interactivity which is a big disadvantage of traditional advertisement. Now, it becomes the significant tool for the marketer to exercise to pull the customer by attractive ad banners. In this study, it has explored that majority of the respondents consolidated does pay attention towards ad banner which is a good sign for the marketer and for the consumer as the needs is satisfying for the both ends. At the same time, those people who are not paying the attention towards ad banner perhaps may feel that paying attention towards ad banner may deviate concentration from their work or get distracted by ad banner either repeatedly showing or inappropriate content etc. So, the marketer needs to be taken care of every possible aspect for displaying an ad banner to get attention from the consumer.



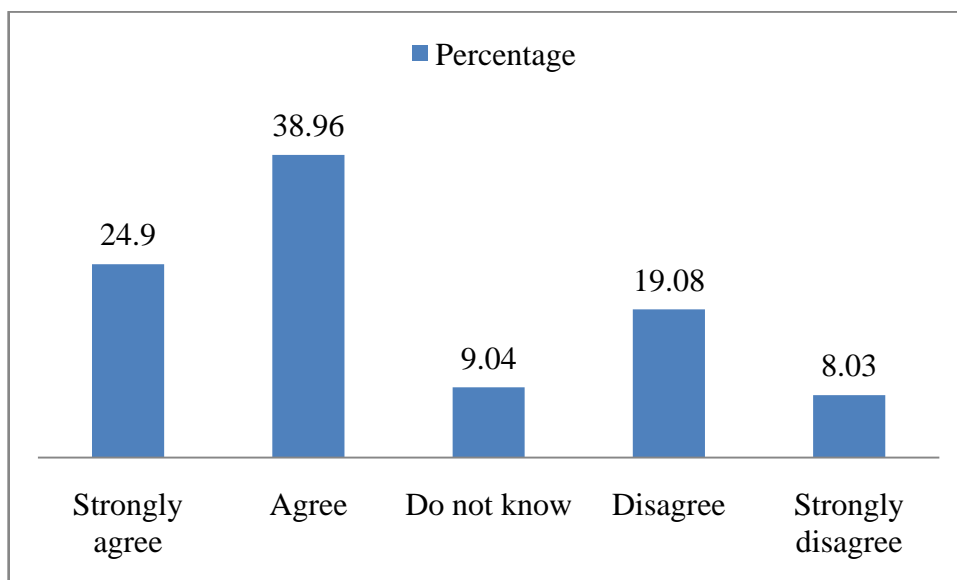
**Figure 1 % of respondents about paying attention**

**Table 2 Respondents view on advertisement is beneficial**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
<b>Strongly agree</b>	62	24.90	25	25
<b>Agree</b>	97	38.96	39	64
<b>Do not know</b>	23	9.04	9	73
<b>Disagree</b>	48	19.08	19	92
<b>Strongly disagree</b>	20	8.03	8	100
<b>Total</b>	250	100.00		

The respondents have been asked, whether the advertisement is beneficial to consumers, as it provides important information about goods and services. About 24.90% of the total respondents have strongly agreed with statement whereas about 38.96% of the respondents agree that the advertisement is beneficial to consumers as it provides important information about goods and services. But 19.08% of the respondents disagree with the statement while 8% of the respondents strongly disagree with statement and only 9.04% of the total respondents have answered that they are not sure with the statement.

This was an important question for the research as it aims to bring out what exactly people consider about the advertisement whether they consider ad banner is beneficial or not. However, from the above figure it has been clearly giving the evidence that most of the respondents have agreed with the statement that ad banner is beneficial to consumers because it provides important information about goods and services. An advertisement becomes one of the comprehensive and effective tools for the marketer to communicate about the product or service to the ultimate customers. But at the same time, considerable proportion among the total respondents have answered that they disagree with the statement and believe that an advertisement deviates attention from their work and does only provide unnecessary information which may cover the original content of web pages. Whereas few percentages of the total respondents are not sure about the advertisement is beneficial to consumer and provides information of goods and services.



**Figure 2 % of respondents view on advertisement is beneficial**

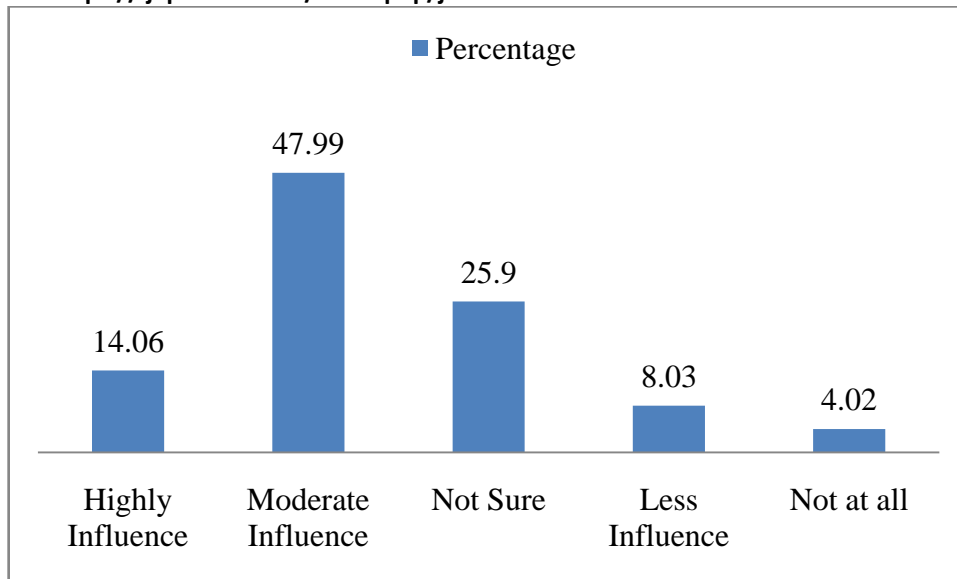


**Table 3 Respondents about influence of advertisement**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Highly Influence	35	14.06	14	14
Moderate Influence	120	47.99	48	62
Not Sure	65	25.90	26	88
Less Influence	20	8.03	8	96
Not at all	10	4.02	4	100
<b>Total</b>	250	100.00		

The respondents have been asked that how much influence you feel advertisement have over your buying behaviour. About 14.06% of the total respondents have answered that they feel an advertisement has highly influence their buying behaviour whereas 47.99% of the respondents have answered moderate influence of an advertisement over their buying behaviour. About 25.90% of the respondents have answered that they are not sure about influence of an advertisement over buying behaviour. Only 8.03% of the total respondents have answered that they feel an advertisement has less influence over their buying behaviour. On the other hand, only 4.02% of the respondents have answered that an advertisement has not at all influence their buying behaviour.

Customers are attempting to participate in new ways in the current period, as opposed to previous years. The old marketing technique is dwindling by the day. In this globalized and competitive world, digital marketing techniques bring about a change in the advertising industry, allowing for interactive interactions with customer through appealing advertisements and messages. Advertising creates a power dynamic between businesses and their customers. In the traditional advertisement little amount of interactivity exist between company and consumer. However, digital marketing has revolutionized the notion of advertising and creates more product exposure when internet consumers see the advertisement. According to the study results, most respondents have control over advertisements. This is encouraging news for both advertisers and users. But for those respondents who are not at all influence with advertisement is the real concern for the marketer.



**Figure 3 % of respondents about influence of advertisement**

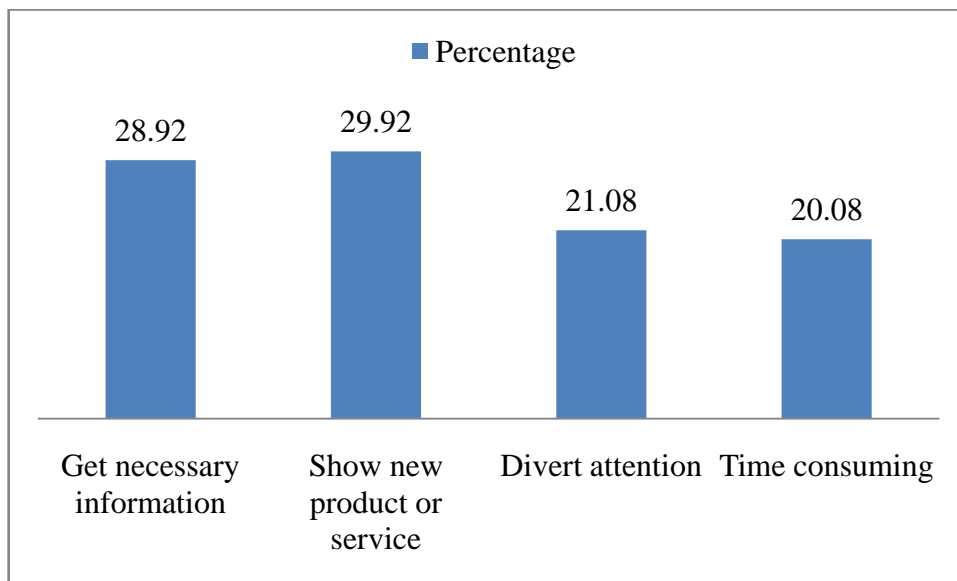
**Table 4 Respondents "opinion about advertisement"**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Get necessary information	72	28.92	29	29
Show new product or service	75	29.92	30	59
Divert attention	53	21.08	21	80
Time consuming	50	20.08	20	100
<b>Total</b>	<b>250</b>	<b>100.0</b>		

From the above table, about 28.92% of the total respondents have answered that they have an opinion about an advertisement provides necessary information whereas 29.92% of the respondents have answered that an advertisement shows new product or service. On the other hand, 21.08% of the total respondents have answered that an advertisement diverts their attention from the browser whereas 20.08% of the respondents have answered that an advertisement is a time consuming.

Generally, the immediate response from the respondents might be neutral or blank or perhaps unfavourable owing to a lack of information regarding the advertisement. Respondents in this study identified both good and unfavourable site advertisement. This appears to be a

value and possibility for the advertisement, and it was investigated further to determine what makes an advertisement more appealing to a user. In this survey, most of the total respondents have recognized the positive opinion about advertisement. Advertisement assist marketers in their efforts to attract customers by advertising new products and conveying important information. It is critical to market a product by examining the target group that is dependent on the advertisement content. According to the results of this study, respondents are also advised that advertisement distract surfing pathways, which may have a negative influence on the firm. Simultaneously, the majority of respondents agree that advertisement highlight new products or services and give important information.



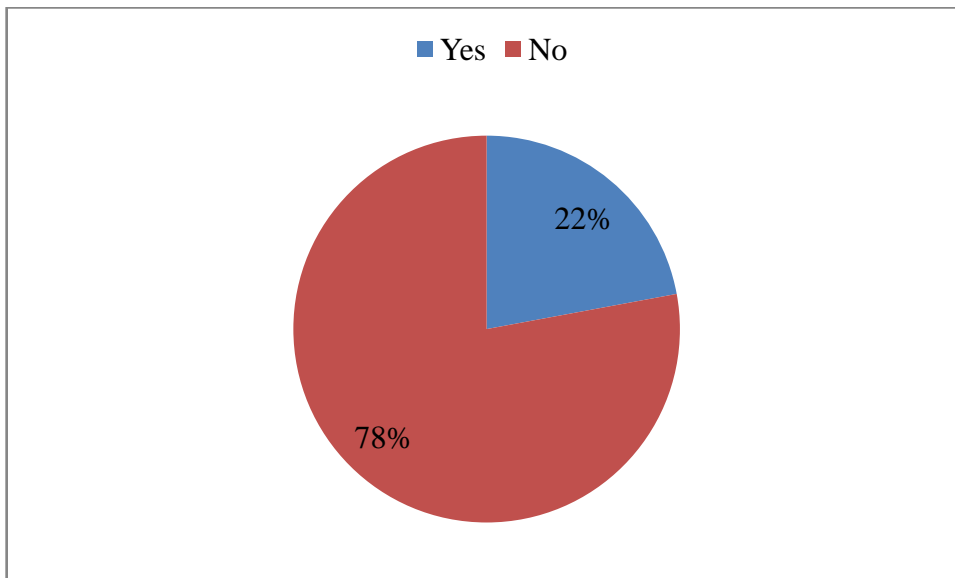
**Figure 4 % of Respondents "opinion about advertisement"**

**Table 5 Respondents about any purchase influenced by advertisement**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	55	22.09	22	22
No	195	77.91	78	100
<b>Total</b>	<b>250</b>	<b>100.0</b>		

As per the above table, around 22.09% of the total respondents have answered that they purchased product or service influenced by an advertisement. On the other hand, about 77.91% of the total respondents have answered that they didn't purchase any product or service influencing by an advertisement.

Advertisement is a new version of shopping trick in modern times. Therefore, people perhaps may not have any interest to purchase goods or services influencing by an advertisement. From this outcome, it has understood that people visit advertisement perhaps may to get the information about products or services which may not convert into purchase. By this we can also understand that people visit an advertisement more than they purchase any product or services.”



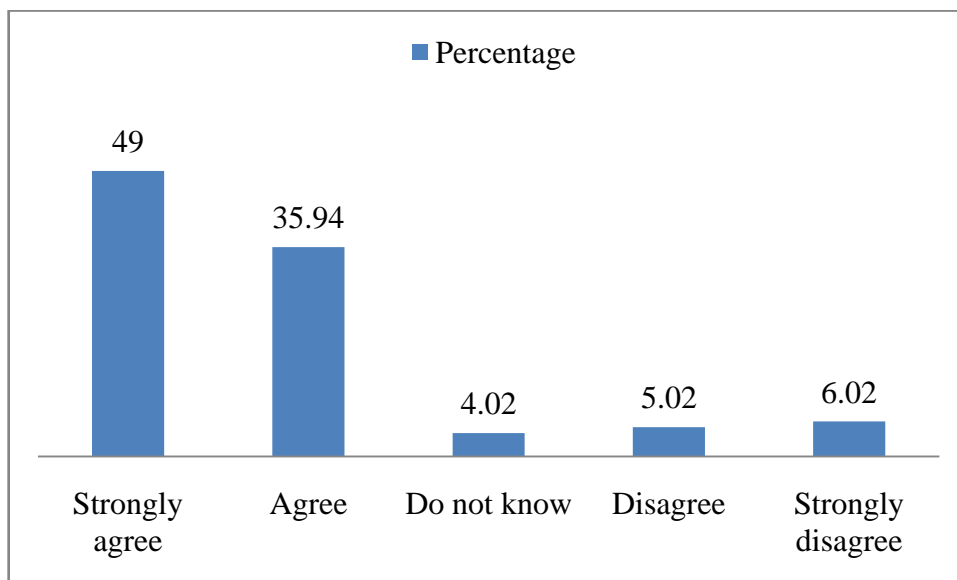
**Figure 5 % of Respondents about any purchase influenced by advertisement**

**Table 6 Respondents about consumer becoming victims to attractive advertisement through the purchase of unnecessary items**

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
<b>Strongly agree</b>	122	49.00	49	49
<b>Agree</b>	90	35.94	36	85
<b>Do not know</b>	10	4.02	4	89
<b>Disagree</b>	13	5.02	5	94
<b>Strongly disagree</b>	15	6.02	6	100
<b>Total</b>	250	100.00		

From the above table, respondents have been asked consumer can often become victim to attractive through the purchase of unnecessary items. About 49% of the respondents strongly agree with the statement whereas 35.94% of the total respondents have agreed with the statement. Only 5.02% of the respondents have answered that they disagree with the statement while only 6.02% of the respondents have strongly disagree with the statement. About 4.02% of the total respondents have answered that they are not sure with the statement.

From the above figures, it can be observed that an advertisement does make an impact on the consumer behaviour as majority of the respondents have agreed with the statement. As advertisement usually provides updated and new information about goods or services or any offers, deals and discount etc. in attractive appearance, which could perhaps may be the reason for the customers getting trap by advertisement for unnecessary purchase of products or services. On the other hand, considerable proportion of the respondents have disagreed with the statement that it is hard to become a victim of an advertisement by purchasing of unnecessary products or services.



**Figure 6 % of Respondents about consumer becoming victims to attractive advertisement through the purchase of unnecessary items**

## CONCLUSIONS

Digital “advertising is becoming an essential component of modern marketing. According to the findings of this study, consumers in the NCR region have the knowledge and abilities to use computers, are internet aware, and use internet services for online shopping. The aggregate results show that respondents perceived internet shopping favourably. The majority of respondents are interested in purchasing online through internet shopping. Consumers tend to be concerned about the security and privacy of online purchases. It was obvious that this issue looked to be a substantial impediment to making greater use of internet shopping. Advertising on “the Internet has many advantages and disadvantages. By having online advertising, your ad can be viewed globally across the globe, taking your business to a whole new level and targeting more audiences. Its low cost offers small businesses the opportunity to invest in online marketing by cutting down on the initial cost of marketing.

## REFERENCES

1. Aveyard, H. (2010). *Doing a Literature Review in Health and Social care: A Practical Guide* (2nd Edition). Berkshire, Great Britain: Open University Press.
2. Bush, A.J. Bush, V.D (2000) Potential Challenges the Internet brings to the agency-ad relationship. *Journal of advertising Research*, vol.40 No.4;pp.7-16
3. Beckers, J., Weekx, S., Beutels, P., & Verhetsel, A. (2021). COVID-19 and retail: The catalyst for e-commerce in Belgium? *Journal of Retailing and Consumer Services*, 62(3), 102-120.
4. Ullal, M. S., Spulbar, C., Hawaldar, I. T., Popescu, V., & Birau, R. (2021). The impact of online reviews on e-commerce sales in India: A case study. *Economic Research-Ekonomska Istraživanja*, 34(1), 2408-2422.
5. Guthrie, C., Fosso-Wamba, S., & Arnaud, J. B. (2021). Online consumer resilience during a pandemic: An exploratory study of e-commerce behavior before, during and after a COVID-19 lockdown. *Journal of Retailing and Consumer Services*, 61, 102570.
6. Shengyu, G., Slusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbieva, A. (2021). Impact of the covid-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2263-2281.
7. Akar, P. & Mathur, N. (2020). Influence of E-Commerce Growth on Retail Market along with COVID-19 Impact. *International Journal of Modern Agriculture*, 10(2), 4311-4318.

8. Pal, S. K. (2020). Study of changes in consumer behaviour towards online shopping before and after COVID-19. *Arch's Journal of Archaeology of Egypt/Egyptology*, 17(12), 1547-1562.
9. Veeragandham, M., Patnaik, N., Tiruvaipati, R., & Guruprasad, M. (2020). Consumer Buying Behaviour towards E-Commerce during COVID-19. *International Journal of Research in Engineering, Science and Management*, 3(9), 78-82.
10. Gaurav, K., & Ray, A. S. (2020). Impact of social media advertising on consumer buying behavior in Indian E-commerce industry. *Sumedha Journal of Management*, 9(1), 41-51.
11. Mishra, P. & Dhanerwal, D. (2020). Impact of COVID-19 on select private consumption demand in urban India: A primary survey findings. *The Indian Economic Journal*, 68(3), 352-364.
12. Chouhan, A., & Gandhi, R. (2020) COVID 19: Impact on FMCG Sector in India – Review of Papers. *International Journal of Marketing*, 5(6), 42-55.
13. Ranganatha, M. R. (2020). COVID 19 and its impact on customer behavior towards online shopping in Bangalore city.
14. Nunan, D., & Di Domenico, M. (2019). Older consumers, digital marketing, and public policy: A review and research agenda. *Journal of Public Policy & Marketing*, 38(4), 469-483.
15. Viertola, W. (2018). To what extent does YouTube marketing influence the consumer behaviour of a young target group?