

Consumer perception on digital advertising

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Abstract

Digital advertising also known as online or internet advertising is a form of advertising which is done to delivered promotional marketing information to targeted consumers through digital platforms. The rapid expansion of internet users and other digital platforms has changed the way of advertising and marketing. Digital advertising play an important role during the Covid-19 pandemic where nation-wide lockdown was imposed for several days. During this lockdown, the traditional advertising method was affected and ineffective to deliver promotional marketing messages to consumers. The digital advertising was not affected must during the lockdown as it is done over digital platforms. Digital advertising is not only use by production houses but also use by many organization including political parties and government. In this paper an attempt has been made to understand the consumer perception on digital advertising. The study used convenience sampling method and collected primary data from 43 respondents with the help of structured questionnaire.

Keywords: Digital advertising, Consumer perception, Digital marketing

JEL Classification: M3

Introduction

Digital advertising or online/internet advertising is a form of advertising which is done to delivered promotional marketing information to targeted consumers through digital platforms including social media (facebook, youtube, whatsapp, etc.), search engines, mobile apps and websites. The advantage of online advertising is that the advertiser can track the progress or success of the campaign in real time. The aim of the digital advertising is to advertise and promote products in an effective way.

The rapid expansion of internet users and other digital platforms has changed the way of advertising and marketing. New way of advertising and marketing has developed in the form of digital advertising. In early 2000's, with the introduction of GoogleAdwords, GoogleAdsense, and facebook, the advertising industry has significantly changed. Digital advertising affect consumer responses and play role on purchase decisions. New technological advancement create new delivery platform to both advertisers and marketers which also benefits the consumers to get quick and easy information about the new

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products or services. Online advertising is an effective way to deliver promotional marketing messages to targeted consumers. It plays a major role to affect consumer preferences and positively influences their purchase decisions.

Digital advertising play an important role during the Covid-19 pandemic situation where nation-wide lockdown was imposed for several days. During the nation-wide lockdown, the traditional advertising method was affected and ineffective to promote or advertise about the products and services. It is the digital platform which was not affected must during lockdown and the digital advertising play a vital role to deliver the promotional marketing messages to target consumers and other information to the citizens. Digital advertising is not only use by production houses but also use by many organization including political parties and government.

Though digital advertising is rapidly increasing, it has both advantages and disadvantages. Some of the advantages are less geographical restriction, can go nationwide or global; cost efficiency; easy to deliver marketing ads to target consumer; repeated ads act as reminder to the consumers. On the other hand, the disadvantages are no local familiarity and may face global competition; depend on digital network; lack of face to face contact to read the prospect; and some time repeated ads act as irritated to the consumers

Review of Literature

Alberts (2012) studied on comparative advertising which deals with the concepts of advertising used in the Continent of Africa and the increasing awareness about the protection of the consumers' interest and related matters. The study highlighted the impact of many commercials appearing on different media as they influence the culture and lifestyle of the people living in the continent of Africa and the entire world.

Siddiq & Al-gamal (2018) studied on consumer perception towards online advertisement-with reference to foreign students in Mysore and found that online advertisement is important for marketer as well as for the consumers.

Enginkaya & Cinar (2018) examined the impact of digital advertising on consumer purchase decisions with the help of primary data, collected using five-point Likert scale questionnaire. The study found that digital advertising is rapidly increasing worldwide as a result of expansion in internet and digital users. Digital advertisements are one of the important information tools for sharing news, promotion of new products, services or campaigns.

Fuxman *et al.* (2014) compared digital advertising with traditional advertising and found that though the digital advertising is increasing, the traditional advertising will not disappear. The study concluded that the traditional and digital advertising may work together effectively to get better advertising.

Jain *et al.* (2016) studied on effectiveness of digital advertising by using convenience sampling method and found that the digital advertising is more effective than traditional advertising. The study concluded that there is a scope for further development in the areas of internet advertisement, informative and creative advertisement, banner designs and innovative idea.

Raza & Zaman (2002) studied on perception of digital advertising on online purchase intention of clothing brands and found that the attraction of value congruity encourages the individuals thinking about the product that matches their gender. The study suggested that the advertisers must focus on the adaption strategy by assimilating the congruent values in digital advertising.

Significance of the Study

During the recent Covid-19 pandemic, it is observed that the traditional advertisements were not effective to reach the target consumers. It is the digital advertisement which could reach the target consumers during such pandemic. Therefore, it is significant to conduct more study on digital advertisement. However, findings of the present study could not be generalized as the sample size is small but it would contribute to the future researchers to understand the perception of consumers on digital advertising.

Objective of the Study

The objective of the present study is to assess the consumers' perception on digital advertising.

Methodology of the Study

The study is based on descriptive research and convenience sampling method is used to collect primary data. Primary data have been collected from 43 respondents during the month of July-August 2021 with the help of a structured questionnaire, which include closed ended questions only. Secondary data is collected from previous research paper, news, websites, etc.

Results and Discussion

Demographic profile of the respondents

Gender: According to primary data collected from 43 respondents, female respondents (60.5%) are more than male respondents (39.5%).

Age: According to data, majority of the respondents are in the age group of 21-30 years which constitute 69.8 % (30) of total respondents. Number of respondents fall in age group below 21 years is 4 (9.3%), 31-40 years is 2 (4.6%), 41-50 years is 7(16.3%) and no respondents are above 51 year old.

Occupation: Majority of the respondents are student 28 (65.1%). The number of salaried employed respondents is 5 (11.6%), self-employed is 7 (16.3%), business is 2 (4.7%) and housewife is only 1 (2.3%).

Preference of shopping: Majority of the respondents preferred to online shopping i.e. 25 (58.1%) of respondents prefer to online shopping and the rest of the respondents 18 (41.9%) prefer to offline shopping.

Table 1: Consumers' Perception on Digital Advertising

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Online advertising is trustworthy	3 (7%)	10 (23.3%)	23 (53.5%)	4 (9.3%)	3 (7%)
	From the above data, it can be observed that 30.3% respondents are agree, 53.5% respondents are neutral and 16.3% respondents are disagree with the statement.				
Online advertisement catch attention towards the advertising product	5 (11.6%)	26 (60.5%)	11 (25.6%)	1 (2.3%)	-
	From the above data, it can be observed that 72.1% respondents are agree, 25.6% respondents are neutral and 2.3% respondents are disagree with the statement.				
Internet advertising is more prefer than traditional advertising	5 (11.6%)	19 (44.2%)	16 (37.2%)	3 (7%)	-
	From the above data, it can be observed that 55.8% respondents are agree, 37.2% respondents are neutral and 7% respondents are disagree with the statement.				
Spend considerable amount of time in checking online ads	4 (9.3%)	21 (48.8%)	12 (27.9%)	5 (11.6%)	1 (2.3%)
	From the above data, it can be observed that 58.1% respondents are agree, 27.9% respondents are neutral and 13.9% respondents are disagree with the statement.				
Online advertise influence purchase decisions	7 (16.3%)	19 (44.2%)	9 (20.9%)	7 (16.3%)	1 (2.3%)
	From the above data, it can be observed that 60.5% respondents are agree, 20.9% respondents are neutral and 18.6% respondents are disagree with the statement.				
Online advertising is a valuable source of information about the products	4 (9.3%)	22 (51.2%)	11 (25.6%)	4 (9.3%)	2 (4.7%)
	From the above data, it can be observed that 60.5% respondents are agree, 25.6% respondents are neutral and 14% respondents are disagree with the statement.				
Online advertisement contains creative and innovative ideas	9 (20.9%)	25 (58.1%)	6 (14%)	3 (7%)	-
	From the above data, it can be observed that 79% respondents are agree, 14% respondents are neutral and 7% respondents are disagree with the statement.				
Repeated online ads affect consumer behavior, it serves as a reminder	9 (20.9%)	22 (51.2%)	7 (16.3%)	4 (9.3%)	1 (2.3%)
	From the above data, it can be observed that 72.1% respondents are agree, 16.3% respondents are neutral and 11.6% respondents are disagree with the statement.				

Source: Online survey

Conclusion

With the expansion of internet users, the digital advertising is increasing rapidly. During Covid-19, the traditional advertising was not effective whereas the digital advertising has more potential to deliver effective marketing promotion to target consumers. As it is observed from the study that majority of the respondents prefer digital advertisement and it has positive impact on consumer behavior. Digital advertisements are beneficial to both producers and consumers. It can be beneficial to the producers and marketers as it can influence wide range of consumers in short period with cost effective and efficient. It can also benefits the consumers in making purchase decision, gathering information, comparing the products, and selecting suitable products or services. The study suggests that the marketing agents should focus more on digital advertng with creative ideas and it should be in the form of short videos, motion picture, etc. with entertaining characters to promote marketing ads more effectively.

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