

The Growth of Advertising and Consumer Behaviour in Digital Era

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Abstract: *The impact of digital media on customer purchase behaviour is seen because of technology advancement and enables access to authentic information at right time even when the customers are at home and hence, they can do comparisons and have better control from anywhere in the world. Digital marketing has minimal upfront costs, making it a cost - effective marketing technique for small businesses and identify the target audience. Digital advertising has become prominent largely because it reaches such a wide and easy to target audience. The purpose of this paper is to critically examine the consumer behaviour with changing advertising trends in digital platform on people of different generations in Amritsar. In order to understand different perspectives of consumers, two different methods have been used. A questionnaire and Google forms were filled by people of age group 15 - 60 years classified into four age groups and interview method has been undertaken to understand the perspective of digital advertising.*

Keywords: advertising, consumer behaviour, digital marketing, social media

1. Introduction

Digital Advertising also called online advertising, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes emails, social media, web - based advertising, text and multimedia messages as a marketing channel. Digital marketing strategies work for B2B (business to business) as well as B2C (business to consumer) companies. A digital marketing strategy allows to leverage different digital channels—such as social media, pay - per - click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in buying products or services. As a result, a brand is built, provide a great customer experience, bring in potential customers, and more. However, digital advertising and marketing have become increasingly important because of how accessible digital platforms are.

Social media is one of the platforms where companies promote the product or services actively. The main social media platforms are, Facebook, YouTube, Linked in, Instagram, Pinterest, WhatsApp, Quora, twitter etc. All these social media platforms are unique and ideal. The online buyers are influenced by digital marketing methods. In addition to television, the advertisements on social media, newspapers, banner, electronic bill boards, radio, magazines, search engines pages and on online media also influences consumers motive to purchase products and services online. The effect of all these media on different generation cohorts has to be analysed. The major online retail networks in India are Amazon, Flipkart, Nykaa, Pantaloons, Lifestyle stores, Myntra. com, Club factory, AJIO. com, home shop, Pepperfry. com, India Mart, which is prominently used by consumers. The products generally purchased online are, fashion & clothing, electronics, books, home appliances, kitchen utensils, beauty, grocery, baby, gifts, accessories, sports movie downloads, and medicine. The services provided through online includes food ordering, travel booking, movie booking, hotel reservation, health care, online

banking, mobile wallets, taxi and cab booking, home services, and travel planning.

The digital media has been popular amongst masses because of following reasons:

A broad geographic reach

When one post an ad online, people can see it no matter where they are provided you haven't limited your ad geographically. This makes it easy to reach target audience.

Cost efficiency

Digital ad not only reaches a broader audience than traditional one but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional advertisement opportunities can be high.

More connection with customers

Digital media lets user communicate with in real - time through quick response and immediate feedback.

Easy and convenient conversions

Digital ad lets the customers take action immediately after viewing the ad or content. With traditional advertisements, the most immediate result one can hope for the product to be sold shortly after someone views the ad.

Set SMART goals

Setting specific, measurable, achievable, relevant, and timely (SMART) goals is easy for any media platform.

Identify target audience

Before starting any advertising campaign, it's best to identify the target audience based on similar attributes, such as age, gender, demographic, or purchasing behaviour.

Create a budget

After identifying the target audience, one was set a budget to create a digital campaign for a product.

Select digital marketing channels

Which digital marketing channels you use often depends on your goals, audience, and budget.

Refine marketing efforts

This allows you to create even better campaigns in the future after analyzing the present scenerio. With the help of digital technologies and software, one can obtain this data in an easy - to - view dashboard.

2. Review of Literature

(Munshi, 2012) analyzed that digital selling has replaced ancient advertising. It's therefore powerful that it should facilitate review the economy and might produce wonderful opportunities for government to operate more efficiently. (Rai, 2018) analyzed digital selling has enlarged its importance to growing sales of merchandise & services, marketers use this new variety of selling strategy. The evolution of digital selling has modified how businesses and organizations employ digital technology and channels in their marketing efforts. (Maha & Ranj, 2016) analyzed digital advertising campaigns are becoming extra genetic and efficient, as virtual systems are more incorporated into advertising and marketing plans and daily life, and individuals utilize digital devices in place of touring to physical stores. (Kucuk and Krishnamurthy, 2007) As we will see from the development of social media in recent years, it is a component of digital media advertising and marketing. (Alzyoud, 2018), analyzed at present digital selling includes an additional in - depth scope to grow their businesses within the future. As a result, customers are way gladder about doing online shopping and realize that internet selling is way safer than traditional selling. (Lamberton and Stephen, 2016), Clients' experiences have been altered by social media and digital technology, which have provided new ways to attain, inform, sell, learn about, and supply services to customers with a social dimension. (Grant, 2007) mentioned customers are increasingly turning to online shopping for product/service information, which has harmed traditional distribution methods. Customers now use online shopping for better access to product/service details, and distribution channels have suffered as a result. (Mangold, 2009) noted that social networks provide a range of online platforms, including blogs, conversations, chat rooms, and product/service ratings, allowing customers to express their thoughts and opinions. (Grewal, Roggeveen & Shankaranarayanan, 2015) analyzed to successfully compete in the digital era practitioners must be digitally savvy and analytically skilled. (Pride & Ferrell, 2017) analyzed digital selling channels operate a great deal like traditional selling channels by coordinating the delivery of products and services from their purpose of origin to customers through unique tools and methods via the Internet. (Fulk et al., 1990), analyzed the extent to which a communication platform supports other customers' awareness through digital interactions is captured by evaluated social presence markers. (Mersey, et al., 2010) analyzed media website offers businesses had the opportunity to engage and communicate with potential customers, which created a greater sense of intimacy with customers. (Clarke & Nelson, 2012; Lowe & Laffey, 2011; Rinaldo, Tapp, & Laverie, 2011), findings reveal that social media platforms like Twitter and Facebook can successfully function as a

channel. (Smith, 2007) analyzed the application of digital technologies to generate an integrated, targeted, and quantifiable communication that aids in customer acquisition and retention while fostering brand loyalty deeper relationships with them. (Tap Influence and Nielsen Catalina Solutions, 2016) Influencer marketing will boost annual progressive sales at a rate eleven times higher than traditional advertising, according to a new sales impact research. (Hansen, Shneiderman, & Smith, 2011) analyzed digital and social media have changed the nature of customer - corporation relationships, providing new ways of communicating and reinventing marketing. (Robinson, Wysocka, & Hand, 2007) The way a marketer reaches today's clientele has been significantly influenced by digital media, according to the study. Digital marketing is a type of advertising that makes use of the Internet to spread messages. (Tirpude, S. R., & Kombade, S. W. T. 2018) analyzed that digital marketing has changed the scenario of traditional marketing. (Gay, Charlesworth, & Esen, 2007) analyzed that contemporary interactive medium has crossed the boundaries of traditional medium and extended it to many digital devices and this evolution has urged companies to revamp the marketing communication practices to engage effectively. (Molly McLure & Samer 2005) analyzed that new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly. (Chaffey 2012) analyzed the application of the web and connected digital technologies with standard communication to accomplish promoting objectives. (Stephen, Andrew T, 2016) analysed digital/social media consumer behaviour literature is rapidly expanding and it generally focuses on issues that are both practically and theoretically fascinating. The majority of research focused on how consumers use technology and they have access to information in the context of digital/social media. (Kucuk and Krishnamurthy, 2007) analysed the rapid expansion of social media has changed the way people communicate and share information. Internet and virtual reality have transformed consumers, societies, and corporations with widespread access to information, improved social networking, and enhanced communication abilities. (Voramontri 2018), studied the fact that social media has resulted which users communicating and engaging with one another while exchanging information, monitoring updates, and gathering opinions. (Diyana Ahmed Ghazie Et al. 2018), analysed that these days Internet has proven to be the most important tool especially for digital marketing because it saves a lot of time, money, and other resource.

Research Problem Advertisers and public relation officers are finding it difficult to understand purchase decision of customers which is influenced by social media and electronic word of mouth. They are not able to come up with effective strategy so that the proper exploitation of social media and electronic word of mouth could become beneficial for managers, policy makers and customers as well.

Objectives of research

The intent of this quantitative descriptive research will be:

- 1) To analyse the online buying behaviour of new generation and compare the same with other generation.
- 2) To study the impact of social media usage on customer purchase behaviour.

- 3) To study the impact of online advertisements and compare with traditional media.

Research Questions - Following research questions were to be answered:

- 1) Which generation is affected the most by online advertisements?
- 2) In what manner social media usage effected purchase behaviour?
- 3) In what manner online advertisements effected traditional media?

Sample size and Tools used

The scope of research is the respondents of all age groups, but grouped into four classes, less than 20 years (Gen Z), 20 - 40 years (Gen Y), 40 - 60 years (Gen X) and more than 60 years. The data was collected using questionnaire and Google forms and share through internet. This ensures that the respondents use internet and make online purchase most of the time. The data was collected from the respondents in Amritsar to ensure the representation from all the areas, urban, semi - urban and rural.

Types of digital marketing

Search engine optimization, SEO is technically a marketing tool rather than a form of marketing in itself. Here the goal is to rank on the first page of a search engine's result page. This ensures that those searching for a specific query related to your brand can easily find your products or services. While there are many search engines, digital marketers often focus on Google since it's a global leader in the search engine market.

Content Marketing the goal is to attract people that ultimately convert into customers. But it does so differently than traditional advertising. It offers value for free in the form of written material, such as:

- Blog posts
- E - books
- Newsletters
- Video or audio transcripts
- Infographics

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. The most popular digital platforms are Facebook, Instagram, Twitter, LinkedIn and YouTube.

- A few of the most important social media marketing best practices:
- Create high - quality and engaging content
- Create a social media posting schedule
- Post at the right time
- Hire social media managers to support marketing efforts
- Know your audience and which social media channels they're most active on.

Pay - per - click marketing or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. Google is the most popular search engine, many businesses use.

Affiliate marketing lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

Influencer marketing relies on working with an influencer—an individual with a large following, such as a celebrity, industry expert, or content creator—in exchange for exposure. In many cases, these influencers will endorse your products or services to their followers on several social media channels.

Marketing Automation uses software to power digital marketing campaigns, improving the efficiency and relevance of advertising. It lets companies keep up with the expectation of personalization. It allows brands to collect and analyze consumer information and send and post digital marketing messages at the right times to the right audiences.

Email marketing is a promotional message and hope that your prospect clicks on it.

Mobile marketing is a digital marketing strategy that allows you to engage with your target audience on their mobile devices, such as smartphones and tablets. This can be via SMS and MMS messages, social media notifications, mobile app alerts, and more.

Blog Content Marketing Blog posts are most effective when used strictly for good, like most types of content marketing. Rather than blogging about how your newest product will change lives, you should be writing about topics related to your products or services.

Infographic Content Marketing Of the many different forms of content marketing, these are one that can really throw a big curveball for digital marketers. It is a shame because a good infographic can get a lot of attention in the form of shares and inbound links. Successful infographics are simple, impactful, and meaningful. The point of them is to take a lot of complicated information from a study or survey and break it down into the most important points.

Podcast Content Marketing High - quality podcasts have been extremely lucrative for some digital marketers, though they are far from a universal solution for your content needs. Once you have the right equipment, they can be simple to produce and, if distributed through a podcast network, can have massive reach. Even if you are using a podcast network, you can also still incorporate those podcasts into your business' website and social media efforts as extra content to share with your audience.

Video Content Marketing Video content can be expensive to produce, as well as time - consuming, but it is hot and in demand among many consumers. Although many prefer written content, those that want video are still wanting to see even more than they can get their hands on right now. A well - produced video spot shows a whole different side of your business (much like a podcast does) and can give you a better way to create content that demonstrates how to do something or how something works.

Social Media Content Marketing is one that is often treated alone because it follows a slightly different set of rules. Unlike other digital marketing content listed above, social media marketing is all about getting people to look and respond directly. It can take some effort to find both the type of content and medium that really resonates with your social media followers, but if you are already producing other types of content for your marketing, the good news is that you can easily repurpose them for social media, too.

Social Media

The impact of social media on customer purchase decision is very high. Because of technology advancement, social media enables access to authentic information at opportune time even when the customers are at home and hence, they can do comparisons and have better control from anywhere in the world. This media is facilitating people to reach restaurants and grocery stores anytime from anywhere through mobile phones or computers or any other device. Social media (Facebook, YouTube, Instagram, Twitter etc.) is "forms of electronic communication (websites for social networking and blogging) through which users creates online communities to share information, ideas, personal messages, and other content (as videos) " and networking is "the exchange of information or services among individuals, groups, or institutions.

Social media is understood in the broader term and define as any online service with the help of which users are enabled to create and share different content. Though social media have been existing since 1981, it was widely adopted effectively after 2003. It encompasses social networking sites, user-generated services like blogs, online review/rating sites, video sharing sites, virtual game worlds and online communities, where consumers publish, or edit, produce and design content. Social media have enabled organizations to reach customers online and interact with them about the brands and build the brand reputation. Different segments of users use online interaction for the satisfaction of their needs. People, some times, have more faith on these media as compared to traditional promotional mix sponsored by companies.

Though social media have been existing since the birth of Gen Y, it was widely adopted effectively after 2003. It encompasses social networking sites, user-generated services like blogs, online review/rating, video sharing, virtual game worlds and online communities, where consumers publish, or edit, produce, design content.

Customer The one who purchases product or services is a customer. A customer is one who receives or consumes products (physical goods or services) and he or she has the ability to select from different products and suppliers. Customer can be a consumer but not necessarily, they are two different terms, even though they are commonly used. The customer purchases goods and a consumer uses them. A customer may be a consumer also, but he or she may purchase items for somebody else to consume.

Purchase Decision Customer purchase decision is taken in five steps;
Need recognition or problem recognition
Information search

Comparison of alternatives
Final purchase decision
Post purchase behaviour.

Purchase Decision Involvement It is "the extent of interest and concern that a consumer brings to bear upon a purchase - decision task. The concept concerns a consumer's mind - set, so to speak, about an anticipated purchase decision. It is a mind - set concerning his or her view of what the right or wrong choice of the brand would mean to him or her, and correspondingly whether or not he or she would be indifferent as to which of the several available alternatives is bought". The mind - set of customer in the process of decision - making is reflected by purchase decision involvement.

Purchase Intention refers to browsing, gathering information, making products and price comparisons, learning about products and services, describing product preferences, registering with the vendor, providing feedback, supplying private information and finally payment details and address for the purchase. The first step is exchange of basic data so that the customer receives information from the retailer, such as, gathering information by browsing and making comparisons of products and price. This step is followed by providing personal information to the retailer through registering e - mail address, providing feedback and expressing product preferences. This is sometimes supplemented through by - default information exchange which means deliberately or involuntarily captured through data - mining tools, cookies, and log - data.

Final step involves requirement of private and financial information; credit card details, purchase preferences, information pertaining to payment and address, so that the purchase process can be completed. Purchase intentions include purchase decision involvement and repurchase intention.

Repurchase Intention Repurchase intention means the subjective probability of continuing purchase of the product either online or offline in future by an individual.

Customer Loyalty It is the intent of consumer to stick to an organization, and loyalty may encompass attitudinal or emotional elements too. Truly loyal customers are those who feel so strongly about a company that they virtually exclude competitors from their consideration. Such "true loyalty" is a psychological tendency that leads to positive word of mouth (WOM), repeat purchases and higher likelihoods of future use. Loyalty is a commitment by the customer to purchase from an organization and help that organization succeed, mostly driven by customer satisfaction.

3. Findings

From this study it has been analysed that Generation Y or the Millennial Generation broadly defined as people born between 1981 and 1999 are considered as digital natives (Prensky, 2001). This generation has spent their lives throughout in the digital environment. There is a significant impact of information technology on the way they live and work as they have continuous access to internet.

55.4% of the digital media users were males and 44.6% were females. Majority of the users (61.7%) were in age group of 24 to 40 years, (23.4%) were age group of 15 to 23 years, (9.3%) were in more than 40 to 50 years and rest (5.6%) were age group of 50 to 60 years. This study shows that most of the respondents were students 55%, 35% respondents were employees, and 10% respondents were business people.

4. Analysis

Facebook, Twitter, and Instagram are examples of online social networks, as well as virtual platforms such as webpages, microblogs, and search engines, which come back to mind when we think about digital channels. Formerly existing communication tools are now referred to as “traditional communication tools,” as new digital avenues for communicating with clients have been introduced. Printed (journals, newspapers, etc.) visual (television, cinema, etc.), and auditory (radio) communication tools are all traditional communication methods (Dwivedi et al., 2021).

5. Conclusion

The aim of this study was to research the impact of digitization on advertising and customer purchase behaviour. This relationship was investigated for the information and researcher found that Generation Y people are mostly influenced by digital media and buy products by seeing the customer feedbacks and ratings. The conclusion is that the usage of social media and electronic word of mouth (EWOM) positively influence purchase decision of customers. This impact of social media usage and EWOM on purchase decision is mediated by conviction. Hence, online advertisements play a vital role. It confirms that the strategy for social media or electronic communication will be effective in true sense to ensure good sales of a product. Social media have enabled organizations to reach customers online and interact with them about the brands and build the brand reputation.

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