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## New paradigm of customer's behavior towards digital marketing

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### Abstract

Advertising has been the nervous system of today's business and what has added to its addiction is its amalgamation with Information, Communication, and Technologies resulting into the e-commerce business. Nowadays, we cannot find any website without advertisements on it. As the numbers of websites have increased enormously, marketers are trying every niche to target the Consumers through various social platforms. Therefore, the demand exists to understand the scope of online advertisements on various websites especially the homepages. Newline Online advertising has revolutionized the world of advertising. Nowadays apart from commerce, marketers are spending the huge amount of money on online advertisements. The purpose of this research is to study the online advertisements on informational websites in terms of layout, types, color, size, etc. After analyzing the online advertisements, the study was also conducted on the effect of these online advertisements on consumers. Newline The methodology for conducting research on this study was divided into two research methods i.e. content analysis of the websites on different parameters and then conducting an online survey of 50 respondents as sample size.

The study also shows that tangible products are designed in big picture layout and service products are generally designed in copy heavy layout. It was also found that homepages of the websites carry online advertisements of banking and insurance companies whereas people pay more attention to advertisements of commerce and mobile phones and prefer advertisements showing functions of the product. Online advertising refers to the type of marketing strategy that involves the use of internet for promotion of products by delivering the marketing messages to the larger consumers. It includes delivering ads to internet users via websites, e-mail, ad supported software's, and text messaging and internet enabled cell phones.

**Keywords:** Advertisement, Consumers, Online, Social Media

### Introduction

"The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting and you won't be interesting unless you say things imaginatively", originally and freshly quoted William Bernbach (Robert, 2013). The above quote has very simply defined the objective of advertising it used to work earlier. Initially advertising started with the motive of selling the products by the marketers in order to maximize the profits and the very purpose for purchasing the products by the consumers was the utility of the product. But this is the primitive definition of advertising as now marketer's focus has shifted from profit maximization to brand building for longer relationship with the consumers.

Advertising Concept According to William J. Stanton, "Advertising consists of all the activities involve in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor "(Maheshwari, 1997) [19]. Therefore marketers adopted all the media from newspapers to television, personal selling to public relations for building their brand and targeting their consumers in every possible way. This concept was further expanded with the context to diversified market and the peculiar need of the consumers. Marketers these days try all the niche marketing techniques to reach to their consumers. From retailers to wholesalers, street shopping to mall shopping, market scenario has changed drastically. But what has revolutionized the market and the consumer behavior is the emergence of internet generation, also known as netizens. The word netizen is derived from two words i.e. net and

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citizen and refers to the population of citizens who are actively involved in the internet activities.

Merriam Webster dictionary defines netizen as a person who actively uses the internet in the proper and responsible way. Now with the emergence of the concept like LPG i.e. Liberalization, Privatization and Globalization the above scenario has changed inversely. The expansion and segmentation of market according to diversified consumers has led to more and more brands emerging in the online market with larger reach and what had propelled its growth is ICT i.e. Information, Communication and Technologies. ICTs can be defined as a collective term used for the technologies that are developed through the convergence of audio visual mediums in accordance with telephone and computer network and connected through single link. Therefore with the help of ICTs, large number of consumers can be targeted with single technology ICTs have not only changed the way of advertising our products but it has also helped the marketers to expand the reach and frequency of their brand to the consumers. Not just this but it has made possible to sell anything from pin to aeroplane to the consumer under one roof with a click of the mouse through internet advertising. Breaking the mode of tradition shopping, it has revolutionized the way people shop. Hence the marketers are focusing on the concept of consumers promoting brands through interactive marketing where consumers promote and market product, goods and ideas with the help of the internet. (Nicholas, 1971) commented on this concept by saying: 'It used to be that people needed products to survive. Now products need people to survive.' Apart from developing online relationships, these social networking sites are designed for marketing online promotion for the internet business owners, and also allow developing close relationships with those who share common interest.

1.2 Emergence of Advertising has been derived from the word 'Adventurer' that means to turn the mind towards something. It has been into our minds and our life since the commencement of human process with the need of social interaction. It is normally believed that the inception of advertising has its roots in Egypt

1.3 Concept of Online Advertising In a layman language online advertising is a form of a advertising where internet is used as a medium for displaying the advertisements and attracting the online consumers. Online advertising refers to the marketing strategy where marketers target the online users and promote their products and services online by delivering message to larger consumer at single point of time. The reach out to consumers by adopting various internet formats like websites, e-mail, ad supported software's, text messaging and internet enabled smart phones. The web world is so large that the cyberspace population has become more mainstream and diverse. Therefore, the internet population can be characterized as young, affluent, and better educated who can they easily find their way onto the internet (Kotler, 2000) [14]. In internet marketing, consumer has emerged as a marketer who has control over the message and promotion of the product and service. They have better source of information and thus are well informed and upgraded. Through internet they can:

a. Receive updated information about multiple brands

without depending on manufactures or retailers.

- b. Generate brand inquires from manufacturers and retailers;
- c. Customize products.
- d. Ask shopping agents to search and can receive offers from multiple sellers.

### Review of Literature

Research which is often defined as re-search is a mandatory chapter in the formation of thesis as it aim to provide the background and justification for the research undertaken (Bruce 1994). In his publications, he has identified six elements of literature review that comprises of a list, a search, a survey, a vehicle for learning, a research facilitator and a report (Bruce 1994). A literature review can be defined as a comprehensive study that includes interpretation of literature that is based on specific topic (Aveyard, 2010) [1]. No study can be conducted, if it does not review the literature based on the topic of the research. Therefore a literature review is very essential before a researcher plans to conduct a study on particular topic so as to understand the amount of work already conducted in that area by the accredited researchers and scholars. Therefore in order to conduct a study on 'Effect of Online Advertising on Consumers: An Analysis', the following literature was reviewed. The literature includes the research papers, research articles and reports by research agencies and depending upon the research topic and methodologies involved, review of literature was studied with three criteria in the mind of the researcher.

2.1 Categories of Studies Reviewed In order to study the review of literature deeply so as to draw the parameters for content analysis; the study was conducted in three categories for simplification:

- a. Studies based on websites and homepages
- b. Studies related to online advertising
- c. Studies regarding consumer response to online advertising

2.2 Studies Based on Websites and Homepages First part of literature review goes through a series of studies that discusses various aspects of websites and homepages in terms of their relevance, effectiveness and interactions. For example, in one of the studies by ComScore, it was fund that the average time spent on the website single page is decreasing drastically as user spent only 40 seconds on single page, thus making it difficult for advertisers to retain the attention of users. Therefore, the various aspects studied by the researcher with context to homepages and websites are mentioned below.

2.3 Studies Based on Online advertising In this part of review of literature, the researcher goes through various studies that highlight various aspects of online advertisements like their popularity, effectiveness and communication theories involved. Bakshi (2013) [5] in a research to study online advertising and its impact on consumer purchasing behavior adopted content analysis as a method to study the factors responsible for the affecting the consumer purchasing decision and those contributing towards the effectiveness of online advertisements. Conclusion: The study concluded that web world is providing business ad world lucrative services of ad

formats, interactive platform and vast reach, thus making web world as popular and standardized format for advertisements. Therefore, every caution should be taken by the marketers to strategize as per consumer needs and gain maximum profits

2.4 Studies Regarding Consumer’s Response to Online Advertising Third part of the literature review consists of the studies that conducted to study the factors affecting the buying behavior of the consumers and what constitutes to their liking and disliking. Abideen & Saleem (2012) [2] did a study on influence of online advertising on consumer buying behavior in which population for the study consisted of consumers from different telecom services residing in the cities of Rawalpindi, Islamabad and Lahore. Survey method was used where 200 consumers was taken convenient sample Conclusion: The major findings of the study demonstrate people indulge and purchase those brands with which they are emotionally attached. The research showed an overall association between variables studied and found emotional connect to be the strongest reason for affecting the buying behavior of the consumer. Hooda (2012) conducted a study on consumers of Jaipur and their behavior towards E-marketing. The study used survey method and questionnaire as a tool to collect the data from respondents residing in urban areas of Jaipur. The researcher used stratified sampling technique in 3 different strata’s i.e. age, income and occupation to select 75 as sample size for the convenience of the research. Conclusion: It was found that respondents surf internet irrespective of their age and gender. E-shopping was found to be convenient by the respondents within 18-30 years of age group because of its features like time saving and easy mode of payment. It also concluded that respondents hesitate to purchase items online due to security concerns regarding personal data.

The research also suggested that in order to achieve the e-marketing objectives, it is important to improve the delivery service and advertising of web products and services. Kumari (2012) in a study about change in purchasing behavior of consumers surveyed 80 respondents, kept as sample size ,where respondents were mainly residents of Bhubaneswar within the group of 15 to 60 years and secondary data was collected from national and international journals as well as marketing, business magazines, business dailies and text books. Conclusion: The study concluded that Indian consumers give an importance to products with high degree of value orientation. Brands that portray family values, nurturing, care, affection and emotional values are more acceptable and preferable by the Indian consumers. They are highly involved when they have to spend on brands that are expensive and infrequently purchased. It was found that consumers are highly influenced by visual symbols and images as they can easily remember and recall the brand. The study also included that consumers don’t search for products information extensively; rather they receive the information passively from television and magazines while doing work. Therefore, television was found to be more influential medium as compared to print media. To influence the minds of the consumers, ad campaigns should run short messages with higher

frequency. On the marketer’s side, it is vital to highlight the features of the brand in print media accompanied by elaborated copy.

**Research Methodology**

1. **Primary Data:** The following methods are used for data collection

- a. Questionnaire is mailed to the respondents either through mail or shared on social media platforms. Different formats like Google forms survey monkey, etc. are available to form questionnaires.
- b. Telephone - The example of a telephone survey could be making a call to the consumer for collecting a feedback about product or service. This type of surveys is generally conducted when the sample size is lesser in number. The respondents are telephoned and asked about their experience related to the product.
- c. Home interviews - The Census survey in India is a good example of an at-home interview survey administration. Survey is also conducted at home when the people from certain organization collect the data from the home and treat one home as a sample unit.
  - Questionnaire
  - Interview, Discussion
  - Email

2. **Secondary Data Sources:** The following was referred for collection of secondary data

- Books
- Journals, Magazine
- Company Publications: Newsletter, Advertisement /Brochure /Annual Reports / Company Profiles
- Social networking Sites

**Analysis**

In response to the study of demographic variable, the first question regarding age group was asked and the only (50) respondents filled the response which has been graphically presented below

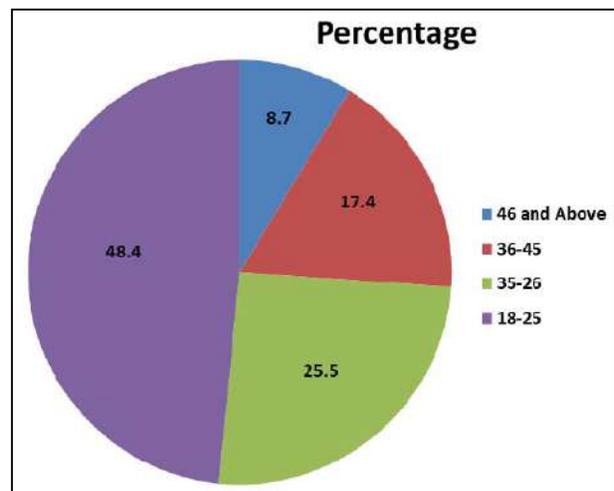


Fig 1 Shows percentage

In response to another demographic variable regarding income, 50 respondents filled the response which has been graphically presented below.

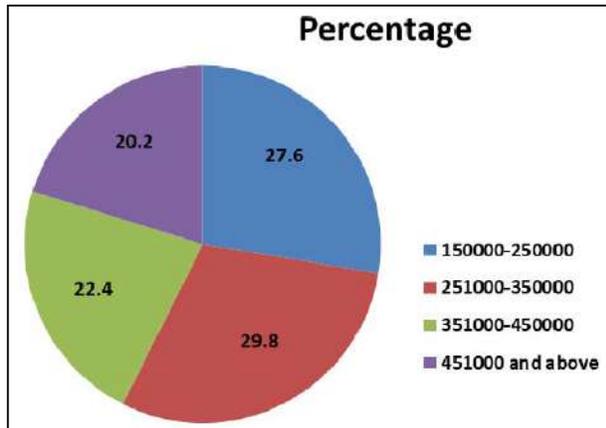


Fig 2 Shows percentage

In response to question that whether respondents opt for online advertising, the following response was collected: (50 responses) Percentage represents the percentage of responses among respondents.

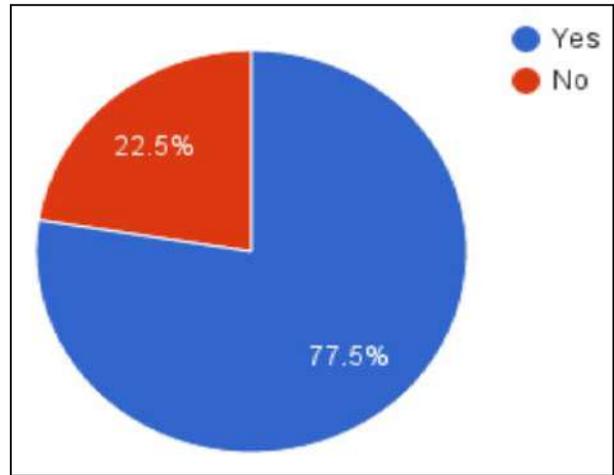


Fig 3

As the study of the research is based on informational sites (web portals), in the next question the respondents were asked to provide preference to the websites under study and rank them on the scale of 4 accordingly.



Fig 4

The respondents were asked to rank (up to 3) the product categories whose advertisements they notice the most in response to their internet surfing. It was not mandatory to rank 1, 2 and 3 but they were allowed to rank only 1, 1& 2

or upto 3, so that data gathered is shown on the above To simplify the data further, the below mentioned graph was developed to show the rankings clearly.

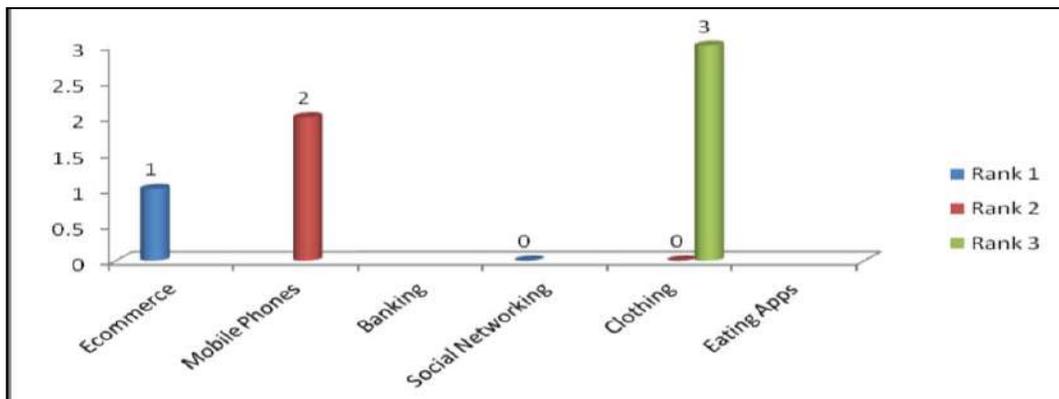


Fig 5

In another question where the respondents were asked to answer that whether words of persuasion like Shop now, discount offers, apply now or know more make any in another question where the respondents were asked to answer that whether words of persuasion like Shop now, discount offers, apply now or know more make any

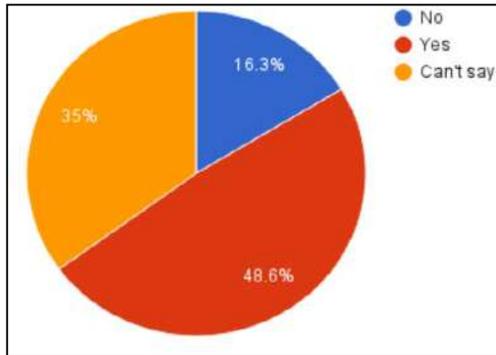


Fig 6

The respondents were asked to rank (upto 3) about the most visible features they notice on online advertisements in response to their online shopping. It was not mandatory to rank 1,2 and 3 but they were allowed to rank only 1, 1& 2 or upto 3, so that data gathered is shown on the above Graph .

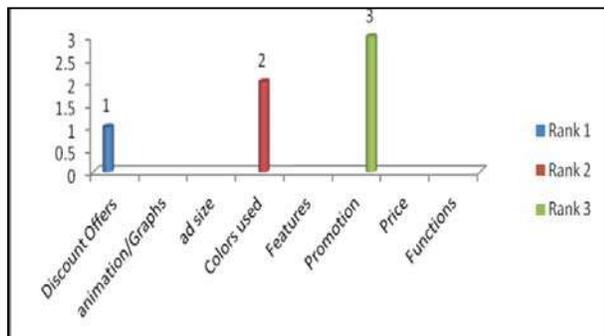


Fig 7

### Findings

1. The study on ‘Effect of Online Advertising on Consumers: A Study’ was conducted on the basis of content analysis and survey technique. This chapter focuses on the findings drawn from both the methods and concluding them with the conclusion.
2. Findings from Content Analysis Banner type of internet advertisement in different formats is the most common type of online ads followed by pop up advertisements. \
3. Information like price, variety, offers, features and discounts were given on all advertisements depending upon the layout of product or service advertised.
4. Advertisements are mostly placed on top, right and centre of homepage except in Times of India homepage that experiment more with placement of the advertisements.
5. Consumers prefer advertisements that are movable in their design and uses animation and graphics.
6. The result shows that majority of people do opt for online advertising but prefer ecommerce sites for buying their product as compared to web portals and company website.

7. Yahoo was selected as the most preferred site by the respondents. In comparison to movable and immovable ads, presence is given for movable advertisements that include visuals, music, graphics and animations
8. The survey also concludes that netizens like still online ads that are designed in Big Picture Layout for the tangible products but for service oriented products respondents prefer Copy Heavy Layout ads that display information about services offered. Though

### Conclusion

To study the content of online advertisements in context to the homepage of informational websites, under this objective, the researcher analyzed the content of four informational websites where Yahoo.com was found to be the most preferred site. Advertising being the major source of revenue for the informational websites too, their web portals experiment with all types of online advertisements from banner ads to rich ads, from interstitials to skyscrapers, etc. In context to online advertisement layouts, it is found that products advertisements were designed in big picture or picture heavy layouts whereas service advertisements are designed more in copy heavy advertisement formats.

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