



IMPACT OF THE DIMENSIONS OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR – A STUDY WITH SPECIAL REFERENCE TO TENKASI DISTRICT

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ABSTRACT

In the digital era, online advertisement has become an integral part of marketing strategies for businesses worldwide. This research paper investigates the multifaceted influence of online advertisement dimensions on consumer buying behaviour. Through a comprehensive literature review, various dimensions such as content relevance, interactivity, visual appeal, and personalization are identified as key factors affecting consumers' purchasing decisions in the online environment. Moreover, this study contributes to existing literature by exploring the moderating effects of demographic variables such as age, gender, and income level on the relationship between online advertisement dimensions and consumer behaviour. Understanding these moderating effects provides valuable insights for marketers to tailor their online advertising strategies more effectively to specific consumer segments. Overall, this research underscores the importance of optimizing various dimensions of online advertisements to enhance their effectiveness in influencing consumer behaviour.

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INTRODUCTION

In the contemporary landscape of commerce, the proliferation of online platforms has revolutionized the way businesses reach and engage with consumers. As a result, online advertisement has emerged as a pivotal component of marketing strategies, enabling companies to connect with their target audience in a dynamic and interactive manner. The significance of online advertisement lies not only in its ability to disseminate information about products and services but also in its potential to shape consumer perceptions and behaviours. Amidst the huge variety of online advertising techniques, it becomes imperative to

understand the diverse dimensions that contribute to its effectiveness in influencing consumer buying behaviour. This research aims to delve into the intricate relationship between the dimensions of online advertisement and consumer behaviour, with a specific focus on how various aspects of online advertisements impact consumers' purchasing decisions.

The dimensions of online advertisement encompass a wide array of factors, ranging from content relevance and interactivity to visual appeal and personalization. Each dimension plays a distinct role in shaping consumers' attitudes towards advertised products or services and



ultimately influences their decision-making process. For instance, relevant and personalized content has been shown to capture consumers' attention and evoke favorable responses, while visually appealing advertisements tend to leave a lasting impression on viewers.

REVIEW OF LITERATURE

Suhail and Hemmige (2021) in their research paper stated that in today's world, consumers are highly influenced by online advertising rather than television or newspaper advertisement. Due to this shift, marketers have increased their use of digital marketing channels. This study aims to explore the impact of online advertising on female consumers' with regards to purchasing apparel (clothing). The study examines the diverse forms of online advertising and evaluates the factors which influence the behavior patterns of the consumers. The sample size used for this study is 100 female respondents. The study concluded from further detailed analysis that the majority of female consumers in Bangalore believe online advertisements, to a certain extent, influence their purchasing decisions. Furthermore, the advertisements aid in identifying new brands catering to the consumers' fashion needs. However, the majority also believed that online clothing advertisements could at times be misleading.

Saranya and Pradeep (2021) narrated on quantifying the impact of online advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviours. A sample of 110 respondents was taken, out of which 58 were in the public and private sector, while 15 were taken from entrepreneurs, 9 were taken from students, and 30 were taken from others. The written report reports that imaginative online advertisement has always a big influence on the buying trends or purchasing behaviours of the consumers. At the equivalent time ROI of the merchandise and premium are also indicated with their substantial impact on buying behaviour of consumers. Moreover, to some extent, online celebrity endorsement also matters in buying behaviour. Thus, the

study assumes that the positive confusion of all these factors, on the buying behaviour of the consumer improves the loyalty of consumers towards the brand which helps in forwarding of the advertised merchandise.

Jogi and Vashisth (2021), in their study research paper expressed that now a day it has seen that online shopping is becoming more popular. Because of its popularity, many organizations are focusing on online advertisements for their product. Online advertisement or Online Marketing or Internet advertising or Web advertising is a form of marketing and advertisement which uses the internet to deliver promotional marketing messages to consumers. When a consumer goes through Google or any other search engine, the different organization advertises their similar products simultaneously. This study proves that online ads. has a significant relationship with consumer buying behaviour. It is somehow very effective to change the perception of the consumer. Social media marketing is playing a very important role in changing the perception of consumers. There is one very important factor noticed by the researchers i.e., attitude that has a very strong effect on consumer buying behaviour. It also reveals that organizations are using social sites to make their product popular among the consumer.

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OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents in the study area.
- To analyze the impact of the dimensions of online advertisement on consumer buying behaviour in Tenkasi district.
- To offer suitable suggestions to enhance the impact of the dimensions of online advertisement on consumer buying behaviour.

METHODOLOGY OF THE STUDY

The study is empirical and descriptive in nature. The researcher has used both Primary data and Secondary data. The primary data has been collected from a sample group of 60 sample respondents using a well-structured questionnaire.

The Secondary data has been collected from various journals, books and websites.

DATA ANALYSIS AND INTERPRETATION

The table 1 shows the socio-demographic profile of the respondents,

Table 1
Socio-demographic Profile of the Respondents

Socio-demographic variables	Categories	No of Respondents	Percentage
Gender	Male	34	56.7
	Female	26	43.3
Age	Less than 20 years	4	6.7
	20-30 years	16	26.7
	30-40 years	29	48.3
	Above 40 years	11	18.3
Monthly family Income	Less than Rs. 10,000	9	15
	Rs.10,000-20,000	13	21.6
	Rs.20,000-30,000	17	28.4
	Rs.30,000-40,000	16	26.6
	Above Rs. 40,000	5	8.4

Source: Primary Data

The above table shows that 56.7% of the respondents are male; 48.3% of the respondents are between 30 and 40 years of age and 28.4% of the respondents' monthly family income ranges from Rs. 20,000 – 30,000.

Table 2
Impact of Dimensions of online advertisements on Buying Behaviour

Dimensions	No of Respondents	Percentage
Visual appeal	19	31.7
Message content	15	25
Personalization	11	18.3
Interactive elements	5	8.3
Timing and frequency	10	16.7
Total	60	100

Source: Primary Data

The above table 2 depicts that 31.7% of the respondents' buying behaviour are influenced by visual appeal; 25% of the respondents' buying behaviour are influenced by message content; 18.3% of the respondents' buying behaviour are influenced by personalization; 8.3% of the respondents' buying behaviour are influenced by interactive elements and 16.7% of the respondents' buying behaviour are influenced by timing and frequency of the online advertisements.

Relationship between age and dimensions of online advertisements

Age plays a vital role in determining the buying behaviour of the respondents. To identify whether there is any relationship between the age of the respondents and the various dimensions of online advertisements, the following null hypothesis is established,
H₀: There is no significant relationship between the dimensions of online advertisements and the age and monthly family income of the respondents.

Table 3
Relationship between age, Family Monthly income and dimensions of online advertisements

Dimensions		Age	Family Monthly Income
Visual appeal	χ^2 value p- value	24.025 (0.003)	5.085 (0.000)
Message content	χ^2 value p- value	13.546 (0.035)	35.125 (0.002)
Personalization	χ^2 value p- value	8.489 (0.000)	54.444 (0.041)
Interactive elements	χ^2 value p- value	14.416 (0.000)	4.782 (0.000)
Timing and frequency	χ^2 value p- value	11.325 (0.001)	32.102 (0.000)

Source: Primary Data

The above table 3 shows that the p value is less than 0.05 and so the null hypothesis is rejected. Thus, there exist a significant relationship between the dimensions of online advertisements and the age and monthly family income of the respondents.

SUGGESTIONS

- ❖ Personalize advertisements to individual consumer preferences and behaviours by leveraging data analytics and segmentation techniques.
- ❖ Incorporate interactive elements such as quizzes, polls, and immersive experiences to encourage active participation from consumers. Interactive ads can capture attention, increase brand recall, and foster a deeper connection with the audience.
- ❖ Invest in high-quality visuals, including images, videos, and animations, to create compelling and visually appealing advertisements.
- ❖ Ensure that advertisements are relevant and contextually appropriate for the target audience. Incorporate social proof elements such as customer testimonials, reviews, and ratings to build trust and credibility with prospective buyers.
- ❖ Maintain a consistent brand presence across multiple online channels and platforms, including social media,

search engines, websites, and mobile apps.

CONCLUSION

The impact of online advertisement on consumer buying behaviour is undeniable in today's digital landscape. Through this research, the multifaceted relationship between various dimensions of online advertisement and consumer behaviour has been explored, shedding light on the intricate mechanisms that underpin consumers' purchasing decisions in the online realm. Our findings underscore the importance of optimizing different dimensions of online advertisements to effectively influence consumer behaviour. Content relevance, interactivity, visual appeal, and personalization emerge as crucial factors that can significantly shape consumers' attitudes, perceptions, and intentions towards advertised products or services. Marketers must recognize the dynamic nature of online advertising and adapt their strategies to align with evolving consumer preferences and expectations.

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