



IMPACT OF THE DIGITAL MARKETING AND ADVERTISEMENT

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Abstract

The effect of digital marketing and advertising on customers is the main topic of this abstract. Whether or not digital marketing and advertising has a favourable or unfavourable effect on customers is the research issue. A literature review was done to examine the prior research on the subject in order to respond to this question. According to the literature analysis, consumer reactions to digital marketing and advertising can be both favourable and unfavourable. Positively, digital marketing and advertising provide more precise consumer targeting, more economical campaigns, and increased reach to a broader audience. Digital marketing and advertising have both positive and negative effects, including the capacity to manipulate consumers, enhance competition, and raise privacy concerns. This abstract's conclusion is that digital marketing and advertising have both beneficial and detrimental effects on customers, and more investigation is required to fully grasp these effects' long-term ramifications.

Keywords: *Consumers, Digital marketing, Advertising.*

Introduction of the Study

Digital marketing and advertising refer to the practise of using digital tools including websites, search engines, social media, email, and mobile applications to promote goods and services. All advertising and marketing campaigns that employ the internet or electronic devices are referred to as "digital marketing and advertising." Search engines, social media, email, and websites are just a few of the digital channels used by businesses to interact with both current and future customers. Through numerous digital platforms, customers can learn more about a company, its products and services, and relevant issues.

Digital marketing and advertising can take on a variety of shapes, including display advertising, email marketing, social media marketing, search engine optimization (SEO), and more. These channels are employed to spread brand recognition, produce leads, and cultivate client connections. An efficient technique to advertise items and services is through digital marketing and advertising, which can be used to reach a large audience.

Since the late 1980s, digital marketing and advertising have been around. Digital marketing at first was only possible through email campaigns and banner adverts. But as technology developed, digital marketing expanded to incorporate social media marketing, pay-per-click (PPC) advertising, and search engine optimization (SEO).

In October 1994, the first banner advertisement appeared online. The banner advertisement for AT&T was made by a marketing firm and posted on the HotWired.com website. When Goto.com, now known as Overture, introduced its pay-per-click search engine in 1998, the first PPC ad appeared. After a few years, Google unveiled its Ad Words platform, which immediately took the lead in the sector.



After its founding in 2004, Facebook swiftly rose to prominence as a key digital marketing tool. Early on, it was mostly used for brand recognition, but marketers quickly saw the potential for focusing ads and campaigns on certain target markets.

Today, each company's marketing plan must include internet marketing. Customers are reached, brand recognition is increased, and sales are boosted. New technologies and techniques are continually being created as a result of the ongoing evolution of digital marketing.

Digital Marketing Strategies

1. **Content Marketing:** Content marketing is the practice of creating content that appeals to your target audience and sharing it online to attract and engage customers. It can include blog posts, infographics, videos, podcasts, and more.
2. **Social Media Marketing:** Social media marketing is the process of using social media platforms to promote your business, build relationships with customers, and increase brand awareness.
3. **Search Engine Optimization (SEO):** SEO is the practice of optimizing your website and content to rank higher in search engine results.
4. **Email Marketing:** Email marketing involves using email to send promotional messages or newsletters to customers and prospects.
5. **Pay-Per-Click (PPC) Advertising:** PPC advertising is a form of digital marketing where you pay for each click on your ad.
6. **Affiliate Marketing:** Affiliate marketing is a type of performance-based marketing in which a business rewards an affiliate for each customer they bring in through their promotional efforts.
7. **Influencer Marketing:** Influencer marketing is a type of marketing that involves connecting with influential people to promote your product or service.
8. **Video Marketing:** Video marketing is the practice of creating and sharing videos to promote your brand or product.
9. **Native Advertising:** Native advertising is a type of digital advertising that matches the look and feel of the platform it appears on. It is designed to blend in with the content on the page.
10. **Voice Search Optimization:** Voice search optimization is the process of optimizing your website and content to be found by voice search engines.

Objectives of the Study

1. To analysis of demographic impact on consumer perceptions of digital advertising.
2. To Study the impact of attitudes and experiences on consumer purchasing behaviour.

Scope of the Study: Researcher consider digital marketing strategies, the impact of digital marketing on consumer behavior and the effectiveness of digital advertising compare to traditional form of advertising.

Limitations of the Study

The factors investigated were limited to demographics, internet behaviour, motivations and attitudes, and did not cover other aspects that can influence consumer behavior. Another aspect to consider is its limitations on sample size and geographic coverage.

Primary Data Sources

Primary data sources provide direct or direct evidence about an object, person, or work of art. This includes his torical and legal documents, eye witness accounts, experimental results, statistical data, audio and video recordings, etc. I created surveys, conducted statistical surveys, and collected data.



Secondary Data Sources Data originally collected for other research purposes are referred to as secondary data sources. We referenced articles, journals, and references.

Size of the Sample: Determining the sample size involves choosing the number of observations or replicates to include in the statistical sample. Sample size is an important characteristic of empirical studies that aim to draw inferences about a population from a sample. The sample size is 40.

Analysis and Interpretations

Chi-Square Tests, Impact of Length of Access on Consumer Behaviour

	value	df	Asymp.sig.
Pearson chi-square	16.503	2	0.002
Like hood ratio			
Linear by Linear Association	17.004	2	0.002
	5.462	1	0.018
No. of valid cases	40		

Interpretation: In the above table p-value is less than 0.05 indicating it is significant so we conclude that there is an impact of length of access to the internet on consumer's behaviour to digital advertising.

Findings

1. Both genders would take an action after seeing an online advertisement once a week, as 36% of respondents selected the option followed by 27% who said once a month.
2. Females are more likely to take action after seeing an online advertisement by clicking an advertisement once a week.
3. Both the genders made a purchase after seeing an online advertisement, as 59.50% of respondents said yes. This was led by a higher percentage of female 61% compared to male 59%, however the gap in inclination is very small.

Suggestions

1. More methodological work is needed to study the impact of digital advertising on off-line purchase behaviour and understand how the consumer purchase journey works in the new digital era.
2. It would also be helpful to capture qualitatively the experiences and perspectives of advertisement copies, creatives, concepts on consumer experience and its influence on the final purchase outcomes.
3. Explore other factors, like advertisement quality, celebrity endorsement, involvement of respondents with the product category, brand influence that can impact the experience of a digital consumer and their behaviours.

Conclusion

Concludes that digital advertising influences consumer behaviour to some extent. Demographically, both men and women are equally affected by digital advertising, with women more likely to click on or make a purchase. Job status influences the frequency of purchases when retired professionals' shop once a year compared to others who shop more frequently.

Digital advertising action Internet access time directly influences consumer behaviour towards digital advertising. Location of access and Internet access devices are closely related to consumer behaviour



when an analysis of advertising content and motivational factors shows that product descriptions and information content in online advertising have a higher and positive impact on consumer behaviour. Will, to some extent, influence consumers to take action. Frequency of viewing ads has limited effect on consumer behaviour with respect to attitudes, positive effects of advertising lead to increased purchasing behaviour, and conversely, negative effects make consumers less likely to respond to advertising. Has no positive or negative impact, consumers are more likely to make a purchase. Also, a positive experience with advertising or browsing online content.

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