



Impact of Digital Advertising on the Buying Behavior of Female Student Consumers

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Abstract: The trend of digital advertising is rising as it uses various ways and techniques to disseminate ideas to consumers. Consumers are bombarded with advertisements that can create a unique position in the market and receive attention from them. The digital era and digital advertising have influenced the buying behavior of consumers as it is just one click away and so many options are available to compare the prices and availability. They are so keen to shop for various products ranging from lifestyle, food items, cosmetics, apparel, home appliances, gadgets, and many more. Digital Advertising informs, educate, entertain, persuades, and motivates the netizens to purchase the products and services. Hence, shopping through various digital platforms is a very rising phenomenon in both rural and urban areas of developing countries like India. To analyze the various factors that persuade or

influence the digital buying behavior of consumers is the purpose of the research paper. The paper aims to focus on for digital factors: Trust and security, delivery risk, product performance issue, and monetary risk. The paper will discuss a Western Model of Communication in the context of the impact of digital advertising. Both primary and secondary data will be collected from a questionnaire survey and various reliable, trustworthy sources such as research journals, articles, magazines, and websites respectively. A survey will be conducted on a sample of 100 students' pursuing Undergraduate and Post-graduate courses in Journalism and Mass Communication from Banasthali Vidyapith.

Keywords: Females, Digital Advertising, Shopping, Digital Factors, Rural and Urban Areas, Western Model of Communication.

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Introduction:

In India, the growth and rising permeating of Digital media have been the harbinger of development for the advertising sector in the last decade. The digital advertising sector estimated a growth rate of 30 percent in spending in India as mentioned in the report published by Statista Research Department, 2019. In the same report, it was also revealed that the revenue generated by digital advertising in India is valued at 199 billion Indian rupees in the financial year 2020. Because of the rising access to fast and inexpensive internet, there is a surge in India's digital advertising and by the financial year 2024, the total revenue generated would be 540 billion in the country as per the report.

Digital advertising platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, Google, YouTube, and Bing are very popular and trendy. Digital media has revolutionized the digital advertising world. Digital advertising has grasped the attention of targeted netizens for various goods, services, and ideas. It has become a very interactive medium for delivering marketing messages and information to the target audience. The advertisers are targeting and persuading the prospective customers through entertaining and engaging digital advertising to purchase the products or avail the facilities. Digital advertising is helpful in brand exposure, brand awareness, and attracting or generating website traffic.

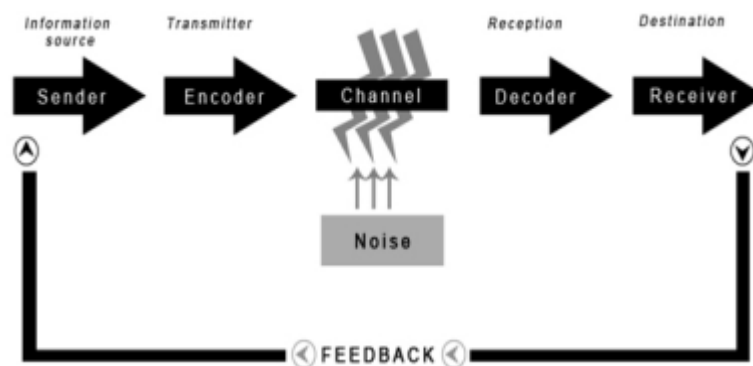
The promotion of goods, ideas, and services through the internet for the target audience is known as digital advertising. It has maximized the brand exposure and become successful in attracting the attention and arousing the desire and ultimately influencing the target

audience to take the action. It has influenced and changed consumer purchasing behavior.

We realized that whenever we double-clicked on an image on Instagram, clicked any hyperlink on the search result of any search engine such as Google, Yahoo, DuckDuckGo, or liked, commented, or shared any video or image on Facebook or Pinterest, it is an advertisement. Digital advertising prospects are changing because today's advertisements are based on content, relevant, interactive, focused, and targeted as it was never before. On-screen there are various new platforms and ad types that are targeting and convincing popping up day and night.

Social media, Paid Search, Display, and Native advertising are various ad platforms for digital advertising. In advertising, the first call point is to grasp or hold the attention of the target customers and then motivate or persuade them to take taken such as to make a purchase is the last call point. The advertising is made up of the communication process as effective and interactive communication can attract the attention, arouse the desire, and convince them to take action. The bridge between the first call pint and the last call point in advertising is communication.

In 1949, the most significant and famous formal model of communication was developed by Claude Shannon and Warren Weaver which consists of various concepts and five elements such as an Information source, channel, transmitter, Noise, message, channel, message, receiver, encode (information or instruction), decode (reception), destination and feedback. It is a transmission model of communication.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

(Source: <https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>)

Advertising is a form of mass communication as it is the process of dissemination or transmission of information and promotion of goods, ideas, and services to a target audience by an identified sponsor. Advertising is a communication process, intended to inform, aware, motivate, persuade and entertain the prospective customers about the uniqueness and competitive advantage of the product or brand. In advertising communication, the sender who is the advertiser or identified sponsor sends the message which can be content, ideas, thoughts, or uniqueness of the product or brand through proper channel or medium such as newspaper, radio, TV, Internet, etc. to prospective customers who give feedback after using them.

Advertising is informational and intended to persuade the purchasing behavior of the target audience. It is a bridge between the advertiser who is the seller of the goods, ideas, and products to target customers. The advertising industry facilitates mass consumption possible. However, Digital advertising gives a platform to internet users to know more about the goods, products, or brands as it is more interactive and purchase is easy.

A survey was conducted by YouGov India, a market research firm, and the report published in the e-newspaper 'mint' in March 2020, states that the majority of females in India are using the internet for digital purchases or shopping. It has become an order of the day for the majority of women in India.

Review of Literature:

Karishma Chaudhary and Kavitha Gowda (2018), in their study "Analysis of Digital Buying Pattern of Women Consumers concerning Apparels in India", examined that digital shopping played a very vital and important role in working women's life in India. By the year 2020, the digital purchase would grow 3.5 times to touch 175 million in India. They found that digital shopping was growing because of the fast and affordable internet connections, mobiles, the growing number of e-retailers, and the increased purchasing power of women customers. This study analyzed the digital buying behavior and pattern of women and

various reasons or factors which has impacted the decision of digital purchase in India.

The study also gave recommendations based on the insights given by digital retailers. It was found that 49% of women customers spend 2000 rupees on buying apparel digital and 82% of women wish to purchase apparel through mobile phones.

This study suggested that if the facilities such as trial purchase, return policy, or colour preferences/ differences were provided, it would be better and attract more women customers in India. To grow and established in the competitive market, the marketers should provide facilities such as on-time delivery, standard quality of apparel, latest trends in style and multiplicity in clothes, offers, end-of-season sales, discounts, and rebates in the purchase.

T. Ravikumar (2012)² in his study "A Study on the impact of Visual Media Advertisements on Women Consumers Buying Behaviour in Chennai City" examined that advertising holds a very important position and became a persuasive tool for the promotion of goods, ideas, and services for both industrial and non-industrialized sectors of any country. In developing countries also, advertising had become a venture rather than an expenditure. In India, the advertising industry has become a prominent business sector. The study found the impact of visual media endorsements on women buying behavior in Chennai during the LPG period. Women customers' buying behavior and attitude towards visual media endorsements or promotions are interlinked directly.

Prof. Anupkumar Dhore and Dr. Snehal Godbole (2018)³ in their study "A Descriptive Study of the Effectiveness of Internet Advertising on Consumer Buying Behavior in Nagpur City" found that digital advertising had an impact or influenced customers' buying behavior or purchase decision to moderate level. It was established that digital advertising was determining factor for customers in deciding to purchase goods, ideas, or services. It was augmented the customers' buying behavior was directly influenced or linked with digital advertising which persuaded and motivated the consumer's needs, wants, and desires

towards brands or products. The image or visuals of the products, schemes, ideas, and services uploaded on various social media advertising platforms were so captivating that the customer's buying decision was inclined towards them. It was also suggested that the advertisers or sponsors should gradually shift choose or prefer from print, broadcast media advertising to internet advertising as the digital advertising and purchase were attracting more buyers.

Research Questions:

- What are the various factors that persuade or influence the digital buying behaviours of consumers?
- To what extent is the impact of four digital factors such as Trust and security, delivery risk, product performance issue, and monetary risk?
- What is the role of Shannon and Weaver's Model of communication in the context of the impact of digital advertising on female consumers?

Objectives:

- To analyze the various factors that persuade or influence the digital buying behaviours of consumers.
- To measure the impact of four digital factors Trust and security, delivery risk, product performance issue, and monetary risk.
- To examine a western model of communication (Shannon and Weaver Model) in the context of the impact of digital advertising on female consumers.

Research Methodology:

The study is based on both primary and secondary data. The primary data was collected through a structured questionnaire survey from 100 students pursuing bachelor's and Masters's Courses in Journalism and Mass Communication, Banasthali Vidyapith, Tonk, and Rajasthan. Descriptive research is used for this study. Descriptive research is a type of quantitative research that answers how, when, where, and what. It identifies accurately the characteristics,

categories, frequencies of situation, population, and phenomena.

The study uses visual aids such as charts and graphs i.e. pie charts to help the readers better understand the data distribution and elucidate the impact of digital advertising on the female buying behavior and eventually gives clear insight into the digital factors which determine digital purchase decisions. The purposive sampling method was used for primary data collection. The research journals, articles, magazines, and websites that are trustworthy and reliable sources were selected for secondary data collection.

Sampling Detail

1. Target population: The study is based on college-going female students aged between 18 to 22 years as they can understand the factors and perceptions of digital advertising which influenced their purchase decision.
2. Sample size : 100
3. Sampling unit : In this study, the sampling unit is an individual consumer.
4. Sampling method : Purposive sampling method

In this research study, the psychological perspective of the female student consumers' buying behavior and decision toward digital advertising is also examined.

Data Analysis

Table 1. Digital Advertisements are necessary to attract the consumers' attention.

	Percentage
Strongly disagree	3
Disagree	0
Neutral	7
Agree	43
Strongly agree	47
Total	100

100 responses

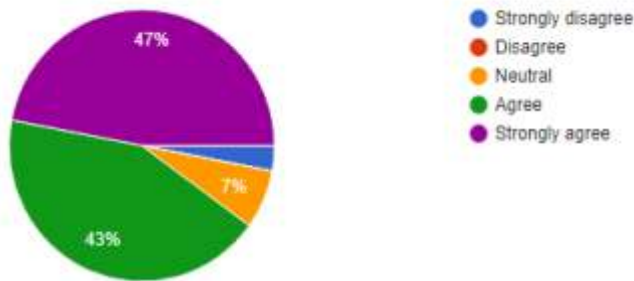


Fig. 1

As shown in Table 1 and Fig. 1, 47% of the total respondents strongly agreed, and 43 % agreed that digital advertisements are necessary to attract the customer's attention. 7% of respondents were neutral while 3% of them strongly disagreed. These finding states that most of the respondents had optimistic and affirmative attitudes and perceptions toward the importance of digital advertising for various goods, ideas, and services in their daily life. Thus, it proves the positive and constructive opinion of the importance of advertisements.

Table 2. Importance of digital advertisements on social media platforms such as Facebook, Instagram, Twitter, etc.

	Percentage
Strongly disagree	2
Disagree	1
Neutral	17
Agree	19
Strongly agree	61
Total	100

100 responses

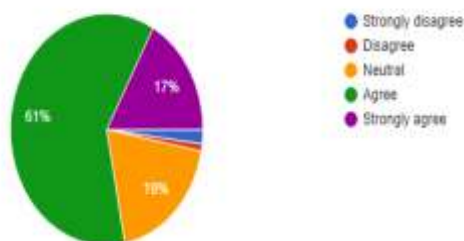


Fig. 2

As shown in Table 2 and Fig. 2, 61% of the total respondents strongly agreed, and 19 % agreed that digital advertisements on various social media platforms such as Facebook, Instagram, Twitter, etc. are very important for brand awareness and attracting the attention of the consumers. 17% of respondents were neutral while 2% of them strongly disagreed and the rest 1% of respondents disagreed. This finding examined the significance of digital advertisements for the promotion of goods, ideas, or services on various social media applications. Thus, it clearly shows the dependence of consumers on various social media applications for information about brands and products through various digital commercials.

Table 3. The influence of digital advertisements on the purchase decision and buying behavior of female student consumers.

	Percentage
Very often	9
often	24
Sometimes	56
Rarely	9
Never	2
Total	100

100 responses

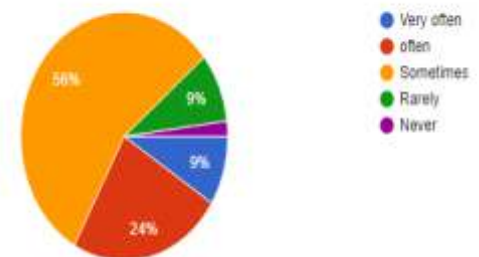


Fig. 3

Table 3 and Fig. 3 show the influence of digital advertisements on the purchase decision and buying behavior of female student consumers. 24 % of respondents often, 9% very often get influenced and persuaded by the digital advertisements in making purchase decisions for any goods, ideas, or services.

56% of respondents' buying behavior or purchase decisions are sometimes swayed by digital ads while 9 % of respondents are rarely won over by digital advertisements and the rest 2% of respondents never get convinced. This finding stated that most of the respondents have considered digital commercials influenced their buying behavior.

Table 4. Hours spend on social media applications daily by female student consumers.

	Percentage
0-5 hours	81
6-10	17
11 and more	2
Total	100

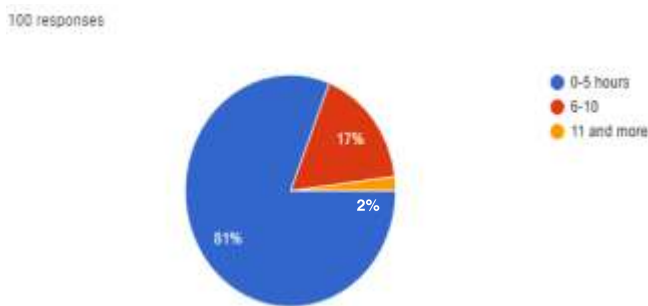


Fig. 4

Table 4 and Fig. 4 state that 81% of respondents use social media applications around five hours daily, 17% of respondents spend 6 to 10 hours on social networking sites and 2 % of respondents are active for more than 11 hours on social media for advertisement and entertainment. This finding clearly shows that female consumers are active on social media and easily understand the technology.

Table 5. The relevance of digital advertising in the daily life of female student consumers.

	Percentage
Yes	80
No	20
Total	100

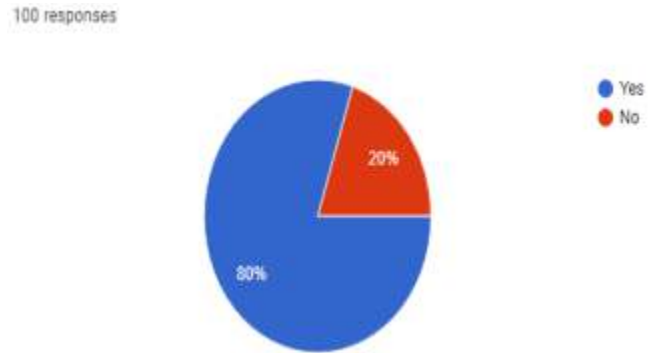


Fig. 5

Based on Table 5 and Fig. 5, 80% of the respondents agreed that digital advertising has relevance to their daily life, and 20 % responded and disagreed with the significance of internet advertising. This indicates that the majority of female students consumers were influenced by internet advertising and it has great importance in their daily life. The brands through emotional appeal, warm colours, catchy headlines, and music attract female student consumers. Digital advertising became a powerful communication tool for the dissemination of information and reaching prospective consumers.

Table 6. The female student consumers buy the goods when they feel it's necessary/needed or just gets attracted to digital advertisements.

	Percentage
Yes	45
No	55
Total	100

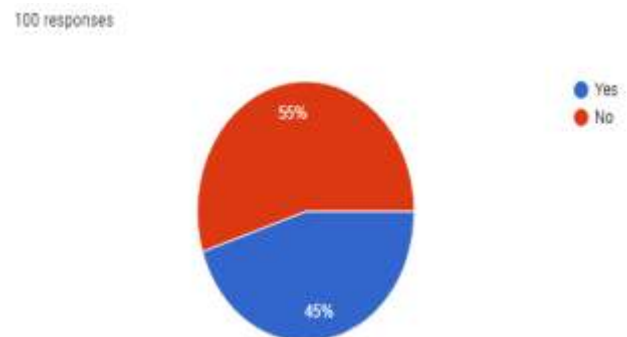


Fig. 6

As shown in Table 6 and Fig. 6, 45 % of respondents agreed that they buy the goods when they feel it's necessary/needed or just gets attracted to digital advertisements, 55% of respondents denied the statement.

Table 7. Digital advertisements are a source of pleasure & entertainment.

	Percentage
Yes	68
No	32
Total	100

100 responses

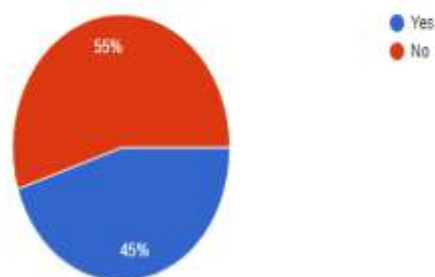


Fig. 7

As shown in Table 7 and Fig. 7, 68% of respondents agreed that digital advertisements are a source of pleasure and entertainment, and 32 % of respondents disagreed. This states that the digital advertisements are delightful and entertaining as they show the ads about various goods, products, and services such as gadgets, cosmetics, apparel, vehicles, banking, travel & tourism, children's items, home appliances, etc incorporating various emotional appeals. Through various social networking sites, the brands target female consumers through various lucrative offers such as discounts, coupons, rebates, sales, etc.

Table 8. Factors influenced the purchase decision at the first look of any product or brand

	Percentage
The advertising is interesting and entertaining	44
The big numbers of 'like'	13
Familiar	43
Want to imitate the actors in the ad	0
Total	100

100 responses

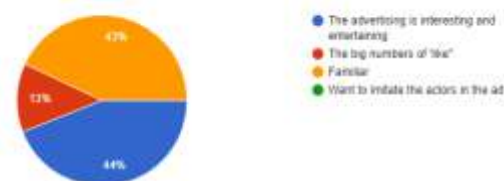


Fig. 8

As shown in Table 8 and Fig. 8, 44% of respondents took the purchase decision only if the advertisement is interesting and entertaining, 43% indicated that familiarity was the reason for a purchase decision. 13% of respondents were influenced by the big numbers of "likes" on digital advertisements.

Table 9. Comments are read by them after they are impressed by the digital advertisements.

	Percentage
Yes	85
No	15
Total	100

100 responses

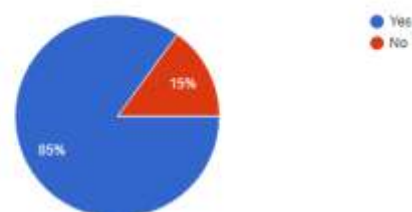


Fig. 9

Table 9 and Fig. 9 state that 85% of respondents read comments on various social networking sites after they were impressed or attracted by the digital advertisements, and 15% of respondents denied it. This indicates that the female student consumers are very conscious to know more about the utility and performance of the products or brands by reading the comments by netizens. They want to know the feedback of the other consumers.

Table 10. Purchase decision after reading the comments if many are positive

	Percentage
Always	15
Very Likely	25
Likely	54
Unlikely	4
Never	2
Total	100

100 responses

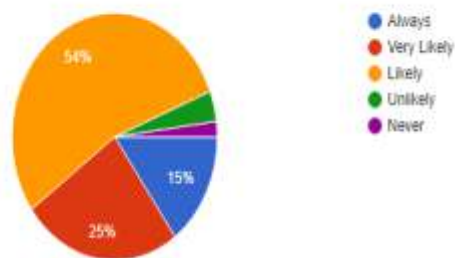


Fig. 10

As shown in Table 10 and Fig. 10, 15% of respondents always decided to purchase, if they found positive comments about the products or brands, 25% of respondents were very likely while 54% of respondents likely moved by encouraging and optimistic feedback by the other users. However, 4% of respondents were unlikely to get influenced while the purchase decision of 2% of respondents was never get persuaded by any feedback. This finding state that most of the respondents' purchase decision or buying behavior are highly get motivated by the rating, the orange stars, and the positive reviews by the users of the products or brands.

Table 11. Digital Advertising has vast coverage and reach than any other medium.

	Percentage
Strongly disagree	5
Disagree	6
Agree	74
Strongly agree	15
Total	100

100 responses

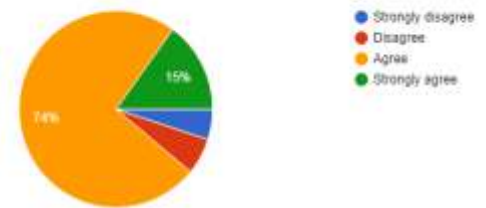


Fig. 11

Table 11 and Fig. 11 state that 74% of respondents agreed that digital advertising has vast coverage and reach, and 15% of respondents strongly agreed that internet advertising is not limited to any geographical boundaries as it has a global reach. However, 6% of respondents disagreed while 5% of respondents strongly denied the immense exposure provided by digital commercials. This states that digital advertising is a very important set of tools for disseminating or delivering the advertising message to a target audience across the globe. Internet advertising is highly visible which gives rapid results as it provides two-way communication between the brands and buyers.

Table 12. When any product is bought digitally, there is product performance risk as the consumer cannot assess the quality of the product or brand in a digital store.

	Percentage
Strongly disagree	3
Disagree	5
Neutral	18
Agree	52
Strongly agree	22
Total	100

100 responses

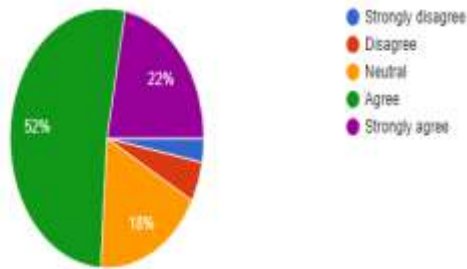


Fig. 12

As shown in Table 12 and Fig. 12, 52% of respondents agreed that there was product performance risk, and 22% of respondents strongly agreed that there was a chance of risk regarding the poor performance of the product which was bought through digital mode. 5% of respondents disagreed while 3% of them strongly denied this risk. However, 18% of respondents were neutral in their approach.

This states that the respondents were conscious of the quality of the product, brand, or authenticity of any ideas or services which was purchased digitally. The performance of the product or brand does not meet the desired expectation as the consumers are not able to analyze or assess the high quality in digital stores. The consumers lack the physical inspection such as color, quality, quantity, packaging, touching, and inaccurate information which increases the risk of product performance risk.

Table 13. The delivery risk is associated with the purchase of any product digital.

	Percentage
Strongly disagree	4
Disagree	17
Neutral	27
Agree	37
Strongly agree	15
Total	100

100 responses

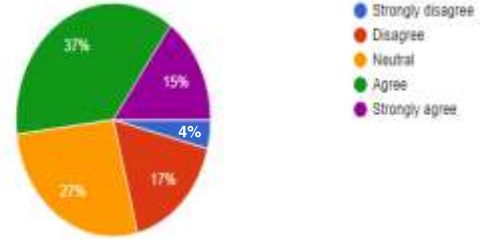


Fig. 13

Based on Table 13 and Fig. 13, 37% of respondents agreed that there was a delivery risk when any product was purchased digital, and 15% of respondents strongly agreed on the risk involved with digital delivery of any product or goods. 17% of respondents disagreed while 4% of them strongly denied this risk. However, 27% of respondents were neutral in their approach. This finding analyzed that most female student consumers fear that the delivery of the products or any item purchased delivered late or get canceled when it will be out of stock. Moreover, when the products are ordered through reliable and trustworthy digital portals, the consumer feels safe and secure regarding the delivery.

Table 14. The trust and security factors related to digital purchase

	Percentage
Strongly disagree	3
Disagree	15
Neutral	30
Agree	41
Strongly agree	11
Total	100

100 responses

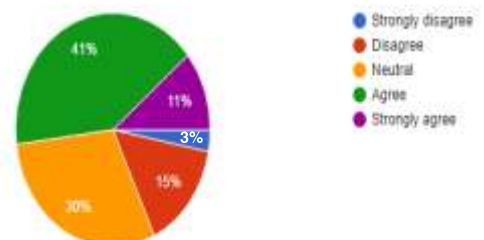


Fig. 14

As shown in Table 14 and Fig. 14, 41% of respondents agreed that trust and security factor was the major obstacles for them not to shop digital as their personal information such as financial details may get stolen by websites, and 11% of respondents strongly agreed to the risk. 15% of respondents disagreed while 3% of them strongly denied this risk. However, 30% of respondents were neutral in their approach. This states that there is a psychological factors like trust and security related to the buying behavior or purchase decision by female student consumers through digital mode. Most of them prefer to go to the market and do shopping through physical inspection of any product. It is an important factor and affects the consumers as they doubt the digital safety and security of their personal and financial details. However, some respondents feel safe while purchasing items digital as there are so many secured UPI (Unified Payment Interface) applications such as PhonePe, BHIM, Paytm, and Amazon Pay for making payments.

Conclusion:

In this study, it has been found that digital advertising has a great impact on buying behavior of female student consumers. This report established that female college consumers were very active on social networking sites such as Facebook, Instagram, Twitter, Snapchat, etc for constant and quick communication. Advertising communication plays a very significant role in disseminating and promoting of advertising message of any product or brand through an appropriate medium to the target audiences by identified sponsor or sender. The findings augment that 90% of respondents agreed that digital advertising attracts their attention which has an impact on purchase decisions while 80% of the respondents agreed that digital advertising has relevance to their daily life. This clearly states the positive shows a constructive and optimistic perception towards digital advertising. The study established that internet advertising provides vast coverage to various products, ideas, and services. This finding state that most of the respondents' purchase decision or buying

behavior was highly get influenced or motivated by the rating, the orange stars, and the positive reviews by the users of the products or brands. In this study, it has been found that most respondents were conscious of the quality of the product, brand, or authenticity of any ideas or services which was purchased digitally as they agreed to product performance risk. Moreover, most of the respondents have fear of on-time delivery while many denied this fear on the ground that when they order from trustworthy and responsible websites, they feel safe and secure regarding the delivery. This study also established that when consumers pay through secured UPI, they do not have trust and security risk. Thus, digital advertising influenced the purchase decision or buying behavior of female college consumers.

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