

Digital Advertisement and Its Impact of Online Consumers with Special Reference to Sivakasi Corporation

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ABSTRACT

The present study made a powerful effort to study the **DIGITAL ADVERTISEMENT AND ITS IMPACT OF ONLINE CONSUMERS WITH SPECIAL REFERENCE TO SIVAKASI CORPORATION**. Thus, study result shows that especially for digital advertising and its effects on online consumers. According to the study's findings, online shoppers place greater value on internal factor tools, status, development, and satisfaction as compared to brick-and-mortar retailers. Digital advertising has revolutionized how businesses engage with online customers by influencing their purchasing patterns, perceptions of brands, and general online conduct. The elements that consumers take into account while purchasing a product have also been highlighted by this study. Online shoppers may make decisions and shop more conveniently since they have instant access to product information, reviews, and direct links to buy. The sheer volume of digital commercials has resulted in a phenomenon known as "advertisement fatigue," where consumers become overwhelmed or annoyed, leading to ad blockers or ignoring advertisements altogether. On the whole every factor, which are taken into account, influences the purchasing decision of the respondents some extend in digital advertisement.

Keywords : digital advertisement, impacts, factors, etc.,

INTRODUCTION

India is a powerful force in today's global marketplace. As the second fastest growing economy, right behind China, India is one of the largest consumer markets worldwide, with a rapidly expanding middle class in a population of more than 1.2 billion people. In recent years, with the influence of many multinational corporations in India, Western and global business values are permeating the Indian society and workplace, causing a shift in Indian business practices in digital advertisement (Marketing). There is intense competition for talent in India's corporate sector in digital practices, and at the same time, the need to balance local and global market policies and practices in a country where tradition continues to play a large part in people's lives.

Digital advertising has transformed how brands engage with consumers, allowing for highly targeted, personalized, and interactive campaigns. Unlike traditional advertising, digital ads can reach audiences through various channels—social media, search engines, websites, and mobile apps—based on user data, browsing history, and online behavior. Digital ads can be tailored to consumer preferences, making them more relevant and timely. This increases the likelihood of engagement, as consumers are more receptive to ads aligned with their interests.

Online consumers have immediate access to information about products, reviews, and direct links to purchase, making decision-making and shopping more convenient. The use of personal data to target ads has raised privacy issues. Consumers are increasingly concerned about data tracking and how their information is used, which can lead to a lack of trust. Digital ads enable businesses to reach a global audience with minimal effort, increasing brand awareness and

market reach at a fraction of traditional advertising costs. Digital platforms provide detailed analytics, enabling brands to track ad performance in real-time. Insights from this data help companies refine strategies, understand customer behavior, and optimize future campaigns for better ROI. The extensive data collection used for ad targeting raises privacy concerns. Consumers often worry about data security and transparency, leading some to use ad blockers or avoid platforms they feel infringe on their privacy.

Overall, digital advertising has a powerful influence on consumer behavior and brand success, but balancing personalization with privacy and avoiding ad overload are critical for maintaining positive consumer relationships.

STATEMENT OF THE PROBLEM

Today's world is digital world for that reason the world was ruled by internet. The increased use of internet provides a developing prospect for E-marketers. Internet is changing by way of consumer to buy the goods and services and has rapidly involved into a global phenomenon. With the increasing usage of internet, online shopping has become popular amongst people of different age groups. Consumers choose online shopping as it is more convenient and faster than offline shopping. Online shopping is becoming a well-accepted to purchase a wide range of products and service.

OBJECTIVES OF THE STUDY

The following objectives are framed related to the research and they are listed below.

1. To study the reason for preferring use among the consumers towards online shopping.
2. To examine the factors influencing impact of digital advertisement in online consumers.

METHODOLOGY

Methodology is an essential aspect of any research or investigation. It enables the investigator to look at the problem in a systematic, meaningful and orderly way. The study is based on both primary and secondary data. The study is partly concerned with response of the impact of online consumers towards the digital advertisement.

Primary data were collected from the respondents through a well-designed interview schedule after conducting a pre-test.

Secondary data were collected from various Journals, Magazines, Newspapers, Books and websites.

SAMPLING DESIGN

Though the customers are large in number, only 90 customers have been contacted by adopting judgement sampling technique.

TOOLS AND TECHNIQUES

The data are analysed by using appropriate statistical tools and techniques like;

- Percentages.

DEMOGRAPHIC FACTORS

Demographic factors are influencing the behavior of an individual. The impact of purchasing pattern and ability differ according to the demographic factors of the respondents. The study has examined the age, sex, educational status, qualification, occupation and income of the family of informants.

Table 1 gives the details about the Demographic factors of the respondents.

Table 1

Demographic Factors of the Respondents

S. No	Age	No. of. Respondents	Percentage
1.	Less than 30 years	32	35.56
2.	30 – 40 years	35	38.89
3.	40 – 50 years	17	18.88
4.	Above 50 years	6	6.67
Total		90	100
Sex			
1.	Male	5	5.56
2.	Female	85	94.44
Total		90	100
Educational Status			
1.	Literate	85	94.44
2.	Illiterate	5	5.56
Total		90	100
Qualification			
1.	Higher secondary level	42	49.41
2.	Degree level	15	17.65
3.	Post Graduate	25	29.41
4.	Diploma / Professionals	3	3.53
Total		90	100
Employment Status			
1.	Government Employee	10	11.11
2.	Private Employee	33	36.67
3.	Business	28	31.11
4.	Professionals	6	06.67
5.	Housewives	13	14.44
Total		90	100
Monthly Income of the family			
1.	Less than Rs.5000	17	18.89
2.	Rs.5001 to Rs.10000	39	43.33
3.	Rs.10001 to Rs.15000	14	15.56
4.	More than Rs.15000	20	22.22
Total		90	100

Source: Primary Data

Table 1 shows that out of 90 respondents most of the respondents are 30 – 40 years of age, female, literate, having education up to higher secondary level, working in private concerns and having income between Rs.5001 and Rs.10000.

Table 2

REASONS FOR PREFERRING USE OF ONLINE SHOPPING

S. No	Reasons	No. of. Respondents	Percentage
1.	Attractive website design	39	43.33
2.	Price	4	4.44
3.	Offers	11	12.22
4.	Time saving	10	11.11

5.	After sales service	5	5.56
6.	Durability	4	4.44
7.	Guarantee period	3	3.33
8.	Problem free	5	5.56
9.	Availability	2	2.23
10.	Other inducement	7	7.78
Total		90	100.00

Source: Primary Data

Out of 90 respondents, 43.33 per cent of the respondents use of online shopping due to the reasons for Attractive website design, 12.22 per cent of the respondents impact for the offer range, 11.11 per cent of the respondents use of online shopping due to time saving, 7.78 per cent of the respondents are using the online shopping for other inducement, 5.56 per cent of the respondents use for after sales service, problem free, 4.44 per cent of the respondents use for the low price and durability, 3.33 per cent of the respondents use for guarantee period and the remaining 2.23 per cent of the respondents use for availability.

It is understood that the attractive website design (43.33%) of the online shopping is the impact of major factor which influences to online buying behaviour.

Factor Influencing Digital Advertisement in Online Consumers

The data obtained from the study were analyzed by using factor analysis for identification of the key factors that influences online consumers. Factor Analysis identifies common dimensions of factor from the observed variables that have a high correlation among the factor. Factors considered by the buyers while buying the product. opinion of respondents about the factors influencing to impact of digital advertisement.

Table - 3
FACTORS INFLUENCING THE DIGITAL ADVERTISEMENT IN ONLINE CONSUMERS

Particulars	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total	
	NR	%	NR	%	NR	%	NR	%	NR	%	NR	%
Advanced Technology Influences.	53	58.89	37	41.11	-	-	-	-	-	-	90	100
Getting on time delivery of Products	24	26.67	54	60	12	13.33	-	-	-	-	90	100
Website Design & Features	34	37.78	32	35.56	14	15.56	8	8.88	2	2.22	90	100
Online Shopping Protects our Personal Details	15	16.67	26	28.88	32	35.56	11	12.22	6	6.67	90	100
It takes less time for	5	5.66	38	42.22	26	28.88	16	17.78	5	5.56	90	100

evaluating and selecting the products												
Time Saving	21	23.33	37	41.11	18	20	6	6.67	8	8.89	90	100
Convenience	23	25.56	33	36.67	26	28.88	7	7.78	1	1.11	90	100
Security	17	18.89	38	42.22	19	21.11	16	17.78	-	-	90	100
Durability	37	41.11	38	42.22	10	11.11	5	5.56	-	-	90	100

Source: Primary Data

*NR--Number of Respondents

%--Percentage

From Table 3 it is easily understand that 58.89 per cent of the respondents say that the advanced technology influences the respondents to digital advertisement, 60 per cent of the respondents feel that the online consumers makes them to getting on time delivery of products, 37.78 per cent of the respondents strongly say that website design and its features has some influence on the purchase of consumable products, 35.56 per cent of the respondents have no opinion on online shopping protects our personal details, 42.22 per cent of the respondents agree that the It takes less time for evaluating and selecting the products reputation influences the purchase decision, prompt time saving influenced by more than 60 per cent of the respondents, 36.67 per cent of the respondents have opined that expert opinion have some influences on purchase decision, more than 60 per cent of the respondents believe that convenience have some influences on purchase decision on online consumers and more than 80 per cent of the respondents feel that the durability of the product influences the impact of digital advertisement for online consumers.

On the whole every factor, which are taken into account, influences the purchasing decision of the respondents some extend.

Table 3(a)

Variable No	Variable Name	Variable No	Variable Name
1.	Advanced Technology Influences.	6.	Time Saving
2.	Getting on time delivery of Products	7.	Convenience
3.	Website Design & Features	8.	Security
4.	Online Shopping Protects our Personal Details	9.	Durability
5.	It takes less time for evaluating and selecting the products		

There are different practices of influencing the impact of online consumers. 9-factors are generated for measuring respondent's opinion on 5-point scale towards digital advertisement.

Suggestions

The researcher wants to suggest the following points for the selection of impact of digital advertisement among the online shopping users in Sivakasi.

- The consumers of online shopping users have been found to buy mainly based on the attractive website. Therefore it is suggested that only major reason for purchasing.
- The most preferred Getting on time delivery of Products and It takes less time for evaluating and selecting the products.

CONCLUSION

The present study made a powerful effort to study the **DIGITAL ADVERTISEMENT AND ITS IMPACT OF ONLINE CONSUMERS WITH SPECIAL REFERENCE TO SIVAKASI CORPORATION** Thus, study result shows that especially consumers give more fondness to influence of digital advertising, online shopping behaviour, Impacts, It takes less time for evaluating and selecting the products. In the next generation, the technological advancement has got its effect on different field. It is well understood from this study that, customers are highly motivated by digital advertisements, in getting product awareness. The standard of living the people of a country are measured by the products they use and consume. In this respect, online shopping which has become an impact of most important for the consumer durable product in the Indian households, tells us of the improvement of standard of living.

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