

IMPACT OF DIGITAL ADVERTISEMENT ON GARMENTS BUYING BEHAVIOR

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ABSTRACT

Today's consumers are highly effected by e-marketing mostly rather than TV or newspaper advertisement. Social media marketing helps companies to gather potential customers of their particular products or services. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. As we all know that online shopping and advertisement are growing too fast in nowadays market, the industries and business are highly focusing now on e-marketing advertisements rather than other advertisement tools. It is therefore necessary for consumer research to examine and understand consumer behavior in digital environments. The aim of the study is to examine the implication of digital advertising in consumers' purchase decision and to find out whether the consumers are aware of digital marketing and the digital channels' influence in their purchase decision. The study was carried out through a survey among 100 respondents. The results of the survey were analyzed using Chi Square Test. The findings revealed that customers are aware of digital marketing and as per their purchase behavior, they prefer to buy electronic and shopping goods through digital channels. So the present study made an attempt to reveal the impact of digital marketing on customers' purchase decision.

KEYWORDS: Customer Purchase Behavior, Digital Channels, Digital Marketing.

INTRODUCTION

With high level of competition, higher customer turnover, and improved technology, more expectations of customers are seen in today's competitive world. As far as retail industry is concerned, due to global developments and lifestyle changes, the retail sector business models and strategies have changed now. Retaining the customer by providing a unique and holistic assessment of the benefits and

challenges by experiential innovation is vital for success. With the boom of electronic devices like smartphones and tablets, digital marketing has reached a new platform for consumers. People who were previously unrelated to the field are now learning about it and are excited for the same. Information technology played a vital role for retailers and for consumers.

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Technological changes are taking place in the flash of an eye and standards are undergoing changes in time. Buying habits of the consumers are varying at a rapid pace and the fortunes of various organizations also do vary. Digital marketing has been considered a new form of marketing and has provided new opportunities for companies to do businesses.

Every firm uses different e-advertisement methods using Facebook, Twitter and other media. Internet is accessible to almost every person who is using a mobile phone with the introduction of 3G/ 4G services with unlimited download. So, this rapid growth of internet is a signal towards using internet as a marketing tool and it is a nice opportunity for any firm to change the consumer perception through digital marketing. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the use of the digital channels as a means of effective advertising to consumers. This research explains that e-marketing is more convenient than traditional marketing as it has no limits of advertisement, and no limit to whom they are advertising because they target the global market through the help of internet as well.

LITERATURE REVIEW

Basheer et al. [1] examined the impact of SMS advertising on consumers' attitude and purchase intentions. His findings revealed that there exists a positive relationship between perceived usefulness of advertisement and purchase intention.

According to Dehkordi & Javadian [3], e-commerce and e-marketing show that internet marketing is way easier than the traditional marketing. They decrease the marketing cost and hence target marketing increases. They get low cost without physical appearance. Results also show that people feel more relaxed and

comfortable by e-marketing and e-commerce rather than newspaper, TV and magazine advertisements.

Lamberton et al. and Norton et al. said that consumers in a competitive world gave more importance to online networks. They provide more discounts, coupons, contests, etc. and consumers can compare the price with other retailers.

Leena Jenefa [10] mentioned that there are many significant factors that show that there exists a close association between buying behavior and the influences of promotional media advertisements. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for.

OBJECTIVES OF THE STUDY

- To study the awareness level of young adults about digital advertisements.
- To study the sources of information that influenced the customer in garments buying behavior.
- To know about the kind of products criteria bought by utilizing digital channels.
- To study the association between the social status of the respondents and digital advertisement towards garments buying behavior.

SCOPE OF THE STUDY

This research is about the empirical study on the relationship between buying behavior of customers and digital advertisements in Madurai. The study aims at analyzing the factors that influence the consumer in garments buying behavior. The scope of the study has been limited to young adult's preferences regarding buying behavior, and to the selection of retail stores retail garment outlets.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design is the blue print for empirical research work that guides the researcher in a scientific way towards the achievement of the objectives. Survey method has supported the researcher to find the influencing factor, reason for using digital mode, perception and buying behavior towards digital purchase.

PARTICIPANTS AND SETTINGS

The participants of the study are various young adult customers among college students. The sample size selected for this research purpose constituted of 100 customers. The survey was done through a structured questionnaire in the natural environment. In this research, researcher used non-probability sampling by

using its category of convenience sampling. Convenience sampling was selected because in this, the most easily accessible customers were chosen as subjects of research and it was the quickest, most convenient and less expensive technique.

DATA COLLECTION

Data was collected from the respondents through a self-administered questionnaire with minimal interface in no contrived work settings by considering individuals as a unit of analysis.

FINDING AND DISCUSSION

The purpose of the study was to analyze and logically present the data collected by the researcher in the light of the objective. The data of the study was gathered by use of questionnaire as the research instruments.

Table 1. Demographic Characteristics of the Respondents

Demographic Profile		Frequency	Percentage
Gender	Male	40	40
	Female	60	60
	Total	100	100
Age (years)	0-20	45	45
	21-30	25	25
	31-35	30	30
	Total	100	100
Marital Status	Unmarried	92	92
	Married	8	8
	Total	100	100
Educational Qualification	Studying Under Graduate	59	59
	Studying Post Graduate	30	30
	Doing Ph.D.	11	11
	Total	100	100

Source: Primary Data

Majority i.e., 60 per cent of customers surveyed were female and the rest were male. Out of 100 respondents surveyed, 45 per cent belonged to the age group of less than twenty years. 92 per cent of the respondents were unmarried. Majority of the respondents (59 per cent) belonged to the group of people studying under graduate.

From the above table it has been observed that majority (92) of the respondents were influenced through social media. 76 respondents have opined that they came to know about the retail showrooms through television, 59 of them came to know through e-mail advertisement, 43 opted for radio, and 16 chose newspapers and magazines.

Table 2.Sources of Information that influence the Customers to Purchase the Garments

S. No.	Sources of Information	No. of the Respondents (N= 620)
1.	Television	76
2.	Radio	43
3.	Digital Brochures	36
4.	E-mail	59
5.	Digital Newspaper and Magazines	16
6.	Customers' Feedback through E-mail	12
7.	Social Media Network	92

Source: Primary Data

36 of the respondents sourced information through digital brochures and 12 sourced information through the customers' feedback.

HYPOTHESIS

ANALYSIS OF INTERNET USER'S PERCEPTION OF ONLINE ADVERTISEMENTS

- H0 - The six options (entertainment, informativeness, irritation, credibility, interactivity, and purchase) i.e. perception behind the online advertisements is same for all people (each of these options have same influential value on the respondents).

- H1- The six options (entertainment, informativeness, irritation, credibility, interactivity, and purchase) i.e. perception behind the online advertisements is different for all people (each of these options have different influential value on the respondents).

At 95% of confidence, table value of Chi Square at n=10 is 18.307. Chi Square value observed here is 10.82125416 which is lesser than the table value. This proves the hypothesis H0 is accepted that "Perception behind the online advertisements is same for all people".

Table 3.Relationship between Respondent's Perception and Age

Age (years)	Entertainment	Informative	Irritation	Credibility	Interactivity	Purchase	Total
0-20	9	7	4	12	8	5	45
21-30	5	3	3	2	3	9	25
31-35	2	8	0	6	2	12	30
Total	16	18	7	20	13	26	100

ANALYSIS OF THE RELATIONSHIP BETWEEN THE WEBSITES THAT ARE MOST SEARCHED FOR AND AGE OF THE RESPONDENTS

- H0 - Age of the respondents and the

websites that are most clicked at, are independent.

- H1 - Age of the respondents and the websites that are most clicked at, are dependent.

Table 4.Relationship between Respondent's Age and the Website Usage-Observed Values

Age (years)	Access to E-mail	Downloading	Net Surfing	Window Shopping	Total
0-20	20	10	10	5	45
21-30	12	5	3	5	25
31-35	15	6	3	6	30
Total	47	21	16	16	100

At 95% of confidence, table value of Chi Square at $n=6$ is 12.592. Chi Square value observed here is 3.456560586 which is lesser than the table value. This proves the hypothesis H_0 is

accepted that "Age of the respondents and the websites that are most clicked at, are independent".

Table 5. Factors that influence Customers' Garments Buying Behavior

Factors	Total Sum	Average Mean	Rank
Product Criteria			
Cloth Style	1233	2.57	2
Color, Design, and Material	1088	2.27	4
Wide Choice	1143	2.38	3
Fabric Varieties	1314	2.74	1
Product Performances			
Look and Fashionable	1528	3.18	5
Size & Comfort in Fitting	1480	3.08	6
Easy Fabric Care	1692	3.53	3
Fabric Durability	1642	3.42	4
Cloth Safety	1794	3.74	2
Ease of Maintenance	1907	3.97	1
Prices			
Comfortable Price Range	1052	2.19	4
Economic Pricing	1075	2.24	3
Discounts	1183	2.46	2
Facilities of using Credit Cards	1476	3.08	1
Promotions			
Trust in Advertisement/ Commercials	875	1.82	2
Concern towards Social Values	871	1.81	3
Seasonal Offers	1127	2.35	1

Source: Primary Data

It has been observed from the data analysis that majority of the respondents have opined that they pay more attention towards fabric varieties at the time of purchase, buy fabrics which can be maintained easily, and whose purchase provides credit card facilities and seasonal offers. Consumers' decision on buying fashion apparel is also governed by the price sensitivity factor to a large extent.

CONCLUSION

The new world of digital communication is fabricated in such a way that marketers are not giving space to the consumers for thinking beyond a periphery. Consumer is revolving in

this limited circle and searching information within it. The study is made in a particular geographical region. The results of the study reveal that people are aware of the digital channels and in spite of their educational qualifications, customers prefer digital channels to buy any sort of products. The customers are satisfied with products they bought through the digital channels. This is considered as a positive sign for the growth of digital channels in customers' purchase decisions. Social media marketing also helps in the long term as consumers establish more and more trust and perceived value, and when consumers have needs, the companies have a high likelihood of a consumer to purchase a product. The present

study shows that the influence of digital channels currently is not supporting the change of opinions of customers towards purchasing a product, but in near future the digital channels will influence the customers' purchase opinions as a consideration for digital channels among customers is evident.

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