

Research Article

Impact of Digital Advertising on Consumer Buying Behaviour Towards Amul Products

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Abstract: Today, companies and brands advertise their goods and services using various media platforms and provide consumers with offers that stand out from the competition and encourage them to make a purchase. New media are produced by technological advancements, providing customers with a diverse range of information. Prior to purchasing goods and services, customers can examine product reviews, compare prices and features across products using an internet platform, and make an informed decision. Due to the numerous and varied offers made by advertisements, digital advertising is now one of the most effective, quick, and amazing ways to generate desire to purchase. The present study, which is descriptive and analytical in nature, attempts to examine the impact of digital advertising on consumer buying behaviour in Sivakasi Taluk with a sample of 120 respondents selected by using a convenience sampling technique. To analyse the data, a set of statistical techniques such as percentage analysis, Correlation, and Regression was used. It is found that there is a strong relationship exists between digital advertising and consumer buying behavior, such that consumers buy more products to which they are exposed to the benefits through digital information. Therefore, it is suggested that providing close information to target customers and prospects may enhance sales volume and increase profit.

Keywords: Digital Advertising, Consumer Behaviour, Correlation, Regression.

INTRODUCTION

A number of variables, including the printing press, radio, television, and social media, have contributed to the evolution of the ways in which businesses and organizations interact with their target audience through advertisements. The development of communication means that companies now invest in advertisements without hesitation to meet their objectives. Nowadays, advertising is far more adaptable than it has ever been. People are exposed to advertisements whenever and wherever they are, whether they like it or not, and sometimes they are unaware of it. The impact of the digital revolution on the advertising sector has resulted in significant alterations to the accessibility and reach of information for audiences drawn to social media platforms (Nekatibeb, 2012)

Nobody can avoid the pervasive effect of mass media in today's world, which includes newspapers, television, advertisements, movies, billboards, music, movies, magazines, and the internet, among other things. Out of all the marketing instruments. In essence, an advertisement is a tool in the promotional mix, which also consists of the four Ps of marketing mix: product, price, place, and promotion. These days, advertisements are a fantastic way to spread the word about your company throughout the industry. The effects of advertising are only becoming worse. The appeal of advertising is its primary idea and ability to capture the audience's attention, as noted by Kotler (2016). Advertising has become a crucial issue. In the twenty-first century, a variety of media can be used to distribute messages. These include, but are not limited to,

newspapers, radio, magazines, mail order, direct mail, and outdoor displays. We live in an information-obsessed society, claims Herhold (2017). As a result, a company has very little chance of surviving if it doesn't market. We can conclude that social media has evolved into a weapon of the modern era and is essential to advertising. The manner in which companies function, especially the techniques they once employed to spread the word about their products and services, has been drastically altered by social media and the Internet. Because of this, marketers are always looking for fresh approaches to boost the impact and effectiveness of their advertisements in the congested media landscape of today (Muda, Musa & Putit 2010). A famous brand in the dairy sector, Amul, represents the Indian white revolution. Since its founding in 1946 by Dr. Verghese Kurien, Amul has changed the dairy industry in India and grown to become the global leader in milk and dairy product production. Amul's journey from modest beginnings to a multibillion-dollar cooperative is one of tenacity, inventiveness, and unrelenting dedication to quality. The history of Amul started in the Indian state of Gujarat, in the little town of Anand, where middlemen exploited dairy farmers. The cooperative movement was founded by Dr. Kurien, Tribhuvandas Patel, and the farmers of Kaira District Cooperative Milk Producers' Union Limited. Consumer buying behavior refers to individual reactions before and after the buying and consumption of a product (Stoner, V, 2019). Consumers play a more active role in searching for useful information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith,

2002). With the rapid advancement in information and communication technology (ICT), many companies have made the Internet part of their advertising media mix to take advantage of online technologies (Clasir, 2003).

STATEMENT OF THE PROBLEM

In this age of globalization, digital advertising has completely changed the way businesses operate. The way people and companies transact with one another has changed because of the internet. The internet has changed how individuals and businesses conduct business. These days, people and businesses commonly employ internet advertising to attract clients from all over the world. Online ads offer e-advertisers a direct return on their online sales, much like investments do. If customers have a bad reaction to internet advertisements, there won't be any reimbursements. Moreover, there's a strong probability that individuals won't click on links in online content to read its contents. Slick commercials may not immediately increase sales significantly, but they will eventually increase sales and profitability. However, other marketers argue that specific consumer data, such as where, how, and why people shop, is unnecessary because it could be used to trick vulnerable customers into paying for things they don't want.

OBJECTIVES OF THE STUDY

1. To know the socio-economic profile of the respondents
2. To assess the impact of digital advertising on the consumer behaviour of Amul products
3. To know the attitude of customers towards Amul products.
4. To offer suitable suggestions based on the findings of the study

RESEARCH METHODOLOGY

Source of Data

The present study was based on primary data as well as secondary data. The data were collected from every possible source.

Primary Data

The primary data were collected from consumers in Sivakasi Taluk through an interview schedule. In the present study, utmost care has been taken to minimize non-sampling errors. The researcher has focused on reducing response error.

Secondary Data

The secondary data have been collected from standard books, journals, articles, and the internet.

Sampling Design

In Sivakasi taluk, consumers are large in number it is not possible to collect the data from the entire population. Therefore, the researcher plans to adopt a sampling technique. The researcher used a convenience sampling technique for collecting the primary data from the 120 respondents in the study area.

Tools for Analysis

The collected data were analysed with the help of the following statistical tools

1. Percentage analysis
2. Regression analysis
3. Correlation analysis

Hypothesis

There is no significant relationship between digital advertising and consumer buying behaviour.

RESULTS AND DISCUSSION

TABLE 1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

S.No	Particulars	No of Respondents	Percentage
Gender wise Classification of Respondents			
1	Male	75	62.50
2	Female	45	37.50
Age-wise Classification of Respondents			
1	Below 30 years	15	12.50
2	31 to 45 years	30	25.00
3	46 to 60 years	55	45.33
4	Above 61 years	20	16.67
Level of Education			
1	School level	34	28.33
2	Under graduate	45	37.50
3	Post graduate	08	6.67
4	Diploma	15	12.50
5	Illiterate	18	15.00
Monthly Income Level of the Respondents			
1	Less than 5000	10	8.33
2	5001 to 10000	23	19.19
3	10001 to 15000	24	20.00
4	15001 to 20000	47	39.16
5	Above 20000	16	13.32

Source: Computed data

The above table clearly exhibits that out of 120 respondents, most of the respondents are male, belong to the age group of 46 to 60 years, are under graduates, and their family income is Rs 15001 to 20000.

RESULT OF HYPOTHESIS TESTING

Hypothesis

There is no significant relationship between digital advertising and the consumer buying behavior of Amul products

Variables	N	Mean	SD	DF	p
Digital advertising	120	59.73	5.33	118	<0.05
Consumer buying behavior	120	58.56	6.19		

From the above table, there is a significant relationship between digital advertising and the consumer buying behavior of Amul. Therefore, the hypothesis is rejected. It is concluded that digital advertising pushes consumers towards a positive purchasing attitude towards Amul Products.

Hypothesis

There is no significant relationship between the effects of digital advertising and the consumer buying behavior of Amul Products.

Model summary

Model	R	R Square	Adjusted R Square
1	.438 ^a	.167	.134

The R Square value of .167 indicated that 16.7% is the variance is accounted for in the model, which is low. The independent variable accounted for 16.7 of % variance in the dependent variable. i.e., the regression model is poorly fit.

Consumer buying behavior towards Amul Products

Model	Sum of Squares	df	Mean Square	Sig.
1 Regression	177.613	2	78.617	.000 ^a
Residual	1076.973	117	3.626	
Total	1254.587	119		

From the above table, there is a significant effect of consumer buying behavior towards Amul Products. Therefore, the null hypothesis is rejected. Therefore, consumer buying behaviour is a predictive factor towards customers' patronage of Amul products.

SUGGESTIONS

1. It was suggested that to gain more customers, digital advertising content should be attractive, clear, succinct, and consistent.
2. The product of goods should be properly expressed to allow the customer to understand the significance of the item they wish to buy.
3. Business organizations should tell the truth in their advertisements so that customers receive the products as advertised.
4. Consumer actions related to product purchases may be used as a gauge for policymakers.
5. Businesses can boost sales volume and profit by strategically positioning their items in the minds of both current and potential customers.
6. Lastly, to succeed in the market, it needs to focus on digital marketing since it can reach more people at a lower cost.

notice of potential customers, enabling them to make decisions about product purchases quickly. Because digital marketing uses tailored information, it can pique potential clients' curiosity.

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CONCLUSION

According to the study, there is a significant correlation between consumer purchasing behavior and digital advertising, meaning that people who are exposed to the advantages of digital information are more likely to purchase those products. Information is brought to the

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