

Display Advertising And It's Impact On Impulsive Buying Behaviour

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Abstract

Display advertisement is one of the emerging tools for the marketers. Now day sustainability is the main goal for the organization. So display advertising is one of the advertising which is the most cost effective method of advertising in India. This research is an exploratory study and data collected from similar research papers, text and websites. Finally it is concluded that there is a positive impact on digital advertising on consumer impulsive buying behaviour.

Keywords: Display advertising; exploratory; sustainability

Introduction

As per Deshwal (2016) the main problem with the company is to understand the reasons for buying different products by consumers because in this competitive market the marketer must understand the influencing elements for purchase decision making. In a similar study Ahmed (2017) observed the need of internet as a vital source of data related to brand and product then conventional medium such as TV advertising, print advertising and outdoor advertising as a result of that majority of the advertisers display their advertisement in digital medium such as search engine, social media, email marketing and display advertising. Amardeep et al. (2017) pointed out that there are four factors which affect consumer impulsive buying behaviour and they are Ad recall, Ad persuasiveness, attitude towards Ads and Ad attractiveness. An impulsive buying behaviour is an unplanned purchase decision made by the buyer to purchase product or services spontaneously. Gupta (2020) defines display advertising in her book as the act of communicating the advertisement message using visually reach media.

Objective of the Study

The first objective of the study is to understand the nature of display advertising in marketing. The second objective of the advertising is to understand the impact of display advertising on consumer's impulsive buying behaviour.

Methodology

The research study must be an exploratory study and it is done through qualitative research. All the data will be collected through secondary data sources like online journals, text books, websites etc.

Rationale of the Study

Many researches are conducted on the field of digital advertising and consumer buying behaviour but consumer impulsive buying behaviour can be a new study to analyze the impact of display advertising on consumer.

Medium of Digital Advertisement

Search Engine Optimiser: Search engine is a tool such as Google and Bing use to index and crawl page according to their relevant key words.

Display Advertising: It is an act of communicating the advertising message using visual rich media.

Social Media Marketing: Social media is a vital tool for communicating marketing message . Social media like Twitter, Facebook, Instagram , Whatsapp are popular medium for digital advertising .

(Deepa & Geeta,2021)

Review of Literature

Display Advertising

One must understand the meaning of advertisement as stated by Shankar & Thoti (2020) as “a human interest directed at glad want and desires through a trade procedure.” As per Deepa & Geeta (2020) the advertising activities are considered as nervous system of the organization to achieve sales goal. In a similar kind of study done by Sankar & Thoti (2020) explained the use of online advertising is overlapping on conventional advertising because the online advertising can measure the effectiveness of advertising on consumer purchase behaviour. Gaurav et al. (2020) one of the important aspect of competitive environment is about brand attributes and online advertising is one of the important element of brand attribute and it helps to increase the customer loyalty .

Impulsive Buying Behaviour

According to Katakam et al., 2021 the term impulsive refers to the unplanned purchasing or spontaneous purchase of product or service because of some stimuli in the medium of advertisement and other marketing communication tools. Kranthi et al., 2020 describe the science of individual personal behaviour is to get stimulated by their internal and external environmental elements and those elements plays a vital role to ignite impulsive buying behaviour among individual. Vally & Shankar (2020) had a mix view about impulsive buying behaviour , they narrated four key construct for impulsive buying intention 1) performance expectancy, 2) effort expectancy, 3) social influence, and 4) facilitating conditions which are proved as important to identify the customer's purpose.

Impact of Display Ad on IBB

Balaji & Babu (2016) in modern days shopping patterns of consumer is changes due to increase in earning and spending patterns of consumers. While shopping the consumers was purchasing the products which are not in their list i.e impulse buying and they are motivated by online advertisement. In a similar study Patnaik et al.(2019) focuses on the online shopping behaviour of the young students influence by the usage of internet because they develop a tendency to collect all the relevant information about the product through online medium. As per Aqsa & Kartini (2015) display advertising on internet gives positive perception of internet users to buy products but placement of advertising is very important to persuade the customers . Dhore & Godbole (2018) the effectiveness of online advertising determined by the level of knowledge of existing platform of advertising and people are having positive attitude towards online advertising . According to Bokde & Seshan (2019) the people are aware of digital marketing channels irrespective their education qualification because most people they use smart phone to browse social media sites to communicate , so marketers have the opportunity to display their advertising in these channels. But Tiffany et al.(2018) the consumers are influenced by digital channels and are satisfied on purchasing through the digital media particularly through online marketing websites like Flipkart, Amazon, Snapdeal but due to lack of technical knowledge digital advertising is not spread all demographic .

Key Findings

From the above study the inference drawn from the existing literature review and key findings are as follows:

- 1) The growth of display advertising industry due to increase in smart phone usage and low cost internet in India.
- 2) Due to the measurability of the display advertising all the marketers sift their advertising strategy from conventional advertising to digital advertising.
- 3) More expose of internet and smart phone can increase more impulsive buying behaviour among the consumers.
- 4) The best part of impulsive buying behaviour is the growth of e-commerce companies like Amazon, Flipkart, Snapdeal, etc.
- 5) The main constraint of digital advertising is the less awareness of technological knowledge.

Conclusion and Scope for Future Research

From the above study it is concluded that the growth of digital advertising depends on the growth of internet and smart phone. The research indicates the new style of advertising adopted by the markets because the performance of display advertising is measurable so it can save organisational resources. This research is limited to one aspect that is digital advertising but further one can study the impact of each category like search engine marketing, social media advertising and YouTube advertising. It can further be studied each stage of buying behaviour of the consumer like need generation, search of information, evaluation of alternatives, purchase behaviour and post purchase evaluation.

ETHICAL DISCLOSURE

Author's Contribution

I acknowledge that this research paper is a result of original study has conducted by me. All stages of review of literature, data collection, editing of data, analysis of data and paper writing have done by me.

Conflict of Interest

In this study I have not touched any religious sentiment, gender discrimination or any other controversial topics which will have an adverse effect on the society. Also I would like to declare that this paper is not motivated towards any political ideology. It is the result of neutral evaluation on the basis of my data.

Funding Acknowledgement

All the expenses related to manuscript writing are borne by me and I have not received any external or internal funding for the research work.

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