

The Efficacy of Cloud sourcing in Sales Promotions using Digital advertisement towards Buying Behavior

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Abstract

Marketers have always use new method of promotion as per changing business environmental demands. In the recent changing market scenario and innovation techniques makes the businesses to do Digital Advertising. Most of the companies are so focused in social media and mobile advertisements to capture the customer mind set. The purpose of this research to analyze the content of online advertising and identify how it will affect consumers mind set towards purchasing behavior. For this study 75 respondents are considered and surveyed using structured questionnaire. The data collected is analyzed using SPSS 25. The results of the survey are analyzed using chi square test.

Keywords: Digital Advertising, Sales Promotion, Buying Behavior.

Introduction

Theory of collective intelligence is widely used in digital advertisement. Crowd sourcing is the technique that is used by most of the business houses for sales promotion through digital advertisement where it allows consumers and make them part of their campaign. Further Generational theory holds its place in digital marketing. The relevance to the generational theory to digital marketing is placed in the way in which each generation communicates online where marketers can reach them. Promotion through Internet is

one of the most important aid used for sales promotion. Internet advertising offers massive awareness of companies, an easy method to circulate information, innovative methods of targeting consumers with product display, an instant and direct link to the customers. It reduces costs in performing tasks of marketing. Online advertising is most updated and fastest growing means of advertisement among millennial. So now days it is treated as most important types of advertisement and one of the easiest ways to promote the brand.

It focus on Audience Targeting, save money on huge advertising expenses, flexible payment options, quick and easy operations ,brand credibility, engaged customers and easily observe buying behaviors to convert potential consumers to loyal consumer. Due to many reasons an internet broadcast model is adopted in modern era of business. From ages the goal of the advertisers is to make their ads more involving, interactive so that allows customers to become more involved initiating most of the action which will lead to drive brand attitudes. The purpose of this research to analyze the content of online advertising and identify how it will affect consumers mind set towards purchasing behavior. Marketers have always use new method of promotion as per changing business demands. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products due to competitive market. However, during the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. Mostly at that time traditional methods of advertisement use by the business houses for marketing the product.

Review of Literature

Digital advertising is a way of communication network to encourage a consumer for making purchase decision about a product or service

and passing information to viewers. It is one of the important factors for the economic growth of the marketers and businesses **(Ryans, 1996)**.

Tashrifa Haider et al (2017) This research was a studied on the impact of advertisement on consumer buying behavior. The researcher mentioned the consumer spending pattern and proper advertisement plays an important role.

Leena Jenefa (2017)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 highly satisfied with content of the website, quality of information and ready to get their needs and wants at any time. This is considered as a positive sign for the growth of digital channels in customers' purchase decisions.

Research Methodology

The primary data for the study was collected by using a structured questionnaire. The sample size for the study consists of 75 respondents from Delhi NCR region. The questionnaire was prepared in such a way so as to gather data from the respondents, which will be helpful in attaining the objectives of the study. The collected data was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages and Chi Square test.

Analysis

Demographic factor

Table 1.Distribution of the respondents by Gender

Gender	No of Respondents	Percentage
Male	35	46.7
Female	40	53.3
Total	75	100.0

Source: Primary Data

Inference: Majority of 53.3percent of 46.70 percent of respondents were belongs to respondents belongs to female and remaining male.

Table 2.Distribution of the respondents by Age groups

Age	No of Respondents	Percentage
Below 20 years	20	26.7
21 to 40	25	33.3
41 to 60	20	26.7
61 and above	10	13.3
Total	75	100.0

Source: Primary Data

Inference: Majority of 33.3percent of respondents belongs to age 21 to 40 years.

Table 3.Time spent on Internet usage per day

Duration	No of Respondents	Percentage
One hour	9	12
Two hour	15	20
More than two hours	51	68
Total	75	100.0

Source: Primary Data

Inference: Table 3 shows that 68% of the respondents use internet for more than two hours per day. 20% of the respondents use internet for two hours and 12% of the respondents use internet for one hour a day. Therefore the analysis reveals that majority of the respondents use internet more than two hours per day.

Table 4.Respondents Preferences towards Electronic media Advertisement

Electronic media Advertisement	No of Respondents	Percentage
TV	47	62.7
Radio	28	37.3
Total	75	100.0

Source: Primary Data

Inference: From the above table, it is clear the respondents find radio as a convenient mode of advertising. that 62.3% of the respondents prefer Television advertisement. However, 37.3% of

Table 5.Respondents Preferences towards online media Advertisement

Online media Advertisement	No of Respondents	Percentage
Social media	56	74.7
Websites	19	25.3
Total	75	100.0

Source: Primary Data

Inference: From the above table, it is clear percentage prefers social media that majority of the respondents 74.7 advertisement.

Table 6.Kind of online advertisements

Category	No of Respondents	Percentage
E-mail advertisement	9	12
Web banner Advertisement	25	33
Floating ad	9	12
Popup advertisement	6	8
Video advertisement	14	18.6
Others	12	16
Total	75	100.0

Source: Primary Data

Inference: Majority of the respondents 33% used to watch Web banner Advertisement.

Table 7. Time spending on online purchasing

Duration	No of Respondents	Percentage
Nil	2	
One hour	18	
Two hour	31	
More than two hours	24	
Total	75	100.0

Source: Primary Data

Inference: This table shows how many times spend in online in a day by the respondents. This factor is important to analyse the effectiveness on online Advertising. Table 3 shows that 68% of the respondents use internet for more than two hours per day. 20%

of the respondents use internet for two hours and 12% of the respondents use internet for one hour a day. Therefore the analysis reveals that majority of the respondents use internet more than two hours per day.

Table 8. Attitude towards information content is useful in online Advertisement

Attitude towards information content is useful in online Advertisement	No of Respondents	Percentage
Strongly Agree	22	29.3
Agree	45	60.0
Neutral	5	6.7
Disagree	2	2.7
Strongly Disagree	1	1.3
Total	75	100.0

Source: Primary Data

Inference: From the above table, it is clear that majority of the respondents 60 percentage

agreed about the information content is useful in online Advertisement.

Table 9. Cross table Analysis using Gender and Electronic media advertisement

Gender	TV	Radio	Total
Male	23	12	35
Female	24	16	40

Total	47	28	75
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Source: Primary Data

Inference: From the above table, it is clear that majority of the respondents are female and using television media for advertisement.

Hypothesis Framed

- H0: There is an association between Gender and Electronic media

Advertisement for sales promotion activities

- H1: There is no association between Gender and Electronic media Advertisement for sales promotion activities

Table 10. Chi-Square test to analyses Gender and Electronic media advertisement for sales promotion activities

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.261 ^a	1	.610		
Continuity Correction ^b	.074	1	.786		
Likelihood Ratio	.261	1	.609		
Fisher's Exact Test				.640	.394
Linear-by-Linear Association	.257	1	.612		
N of Valid Cases	75				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.07.					
b. Computed only for a 2x2 table					

Source: Computed Data

Inference: We conclude that there is no association between gender and Electronic media advertisement for sales promotion activities. Since the calculated value (Pearson

Chi-square value) of .261 is lesser than the table value of 3.841; we accepted the null hypothesis at a 0.05 significance level.

Table 11. Cross table Analysis using Age and Electronic media advertisement

Cross Table Analysis		Sources		Total
		TV	Radio	
Age	Below 20	15	5	20
	21 to 40	15	10	25
	41 to 60	16	4	20
	61 and above	1	9	10
Total		47	28	75

Source: Primary Data

Inference: From the above table, it is clear that majority of the respondents belongs to 41 to 60 years old and using television media for advertisement.

Hypothesis Framed

- H0: There is no association between Age and Electronic media Advertisement for sales promotion activities
- H2: There is an association between Age and Electronic media Advertisement for sales promotion activities

Table 12. Chi-Square test to analyses Age and Electronic media advertisement for sales promotion activities

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.801 ^a	3	.001
Likelihood Ratio	16.444	3	.001
Linear-by-Linear Association	5.133	1	.023
N of Valid Cases	75		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.73.			

Source: Computed Data

Inference: We conclude that there is an association between age and Electronic media advertisement for sales promotion activities.

Since the calculated value (Pearson Chi-square value) of 15.801 is more than the table

value of 7.815; we reject the null hypothesis at a 0.05 significance level.

Table 13. Cross table Analysis using Age and online media advertisement

Cross Table Analysis		Online Media Advertisement		Total
		Social media	Websites	
Age	Below 20	19	1	20
	21 to 40	20	5	25
	41 to 60	14	6	20
	61 and above	3	7	10
Total		56	19	75

Source: Primary Data

Inference: From the above table, it is clear that majority of the respondents belongs to 21 to 40 years old and using social media for advertisement for sales promotion activities.

Hypothesis framed

- H0: There is no association between Age and online media Advertisement for sales promotion activities
- H3: There is an association between Age and online media Advertisement for sales promotion activities

Table 14. Chi-Square test to analyses Age and online media advertisement for sales promotion activities

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.801 ^a	3	.001
Likelihood Ratio	16.444	3	.001
Linear-by-Linear Association	5.133	1	.023
N of Valid Cases	75		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.73.			

Source: Computed Data

Inference: We conclude that there is an association between age and online media advertisement for sales promotion activities. Since the calculated value (Pearson Chi –

square value) of 15.801 is more than the table value of 7.815; we reject the null hypothesis at a 0.05 significance level.

Table 15. Cross table Analysis of online media affecting purchase decision between genders

		online		Total
		Social media	Websites	
Gender	Male	26	9	35
	Female	30	10	40
Total		56	19	75

Source: Primary Data

Inference: From the above table, it is clear that majority of the respondents belongs to female respondents using social media for advertisement for sales promotion activities.

Hypothesis framed

- H0: There is no association between Gender and online media Advertisement for sales promotion activities
- H4: There is an association between Gender and online media Advertisement for sales promotion activities

Table 16. Chi-Square test to analyses Gender and online media advertisement for sales promotion activities

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.005 ^a	1	.943		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.005	1	.943		
Fisher's Exact Test				1.000	.576
Linear-by-Linear Association	.005	1	.944		
N of Valid Cases	75				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.87.					

b. Computed only for a 2x2 table

Source: Computed Data

Inference: We conclude that there is no association between gender and online media advertisement for sales promotion activities. Since the calculated value (Pearson Chi-square value) of .005 is less than the table value of 3.841; we accept the null hypothesis at a 0.05 significance level.

Conclusion

The study titled Effectiveness of digital advertising in the current competitive world reveals that the most effective media of advertising in online and in electronic media. Internet advertising offers increased awareness of companies and it reached the consumer in the faster mode. The respondents of this research aware and use the internet for more than two hours per day. In this research identified there is no association between gender and Electronic media and online media advertisement for sales promotion activities. There is an association between age and Electronic media and online advertisement for sales promotion activities.

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