

STUDY ON INFLUENCE OF ADVERTISING ON E-TAILING

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ABSTRACT

This study aims to examine the influence of advertising on e-tailing. Specifically, this research looks into how different types of advertising, such as television and online ads, affect consumer behavior when shopping online. The research also examines the impact of advertising on customer satisfaction and loyalty. The research was conducted through a survey of consumers who had recently purchased products from an e-tailer. The survey asked questions about the type of advertisement they saw, if they remembered it, and what influenced their purchase decision. The results showed that advertising does have an impact on consumer behavior in terms of increasing website visits and purchases. This study provides insight into how advertising can be used effectively to drive sales for online retailers.

Keywords: Consumer behaviour, Consumer opinion, E-Tailing, Influence of Media, Shopping online factors, Purchase frequency.

1. INTRODUCTION

E-tailing is the process of selling goods and services online. It has become an increasingly popular form of shopping as it allows customers to shop from the comfort of their own homes and access a much larger selection of products than they can find in traditional stores. As e-tailing has grown, so too has the influence of advertising on the e-tailing experience. This study examines how advertising affects e-tailing, including its impact on customer behavior, brand loyalty, and purchase decisions. The research also looks at how different types of advertising (e.g., online ads, television commercials) affect customer perceptions and behaviors when shopping online. Finally, this study will explore strategies for optimizing advertisements to maximize their effectiveness in driving sales for e-tailers.

2. REVIEW OF LITERATURE

Miralem Helmefalk, Adele Berndt-2018, To design numerous techniques in order to give customers a thrilling in-store experience. *Bindia Daroch, Gitika Nagrath and Ashutosh Gupta-2020*, To look into how customers behave when buying online, which also looks at how different aspects affect how consumers behave when shopping online. *Vinita Singh, Ranjan Chaudhuri, Sanjeev Verma-2018*, to develop a measure to assess the psychological influences on young Indian internet buyers' propensity to purchase clothing. *Mahima Shukla, Vranda Jain, Richa Misra-2021*, "The study investigates the motivational effects of online buying on young working women. The study investigates the link between website aesthetics, purchase intention, and perceived benefit through Internet self-efficacy (ISE).

Hsiao-Ting Tseng, Farid Shirazi, Nick Hajli, Pei-Tzu Tsai.-2022, This study constructs the impact of the stimulus components of the live-streaming retail environment on consumers' psychological circumstances based on the stimulus-organism-response theory. *Francesca De Canio, Maria Fuentes-Blasco, Elisa Martinelli.-2021*. "to investigate the impact of many intrinsic reasons driving customers' desire to purchase via a mobile app. *Fazlul K. Rabbanee, Rajat Roy and Mark T. Spence-2020*. "Through investigate a chain of interactions that extends from self-congruence with a brand - which can derive from the actual, ideal, or social self - to brand attachment, and then to consumer involvement on social networking sites (SNS), especially like, sharing, and commenting." *Dr. Asif Ali Syed, Asma Khan-2017*. "This article goes into great detail regarding the e-commerce landscape in India as well as the worldwide industry. *Nguyen Dong Phong, Nguyen Huu Khoi, Angelina Nhat-Hanh Le- 2018*. "The outcomes of this study have proved the predictive power of TRA in studying customer behaviour in the context of mobile purchase. Furthermore, both promotion and barrier variables have a significant impact on mobile buying intention".

Francesca De Canio, Maria Fuentes-Blasco, Elisa Martinelli.-2022. To conflicting extrinsic impulses driving the mobile buying process of regular and infrequent customers. Ayesha Lian Bevan-Dye-2020. "to investigate the impact of perceived information and entertainment value, perceived trustworthiness, and perceived value on the frequency with which Generation Y consumers use online consumer reviews." Rakhi Thakur, Mala Srivastava.-2014. "The goal of this study is to build and experimentally evaluate a conceptual model that demonstrates how customer innovativeness can be utilised as a variable to favourably affect online retailing adoption intention both directly and indirectly by lowering consumer perceived risk" Linlin Zhu and He Li, Feng-Kwei Wang, Wu He, Zejin Tian.-2020. "Previous study has looked into the link between internet reviews and purchasing intent. Based on the stimulus-organism-response (S-O-R) paradigm, however, there was limited research on the influence of information quality and the social presence of online reviews on purchase intention.

3. DATA AND METHODOLOGY

3.1. Type of Research: Inferential analysis, predictive analysis.

Correlation: The intensity and/or direction of the link between two or more variables are reflected in a correlation. When two variables fluctuate in the same direction, there is a positive correlation. When there is a negative correlation, the variables move in the opposite direction.

Regression: A statistical method called regression links a dependent variable to one or more independent (explanatory) variables. A regression model can demonstrate whether changes in one or more of the explanatory variables are related to changes in the dependent variable.

3.2. Data collection: Secondary data: Secondary data is information that has already been obtained from primary sources and made freely accessible for academics to use in their own research. Data collected from Kaggle an online platform to collect secondary data.

3.3. Objective of the study:

To analyze whether there is influence of these marketing tools in the consumer perception.

To analyze buying pattern of the demographic factors.

To study the relationship between advertising and online shopping.

To study the impact of the media or modes of advertising that are used will make any changes in the buying behavior of customer on-line platform.

4. DATA ANALYSIS AND FINDINGS

H0: There is no significant influence of advertising on E-Tailing. H1: There is a significant influence of advertising on E-Tailing.

TABLE NO: 4.1

		Influence of Media	Shopping online Factors	Purchase Frequency
Influence of Media	Pearson's r	-		
	p-value	-		
Shopping online Factors	Pearson's r	0.251	-	
	p-value	< .001	-	
Purchase Frequency	Pearson's r	0.182	0.101	-
	p-value	< .001	0.034	-
Prefer Offline shopping over Online Shopping	Pearson's r	0.028	0.092	0.048
	p-value	0.561	0.054	0.312

This table shows the correlation between the influence of media, shopping online factors, and purchase frequency. The Pearson's r coefficient measures the strength of the correlation between two variables, with values ranging from -1 to +1. A value of 0 indicates no correlation. The p-value is a measure of statistical significance and shows how likely it is that the observed relationship could have occurred by chance.

From this table, it appears that there is a moderate positive correlation between shopping online factors and purchase frequency (Pearson's $r = 0.251$, $p < .001$). There is also a weak positive correlation between shopping online factors and influence of media (Pearson's $r = 0.182$, $p < .001$). However, there is significant correlation between prefer offline shopping over online shopping and any other variable (Pearson's $r = 0.028-0.092$; $p > .05$).

Table no: 4.2

Omnibus ANOVA Test	Sum of Squares	df	Mean Square	F	p
Influence of Media	0.338	1	0.338	0.0924	0.761
Shopping online Factors	13.416	1	13.416	3.6722	0.056
Purchase Frequency	5.704	1	5.704	1.5611	0.212
Residuals	1589.279	435	3.654		

This table is an Omnibus ANOVA Test, which is a statistical test used to determine whether or not there is a statistically significant difference between two or more means. The table shows the Sum of Squares (SS), Degrees of Freedom (df), Mean Square (MS), F-value, and p-value for each factor being tested. The factors being tested in this table are the Influence of Media, Shopping Online Factors, and Purchase Frequency. The results indicate that there was statistically significant difference between the means for the Influence of Media ($F=0.0924$; $p=0.761$) or Purchase Frequency ($F=1.5611$; $p=0.212$). However, there was a statistically significant difference between the means for Shopping Online Factors ($F=3.6722$; $p=0.056$).

5. CONCLUSION

Therefore, based on the results of the tests we did and our research, we can say that the impact of advertising on online buying varies significantly. Taking into account that customer behaviour is always changing as technology and digitalization advance. Customers are drawn to a brand by its variety and distinctive manner of presenting itself, and they frequently base their purchases on their opinions of its culture and way of life.

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