

IMPACT OF ONLINE ADVERTISEMENT ON BUYING BEHAVIOUR OF UTTARAKHAND CONSUMERS

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ABSTRACT:

Purpose – The study of this paper is to know the impact of online advertisement on buying behaviour of Uttarakhand consumers.

Design/Methodology – We have taken 5 variables (Awareness, Interest, Conviction, Purchase Behaviour, Post Purchase Behaviour) with 23 items to fulfil our research objectives. In total, 300 people filled the questionnaire out of which 280 samples were completed and reliable. Hence the total sample size for the study was 280 who were selected randomly from people of Uttarakhand further, Amos and SPSS software was used to test the validity of the model and test the hypothesis.

Findings – The study revealed that there is no significant impact of Awareness, Interest and Post Purchase Behaviour on Purchase Behaviour only Conviction has significant impact on Purchase Behaviour.

Keywords: Online Advertisement, Purchase Behaviour, Post Purchase Behaviour, Awareness, Conviction, and Interest.

INTRODUCTION

In this new changing world, the buying behaviour of humans is changing too as there are new ways of shopping and people have adopted these new ways. The one factor which has brought these new changes is the online advertisement which has played a crucial role in the growth of the markets and businesses of companies. As humans get attracted to the digital things quickly similarly online advertisement attract them quickly and then they tend to buy the products about which they have seen a particular advertisement online. According to the report 647.53 million people use android mobiles in India which have internet and they are directly affected by the online advertisement because when any individual uses his/her mobile then they are attached to the screen and when suddenly an advertisement pops up in the screen then maximum time the advertisement is successful in making the customer to buy that product. This is the aim of the owners of the businesses who want their products to be sold and hence they get more success in selling a product through online advertisement compared to the advertisement in offline modes.

CONSUMERS BUYING BEHAVIOUR

Leading models like AIDA (Lewis, 1898), AIDCA (Bedell, 1940; Kitson, 1921) and Lavidge and Steiner (1961) have studied the steps involved in consumers' buying behaviour. Most of the studies have taken AIDA, AIDCA and Steiner model as a dependent variable (Chudzian, 2014; Rajagopal, 2011; Ranjbarian et al., 2011; Ugonna et al., 2017; Vihonen, 2013). Additionally, Ugonna et al. (2017) tested the AIDCA model from the modern-day advertising perspective and indicated that the AIDCA model is useful to map the effectiveness of media advertisements on Consumers behaviour. In this research, the Lavidge and Steiner (1961) model was used to measure the effects of media advertisements on various stages of Consumers behaviour such as Awareness, Interest, Conviction, Purchase and Post Purchase.

1. Awareness:

Aaker and Equity (1991) explained Awareness as the consumers' knowledge about the particular brand. Rowley (1998) indicated that customers should be made familiar with the product during this stage. Baca, Holguin Jr, and Stratemeyer (2005) posited that at this stage, the goal of advertisers should be to communicate about the product's characteristics and advantages. Rossiter, Percy, and Donovan (1991) established that brand Awareness is the prerequisite for generating PI. Various researchers have established a strong linkage between buyer's behaviour and brand Awareness (Hoyer, 1984; Nedungadi, 1990). Thus, to create more Awareness in the market, advertisers should give a constant update of existing products and information about new products to consumers (Meyrick, 2006).

2. Interest:

Creatively showcasing product benefits and characteristics can generate Interest of consumers in the advertisement. Sachdeva (2015) established that relevant advertisements as per the viewer's Interest affect the level of Interest in advertisements. Tang and Chan (2017) established the linkage between online advertisements and Interest. He concluded that the generation Y pay more attention to those advertisements, which are in line with their Interest as compared to the need for a product. Companies invest in varied marketing activities to generate consumers' PI (Baca et al., 2005; Broeckelmann, 2010; Rowley, 1998). This can be further explained by a classic example of creating Interest through advertisement by Fanta (a soft drink brand). This advertisement portrayed the mood change in a girl and boy due to a sip of Fanta, displaying the impact of the product on consumers' mood (Hansen, 1972).

3. Conviction

Rajasekhar and Makesh (2013) defined Conviction as an active component, which is affected by emotions and attitude of consumers. Prospective customers feel convinced about an offering if the product is affordable and addressing their needs (Bradley, 2003). Factual and satisfactory information leads to Conviction resulting in Purchase decision (Callen-Marchione & Ownbey, 2008). A commercial by Oppo phone (a mobile phone brand) portrayed Amy Jackson taking a selfie thus inducing desire among the consumers to buy the phone. In this study, the researcher has focused on five media and its effects on Consumer behaviour stages.

4. Purchase Behaviour:

Ajzen and Fishbein (1980) established that Purchase behaviour of the consumers could be predicted by knowing their PI. Ducoffe (1995) posited that the credible source of information has more significant impact on Purchase decision. This information includes brand image and Awareness, which significantly affects Purchase decision (Farris, Bendle, Pfeifer, & Reibstein, 2010). Advertisements create an emotional response, and it has a significant impact on Purchase decision (Saleem & Abideen, 2011). The use of brand associations in advertisements can have a significant effect on the Purchase decision (Heath, 2000). Similarly, Romaniuk and Sharp (2003) indicated that cognition related to the brand name affects the set of alternatives and Purchase decision. However, Mendelson and Bolls (2002) established that a positive attitude towards the advertisement leads to Purchase decision. McGuire (1978) established that Purchase behaviour of the advertised brand is affected by attention, retention and effectiveness of advertising message. Hence, it is established that various media advertisements have differential effects on Purchase decision.

5. Post-Purchase behaviour:

PPUR behaviour is satisfaction or dissatisfaction that consumers get after the Purchase of the product (Kotler & Keller, 2012). In the Post Purchase stage, the consumers compare the performance of a product with perceived expectations. This evaluation adds in experience and learning of consumers, which in turn affects future Purchase (Schiffman & Kanuk, 2009). The Post Purchase intentions were defined as consumer probability of repeat buying from the same retailer and sharing positive word of mouth among friends and relatives (Cronin, Brady, & Hult, 2000; Wang, Lo, & Yang, 2004; Zeithaml, Berry, & Parasuraman, 1996). The repeat Purchase is significantly affected by brand Awareness (Macdonald & Sharp, 2000). However, Kotler and Keller (2007) stated that it is the satisfaction with the product that leads to repeat Purchase. Chaffrey and Smith (2008) found that good after sales service leads to satisfaction, which then affects Post Purchase behaviour. Reddy (2016) indicated that Internet media offers a platform for consumers to express their Post Purchase opinion about the products.

Review of Literature:

Buzzell and wirsema (1981), Stated that advertising leads to increase in the sales of goods and services but to some extent. A constant investment in advertising is required to increase the sales. It was also noted that culture and competition bring in saturation limits and after this any kind and amount of advertising fails to increase the sales of the product.

Tsang and Tae (2005), with the help of online advertising, advertiser get a medium to communicate with the customers. It helps them to collect information and they can convey the message in most creative way. Some advertisement messages pop up in most creative way with animation in place of simple texts. It captures the attention of the people and surprise and excites them which increase their exposure with the advertisements.

Belch and Belch (2011), defined information response as interpretation of incoming information or stimulus to make a response. Because of response process consumer goes on responding to the online advertisements to which they are exposed to. The AIDA theory (awareness, interest, desire and action theory) of advertising was used to the component of information response.

Research Methodology

Data and Sample

A structured questionnaire was framed and executed in a group of 300 students using convenience sample. The respondent were people of Uttarakhand who live in five major cities (Dehradun, Haldwani, Rudrapur, Haridwar & Almora) of the state of Uttarakhand in India. The survey was administered online. Only one response per student was considered. Partial responses were not considered for analysis due to incompleteness, hence leaving 280 responses fit for further analysis.

Objective of the Study:

- To study the online advertisement factor which affects the Purchase Behaviour of Uttarakhand consumers.
- To study the impact of Awareness, Interest and Conviction on the Purchase Behaviour and Post Purchase Behaviour.

Hypothesis of the Study:

Ha₁: There is significant impact of Awareness on the Purchase Behaviour.

Ha₂: There is significant impact of Interest on the Purchase Behaviour.

Ha₃: There is significant impact of Conviction on the Purchase Behaviour.

Ha₄: There is significant impact of Post Purchase Behaviour on the Purchase Behaviour.

Measures:

The questionnaire consisted of 23 items in English. The items used in the questionnaire were rated with the help of a seven-point Likert scales starting from 1-Strongly Disagree to 7-Strongly Agree. The literature review identified buying behaviour stages, namely, Awareness, Interest, Conviction, Purchase and Post-Purchase behaviour.

DATA ANALYSIS

Table.1. Demographic Profile of data

Demographic	Frequency	Percentage
Gender		
Male	112	76.4
Female	168	23.6
Age		
Below 20 Years	20	7.1
20 – 30 Years	105	37.5
30 – 40 Years	70	25.0
40 – 50 Years	26	9.3
More than 50 Years	59	21.1
Marital Status		
Married	53	18.9
Unmarried	227	81.1
Qualification		
School Level	55	19.6
Diploma	47	16.8
Undergraduate	89	31.8

Postgraduate	65	23.2
Other	24	8.6
Occupation		
Student	42	15.0
Government Employee	93	33.2
Private Employee	73	26.1
Businessman	35	12.5
Other	37	13.2
Monthly Income		
Below Rs. 10000	44	15.7
Rs. 10000 – Rs. 20000	34	12.1
Rs. 20000 – Rs.30000	86	30.7
Rs. 30000 – Rs. 40000	69	24.6
More than Rs. 40000	47	16.8
Place of Residence		
Urban	175	62.5
Rural	105	37.5

Table .2. Variables with respective factor codes

Variable	Variable Code
Most of the time, online advertisements prompt me to buy the products	PUR1
The online advertisements of promotional schemes generally compel me for a Purchase	PUR2
Online advertisement motivates me to Purchase	PUR3
Mostly online advertisement attracts or gain my attention to the product purchase	PUR4
Online advertisement always induces me to purchase a product	PUR5
Online Advertisements are informative and provides detailed description about products	INT1
Most of the online advertisements create Interest	INT2
The online advertisements are easy to understand	INT3
Online Advertisements demonstrate the way of usage of the brand or product	INT4
Online advertisement led me to intent to buy more	INT5
Online Advertisements help me to know about new products	AWR1
I give due attention to the online advertisements before I buy the	AWR2
Products	AWR3
I look for the online advertisement before I	AWR4

buy the products	
I regularly watch, read or/and listen to the online advertisement to make myself updated about the products/brands	AWR5
I watch online advertisement to know about new fashion and trend	COV1
Online Advertisements can change my perception regarding the products or brands	COV2
Most of the online advertisements are necessary to watch, read and listen for the customer before Purchase	COV3
I often get convinced about the claims made by the companies in the online advertisements	COV4
Online advertisement always updates me about the product	COV5
Online advertisement shows valuable information about the product	PPUR1
I feel satisfied when I get exposed to the online advertisement of the brand, I am a consumer of	PPUR2
Online Advertisements lead me to make a repeat Purchase of the same brand	PPUR3

Reliability test:

The internal consistency of the data formulates a significant portion of the study. In addition, the internal consistency of data signifies how close the set of variables are related as a group. For this study, Cronbach's Alpha has been utilized.

Cronbach's Alpha: Common thumb rule for the test states that a value greater than 0.8 is good, representing high internal consistency, and a value greater than 0.7 is reliable and acceptable.

Table.3. Reliability Statistics:

Cronbach's Alpha	N of Items
0.914	23

The results of above table indicate the value of Cronbach's alpha is 0.914, showing high internal consistency, which means the study can proceed further with KMO and Bartlett's test.

SAMPLING ADEQUACY

Kaiser-Meyer-Olkin (KMO) and Bartlett's test: KMO and Bartlett's Test is employed to determine whether using the factor analysis is feasible. KMO is employed for measuring the adequacy of samples. At the same time, Bartlett's Test of Sphericity is used to test the correlation among variables. In simple words, a test of Sphericity tests the null hypothesis that variables selected for study are not correlated.

Thumb rule: According to the rule, KMO must be greater than 0.5 to use factor analysis, and the p-value must be less than 0.05 or equals 0.00 so that the null hypothesis can be rejected (Malhotra, Nunan, & Birks, 2017).

Table.4.KMO and Bartlett's Test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	5939.350
	Df	378
	Sig.	.000

Source: Computed data

Above table highlights that KMO is 0.889, which is more than 0.5, which signifies the adequacy of sample size. The p-value from Bartlett's Test is 0.000, which is less than 0.05, suggesting that variables are correlated. Since the data fulfil both the conditions; therefore, factor analysis is suitable for data analysis.

Communalities are the amount of variance that is shared by a variable with all other variables. In simple words, it is the extent to which any item or attribute is correlated with all other attributes. Below mentioned table represents the communalities of each factor. Initial communalities represent the communalities of each variable is one, it is because unities were inserted in the diagonal of the correlation matrix (Malhotra and Dash, 2021). Extraction communalities are variance in each attribute or variable accounted for by the factors in the solution.

The Thumb rule for communalities states that any attribute with a smaller value is insignificant and will struggle to load onto any factor during the factor analysis.

Table.5. Communalities:

Communalities	Initial	Extraction
AWR1	1.000	.769
AWR2	1.000	.757
AWR3	1.000	.787
AWR4	1.000	.643
AWR5	1.000	.717
INT1	1.000	.687
INT2	1.000	.751
INT3	1.000	.736
INT4	1.000	.787
INT5	1.000	.701
COV1	1.000	.685

COV2	1.000	.788
COV3	1.000	.687
COV4	1.000	.707
COV5	1.000	.679
PUR1	1.000	.699
PUR2	1.000	.787
PUR3	1.000	.637
PUR4	1.000	.709
PUR5	1.000	.771
PPUR1	1.000	.678
PPUR2	1.000	.947
PPUR3	1.000	.941
Extraction Method: Principal Component Analysis.		

Source: Computed data

Total Variance Explained: Below table represents all the factors that can be extracted along with their Eigenvalue, Percent of Variance and Cumulative per cent of Variance. Eigenvalues determine total variance or per cent of variance for attributes. Attributes whose Eigenvalue is less than one is rejected. The first factor accounts for 38.964% of the variance, the second factor accounts for 13.580% similarly third, fourth and fifth factor accounts for 11.134%, 6.019%, and 4.693%, respectively. Thus, the total variance explained by all five factors is 74.390%, more than 60%. Further, to have a better factor score, factors are required to be rotated. Therefore, Oblimin method is utilized.

Table.6.Total Variance Explained:

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.930	38.827	38.827	8.930	38.827	38.827	3.714	16.147	16.147
2	3.149	13.690	52.518	3.149	13.690	52.518	3.690	16.044	32.191
3	2.535	11.020	63.538	2.535	11.020	63.538	3.642	15.835	48.026
4	1.406	6.115	69.652	1.406	6.115	69.652	3.487	15.160	63.186
5	1.079	4.693	74.346	1.079	4.693	74.346	2.567	11.159	74.346

6	.700	3.043	77.389						
7	.590	2.567	79.956						
8	.492	2.139	82.095						
9	.446	1.938	84.033						
10	.402	1.746	85.779						
11	.383	1.664	87.443						
12	.343	1.492	88.935						
13	.327	1.421	90.356						
14	.307	1.335	91.692						
15	.299	1.298	92.990						
16	.283	1.229	94.218						
17	.270	1.176	95.394						
18	.260	1.130	96.524						
19	.231	1.002	97.526						
20	.204	.886	98.413						
21	.190	.825	99.238						
22	.174	.755	99.992						
23	.002	.008	100.000						
Extraction Method: Principal Axis Factoring.									

Source: Computed data

Rotation of factors: One of the significant outputs is the factor matrix that defines the correlation between variables and factors, but the unrotated factor matrix is difficult to interpret; therefore, rotation of factors is required. Rotation of factors is done so that factors can be loaded so that they are either close to 0 or to 1- to 1.

As mentioned earlier Oblimin with Kaiser Normalization is utilized for rotation, and rotations were converted into nine iterations. This method enables us to reduce the number of variables with high loadings on a factor, thus, improves the interpretability of factors. Below Table.5 represents the rotated component matrix, which represents factor scores that are loaded to either factor.

Table.7. Rotated Component Matrix:

	Component				
	1	2	3	4	5
Most of the time, online advertisements prompt me to buy the products	.817				
The online advertisements of promotional schemes generally compel me for a Purchase	.878				

Online advertisement motivates me to Purchase	.765				
Mostly online advertisement attracts or gain my attention to the product purchase	.815				
Online advertisement always induces me to purchase a product	.863				
Online Advertisements are informative and provides detailed description about products		.722			
Most of the online advertisements create Interest		.758			
The online advertisements are easy to understand		.796			
Online Advertisements demonstrate the way of usage of the brand or product		.805			
Online advertisement led me to intent to buy more		.694			
Online Advertisements help me to know about new products			.812		
I give due attention to the online advertisements before I buy the Products			.757		
I look for the online advertisement before I buy the products			.758		
I regularly watch, read or/and listen to the online advertisement to make myself updated about the products/brands			.699		
I watch online advertisement to know about new fashion and trend			.740		
Online Advertisements can change my perception regarding the products or brands				.712	
Most of the online advertisements are necessary to watch, read and listen for the customer before Purchase				.813	
I often get convinced about the claims made by the companies in the online advertisements				.766	
Online advertisement always updates me about the product				.756	
Online advertisement shows valuable information about the product				.668	
I feel satisfied when I get exposed to the online advertisement of the brand, I am a consumer of					.818
Online Advertisements lead me to make a repeat Purchase of the same brand					.969
Online advertisement led me to more purchase of product					.966

Interpretation of factors:

All the variables that have high loadings on the same factor are interpreted as one factor. From above table following factors can be interpreted that affect consumers behaviour.

Factor 1: It includes five variables namely; Prompt buy, Promotional Schemes, motivate me to purchase, gain my attention to the product purchase, and induce me to purchase. These factors can be named under adequate **Purchase**.

Factor 2: It also includes three variables namely; detail description, intent to buy more, create interest, easy to understand, and demonstrate the way of usage. These factors can be named under **Interest**.

Factor 3: The factor includes three factors, namely; know about new product, due attention, look online advertisement, update about product and new fashion. The variables can be placed under **Awareness**.

Factor 4: It includes three variables, namely; change perception, read and listen, convinced, always update about product and valuable information. The variables can be placed under **Conviction**.

Factor 5: The factor includes two variables, namely; feel satisfied, repeat purchase and more purchase. The variables can be placed under **Post Purchase Behaviour**.

Confirmatory Factor Analysis (CFA):

CFA (Confirmatory factor analysis) is an important analysis that helps in reconfirming the correlation with a pre-established theory (Everitt, 1998). In this study, R software is used for conducting CFA. The first step includes the creation of a confirmatory model. Below, figure shows the confirmatory model. Further, represent the indicator loadings, p-value, estimate values. "Indicator loadings should be at least 0.6 and ideally higher than 0.7" (Chin 1998a; Henseler et al., 2009, as cited in Duarte and Amaro 2018). Therefore, any value less than 0.6 has been removed from the model.

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Table.8. Summary of Results:

Constructs	CR	AVE	MSV
Awareness	0.853	0.551	0.457
Interest	0.908	0.664	0.469
Conviction	0.882	0.562	0.469
Post Purchase	0.821	0.607	0.004

Above table represents the summary of results where CR, AVE, and MSV is computed and compared. CR is more than 0.7 for all constructs, CR is more than AVE. AVE is more than 0.5, and AVE is more than MSV. Thus, all the criteria of validity and reliability are met.

Model fit Indices:

The above model is adequate or not is checked by measuring fit indices like CFI (Comparative Fit Index), TLI (Tucker Lewis Index), NFI (Normed Fit Index), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness Fit Index), and Root Mean Square of Approximation (RSME). The thumb rule state that the values of CIF and TIL must be 0.9 or more, indicating a good model fit. CFI should be more than TIL. RSME and square mean should be less than 0.05. Below table 7 reflects the results of the model fit.

Table.9. Model fit indices:

Model fit indices	Value	Acceptable criteria	Literature
Likelihood Ratio (χ^2/df)	1.825	≤ 4	Wheaton et al. (1977)
Comparative Fit Index (CFI)	0.968	>0.95, 0.9 and >0.8(acceptable)	Bentler(1990)
Tucker-Lewis Index (TLI)	0.963	>0.9	Bonnet&Bonnet (1980)
RMSEA	0.044	<0.05	Hu and Bentler (1990)
NFI	0.931	>0.9	Bollen(1989)
GFI	0.950	>0.9	Hu and Bentler (1990)

The above table reflects the index value of the required model fit indices. All the values of the model fit indices met the acceptable criteria. Thus, indicating a fit model.

Hypotheses Testing (Structural Model)

To examine the relationship between purchase behaviour, awareness, interest, conviction and post purchase behaviour, we used the structural equation modelling using the AMOS path analysis by imputing the Factor Score from CFA using AMOS.

Table. 10. Regression weights

	Estimate	S.E.	C.R.	P	Remark
Purchase Behaviour<---Awareness	.054	.121	.449	.653	H ₁ : Not Supported
Purchase Behaviour <---Interest	-.114	.120	-.952	.341	H ₂ : Not Supported
Purchase Behaviour <---Conviction	.511	.108	4.723	***	H ₃ : Supported
Purchase Behaviour <---Post Purchase Behaviour	.028	.044	.641	.522	H ₄ : Not Supported

Results indicated a good fit for the model presented including GFI of .950, and CFI of .968. The RMSEA 0.044 to achieve the desired values as RMSEA should be less than 0.08 for model fitness to achieve.

Hypotheses resulting based on path analysis shows that Purchase Behaviour is negatively and insignificantly associated with Awareness ($\beta = .054$, $P < 0.653$). Purchase Behaviour is negatively and significantly associated with Interest ($\beta = -0.114$, $P < 0.341$). Purchase Behaviour is positively and significantly associated with Conviction ($\beta = 0.0511$, $P < 0.05$). Purchase Behaviour is negatively and not significantly associated with Post Purchase Behaviour ($\beta = 0.028$, $P < 0.0522$). Based on these results, we accept the H3. We rejected H1, H2, and H4 since p-value is significant but the nature of relationship is negative which is contrary to our hypothesized nature of relationship.

Conclusion:

This study tested the impact of online advertisement on buying behaviour the study found that Awareness, Interest and post purchase behaviour has no significant impact on Purchase Behaviour only Conviction have significant impact on Purchase Behaviour. This study found that the consumers of Uttarakhand ignore Awareness and Interest and post purchase behaviour factor at the time of Purchase Behaviour and Consider only one factor that is Conviction.

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