

## Effect of Digital Advertising on Gen Y Customers – A study on Echo Boomers (1980 -2000)

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**ABSTRACT:** India's dream project is 'Digital India' this means everything in one touch and the main intension of Digital India is "Power to Empower". Digital advertising is become a new sensation to drag customer to the world of advertisement and companies have made changes in the products with help of feedback given by the customers. In this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade ago. The main aim of the study was to identify consumer attitude, perception and impact of digital advertising among echo boomers. The study is based on primary data collected from 50 women customers in Coimbatore city by adopting convenient sampling technique. The statistical tools such as Simple percentage Analysis, Multiple response, Descriptive statistics and ANOVA have been used to analyse the data. Now-a-days, women are balance both home and work like there are less space for them to spend time to make purchases decision. Digital advertising helps the women consumers to take decision regarding of purchase products & services.

**Keyword:** Digital advertisement, Women customers, attitude, perception and impact.

### INTRODUCTION

India's dream project is 'Digital India' this means everything in one touch and the main intension of Digital India is "Power to Empower". It has been developed to bless the Indian citizen to Search globally. It creates universal trend through digital innovation and creates positive impact on the people living in both rural and urban area it benefits both young and old. India has tremendous growth and move ahead to the dream of digital transformation. Today advertising also transformed to digital advertising to reach all kinds of customers and to follow upcoming trend. In 2016 India has become the second largest internet users throughout the world. Now a days fresher's and professional have high pace in building their career towards digital advertising. Digital advertising is influencing the people to buy and sell online. Through tremendous growth in digital advertising. So companies have started spending more and more in Digital advertising as they are getting better Rate of Interest in Digital medium compare to traditional. Digital advertising channels classified in two types traditional advertising and internet advertising. Traditional advertising has been classified in to three types mobile advertising, television advertising and radio advertising. Future internet advertising channels further classified into social media advertising, e-mail advertising,

content advertising, display advertising and web advertising. Digital advertising is become a new sensation to drag customer to the world of advertisement and companies made changes in the products with help of feedback given by the customers. Now-a-days, digital advertising reach the customer very fast soon and assurance about the quality proved by user comment. In this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade ago.

### STATEMENT OF THE PROBLEM

In the digital era, Internet becomes powerful medium of advertisement. Digital Advertising is a new form of communication intended to persuade an audience to purchase products, ideals or services. While advertising can be seen as necessary for economic growth, it is not without social costs. It frequently pressurise psychological on mind of consumer and intended to buy a product or services. This is main reason which influenced to carry out this study to identify the effect of digital advertising on Gen Y customers.

### OBJECTIVES

- To study the socio economic profile of echo boomers.

- To identify consumers' attitude and perception towards digital advertising, among echo boomers.
- To analyses the Impact of digital advertising among echo boomers.

## REVIEW OF LITERATURE

“Attitudes towards Digital Advertisements: Testing Differences between Social Media Ads and Mobile Ads” by *Gokhan Aydin (2016)*. The study aims to understand the differences between attitudes towards the social media ads and mobile ads, the most recent and rapidly growing forms of digital advertisements. The data have been collected from 489 respondents for mobile advertisement and 281 respondents for social media sites advertisement by using convenient sampling techniques. Percentage Analysis, Factor analysis, Regression, Factor score and t-Test have been used to analyse the data. The findings of the study has indicate that overall attitudes are negative towards both the mobile application advertisements and Facebook advertisements. The study has concluded that among the antecedents of attitudes, the perceived entertainment of the advertisements appeared to have the strongest effect on attitudes, while credibility appeared as the second most important factor affecting attitudes.

*Afrina Yasmin, Sadia Tasneem and Kaniz Fatema (2015)* have made a study on “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. The main

objective of digital marketing is to attract the customers and allowing them to interact with the brand through digital media. The study has explained the conceptual framework of Traditional Marketing vs Digital Marketing which ensures eco friendly environment. The study has explained the various the forms and advantages of digital marketing. The study has described the various forms of digital marketing, effectiveness of it and the impact on sales. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

## RESEARCH METHODOLOGY

The data have been collected from 50 women consumers in Coimbatore by applying convenient sampling technique. It has been collected directly from women customers by using a questionnaire. Secondary data for the study have been collected from various publications in journals, magazines, websites and books. This study is undertaken for a period of one month (May 2016). Statistical tools such as Simple percentage Analysis, Multiple response, Descriptive statistics and ANOVA have been used to analyse the data.

## ANALYSIS AND INTERPRETATION

Table 1 shows the classification of the respondents based on their Age, Educational qualification, Marital status, Occupation, Monthly income of the respondents, Family monthly income, and Residential area.

**TABLE NO: 1 -PERSONAL PROFILE OF THE CUSTOMERS**

PARTICULARS		No. of respondents	Per cent
Age	18 to 20 years	24	48.0
	21 to 23 years	12	24.0
	Above 23 years	14	28.0
Educational qualification	Graduate	8	16.0
	Post Graduate	10	20.0
	Research scholar	8	16.0
	Professionals	24	48.0
Marital status	Married	27	54.0
	Unmarried	23	46.0
Occupation	Student	10	20.0
	Professional	4	8.00
	Self employed	14	28.0
	House Wife	4	8.0
	Private Employee	8	16.0
	Government Employee	10	20.0
Monthly Income of The Respondents	Upto Rs.20,000	9	18.0
	Rs.20,001-30,000	6	12.0
	Rs.30,001-40,000	21	42.0
	Above 40,000	14	28.0
Family monthly income	Upto Rs.20,000	20	40.0
	Rs.20,001-40,000	15	30.0
	Rs.40,001-60,000	9	18.0
	Above 60,000	6	12.0
Residential area	Urban	38	76.0
	Semi-Urban	6	12.0
	Rural	6	12.0
Total		50	100.0

(Source: Computed)

It is inferred from the above table that 48 per cent of the respondents are between 18 to 20 years, 48 per cent of the respondents are Professionals, 54 per cent of the respondents are Married, and 28 per cent of the respondents are self employed, 42 per cent of the respondents monthly income ranges between Rs.30, 001-40, 000, 40 per cent of the respondents Family monthly income ranges Upto Rs.20001 and 76 per cent of them are living in urban area.

**TABLE NO.2: LEVEL OF USAGE OF INTERNET**

PARTICULARS		No. of respondents	Per cent
<b>Medium of Usage</b>	Personal Computer	15	30.0
	Tablet	8	16.0
	<b>Mobile Phone</b>	<b>23</b>	<b>46.0</b>
	I pad	4	8.0
<b>Place of Internet Access</b>	Home	6	12.0
	Working place/office	15	30.0
	<b>At time Any where</b>	<b>29</b>	<b>58.0</b>
<b>Period of Usage</b>	1-2 years	21	42.0
	3-4 years	6	12.0
	<b>Above 6 years</b>	<b>23</b>	<b>46.0</b>
<b>Frequency of Using Internet</b>	<b>Daily</b>	<b>25</b>	<b>50.0</b>
	Weekly	6	12.0
	Fortnightly	9	18.0
	Monthly	10	20.0
<b>Purpose of Using Internet</b>	Personal information	10	20.0
	Work	2	4.0
	Education	8	16.0
	Entertainment	9	18.0
	Shopping	7	14.0
	<b>All the above</b>	<b>14</b>	<b>28.0</b>
<b>Level of usage of Browsers</b>	Google chrome	18	36.0
	<b>Mozilla Firefox</b>	<b>25</b>	<b>50.0</b>
	Internet Explorer	2	4.0
	UC Browser	5	10.0
<b>Total</b>		<b>50</b>	<b>100.0</b>

(Source: Computed)

It is inferred from the above table that 44 per cent of the respondents are accessing internet through mobile phone, 58 per cent of the respondents access internet whenever they have time, 46 per cent of the respondents are using internet for above 6 years, 50 per cent of the respondents access internet daily, 28 per cent of the respondents are using internet for all the purpose (personal information, work, education, entertainment and shopping) and 50 per cent of the respondent frequently use Mozilla Firefox for using internet.

**TABLE NO.3 - ADVERTISING SITE PREFERRED BY CONSUMERS (MULTIPLE RESPONSE)**

S.No	Digital advertising sites	No. of Respondents	Per cent
<b>Traditional advertising</b>			
1.	Mobile Advertising	21	42.0
2.	Television Advertising	30	60.0
3.	Radio Advertising	6	12.0
<b>Internet channel Advertising</b>			
4.	E-mail Advertising	38	76.0
5.	Content Advertising	9	18.0
6.	Social Media Advertising	50	100.0
7.	Display Advertising	44	88.0
8.	Search Advertising	6	12.0
9.	Website Advertising	12	24.0

(Source: Computed)

It is inferred from the above table that 100 per cent of the respondents are attracted to social media advertising, 88 per cent of them are attracted to display advertising, 76 per cent of them attracted to e-mail advertising, 60

per cent of the respondents are attracted to television advertisement, 42 per cent of them are attracted to mobile advertising, 24 per cent are attracted to website advertising, 18 per cent are attracted to content advertising, and 12 per cent of the respondents attracted to both radio advertising and search advertising.

**TABLE NO.4 - LEVEL OF AGREEABILITY OF VARIOUS TRADITIONAL ADVERTISING ATTITUDE FACTORS**

Attitude Factors	N	Minimum	Maximum	Mean	Std. Deviation
To capture attention of customer very quickly	50	4	5	4.42	.499
Demo of the product through advertisement	50	3	4	3.88	.328
Wide Audience	50	3	5	3.82	.800
Identify branded products	50	4	4	4.00	.000
Visually appealing and engaging	50	2	5	3.60	1.050
Promote product mix	50	2	5	3.24	1.080
Effortless decision making process	50	1	5	3.42	1.263
Choose of alternatives is more easy	50	2	5	3.42	.992
<b>Celebrates in advertisement</b>	<b>50</b>	<b>4</b>	<b>5</b>	<b>4.76</b>	<b>.431</b>
Expected Quality	50	3	5	4.46	.706

(Source: Computed)

The above table presents the mean ratings obtained for the level of agreeability of traditional advertisement attitude factors. The ratings given by the respondents range between 1 and 5, 1 for Strongly Disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for Strongly agree.

Most of the respondents are **strongly agreed** with 'Celebrates in advertisement' (mean 4.76). The respondents are **agreed** with 'Expected Quality' (mean 4.46) and 'capture attention of customer very quickly' (mean 4.42) are traditional advertisement attitude factors. Most of the respondents are neither **agree** nor **disagree** with 'Promote product mix' (mean 3.24).

**TABLE NO.5 - LEVEL OF AGREEABILITY OF VARIOUS INTERNET ADVERTISING ATTITUDE FACTORS**

Attitude Factors	N	Minimum	Maximum	Mean	Std. Deviation
<b>Very essential</b>	<b>50</b>	<b>4</b>	<b>5</b>	<b>4.70</b>	<b>.463</b>
Easy access of information	50	3	5	4.24	.894
Get feedback from previous users	50	4	4	4.00	.000
Identify branded products	50	3	5	3.76	.657
Attractive advertisements	50	3	5	3.88	.594
View new product advertisements and Specification	50	2	4	3.30	.763
Effortless decision making process	50	1	5	2.82	1.224
Evaluate post purchase behavior	50	1	5	3.06	1.331
Quality search of products	50	1	5	3.54	1.358
Immediate aware about discount sale	50	1	5	3.24	1.238

(Source: Computed)

Most of the respondents are **strongly agreed** with 'Very essential' (mean 4.70). The respondents are **agreed** with 'Easy access of information' (mean 4.24) and 'Get feedback from previous users' (mean 4.00) are Internet

advertisement attitude factors. Most of the respondents **disagree** with ‘Effortless decision making process’ (mean3.24).

**TABLE NO.6 - LEVEL OF AGREEABILITY OF VARIOUS PERCEPTION FACTORS**

Factors	N	Minimum	Maximum	Mean	Std. Deviation
<b>Innovative Advertising</b>	<b>50</b>	<b>4</b>	<b>5</b>	<b>4.42</b>	<b>.499</b>
Immediate response to feedback	50	3	5	3.84	.618
Transparency	50	2	5	3.62	1.244
Convenient	50	3	5	4.26	.723
Price perception	50	3	5	3.94	.550
Trustworthiness	50	2	5	3.06	.956
Quality of information	50	2	4	2.78	.815
Products specifications	50	2	5	3.84	.934
Prestige Value	50	4	5	4.12	.328
Clear Product Information For the Customer	50	3	5	3.94	.550

(Source: Computed)

Most of the respondents are **agreed** with ‘*Innovative Advertising*’ (mean 4.42) and ‘*Convenient*’ (mean 4.26) are perception factors. Most of the respondents **disagree** with ‘Quality of information’ (mean 2.78).

#### ANOVA- IMPACT SCORE

ANOVA has been employed to find out whether there is any significant difference in the impact scores of the respondents based on their personal factors.

**H<sub>0</sub>**: The impact scores of digital advertising do not differ significantly among respondents having different age, educational qualification, occupation and family monthly income.

**TABLE NO.7 - PERSONAL FACTORS VS IMPACT SCORE**

Particulars		Impact Mean Score			F	Sig	H <sub>0</sub>
		No.	Mean	S.D			
PERSONAL FACTORS	CLASSIFICATIONS						
<b>Age</b>	<b>18 to 20 years</b>	<b>24</b>	<b>37.83</b>	<b>3.435</b>	.031	.969	Rejected
	21 to 23 years	12	38.08	2.234			
	Above 23 years	14	37.79	3.683			
<b>Educational qualification</b>	Graduate	8	40.50	1.604	31.255	.000	Accepted
	Post Graduate	10	41.40	1.265			
	Research scholar	8	35.00	.000			
	<b>Professional</b>	<b>24</b>	<b>36.50</b>	<b>2.798</b>			
<b>Occupation</b>	Student	10	39.90	1.449	1.769	.139	Rejected
	professional	3	35.00	3.464			
	<b>Self employed</b>	<b>15</b>	<b>38.13</b>	<b>3.091</b>			
	House Wife	4	38.00	3.742			
	Private Employee	8	37.50	3.464			
	Govt Employee	10	36.60	3.596			

<b>Family Monthly Income</b>	<b>Upto Rs.20000</b>	<b>20</b>	<b>38.40</b>	<b>1.930</b>	1.792	.162	Rejected
	Rs.20001-40000	14	37.64	3.954			
	Rs.40001-60000	9	38.89	3.689			
	Above 60000	7	35.57	3.359			
	Semi-Urban	6	38.00	.000			
	Rural	6	39.00	.000			

(Source: computed)

It is evident from the above table that the highest mean value (**37.83**) has been found for the **age group 18 to 20 years**, which denotes that the **echo boomers** have high level of impact towards **digital advertising** when compared to the other **age groups**. The ANOVA result shows that the F- ratio value .969 is higher than the 0.05 at 5 per cent level of significance. Hence, it is inferred that the level of impact **digital advertising** do not differ significantly among the respondents having different **age groups**. **Hence, the null hypothesis is accepted.**

It is evident from the above table that the highest mean value (**36.50**) has been found for **professionals**, which denotes that the **echo boomers** have high level of impact towards **digital advertising** when compared other **educational qualification groups**. The result shows that the F- ratio value 0.000 is lesser than the 0.05 at 5 per cent level significance. It is inferred that the level of impact **digital advertising** differ significantly among the respondents based on their **educational qualification**. **Hence, the null hypothesis is Rejected.**

It is evident from the above table that the highest mean value (**16.04**) has been found for the **self employed group**, which denotes that the **echo boomers** have high level of impact towards **digital advertising** when compare to other **occupational groups**. The result shows that the F- ratio value 0.139 is **less than** then the 0.05 at 5 per cent level of significance. It is inferred that the level of impact **digital advertising** do not differ significantly among the respondents based on their **occupation**. **Hence, the null hypothesis is Accepted .**

#### Reference

1. *Afrina Yasmin, Sadia Tasneem and Kaniz Fatema* "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study", International Journal of Management Science and Business Administration, Vol 1. No 5. , April 2015., ISSN 1849-5419 (print), pp. 69-80.
2. *Gokhan Aydin* "Attitudes towards Digital Advertisements: Testing Differences between Social Media Ads and Mobile Ads", International Journal of Research in Business Studies and Management, Volume 3, Issue 2, February 2016, pp,1-11.

#### Journals

- ◆ Information Management and Business Review
- ◆ International Journal of Management Science and Business Administration
- ◆ International Journal of Research in Economics and Social Sciences
- ◆ International Journal of Business and Management Invention

It is evident from the above table that the highest mean value (**38.40**) has been found for the **upto Rs.20,000** which denotes that the **echo boomers** have high level of impact towards **digital advertising** when compared to the respondents of other **family monthly income groups**. The result shows that the F- ratio value .162 is **lesser** than the **0.05**. It is inferred that the level of impact in **digital advertising** differ significantly among the **family monthly income groups**. **Hence, the null hypothesis is rejected.**

#### SUGGESTIONS

- ◆ Content advertising and search advertising should be reached to consumers.
- ◆ Trustworthiness about quality of information should be increased.
- ◆ Product information should be more reliable for consumers to make decisions.
- ◆ Social media sites promoters should be band fake advertisement.
- ◆ Display advertising disturbs consumers while accessing internet.

#### CONCLUSION

It is clear from the above analysis that the women customers are now shift their in view towards digital advertisement and they think it is very essential for them to make correct decision with the assist of digital advertisement. Digital advertisement give detail knowledge about product information, demo, offers and discount and it also provide information and offer about previous search make in online shopping sites that motives customer to buy product/services. Now-a-days, women are balancing both home and work life there are less space for them to spend time to make purchases decisions.