



# **IMPACT OF DIGITAL ADVERTISEMENT ON PARENTS PURCHASING BEHAVIOR WITH SPECIAL REFERENCE SIVAKASI**

**Dr. R. C. SARAVANA KUMAR., M.Com (CA), MBA., Ph.D.**

Assistant Professor of Commerce,  
Ayya Nadar Janaki Ammal College (Autonomous),  
Srivilliputtur Road, Sivakasi – 626 124.

**Dr. A. CHELLA DURAI., M.Com (CA), M.Phil., PGDCA., Ph.D.**

Assistant Professor of Commerce,  
Ayya Nadar Janaki Ammal College (Autonomous),  
Srivilliputtur Road, Sivakasi – 626 124.

## **ABSTRACT**

*This research work is digital advertising with an emphasis on the influence of digital advertising on parents' purchasing decisions. The purpose of this study is to investigate which media, in the current period of fierce competition for small enterprises, is more effective. Every advertising media has unique restrictions and difficulties. Many brands today prioritize both in order to vary their marketing mix. The fact that parents nowadays are using the internet more and more is one of the most significant facts here. In a geographically diverse market, a single website may be able to reach its target audience. The quantity of consumers reached by print media, such as magazines and newspapers, is restricted by the direct mailing methods used for circulation. Ads have to relate to their client and persuade them to make judgments about purchases. A web page may only be visited for a few seconds by internet users, which might make it challenging for an advertisement to draw in customers. Additionally, users of the internet can choose to install various ad-blocking programs in order to stop advertisements from showing on websites. Print media consumers read brochures, magazines, and newspapers cover to cover for several minutes at a time, giving advertisements ample opportunity to establish a connection with their target audience.*

*In order to determine the effects of both types of advertising on parents' purchasing behavior, this study will employ survey methods.*

**Keywords:** *Parents' Purchase Behavior, Digital Advertising*

---

## ***Introduction***

An advertisement serves as a means of informational communication as well as encouragement of audience members to choose a product or service. It is regarded as a crucial component for the financial success of marketers and enterprises.

In an extremely conventional and conservative setting, businessmen used to concentrate on customers between the ages of thirty and forty-five. Nonetheless, for the past 20 years, a growing number of young individuals have entered the market as potential consumers (Michman et al., 2003). The idea that materialism and consumerism are exclusive to the elder age is one that is hard to embrace. In actuality, today's youth are far more coordinated with the many facets of materialism and consumerism. In this regard, it has become necessary for businessmen to comprehend and possess a practical understanding of the purchasing habits of youth in order to tailor their marketing strategies and business plans to the needs and desires of this powerful and influential consumer group. It is imperative for entrepreneurs to comprehend the perceptions and values of younger consumers regarding their offerings. Practically speaking, the most proactive and competitive businessmen have already begun to focus less on the younger customer base. Indeed, today's youth are susceptible to and more sensitive to a variety of marketing and advertising strategies. (O'Shaughnessy and O'Shaughnessy (2003)). Furthermore, the parents do not in any way support the overly generalized conclusion that the customers are sitting ducks. Actually, a product, commodity, or service's expansiveness is not the only thing that draws in youthful buyers. Like any other sector of educated consumers, young people aim to get value for their money and are only interested in goods and services that contribute to their sense of identity and well-being. Young consumers are becoming more and more prevalent, and because of this, businesspeople need to be aware of them as well. Due to the increase in the number and spending power of young customers, businesspeople must not only be aware of this market segment but also make an effort to businesses should align their promotional efforts and business strategies with the expectations of their target audience.

Parents now have access to far more information than they did even a few years ago. The way parents live has drastically changed as a result of technological advancements. One has to question the extent to which these commercials influence parents' perceptions given the level of engagement these parents have with digital media. One of the most effective forms of persuasive communication nowadays is digital media. The majority of a parent's time is spent on the internet consuming various kinds of information. Advertisements from various media outlets provide insight into the workings of various civilizations and lifestyles.

Parents' purchasing decisions are being influenced by a plethora of marketing. Almost everyone matures in a world where mass media, such as television, advertisements, movies, videos, billboards, magazines, newspapers, movies, music, and the internet, is everywhere. A key role that

various forms of advertising play is in keeping people's preferences for goods and services up to date. It appears that today's new media, most notably the internet, is a vital information source. Marketers worldwide are swooning over the growing prospects presented by the webs in search of more efficient ways to connect with their target audiences. Spending on digital advertising, including web ads, is always increasing, particularly because of its ability to work in tandem with print and television ads. As digital advertising becomes more widely used, the World Wide Web is progressively becoming into a standard platform for advertisements. The internet provides a world of commercial marketing with worldwide reach, interactive series, and rich media tool. It is interesting to note that, despite a great deal of research being done on the future of digital advertising and how consumers will respond to it, less attention has been paid to the digital ads and their layouts that appear on the homepages of various websites. Despite the fact that individuals still find digital ads entertaining, their formative value and ability to influence consumer behavior are significant factors. We think the study will help marketers introduce more effective advertising strategies by providing insightful information about the ins and outs of advertising to both advertising schools and execution. Based on a review of the literature, a few key indicators have been chosen for the investigation of how internet advertising affects parents' purchasing decisions.

- The advertised product's quality.
- The cost of the goods being offered;
- The advertised brand image.
- Informational, entertaining, and persuasive content.
- Endorsements from celebrities.

### ***Objectives***

- Researching the impact of internet advertisements on parental behavior.
- To ascertain the factors influencing parents' purchasing decisions.

### ***Digital Advertising***

These days, the internet is unlike any other kind of communication; it has become essential to our way of life due to its ability to combine elements of print, sound, and visual media into one seamless whole, all the while facilitating direct communication between advertisers and their target audience. These many characteristics made the internet appealing and practical as the new medium for communication in the future, and it appears that advertising and parents are starting to notice this as well.

The attitude of parents toward advertising has been deemed significant to monitor, since it is likely to impact parents' exposure to, attention to, and response to specific advertisements through various forms of awareness and affective processes. Nonetheless, the parents have a great deal of authority over visibility for your brand through a variety of digital advertising formats. Although the business may ask for customers' attention, individuals have more influence over their exposure thanks to the interactive nature of web adverts.

### ***Research Methodology***

Teachers, workers at various companies, and college-bound students were the subjects of a

research survey I did to investigate the study's goal.

Both primary and secondary data were used in this study. In addition to using a structured questionnaire to gather primary data, I will also attempt to interview respondents. The secondary data will be gathered digital, in books, journals, and other materials.

Research Type: Analytical research

60 is the sample size.

Location: Krishnan Kovil, Kalasalingam University

Data Analysis Procedure: This research will use a variety of tools, including graphs, MS Excel, percentage charts, and more.

Data Interpretation and Analysis: An organized survey is created. In order to assess the data and calculated factors, 60 people's responses are collected and converted to a percentage are taken into account in order to determine how parents' purchasing behaviors are affected by internet advertisements.

## IMPACT OF DIGITAL ADVERTISEMENT ON PARENTS PURCHASING BEHAVIOR

### Education

	Frequency	Percent	Valid Percent	CumulativePercent
Intermediate	4	6.7	6.7	6.7
Other	5	9.2	9.2	15.8
Valid PG	32	53.3	53.3	69.2
Primary	1	.8	.8	70.0
UG	18	30.0	30.0	100.0
Total	60	100.0	100.0	

**Interpretation:** In this research work, parents who are over 58% in the age range of 22–27, 11.7% in the age range of 34–40, 16.7% in the age range of 28–33, and 13.3% in the age range of 16–21 are included. Of these, 53.3% of the parents are PG members, 30% are UG members, 6.7% are intermediate members, 0.8% are primary members, and 9.2% are other members.

### Profession

	Frequency	Percent	Valid Percent	CumulativePercent
Business	4	7.5	7.5	7.5
Government job	8	12.5	12.5	20.0
Valid Other	3	4.2	4.2	24.2
Private job	13	21.7	21.7	45.8
Student	32	54.2	54.2	100.0
Total	60	100.0	100.0	

**Interpretation:** 54.2% of parents are students, 21.7% of parents work in the private sector, 12.5% work for the government, 7.5% operate their own company, and 4.2% of parents are employed in other professions.

**Residence**

	Frequency	Percent	Valid Percent	CumulativePercent
Rural	15	24.2	24.2	24.2
Valid Urban	45	75.8	75.8	100.0
Total	60	100.0	100.0	

**Interpretation:** In this study, parents make up 75.8% of the sample who are from urban areas, and 24.2% who are from rural ones.

**Smart phone used or not**

	Frequency	Percent	Valid Percent	CumulativePercent
No	1	.8	.8	.8
Valid Yes	59	99.2	99.2	100.0
Total	60	100.0	100.0	

**Interpretation:** Approximately 99.2% of parents in the current period use a smartphone, whereas 0.8% do not.

**Internet connection in your smart phone**

	Frequency	Percent	Valid Percent	CumulativePercent
No	2	1.7	1.7	1.7
Valid Yes	58	98.3	98.3	100.0
Total	60	100.0	100.0	

**Interpretation:** One percent of parents do not use the internet, while 98.3% of parents have a mobile internet connection.

**Do you use internet everyday**

	Frequency	Percent	Valid Percent	CumulativePercent
1-3 hours	23	40.0	40.0	40.0
3-5 hours	13	22.5	22.5	62.5
Valid 5-6 hours	14	24.2	24.2	86.7
6-7 hours	4	5.8	5.8	92.5
More than 7 hours	6	7.5	7.5	100.0
Total	60	100.0	100.0	

**Interpretation:** According to this study, almost 40% of parents use the internet for one to three hours every day, 24.2% for five to six hours, 22.5% for three to five hours, and 7.5% for more than seven hours. The remaining 5.8% of parents use the internet for six to seven hours every day.

### Do you get information about products

	Frequency	Percent	Valid Percent	CumulativePercent
E-mail ads	4	4.2	4.2	4.2
Google ad words	4	4.2	4.2	8.3
In-app ads	12	18.3	18.3	26.7
Valid Mobile	25	41.7	41.7	68.3
Others	4	4.2	4.2	72.5
Social site	11	27.5	27.5	100.0
Total	60	100.0	100.0	

**Interpretation:** Over 41 percent of parents learn about products via mobile devices; 18.3 percent learn through in-app advertisements; approximately 27.5% learn through social media; 4.2% learn about products through email advertisements; 4.2% learn about products through Google ad words; and 4.2% learn about products from other websites.

### Do you ever notice the advertisement

	Frequency	Percent	Valid Percent	CumulativePercent
No	14	22.5	22.5	22.5
Valid Yes	46	77.5	77.5	100.0
Total	60	100.0	100.0	

**Interpretation:** As we can see, businesses use a variety of strategies to advertise their goods and services in an effort to draw in clients. According to this study, 77.5% of parents see the commercial, compared to 22.5% who don't.

### Purchase from digital site

	Frequency	Percent	Valid Percent	CumulativePercent
	1	.8	.8	.8
Valid No	3	5.8	5.8	6.7
Yes	56	93.3	93.3	100.0
Total	60	100.0	100.0	

**Interpretation:** As we can see, the majority of consumers in the digital age buy things via websites. The findings of this study indicate that 93.3% of parents buy products from digital retailers, whereas 5.8% buy products from physical retailers.

### I inspired with digital advertisement

	Frequency	Percent	Valid Percent	CumulativePercent
Agree	23	38.3	38.3	38.3
Disagree	4	6.7	6.7	45.0
Valid Neutral	11	18.3	18.3	63.3
Strongly agree	22	36.7	36.7	100.0
Total	60	100.0	100.0	

**Interpretation:** Businesses employ a variety of advertising strategies to draw in customers. According to this study, 38.3% of parents agreed that an internet marketing encouraged them to buy the products, while only 6.7% disagreed. 18.3% of parents did not react, however 36.7% of parents strongly agreed with this statement.

**Normally purchase a product**

	Frequency	Percent	Valid Percent	CumulativePercent
Valid Research and purchase from mobile.	20	34.2	34.2	34.2
Research in mobile and purchase from laptop.	6	9.2	9.2	43.3
Research in mobile and purchase from retail shop.	11	35.0	35.0	78.3
Visit and purchase from retail shop itself	8	12.5	12.5	90.8
Visit the retail shop and purchase from mobile	5	9.2	9.2	100.0
Total	60	100.0	100.0	

**Interpretation:** According to my research, 34.3% of parents typically use their phones to research and buy things. 9.2% of parents use a laptop to research products and make their purchases. 35% of parents use mobile to research. 35 percent of parents use their phones to investigate things before buying them from a store. A total of 12.5 percent of parents visit retail stores and make purchases there. 9.2% of parents make purchases from their phones while at the store.

**Type product/service did you purchase digital**

	Frequency	Percent	Valid Percent	CumulativePercent
Valid Books	04	8.3	8.3	8.3
Cosmetic products	7	11.7	11.7	20.0
Electronic	15	24.2	24.2	44.2
Fashion accessories	15	24.2	24.2	68.3
Kitchen/home items	05	8.3	8.3	76.7
Others	8	14.2	14.2	90.8
Sports equipments	06	9.2	9.2	100.0
Total	60	100.0	100.0	

**Interpretation:** 8.3% of parents like to buy books digital, 11.7% of parents use websites to buy cosmetics, 24.2% of parents buy electronics, and 24.2% of parents buy fashion accessories. 8.3% of parents use an digital store to buy household or kitchen goods, 9.2% use it to buy sporting goods, and 9.2% use it to buy other things.

Research Through Innovation

**How many times did you have digital shopping during last year**

	Frequency	Percent	Valid Percent	CumulativePercent
	1	.8	.8	.8
Valid	10-20 times	14	24.2	25.0
	20-30 times	09	15.0	40.0
	30-40 times	1	.8	40.8
	Less than 10 times	32	53.3	94.2
	More than 40	3	5.8	100.0
	Total	60	100.0	100.0

**Interpretation:** In this case, over 53.0% of parents shopped digital fewer than ten times in the previous year, while 24.2% of parents shopped 140–20 times. 15% of parents have made 20–30 digital purchases. Whereas 0.8% of parents have shopped digital for 30 to 40 times, 5.8% of parents have shopped digital more than 40 times.

**Felt any problem while conducting digital purchase**

	Frequency	Percent	Valid Percent	CumulativePercent
	1	.8	.8	.8
Valid	No	25	40.0	40.8
	Yes	34	59.2	100.0
	Total	60	100.0	100.0

**Interpretation:** According to my research, 59.2% of parents experienced difficulty making an digital purchase, compared to 40% who did not.

**If yes than what kind of problems**

	Frequency	Percent	Valid Percent	Cumulative Percent
	5	9.2	9.2	9.2
Valid	Delivery time is not clear	8	12.5	21.7
	Fake/malicious digital stores.	4	5.8	27.5
	Others	14	24.2	51.7
	Payment confirmation missing.	4	7.5	59.2
	Payment preferences are limited.	4	5.8	65.0
	Product quality (can be cheap).	14	23.3	88.3
	Risk of credit card transaction	6	10.0	98.3
	Unclear website policies	1	1.7	100.0
	Total	60	100.0	100.0

**Interpretation:** This study found that 5.8% of parents experienced problems because of phony or malevolent digital stores, while 12.5% of parents experienced problems because the products' delivery times were unclear. 7.5% of parents experienced issues since there was no payment confirmation. 5.8% of parents felt that their restricted financing options were an issue. 23.3% of parents had issues as a result of low-quality products. Ten percent of respondents also feel the risks associated with using a credit card. Uncertain website policies caused problems for 1.7% of parents as well.

**After purchase what type of experience will you share with others**

	Frequency	Percent	Valid Percent	CumulativePercent
All the above mentioned.	15	25.0	25.0	25.0
Bad experience with the product.	8	13.3	13.3	38.3
Valid Good experience with the product.	15	25.0	25.0	63.3
Nice deal which you got in term of price.	22	36.7	36.7	100.0
Total	60	100.0	100.0	

**Interpretation:** More than three-quarters of parents share a positive experience with a product, 25% share a positive experience with a product, 13.3% share a negative experience with a product, and 25% share all of the above experiences.

**How often do you use internet for shopping**

	Frequency	Percent	Valid Percent	CumulativePercent
Never	1	1.7	1.7	1.7
Often	18	30.0	30.0	31.7
Valid Rarely	4	7.5	7.5	39.2
Sometimes	22	35.8	35.8	75.0
Very often	15	25.0	25.0	100.0
Total	60	100.0	100.0	

**Interpretation:** 25% parents use internet quite regularly, for shopping. About 35.8% parents sometimes the internet for shopping and 30% parents often use the internet for shopping. 1.7% of parents use the internet for shopping, compared to 7.5% of parents who use it seldom.

**Select an appropriate amount you would spent on a single digital purchase**

	Frequency	Percent	Valid Percent	CumulativePercent
<1000	10	16.7	16.7	16.7
>1000	1	19.2	19.2	35.8
Valid 1000-3000	18	30.0	30.0	65.8
10000-20000	05	8.3	8.3	74.2
3000-5000	9	15.8	15.8	90.0
5000-10000	5	9.2	9.2	99.2
More than 20000	2	.8	.8	100.0
Total	60	100.0	100.0	

**Interpretation:** The study indicates that over 30% of parents spend between \$1,000 and \$3,000 on a single purchase, 19.2% of parents spend \$1,000 or more, and 16.7% of parents spend \$1,000 or less. On a single purchase, 15.8% of parents spent between \$3000-5000, 9.2% of parents spent between \$5,000 and \$10,000, and 8.3% of parents spent between \$10,000 and \$20,000.

**which digital site do you like most**

	Frequency	Percent	Valid Percent	CumulativePercent
	1	.8	.8	.8
Amazon.com	21	35.0	35.0	35.8
Jabong.com	11	18.3	18.3	54.2

Valid	Flipkart.com	12	20.8	20.8	75.0
	Homeshop8.com	1	1.7	1.7	76.7
	Myntra.com	8	13.3	13.3	90.0
	Others	4	7.5	7.5	97.5
	Snapdeal.com	2	2.5	2.5	100.0
	Total	60	100.0	100.0	

**Interpretation:** My research indicates that 35 percent of parents preferred Amazon.com. While 1.7% of parents like homeshop8.com, 2.5% prefer snapdeal.com, and 7.5% prefer other digital sites, 18% of parents like jabong.com, 13% like myntra.com, and 20% like flipcart.com.

### Do you think digital advertisement attract and influence your purchasingbehaviour

	Frequency	Percent	Valid Percent	CumulativePercent
Valid	Agree	20	34.2	34.2
	Disagree	5	7.5	41.7
	Neutral	9	15.0	56.7
	Strongly agree	25	42.5	99.2
	Strongly disagree	1	.8	100.0
	Total	60	100.0	100.0

**Interpretation:** The majority of parents (42.5%) strongly agreed and 34.2% agreed that digital advertisements have an impact on your shopping behavior. A mere 1.8% of parents strongly disagreed with the assertion, 7.5% disagreed, and 15% chose not to reply.

### Factors affecting digital purchasing behaviour!

	Frequency	Percent	Valid Percent	CumulativePercent
Valid	Attributes	13	21.7	21.7
	Others	5	8.3	30.0
	Parents income	4	7.5	37.5
	Price	24	39.2	76.7
	Trends	14	23.3	100.0
	Total	60	100.0	100.0

**Interpretation:** Numerous factors influence the purchasing decisions made by customers. According to my research, 7.5% of parents' shopping decisions are influenced by their parents' income. 21.7% of parents make a purchase after evaluating the product's quality. Whereas 8.3% of parents buy things because of other reasons, 39.2% of parents buy products based on price.

### Do you prefer to purchase digital shopping on special occasions

	Frequency	Percent	Valid Percent	CumulativePercent
Valid	Agree	22	36.7	36.7
	Disagree	8	13.3	50.0
	Neutral	15	25.8	75.8
	Strongly agree	14	22.5	98.3
	Strongly disagree	1	1.7	100.0
	Total	60	100.0	100.0

**Interpretation:** On special occasions, we typically buy things digital. Of the parents surveyed, 36.7% agreed with this statement and 22.5% strongly agreed that they like to shop digital. When asked if they preferred to shop digital just on exceptional occasions, 13.3% of parents disagree, 1.7% strongly disagree, and 25.8% of parents chose not to answer.

### Are you satisfied with your last digital purchase

	Frequency	Percent	Valid Percent	CumulativePercent
Valid Agree	31	51.7	51.7	51.7
Neutral	10	15.8	15.8	67.5
Strongly agree	19	32.5	32.5	100.0
Total	60	100.0	100.0	

**Interpretation:** According to the research paper, approximately 51.7% of parents are happy with the digital purchase they made, 32.5% strongly agree, and 15.8% of parents did not react.

### Finding-

- We are more exposed to our parents through digital media. According to my research, the majority of parents (99.2%) now own smart phones, and 98.3% of them have a mobile internet connection and utilize it daily. According to my research, over 77% of parents see the advertisements and the majority of them—94.1%—buy the products from the website.
- When questioned, did they say that internet advertisements motivated them? The majority of respondents then stated that digital advertisements had motivated them, and over 50% of parents typically buy various things from websites. This study shows that even 84.2% of parents are satisfied with their internet purchases.

-They had payment-related issues when they were purchasing digital restricted preferences. After making an digital purchase, the majorities of parents are happy with their purchases and typically choose to shop at amazon.com.

### Conclusion

My research paper's goal was to use a sample of different employees and pupils to ascertain how digital advertisements affected parents' behavior. After analyzing the data, I came to the conclusion that parents' media consumption habits and their degree of awareness of the many platforms that various corporations in our nation have selected for their advertisements determine the impact of the internet on reach and awareness-building. This suggests that digital advertisements have a medium level of dependability. Additionally, I discovered that businesses are spending an increasing amount of money on digital shopping, and that all products are offered on these websites. The study also finds that there is a strong correlation between parents' digital and purchase decisions and internet advertisements. One important factor in predicting the parents' behavior was the advertisement. This suggests that businesses should spend more on producing trustworthy advertisements to grow their market share and draw in customers. They should also carry out market research on various markets across international borders to make sure the internet advertising program they're implementing is appropriate for the targeted markets and will enhance product purchases.

## References

1. Koetsier J. (2014) notes that digital advertising surpasses broadcast TV for the first time ever, hitting \$43 billion. Digital Marketing Association.
2. Abdul L, Salman S, Zain AU (2011) Role models' Effect on the Buying Behavior of Pakistani Urban Teens. *European Journal of Finance, Administrative Sciences, and Economics* 31: 07–16.
3. Consumer Attitude Towards Television Advertisements, Chitra V, Kothai S, 2014. IRACST.
4. Gaurav B, Gupta SK (2013) The influence of digital advertising on consumer purchasing behavior. *International Journal of Finance and Marketing Research*, Volume 3, Issue 3.
5. Ahn E, Edward SM (2002) Click-through reaction to banner ads versus brand attitude. presentation made at the American Academy of Advertising.
6. Functional and Belief Dimensions of Attitudes to Television Advertising, Alwitt LF, Prabhakar PR (1992). *Journal of Advertising Research* 32: 30-42
7. Lutz RJ (1985) A conceptual framework for the affective and cognitive antecedents of attitude toward the advertisement. *Psychological Processes and Advertising Effects: Theory, Research, and Application*, Alwitt LF, Mitchell AA (Eds.). Erlbaum, Hillsboro, New Jersey.
8. Sundar, SS, Narayan, S, Obregon, R, Uppal, C (1998) Is digital advertising effective? Recall for internet versus print media. 75: 822–835 in *Journalism and Mass Communication Quarterly*.
9. Method A (2000) Advertising Effectiveness and Attitudes. 40: 67–72 in *Journal of Advertising Research*.
10. Various forced-exposure levels to banner ads Chang-Hoan C, Jung-Gyo L, Tharp M (2001). 41: 45–56 in *Journal of Advertising Research*.
11. Forced exposure and psychological reactance: causes and effects of the perception of pop-up advertisements as invasive (Steven EM, Li H, Joo-Hyun L, 2002). 31: 83-95 in *Journal of Advertising*.

