

Online Advertisement Influence On Consumers' Purchasing Pattern During The Covid-19 Pandemic

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ABSTRACT: This study aims to find the online advertisement's influence on consumers' purchasing pattern during the covid-19 pandemic. As lockdown restrictions were announced people stayed in their houses, so we turned to our smartphones and social media to connect with friends and families. We've spent more time online speaking to friends, but we've also spent more time with online advertising. The study is to examine the online advertisements have the potential to influence consumer purchase decisions. The finding of the studies will help the brands to understand online advertisements influence consumers buying behavior.

KEYWORDS: Consumer, purchase, behavior, influence, online, advertisement, COVID-19, Pandemic, social media.

I. INTRODUCTION

An online advertisement is a promotional activity done with the help of the Internet. Brands using online advertisements as part of their marketing tool to advertise on social media for a specific target audience. The advantage of social media is the consumer will give their demographic information. Thus, the brand can reach its target audience with user-provided data. In social media, the engagement of the consumers can be measured by the brand. Based on the audience interaction, the brand can identify its consumer's likes and dislikes. Now, the brand can target its consumer by displaying an advertisement on their social media sites that is related to their interests. Many brands are using online advertisements effectively, especially social media marketing. If consumers use a search engine like Google looking for a product or services, they will be retargeted by that brands on social media with the advertisement for the product they searched for and also to make the target audience click the ad which again will redirect them to the websites and track their activities like how much time they have spent on

the website and what they add to their cart, and did they make any purchases. Now-a-days online marketing is in peak because of its massive advantage on the social media platform. Every business started to adopt online marketing to build its brand image and to build a relationship with its consumers directly. Especially during the Covid-19 pandemic, every business started to adopt online marketing. In the lockdown period, businesses used online platforms very efficiently to engage on LinkedIn, Facebook, Instagram, Twitter, and other social media platform to connect with their consumers.

In 2019 world faced a global pandemic because of the coronavirus. The coronavirus was first found in Wuhan, China. The virus started to spread all over the world and lockdown was announced, education was conducted through online mode for colleges and school students. The companies asked employees to work from home by considering the safeties. People started to get connected through social media with friends and family to know how they are doing in the lockdown and usage of social media has been increased. This study aimed to find out the online advertisement has the potential to influence consumers' purchasing patterns during the covid-19 pandemic.

CONSUMER BUYING BEHAVIOR

Consumer buying behavior is the process that has taken a place before consumer buying a product or service. The major factors that influence consumer behavior are age, salary, occupation, and income. It is very important to understand consumer behavior for every business to increase its sales.

II. REVIEW OF THE LITERATURE

➤ **Idris, Izian & Alias, Siti & Haji Ahmad, Arman & Xin, Serena (2019)**, States that the young age group is attracted to online advertisements compared to other age groups.

Consumers' purchase intention is influenced by advertising appeal and the brand ambassadors who appear in online advertisements. The creativity of online advertisements doesn't influence consumer purchase behavior.

- **Shaouf, Abubaker (2018)**, States that design and unique features of online advertisement grab the attention of consumers and improve the psychological state such as attitude and emotion. Online advertisement message is very effective to influence and entertainment the consumers.
- **Dr.ParulDeshwal (2016)**, States that people are started to use social media day by day. The business getting the best services from the web which helps to reach consumers globally. In the online advertisement, the brand can communicate more details about the products to influence consumer purchase behavior, and the online advertisement cost less expensive.
- **Harshini C S (2015)**, States that Online advertisement is an effective tool to reach larger audiences. An online advertisement should include the feature of product information to influence the audience. The common features of social media advertisements are informative, Interactivity,

entertainment, and credibility influence consumers purchase intention.

- **Khong, Kok Wei (2010)**, States that Online advertising is a new platform for marketers to promote the brand awareness and equity of their products. Online advertisement features and images have a high influence on consumers purchase intention.

OBJECTIVE OF THE STUDY

Primary objective:

- A study on online advertisement influence on consumers' purchasing pattern during the covid-19 pandemic.

Secondary objective:

- To find out the online advertisements have the potential to influence consumers to purchase behavior during the covid-19 pandemic.
- To find out consumers tried a new product/service after seen an online advertisement during the covid-19 pandemic

RESEARCH METHODOLOGY

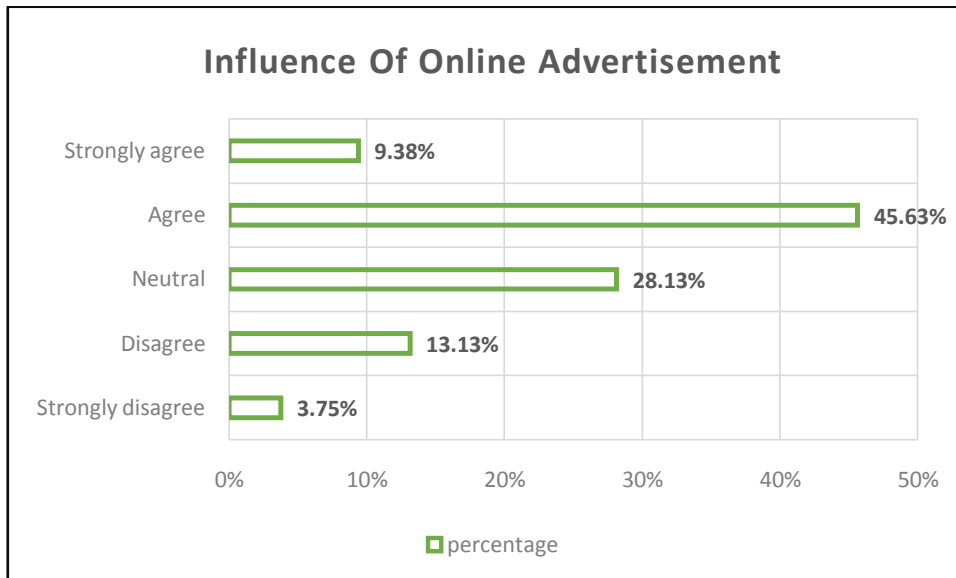
The sample size of the research study is 160 and used both primary data and secondary data. This study adopted a convenience sampling method to collect data. The data collection was done through the questionnaire method and closed-ended questions are asked to the respondents.

III. DATA ANALYSIS AND INTERPRETATION

I. Online Advertisement Influence Purchasing Behaviour of The Consumers During the Covid-19 Pandemic.

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	15	9.38
2	Agree	73	45.63
3	Neutral	45	28.13
4	Disagree	21	13.13
5	Strongly disagree	6	3.75
Total		160	100

Source: Primary Data



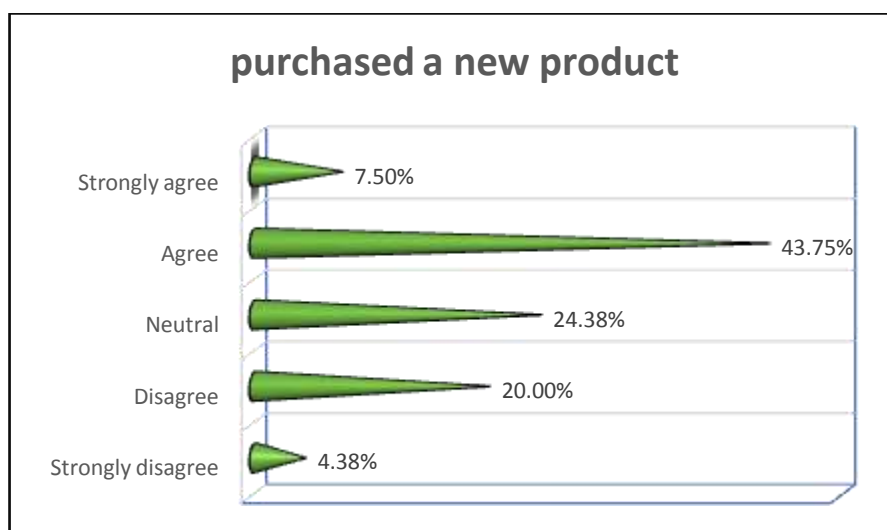
INFERENCE:

The Majority (45.63%) of the consumers agree with online advertisements influence purchasing behaviour during the covid-19 pandemic.

II. consumers Tried A New Product/Service After Seen an Online Advertisement During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	12	7.50
2	Agree	70	43.75
3	Neutral	39	24.38
4	Disagree	32	20
5	Strongly disagree	7	4.38
Total		160	100

Source: Primary Data



INFERENCE:

The Majority (43.75%) of the consumers agree for tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

III. Pearson correlation

Table showing the relationship between online advertisement influence on purchasing behavior during the covid-19 based on consumer tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

Correlations			
		Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Tried a new product/service after seeing an online advertisement during the covid-19 pandemic
Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	160	160
Tried a new product/service after seeing an online advertisement during the covid-19 pandemic	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION:

Since the p-value is (0.452) it is a positive correlation. Hence there is a positive correlation between online advertisement influence on purchasing behavior and consumers tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

IV. SUGGESTIONS:

- If a brand creates an online advertisement with a more attractive design and innovative ideas, it will grab the consumer's attention.
- The brand needs to describe its brand value strongly to influence consumer purchasing behavior.
- The business needs to adopt online marketing to gain more audience and increase sales.

V. CONCLUSION

The study is based on online advertisement influence on consumer purchasing pattern during the covid-19 pandemic. The result of the study is online advertisements have the potential to influence the purchasing behaviour of the consumers & also they tried new products after seen online advertisements during the covid-19

pandemic. The business should adopt online advertisement as a marketing tool to succeed in this competitive field and to gain loyal consumers.

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