

A study on the media consumption patterns - To vividly investigate how the media consumption habits of consumers changed before and after the pandemic with special reference to Bengaluru.

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ABSTRACT

This study investigates a comparative analysis of online advertising's impact on consumers before and after the pandemic. It aimed to uncover shifting consumer behaviour patterns, especially during the pandemic, where online advertising played a pivotal role in influencing consumers significantly. The study identified the most impactful forms of advertising during this period and also highlighted the shortcomings of online advertising. Online advertising utilizes various digital channels such as search engines, social media, blogs, email, and dedicated online platforms to promote products and services. It offers a notable advantage over traditional advertising by allowing for greater customization and the ability to reach a diverse audience across different age groups and ethnic backgrounds.

The scope of online advertising encompasses all activities related to promoting goods and services online, including techniques like search engine optimization, pay-per-click advertising, email marketing, blogs, and social media campaigns. It serves as a dynamic source that keeps consumers informed about evolving trends, products, and services in the modern world, helping them stay abreast of frequent changes. This research paper primarily focuses on the evolution of online advertising in comparison to advertising during the pandemic and its profound influence on consumers across the city of Bengaluru.

Keywords: Online Advertising, Media Consumption Patterns, Pandemic, Consumer Behaviour.

INTRODUCTION

Consumer behaviour in the field of marketing encompasses the choices and actions individuals make when purchasing or utilizing products. This encompasses their decision to initiate a purchase, as well as their ongoing buying behaviour. Rural consumers, characterized by lower disposable incomes and distinct lifestyles and perspectives compared to their urban counterparts, have exhibited notable transformations. This shift can be attributed to various factors such as increased disposable income, improved access to education, greater media exposure, heightened urban interactions, and the attention of marketers. This research seeks to demonstrate how rural consumers have embraced digitalization, particularly during the COVID-19 pandemic, and explore the influence of this transition on their preferences in comparison to traditional advertising.

Impact of COVID-19:

In 2020, the world experienced a sudden and unprecedented disruption due to the COVID-19 pandemic, declared as such by the World Health Organization. Many countries implemented lockdown measures, quarantines were widespread, and numerous tech companies adopted remote work policies. This environmental shift resulted in a significant surge in the usage of mobile, video, email, search, and digital advertising. E-advertising companies thrived during this pandemic, gaining extensive global attention and expanding their reach. Consequently, the scope of e-advertising expanded immensely across the globe.

OBJECTIVES

1. Assessing the evolution of rural consumer purchasing behaviour pre and post-pandemic.
2. Investigating the influence of e-advertising on rural consumers both before and after the pandemic.
3. Analysing the geographic distribution and effectiveness of e-advertising on rural consumers.

METHODOLOGY OF STUDY

This research paper extensively utilizes both primary data and secondary sources.

-Primary Data: This comprises data obtained from surveys conducted through questionnaires among rural consumers.

-Secondary Data: It encompasses information gleaned from published articles in journals, books, and internet websites.

HYPOTHESIS

1 There is no significant relationship as there is a lack of a substantial relationship between online advertising and the purchasing behaviour of consumers before and

After the pandemic.

2. There is a significant relationship exists between online advertising and the purchasing behaviour of consumers both before and after the pandemic.

SAMPLE STUDY

For this study, responses were gathered from a diverse group of participants, including students, neighbours, professionals both engaged and not engaged in activities. Due to time constraints, a convenient sampling method was employed, resulting in a total of 120 responses considered for analysis.

LITERATURE REVIEW

In their 2021 research paper titled "The Influence of Purchasing Patterns of Customers in the Eastern Cape," Aviwe Tweni and Tshepo Tlapana explore the positive impact of online advertising on consumer purchasing behaviour. The study employs percentages to illustrate the extent of this impact. Amima Shoeb and Anoop Krishna Saxena's 2021 research paper delves into the factors influencing rural consumers' purchasing decisions, concluding that age group significantly affects buying behaviour. Mohammed Aqsa and Bui Kartini's 2015 paper examines the growing number of internet users and their susceptibility to advertising. The study highlights online advertising as the most influential factor on consumer attributes and interests when making online purchases. It also discusses strategies to shape and control consumer behaviour and subjective factors that influence attitudes and interests in online shopping.

Moshrefj Avadi et al. (2012) investigate various factors affecting consumer buying behaviour. They identify financial and non-delivery risks that negatively impact consumer perceptions of online shopping, while online advertising positively influences buying decisions and fosters consumer trust. In his 2003 paper, J. Suresh Reddy emphasizes the importance of e-advertising in maintaining ongoing relationships with consumers by providing them with information about products and services whenever and wherever they intend to make purchases or repurchases. Abdul Khadar's paper from July 2015 discusses the challenges associated with purchasing fast-moving electronic gadgets advertised through various online platforms. It concludes that online advertising serves as an information source accessible to people of all age groups, particularly when accessing emails and browsing Google.

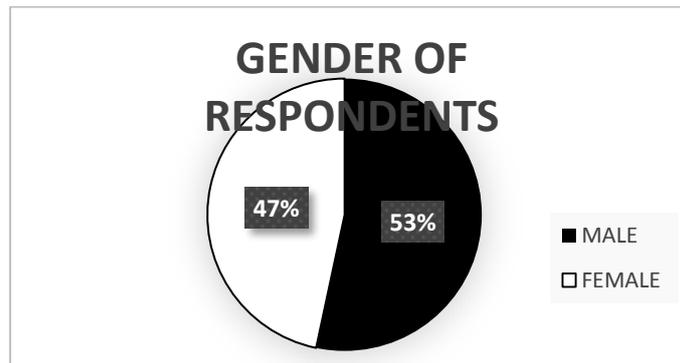
Md. Rashid Farooqi and Md. Faiz Ahmed's April 2018 paper investigates the effectiveness of online advertisements on consumer perception. The research explores consumers' demographic perceptions of online advertising. In 2020, Umesh Maiya's research paper highlights the web as the preferred medium for business firms to promote their products and services, underscoring the future growth potential of online advertising. Usman et al.'s 2010 research paper emphasizes the role of advertising in product promotion and its influence on changing consumer attitudes and purchasing behaviour by providing essential product information. Karuna Kriti's 2018 research paper discusses the significant impact of online advertising on online consumers. It categorizes online advertisements into ten distinct types, reflecting the evolving trends in advertising in our technologically advancing era.

RESEARCH METHODOLOGY

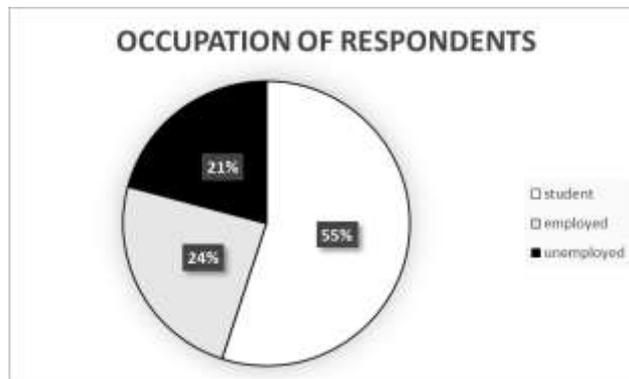
To support our research, we conducted a comprehensive collection and assessment of both primary and secondary data. The initial phase involved an extensive review of articles, journals, and literature related to online advertising research, providing a solid foundational context for the subsequent collection, assessment, and interpretation of primary data. We administered a series of questionnaires to a diverse range of participants, including students, neighbours, individuals employed, unemployed, and self-employed. These questionnaires were designed to investigate the influence of online advertising on consumers and to gain insight into their perceptions. Specifically, the focus of the questionnaires was on determining whether online advertising had an impact on rural consumers, particularly in the aftermath of the pandemic.

DATA ANALYSIS AND FINDINGS

The initial inquiry examines the gender distribution among the respondents to ascertain which gender group exhibits a higher level of influence and attraction towards online advertising. Among the 120 respondents, the male respondents outnumbered the female respondents.



The second question pertains to the occupational status of the respondents. This question sheds light on the attitudes of unemployed, employed, and student respondents towards online advertising. Notably, students emerged as the predominant group of respondents due to their increased exposure to online platforms and mobile devices.



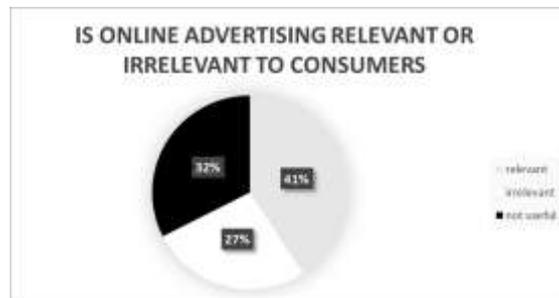
The third question is designed to determine the specific types of online advertising that respondents frequently encounter and which form of online advertising is most prominent in their perception.



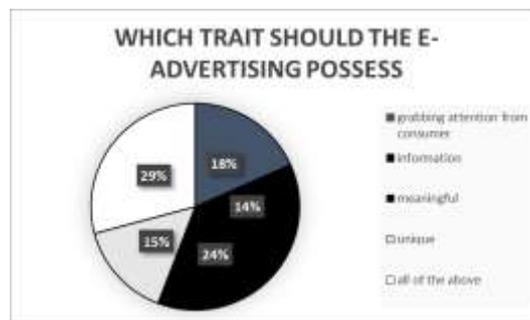
The fourth question aims to assess whether online advertising effectively communicates its message and whether it justifies the investment made in it. Surprisingly, only 45% of consumers believe that online advertising is informative.



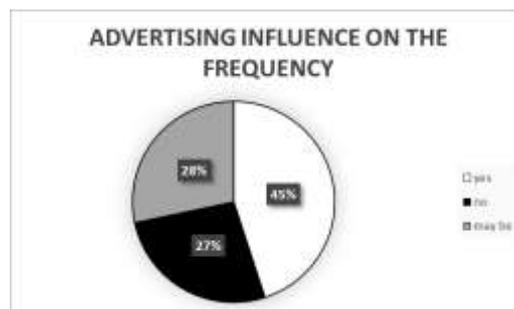
The fifth question explores whether rural consumers perceive online advertising as relevant to the products or services they encounter, or if it comes across as irrelevant. Interestingly, only 40.8% of online advertising was deemed relevant to the product or service by consumers. A noteworthy revelation from this data is that online advertising appears to prioritize iconography.



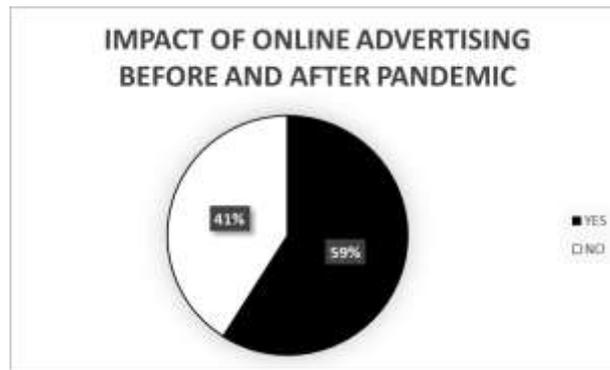
The sixth question aims to understand the preferences of consumers regarding the format of online advertising. The findings indicate that consumers desire online advertising to be comprehensive in terms of content and more meaningful in its presentation.



The seventh question in the survey uncovers the frequency of online advertising's influence on consumers. Interestingly, it highlights that online advertising tends to exert a more pronounced influence on consumers in the short term rather than having a long-term impact.



The eight question in the survey was designed to ascertain the influence of online advertising on consumers and whether this influence remained favourable both before and after the pandemic. The data indicates that 59% of consumers were indeed influenced by online advertising.



CONCLUSION

Based on the comprehensive surveys conducted, it is evident that online advertising has made a substantial impact on rural consumers post-pandemic. Notably, during the COVID-19 phase, mobile advertising emerged as the dominant form of online advertising. Surprisingly, only 45% of consumers were able to grasp the information conveyed by these ads, and coincidentally, the same percentage of consumers reported being significantly influenced by online advertising. Furthermore, an intriguing observation is that online advertising appears to affect consumers in the short term, typically on a monthly basis. Despite consumer expectations for online advertising to encompass various attributes like meaningfulness, uniqueness, informative content, and attention grabbing elements, only 40.8% of advertisements were perceived as relevant to the products or services being promoted. In conclusion, there is clear evidence of a shift in consumer behaviour following the pandemic, largely attributed to the influence of online advertising

LIMITATIONS

1. This study exclusively focuses on consumers and does not encompass urban demographics.
2. The research was conducted within a limited sample of consumers and does not represent the entire rural population.
3. The research primarily emphasizes consumer perceptions regarding the influence of online advertising before and after the pandemic, with a narrower scope of analysis.

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