

The Impact of Digital Marketing with TV as a Mode of Advertisement

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Abstract: *The study was undertaken to understand the impact of Digital marketing with TV as a mode of advertisement. In the present scenario where we are exposed to Digital marketing in many forms such as SMS advertising Online shopping in gaining importance in this cashless economy concept. So we are trying to measure the reach of online shopping advertised through TV. The influences on the youth were measured in this study focusing on College students of both genders.*

Keywords: Digital marketing, Online shopping, TV advertisement, Online Behaviour, Advertising

1. Introduction

The study was undertaken to understand the impact of Digital marketing with TV as a mode of advertisement. In the present scenario where we are exposed to Digital marketing in many forms such as SMS advertising, E-mail advertising etc, this paper would like to shed light on the relevance of TV as a mode of advertisements. Also Online shopping in gaining importance in this cashless economy concept. So we are trying to measure Online shopping advertised through TV. The influences on the youth were measure in this study focusing on College students of both gender.

2. Literature Review

2.1 Digital Marketing

Digital Marketing is gaining its position in the different variety of techniques used in marketing. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

The most common digital marketing tool used today is Search Engine Optimization (SEO). Its role is to maximize the way search engines like Google find your website.

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007).

2.2 Television Vs Online Shopping

In the literature on multimedia advertising effectiveness, Dagger and Danaher (2013) built a single-source, customer-level database of ten advertising media and sales for a large retailer. They found that single-medium advertising elasticities were highest for catalogs, followed by direct mail, television, email and search, showing that direct-response channels and television were both effective at increasing short-term sales. In a similar vein, several recent studies have

found synergistic effects on sales between television advertising and advertising in other media (Kolsarici and Vakratsas 2011, Naik and Peters 2009, Naik and Raman 2003, Ohnishi and Manchanda 2012).

The sum of the evidence suggests that cross-media effects exist. However, researchers are just starting to understand how the content of one medium might influence consumers' behavior in another. In an early effort, Godes and Mayzlin (2004) showed that online discussions of new television programs helped to predict those programs' ratings, suggesting that measures of online word-of-mouth reflect broader trends in consumer conversations. More recently, Gong et al. (2014) designed a field experiment to measure the causal impact of tweets and retweets on ratings of a television program. They found that promotional messages increase viewership, with larger effects when they contain informational content and are retweeted by influential users.

This part of the research referred previous work on direct response advertising. A seminal example in this area is Tellis et al. (2000), which estimated how consumer telephone calls responded to television advertisements for a new medical service. Among numerous findings, the results showed that advertising significantly increased the number of calls over a baseline, but that its effect diminished rapidly after the first one or two hours. Chandy et al. (2001) extended this work to consider the influence of specific advertising appeals on consumer response. Informative and emotional appeals were both effective in generating telephone calls, but informational content was most effective shortly after market entry while emotion-based content became more effective with time.

2.2.1 TV Advertising and Online Behavior

Television ads are valuable for generating awareness, knowledge and interest in new products. A direct consequence is that effective television ads may lead viewers to seek out more information about these products and brands (Rubinson 2009). Recently, consumers have started gathering a great deal of product information online, and to date, the most studied online behavior among TV viewers has been searching for advertised brands and products using search engines (e.g., Joo et al. 2014). Such online search is obviously important to the brands that sell primarily online,

but it also matters to offline retailers, as it allows interested consumers to learn more about an advertised product prior to incurring a costly store visit. Nearly all major retailers provide extensive assortment, product and price information online, often in formats that can help consumers locate physical products in local (offline) retail environments.

In the literature on advertising and online search, Lewis and Reiley (2013) found that advertisements during the Super Bowl tend to trigger online searches for the advertised brands immediately, within one minute, with smaller effects persisting up to an hour after the ad's broadcast time. However, their analysis did not include direct traffic to the brand website or online purchases, making it impossible to distinguish interest in the ad's entertainment value from interest in the advertised product. They suggested that "other user data such as site visitation and purchase behavior could provide a more holistic perspective...".

When thinking through the possible influence of TV ads on online shopping, it is necessary to consider the role of the brand's website. Broadly speaking, the brand's website can serve two roles: it could primarily be a channel for selling (i.e., providing product information and additional persuasive arguments), or it could primarily be a channel for order fulfillment (i.e., minimizing the consumer's transaction cost). An advertisement that stimulates interest without providing much information might be more effective in conjunction with a brand's website that is a primarily a channel for selling. A TV commercial that provides extensive selling arguments might be more effective when used with a website that maximizes order fulfillment.

The interplay between advertising and distribution tactics has been studied extensively. Anderson and Renault (2006) formally modeled this trade-off: in equilibrium, a rational consumer's willingness to incur a search cost (e.g. visit a website) is greater when the firm advertises partial information about product attributes and price than when it provides full information. There is also empirical evidence suggesting that advertising tactics can influence the quality as well as the quantity of consumers attracted to the brand's distribution channel. For example, Haans et al. (2013) found that text search advertisements with particular content attributes (e.g., statistical evidence, appeals to expert authority) brought a higher number of visitors, while other content attributes yielded fewer visitors but higher conversion rates.

Similarly, Wu et al. (2005) found that prominently placed magazine advertisements were more effective at generating site traffic than less prominent placements, but traffic from the latter placements converted to sales at higher rates.

Similar to magazine and search engine ads, TV commercials may attempt to persuade viewers primarily to visit a brand website or they might primarily focus on making the sale

3. Objectives of the Study

The chief objectives of this study are given below:

To study the effectiveness of advertisements and their ability to influence people.

The objective of this part of the survey was to investigate the following hypothesis:

H0: There is no difference in the impact of Digital marketing with TV as a mode of advertisement and the gender of the respondents.

H1: There is difference in the impact of Digital marketing with TV as a mode of advertisement and the gender of the respondents.

Chi Square Test was done on the sample size. The sample size of 200 was taken from 600 respondents. The respondents were College students undergoing UG and PG courses in various Colleges in Thrissur District, Kerala. The questionnaires were distributed among 200 respondents who watched TV advertisements. The sample included both male and female respondents.

4. Research Methodology

The research is done for academic purpose. Objective type research is used to conduct the research work. It also includes surveys and interviews, filling a schedule which helps researchers to gather data from respondents.

Research Design

Here descriptive research is used for fact finding. This type of research also known as statistical research, describes data and characteristics about the population or phenomenon being studied. It portrays accurately the characteristics of a particular individual situation or group and to determine the frequency of occurrence of such events.

Sources of Data

Primary and secondary sources were used for data collection.

Primary data were collected by the researcher based on original observations and the data obtained are as the first hand information to the researcher. A questionnaire was used for this purpose.

The secondary data were collected from brochures, reports, websites journals and other publications of the company. The collected data are analysed to get meaningful information. Suitable tools were used to analyse the data such as percentages and measures of dispersion.

A list preplanned questions must be prepared by the researcher and filed by the respondents.

Research Method

Survey was used to collect primary data from the respondents. Questionnaire was prepared and the respondents who include students from various colleges in Thrissur, Kerala were met to fill up the questionnaire. Chi square test

was done to analyse the data. Reliability test was done for the all the questionnaire used for data collection. Acceptable values were obtained for Cronbach's Alpha and so the questionnaires were forwarded for survey.

Research Instrument

Questionnaire was used to collect primary data from the respondents.

Sampling Unit

The sampling unit includes the students from various colleges in from Thrissur, Kerala

Sample Size

The sample selected was 200. Sampling methodology - non probabilistic method of sampling was used.

5.Data Analysis and Interpretations

Data analysis is done only after editing, coding, classification and tabulation of data. Proper analysis of collected data leads to meaningful interpretation.

Simple percentage analysis/percentage analysis refers to a special kind of ratio. With the help of absolute figures it will be difficult to interpret any meaning from the collected data, but then percentages are found out then it becomes easy to find relative difference between two or more attributes.

Formula used for calculation

$$\text{Percentage} = \frac{\text{Number of respondents in such in each group}}{\text{Total respondents}} \times 100$$

Chi square test was done to interpret the data and arrive at suitable conclusion. Softwares were used to analyse the data. Cornbach's Alpha was found within acceptable limits to finalize the questionnaire.

1. Does the Respondent notice the Ads of online shopping websites in TV-Gender based



Figure 1 Gender Vs Online Shopping habit

It was found that 70% Male respondents and 50% of the female are of are in the habit of observing advertisements of online sopping sites while watching TV. 30% of the males and 50% of the females are not interested in this parameter.



Figure 2 Overall Online Shopping habit

42% of the respondents of are in the habit of observing advertisements of online sopping sites while watching TV while 58% are not interestedin this parameter.

2. Mode of purchase of the respondent-Gender based

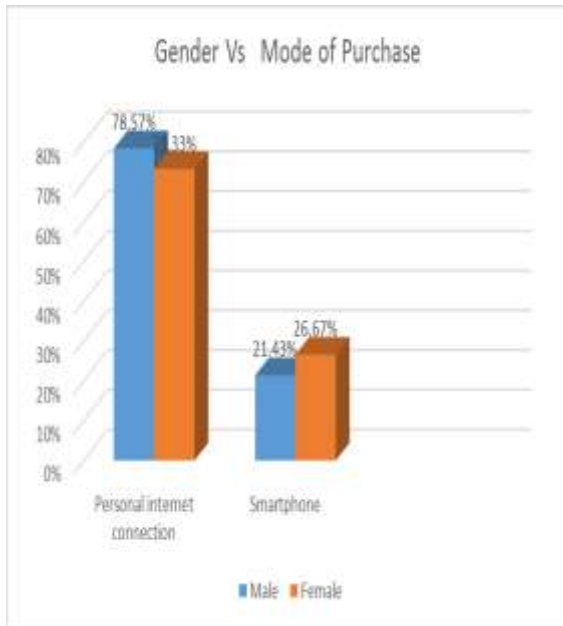


Figure 3 Gender Vs Mode of Purchase

It was found that 78.57% Male respondents and 73.33% of the female are use personal internet connection to purchase products online. 21.43% of the males and 26.67% of the females are using Smartphone for the purchase of products online.



Figure 4 Overall Mode of purchase

24.14% of the respondents of are in the use Smarphone for purchase of products online while 75.86% use Personal internet connection for purchase of products online.

3. Product of purchase by the respondent-Gender based

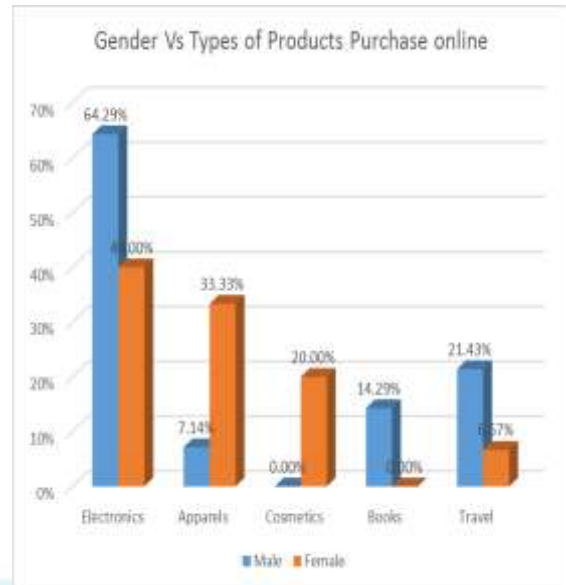


Figure 5 Gender Vs Types of Products Purchase online

64.29% of the Male respondents purchased electronic products online while 40% of the female respondents purchase the same. 7.14% of the Male respondents purchased apparels products online while 33.33% of the female respondents purchase the same.

None of the Male respondents purchased cosmetic products online while 26.67% of the female respondents purchase the same. 14.29% of the Male respondents purchased Books online while none of the female respondents purchase the same.



Figure 6 Overall Types of Products Purchased online

51.72% of the respondents of purchase electronic products online while 20.69% purchase apparels online. 13.79% of the respondents are interested in purchase of travel related items (tickets, hotels room booking etc.) online while 10.34% of the respondents are interested in Cosmetics. 6.9% of the respondents purchase books online.

4. Frequency of purchase by the respondent-Gender based

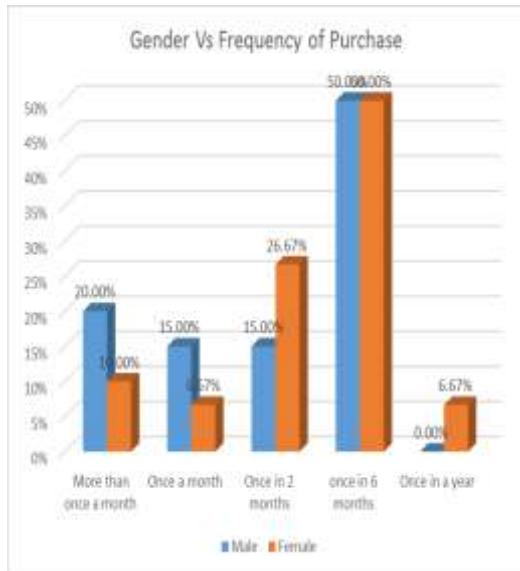


Figure 7 Gender Vs Frequency of purchase

20% of the Male respondents purchased products online at a frequency of than once in a month while 10% of the female respondents purchase the same. 15% of the Male respondents purchased products online at a frequency of than once in a month while 6.67% of the female respondents purchase the same.

15% of the Male respondents purchased products online at a frequency of than once in 2 months while 26.67% of the female respondents purchase the same. 50% of the Male respondents purchased products online at a frequency of than once in 6 month while 40% of the female respondents purchase the same.

None of the Male respondents purchased products online at a frequency of than once in a year while 6.67% of the female respondents purchase the same.



Figure 8 Frequency of purchase

From the above figure, it is clear that 44.83% of the respondents purchased products once on 6 months. 24.14% of the respondents purchase the products once in 2 months. 17.24% of the respondents purchased products more than once in a month while 3.45% purchased the products once in a year.

6. Result

Table 1: Chi square Test based on the gender of the respondents

SL NO.	Dependent variable	Independent variable	H0	Chi Square value	DF
1	Gender	Do you notice the Ads of online shopping websites in TV?	Both are independent	2.94	1
2	Gender	Which mode do you use to purchase products online?	Both are independent	0.4	1
3	Gender	What type of products you purchase online?	Both are independent	16.79	4
4	Gender	What is the frequency of your purchase from these websites?	Both are independent	6.62	4

There was an association between the exposure to advertisement of online shopping websites through TV and the gender of the respondents. The Chi square value = 2.94 (DF=1). The p value is less than .05. So the difference between observed and expected value is not significant.

There was no association between the mode of purchase of products online and the gender of the respondents. The Chi square value = 0.4 (DF=1). The p value is less than .05. So the difference between observed and expected value is not significant.

There was an association between the type of products purchased online and the gender of the respondents. The Chi square value = 16.79 (DF=4). The p value is greater than .05. So the difference between observed and expected value is significant.

There was no association between the frequency of purchase online and the gender of the respondents. The Chi square value = 6.62 (DF=4). The p value is less than .05. So the difference between observed and expected value is not significant.

7. Conclusion

As far as the impact of Digital marketing is concerned, it was found that both males and females showed no difference in opinion that they are in the habit of observing online shopping websites promoted through TV advertisements. The products purchase online vary in category though electronics products are the most purchased. Personal internet connection are mainly used to purchase the products online though Smart phones follow second in use. Purchase frequency indicates that purchase is done once in 6 months the most. So the Digital marketing is gaining its momentum through advertisements of which the TV advertisements have a position as a media to promote Digital marketing schemes.

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Author Profile



Ranjith Somasundaran Chakkambath received B.Tech and M.Tech Production Engineering from Government Engineering College, Thrissur , Kerala in 2004 and 2009 respectively. Also did MBA (Marketing & HRD) from Sikkim Manipal University,