

A Study on Audience Perception & Response Towards Digital Marketing Platforms

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ABSTRACT

The requirements of human changed over the period. With the very basic necessities of human like housing, food & clothing for their survival, these days internet & be online has also become the most important necessity for humans. Around 4,54BN users who are quite active using internet worldwide. As far as India is concerned, it's a 2nd largest internet users based market with the approx. figure of 560 million. As per few studies, average time people spend on internet minimum 3-4 hours every day, that's why web based advertising & marketing has become the most successful ways of business now-a-days. Digital platforms, always try to engage people or customers through their brand awareness & giving them many offers so that they can turn potential customers towards their brand at right time and establishing a digital connection with them. Digitalization made the business activities ease & beneficial for customers. Almost all kind of business opted digital platform whether it's related to manufacturing to distribution of products & services. Advertising & marketing has also become so easy through digitalization and gaining lot of momentum this study suggested findings that audience perception is having positive impact on purchase intention. Also, Interactivity, trendiness and word of mouth are having positive impact on formation of perception of the Audience with respect to digital platforms. The results also suggested that informativeness and personalization does not have positive impact on formation of the attitude.

Keywords:- Audience Perception, Attitude, Informativeness, Personalization, Digital Platform, Social Media

INTRODUCTION

In the meaning of marketing, 'Audience perception' pertains to audience' awareness, their influences & their viewpoint about the brands, products & business. Currently, audience perception impacts on buyers decision-making & it is considered a bumper success strategy in the retail industry. Social Marketing that observe & understand audience perception & its promoting essentials can recognize good opportunities better to enhance audience experiences. Perception that is not only influences each individual sales, but also binds the long-term customer relationships that initiate with the brands. Resultantly, business leaves positive perception with customers. Businesses that make positive perceptions of brand among customers it ultimately attracts potential customers indirectly & always try to prove something extraordinary compared to other brands in their space.



Figure 1: Audience Journey from Media to the Website

According to Forbes, “We live in the century where the audience perception towards brand is no longer reliant on the basis of quality of a product. Instead of, a reputation of brand is reliant on the perceived values to its consumers & expands much further than whether or not the product works.” Online marketing is the most essential element of marketing that makes usage online based available digital technologies such as "Home PC systems, mobile phones & other digital media & platforms to promote products & services. It's development happened during the 1990s & 2000s changed the way of brands & businesses use technology for marketing and advertising. As all digital platforms has become increasingly incorporated into strategic marketing plans & everyday life & as people increasingly benefits digital devices instead of going to physical shops, digital marketing campaigns have become quite prevalent. Digital marketing also ranges to non-Internet channels that mainly offer digital media, for example television, mobile phones (SMS & MMS), call back facility, & on-hold mobile ring tones". The diversification also promotes non-Internet channels to digital marketing from online marketing.

REVIEW OF LITERATURE

Some of the works related to the study are as follows: [10]. attempted to compare the various mediums of advertisement in the perception of consumer and examined the effectiveness of different forms of advertisement with respect to various product categories while [5]. Made an empirical analysis on audience perception towards digital marketing & attempted to identify the impact of audience perception towards digital marketing. They further highlighted the scope of digital marketing in the Indian market and its various elements. [11] studied the relevance of digital marketing in the present competitive era in the Allahabad district of Uttar Pradesh and examined the influence of digital marketing on consumers buying intention [12]. emphasised on social media advertising to understand consumer perception towards online advertisement and its present trend to advertise the products in order to grab greater attention from digital users. He further highlighted the impact and influence that has been created by online advertisement among consumers. [8] analyzed the customers' attitude towards digital and conventional advertising. [16] have done a research for identifying consumer online buying behaviour for electronic products and thence the findings supported the website attracts to consumers to purchase electronic goods. If the consumers mental status was positive then they will make online goods purchasing through the websites. The criteria of intellectual influences about

online buying consumer products, if the consumers thought, it's a intelligent decision to purchase online then alone they will definitely purchase the products online.

Objectives of the study:

- 1) To investigate the impact of audience perception towards digital platform on the attitude of usage of digital devices.
- 2) To study the impact of audience perception in purchase intention for digital platforms.

Research Methodology:

The total number of 645 respondents has been selected via purposive sampling methods who are engaged in using digital devices for online shopping and other activities. The online survey method was used to collect data via google forms and emails and other social media platforms. The questionnaire consists of different question on different constructs namely Interactivity, Informativeness, Personalization, Trendiness, word of mouth, audience perception and purchase intention to fulfill the objectives of the study. The 7- point Likert scale has been used to measure each indicator where “1” = strongly disagree to “7” = strongly agree. PLS-SEM technique has been used for testing the hypothesis.

Hypotheses for the Study:

1. H1: There is a positive relationship between interactivity & audience perception for digital platforms.
2. H2: There is a positive relationship between Informativeness & audience perception for digital platforms.
3. H3: There is a positive relationship between Personalization & audience perception for digital platforms.
4. H4: There is a positive relationship between Trendiness & audience perception for digital platforms.
5. H5: There is a positive relationship between word of mouth & audience perception for digital platforms.
6. H6: There is a positive relationship between audience perception & consumer purchase intention for digital platforms.

Table 1: Reliability and Validity of the Construct

Variables	Composite Reliability	Cronbach's alpha	Average Variance Extracted (AVE)	Number of Items
Interactivity	0.785	0.779	0.549	3
Informativeness	0.804	0.812	0.580	3
Personalization	0.795	0.934	0.564	4

Trendiness	0.815	0.768	0.525	3
word of mouth	0.776	0.867	0.539	3
consumer attitude	0.771	0.833	0.535	3
purchase intention	0.798	0.789	0.569	3

Table 1 shows the values of Cronbach's alpha for different constructs used for measuring audience perception and attitude towards digital platforms. The value of Cronbach's alpha for each construct found to be above 0.7 which shows that all constructs found to be reliable. The values of Cronbach's alpha found to be 0.779, 0.812, 0.934, 0.768, 0.867, 0.833, and 0.789 for Interactivity, Informativeness, and Personalization, Trendiness, word of mouth, audience perception and purchase intention respectively. Also, for composite reliability all scores found to be above 0.7. As the condition of reliability fulfilled so construct can be used for further analysis. The value of Average Variance Extracted constructs found to be above 0.5 for all of the 7 constructs which fulfill the convergent validity for the constructs.

Table 2: Descriptive Statistics

Variables	Mean	SD	N
Interactivity	4.567	0.89767	645
Informativeness	5.456	0.83456	645
Personalization	4.865	0.78967	645
Trendiness	5.345	0.87658	645
word of mouth	5.879	0.83546	645
consumer attitude	5.678	0.89768	645
purchase intention	5.689	0.76543	645

The table 2 shows the descriptive statistics for the primary data and the mean and standard deviation has been calculated and presented. The word-of-mouth construct found to be highest mean value which indicate the importance of the construct for explaining the purchase intention of the audience towards digital platforms.

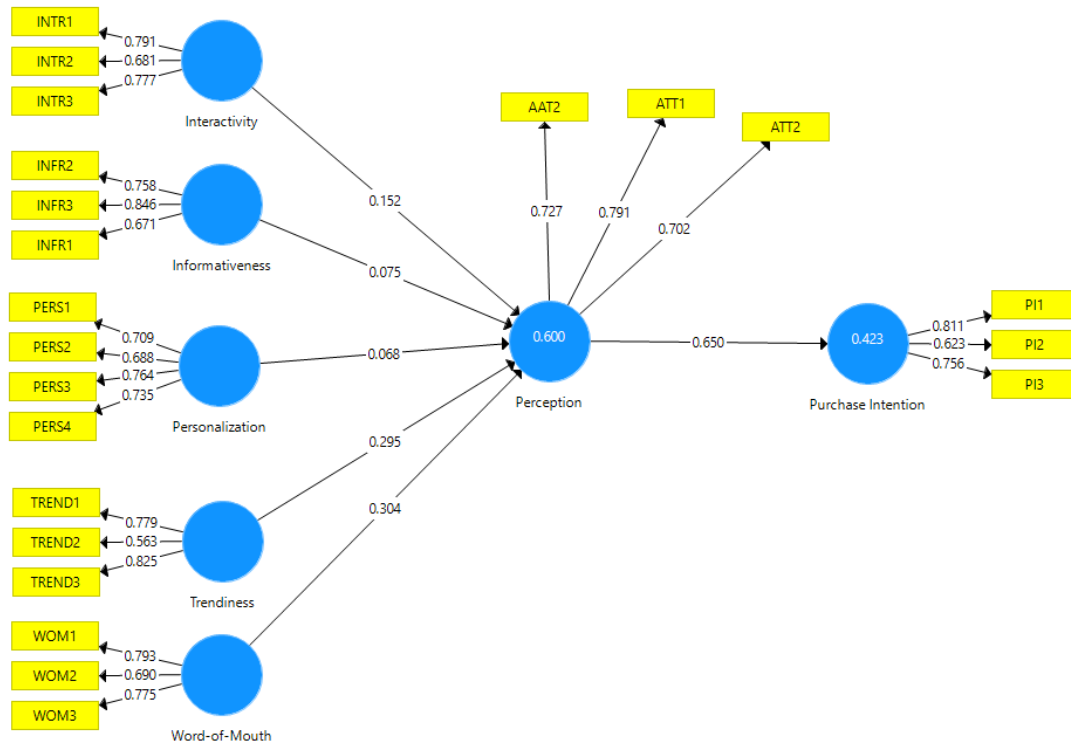


Figure 1: Path Model

Figure 1 shows the path model for the study. The model exhibit that interactivity, Informativeness, personalization, Trendiness and Word of mouth explains 60 percent of the variance in perception while attitude explains 42.3 percent of the variance in purchase intention of the consumers in digital platforms.

Table 3: Results of Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Findings
Perception-> Purchase Intention	0.650	0.651	0.076	8.517	0.000	H1 Supported
Informativeness -> Perception	0.075	0.089	0.127	0.589	0.556	H2 not Supported
Interactivity-> Perception	0.152	0.166	0.150	1.015	0.001	H3 Supported
Personalization -> Perception	0.068	0.075	0.102	0.667	0.505	H4 not Supported
Trendiness -> Perception	0.295	0.295	0.115	2.571	0.010	H5 Supported
Word-of-Mouth-> Perception	0.304	0.278	0.124	2.463	0.014	H6 Supported

As per table 3 the present study accepts hypothesis H1, H3, H5, and H6 suggesting that audience perception is having positive impact on purchase intention. Also, Interactivity, trendiness and word of mouth are having positive impact on formation of perception of the Audience with respect to digital platforms. The results also suggested that informativeness and personalization does not have positive impact on formation of the attitude.

CONCLUSION

This piece of work discovered to understand the audience perception level towards interactivity, trendiness; word of mouth having positive impact on purchase intention through digital marketing platforms also revealed that audience awareness are high for digital marketing. This is equally true that most of the business houses these days are diverting their advertising budget towards social media for gaining lot momentum through digital platforms. There is 01 advantage in digital platforms that geographical based marketing or advertising is possible to target audience. Business houses must think about digital marketing as a backbone for the current targeted audience & next generation audience so that business enterprise can judge audience perception well.

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