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The Influence of Advertising on Consumer Buying Behavior: A Case Study of Amazon and Flipkart

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ABSTRACT

Advertising has now become an integral component of the marketing efforts of the leading fashion brands. With the explosion of social media, the majority of fashion retailers have started to look into the opportunities of utilizing social media networks to gain new clients. The aim of this research is to explore the effect of social media advertising on consumer purchasing behavior of fast fashion. With the study, it gauges the aggregate effect of social media advertising on the consumer decision-making process consistent with the fast fashion market. Descriptive quantitative research design is employed in this study and data was gathered using a self-administered questionnaire. The study population is from active social media users in Western Province and a sample of 300 consumers was chosen through convenience sampling technique.

Introduction

The aim of this research is to examine how Indian consumer buying behavior is affected by the advertising strategies employed by two major e-commerce giants, Amazon and Flipkart.

Fashion is very dynamic in the global market (Hur and Cassidy, 2019). Consumers are becoming more brand conscious and demand branded products to convey their status. Customers want fashion products that are similar to their culture, they learned that women are more interested in utilizing branded products than men. Human beings tend to naturally seek things that are new and unique.

Advertisements play a significant role in the tastes and preferences of consumers. Regarding the buyer's commodities, the buyer is acknowledged as rational in his

buying decision and aims at optimizing his pleasure. Consumer behavior is defined since the activities that consumers undertake even as they look for, purchase, utilize, assess and discard goods and services that they embrace as real will meet their needs. Consumer behavior pertains to the way individuals decide how to invest their finite resources in consumer commodities.

Consumer behavior includes such aspects as what they purchase, why they purchase it, once purchased, what it is packaged in, how often they purchase it, how often they utilize it, how they compare it once acquired and the impact of it. evaluation and how they place it.

Rise of E-Commerce

The rise of e-commerce giants Amazon and Flipkart in India has revolutionized shopping. With their simple interfaces, wide variety of products, and instant delivery channels, these sites have revolutionized the retail environment. Convenience counts, as people can buy from home and get the goods delivered at their doorsteps. This has led to a shift from physical shops, especially among youths. Price sensitivity is a key area to consider, given the frequent promotions and discounts by Amazon and Flipkart, which have inured customers to expecting value for money. Thus, merchants have turned their attention towards affordability and price competitiveness. Digital payments also contributed to e-commerce growth. Amazon and Flipkart's inclusion of various payment mechanisms has made buying easier and safer, enhancing the entire online buying experience. In addition, the influence of social media and influencer marketing on these sites has enhanced the success of word-of-mouth advertising and endorsement by celebrities. Therefore, merchants are putting more emphasis on brand awareness and social media presence. In addition, the growth of e-commerce has increased accessibility for consumers in tier 2 and tier 3 cities and provided them with a wider choice of brands and items. Private labels like Amazon. Basics and Flipkart's MarQ have also disrupted the market by offering cheap, high-quality items which match traditional name.

Amazon and Flipkart, two of India's top e-commerce platforms, have had a considerable impact on consumer purchasing behaviour in the country.

Here are some important ways in which they have influenced consumer behaviour:

1. Convenience: Flipkart and Amazon have enabled customers to buy products from their own homes, with door-to-door delivery and simple returns. This has led to a
2. departure from conventional brick-and-mortar shops.
3. Price sensitivity: The two sites have established a price-sensitive market in which customers compare prices and seek promotions and discounts. This has resulted in emphasizing value for money and price affordability.
4. Increased accessibility: Amazon and Flipkart have penetrated deeper into tier 2 and tier 3 cities, bringing products closer to consumers who previously had restricted access.
5. Variety of products and choice: The sites have a variety of products that range from global brands to specialized products, to present consumers with new alternatives and possibilities.
6. Reviews and ratings: The power of Amazon and Flipkart customer reviews and ratings has driven the emphasis on product quality and customer satisfaction.
7. Quick and secure delivery: The emphasis on quickness and dependability has raised customers' expectations for fast satisfaction, with several waiting for same-day or next-day delivery.
8. Internet payments: Utilisation of electronic payment methods such as wallets and debit/credit cards has propelled the utilisation of cashless payments in India.

Some additional points on how Amazon and Flipkart have influenced consumer buying behavior in India:

Personalized recommendations: Amazon and Flipkart utilized data analytics and algorithms to provide shoppers with personalized product recommendations, raising the chances that customers would find new products and brands.

Social influence: The integration of social media and influencer marketing within these websites has strengthened word-of-mouth recommendations and celebrity endorsements.

Festive season sales: Amazon and Flipkart's festive season sales, such as Diwali and Navratri, have created a discount-hunting culture among customers, who plan their shopping around such events.

Private labels: The popularity of Amazon's private labels like Amazon Basics and Flipkart's private labels like MarQ has proven to customers that in-house brands can deliver high-quality products at affordable prices.

Sustainability: With increased awareness among people regarding environmental concerns, there is an increased call for green products. Amazon and Flipkart are helping push sustainable products and packaging.

Rural penetration: With Amazon and Flipkart spreading to rural areas, e-commerce now reaches the consumers of small towns and villages, increasing access to goods and opportunity to business.

Digital literacy: With the increase in e-commerce, the consumers have become increasingly familiar with digital platforms and emerging technology.

Return and exchange policies: Amazon and Flipkart's liberal return and exchange policies have reduced the risk involved in online buying, making the customers more confident in their purchases.

Consumer behavior What it is?

A closer look at consumer behavior includes studying how consumers and organizations or groups select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and

wants. Basically, consumers' behavior on the market and the fundamental motives for that behavior are studied.

According to Engel, Blackwell, and Mansard, consumer behavior consists of "...the activities and decision-making processes of people who purchase goods and services for personal consumption.

RESEARCH OBJECTIVES:

Evaluate the modes of advertising used with regard to Flipkart and Amazon: Evaluate such aspects as partnerships with influencers, digital marketing, social media engagement, and traditional marketing mediums.

Measure Customer Perception: Study customers' perception and response towards Amazon and Flipkart's ad campaigns, considering factors such as brand recall and buying intent.

Analyse Influence on Buying Behavior: Study the influence of advertising on buying behavior, considering variables such as product choice, buying frequency, and decision-making.

Comparative Advantages: Determine the comparative advantages of Amazon and Flipkart regarding leveraging advertising to achieve a competitive edge, considering into consideration the advantages and disadvantages of every company's approach.

Present Strategic Insights: Present strategic insights based on the findings for e-commerce marketers and professionals, highlighting actionable recommendations to improve advertising campaigns.

The influence of social media on consumer purchasing behavior:

A consumer's buying behavior is to a large extent defined by the level of satisfaction or dissatisfaction the consumer has with the product advertisement at hand (Smith et al, 2006). Thus, one can assert that consumer attitude towards a product is solely in the hands of advertising, regardless of product features. The influence of social media advertising on consumer buying behavior. They found four independent variables of social media promotions that affect the purchasing behavior of the consumer, and these include familiarity, entertainment, social display, and ad spending. The researcher used

this model as a conceptual framework for the study.

Managerial implications:

Building the managerial implications of the study reveals more realistic and applicable implications, thus fashion industry retailers can apply this study to alter consumer purchasing behavior towards their brand, also the findings of the study can apply directly quickly to the fashion industry itself.

The study thus makes the following recommendations. Fashion retailers apply more appealing advertisement campaigns to build their brands, from these ads, fashion retailers can influence the people to purchase their brand, i.e., they employ advertising to affect consumer buying behavior in a good way, thus fashion retailers have to consider creative means of acquiring your customers.

The present research identified that the most appropriate forms of advertising to alter consumer buying behavior are Entertainment, Familiarity, Social Imaging and Advertising Spending, assume that a fashion store employs social imagery in its social marketing campaign, i.e., the fashion store employs an influencer like is a celebrity. to promote a fashion company, after exposure to an advertisement, individuals attempt to emulate that personality and thus, individuals think about purchasing the product.

Data Collection Procedure

The population to be studied was cosmetic brand consumers. Thus, this study created an online survey via Google Docs. The link to the questionnaire was shared on different social media platforms to gather feedback. From this perspective, it can be said that this study adopted the purposive sampling technique since it enables the researchers to request the respondents to share the link for the questionnaire., the research data is collected in a spreadsheet file.

Analysis and Findings

The purchase objective of the buyer is an extremely important topic in making money in any business, and indeed on Instagram. This study seeks to study the effects of influencer marketing on the buying intention of the consumer according to the time and motivation to be an Instagram member, users' beliefs Regarding Instagram influencers, trust and Instagram influencers, and the concept of a digital word of mouth. The client's buying intentions significantly are based on the interaction between the marketers and the target market.

FINDINGS

1. Most Public purchases goods on Monthly Bases, then Seldom then weekly bases
2. Most individuals from each age group finds social media is the best means of advertising and it is most effective too.
3. Most People believes that advertisements generate wants.
4. Brand reputation and Features are the reasons people find that these features affect them.
5. Majority say that they at times receive similar outcomes from the products as indicated in advertisements.
6. Majority feels that they are influenced and pressurized with social trends, which influence them to purchase.
7. Approximately 64% people believe that they require discounts while making a purchase.
8. Around 42% people them Moderate influenced and 43% finds them highly influenced by the

Advertisements. Consumer buying intention is a very sensitive issue in the generation of revenues of any business, that of Instagram included. The objective of this study is to examine the results of influencer marketing to the buying objective of the consumer according to the motivation and time to sign up on Instagram, user beliefs as it relates to Instagram influencers, client trust in Instagram influencers, and digital word of mouth. The purchase intentions of the client are greatly depend on the interaction between the target market and the marketers.

Time and reason to become an Instagram member :

The maximum number of individuals using Instagram for a long time ranged from 6 to 10 years. however, it is also useful to note that the amount of time the amount of time that each person spends on the site differs from person to person according to their diverse existential commitments, such as professional obligations and memberaligned interests. while a few people could not gauge the time accurately after joining Instagram, others managed to consider through some of the optimal best activities that rendered their lives at approximately the same time. Most users signed up for Instagram based on various reasons primarily due to how they felt. player G, for instance, describes that it switched to fluent to enjoy the potential of adding filters and the usage of various editing choices that Instagram had particularly, while it switched to unusual to do it as an individual who is not necessarily a professional editor or photographer. "My friend and she or he snapped a photo and taped us. and she or he did the sort of effects Instagram used and I think the photo looked much better. The major category of participants are people who were encouraged through their friends and through word of mouth as an idea, Litvin et al. (2008) imply that online word of mouth is highly reliant on how people feel about it. People could observe what the site was capable of due to their social push and were motivated to join. There can also be another segment of people who found a new fashion site and now did not want to be in a role where they can be viewed as less brand new about their peers. maximum individuals have signed up on the platform in a trend that still continues. these outstanding traits are cultivated through friends and a circle of family.

Conclusion and Recommendations:

A customer's purchasing intent is a key variable that a majority of the product creators and sellers aim at to increase their sales. The customer shopping concept have been visibly central to marketing activities that have evolved in different commercial enterprise settings over a longer duration. however given A dynamic market environment, several changes have made people buy through social media structures like Instagram. The platform is an attractive space for businesses and organizations to market their products and services due to the wide base of users. From the survey, the highest customers have been active on Instagram for a longer period of time and that they have a very good knowledge of the largest advertising activities on the platform. Advertising of exclusive goods takes place specifically through influencer advertising, especially Instagram influencers. the same old definition of Instagram influencers need to be viewed from the broader context, as the type of influencers varies greatly among great clients. They are proven in studies, some customers never forget people who have the same passion as the influencer, while others believe that people who have a lot of followers, such as celebrities, can also be called influencers. but influencers are instruments of Instagram who are used by companies to guide customers to buy their commodities as they are active players on the same platform.

Discussion and future studies

This research turned exploratory and followed the buying intentions of consumers under the prism of Instagram. Still, there are other networks present such as retail networks, Facebook, Twitter, TikTok, Pinterest and YouTube that consumers can find useful or interesting. It would be critical to examine if the consequences of this perspective hold good for all these social media or hold good only for Instagram. Still, since this research was carried out in Sweden among residents of the country, there is a need to observe that had the research been planned for the future it might no longer work for all different lifestyles where attitudes, beliefs and consumption methods ought to be different. Another critical point is that this research was created on the basis on student online buying intentions ratings. Consequently, research ought to employ a broader assessment of numerous professions in the same field of study, whose earning popularity is higher than students' capabilities. Consequently, it can influence their question format and agendas. At the same time, other factors ought to bring forth new data on the same study issue, including the level of interaction between Instagram users and influencers, who analyze and observe the views of influencers on a larger extent. At some point or another, this research took into account factors like electronicoral presentation and consensus.

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