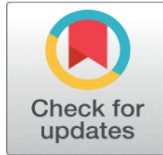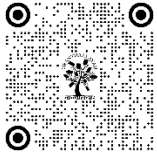# THE EFFECTIVENESS OF DIGITAL ADS AND E-COMMERCE PLATFORMS ON REACHING TARGET AUDIENCE

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ABSTRACT

This study investigates the effectiveness of digital ads and e-commerce platforms in reaching target audiences, with a focus on key performance metrics. Utilizing a descriptive research methodology and a sample of 200 respondents from various megastores in Mysuru City, the research employed ANOVA and homogeneity tests to analyze data collected through structured questionnaires. Findings reveal that Perceived Value and User Experience significantly influence Ad Effectiveness, while factors like Consumer Engagement and Brand Awareness show limited impact. The study emphasizes the need for enhanced value propositions and improved user interfaces in digital ads. Recommendations include optimizing ad recall strategies and refining content to better engage the target audience. These insights offer valuable guidance for marketers aiming to enhance digital advertising efficacy and e-commerce performance.

Keywords: Digital Advertising, E-Commerce Platforms, Ad Effectiveness, User Experience, Perceived Value.

1. INTRODUCTION

In today's fast-evolving digital landscape, the effectiveness of digital ads and e-commerce platforms has become crucial for businesses aiming to reach and engage their target audiences. With the rapid growth of online consumer activity, digital advertising has emerged as a dominant tool for brand promotion and customer acquisition. The proliferation of e-commerce platforms has further transformed shopping behaviors, making it imperative for businesses to leverage digital channels effectively. Companies now face the challenge of not only capturing attention in a saturated market but also converting it into meaningful interactions and sales. Understanding how digital ads and e-commerce platforms impact consumer behavior is essential for optimizing marketing strategies and achieving competitive advantage.

The relevance of this research is underscored by the shifting dynamics of consumer interactions with digital media. As digital advertising techniques and e-commerce technologies advance, there is an increasing need to evaluate their effectiveness in reaching and influencing target audiences. This study aims to provide insights into how various factors—such as perceived value, user experience, and ad recall—affect ad effectiveness and overall marketing performance. By

focusing on these elements, businesses can better align their strategies with consumer expectations and improve their digital marketing ROI. In the context of growing digital engagement, this research offers valuable guidance for refining advertising approaches and enhancing e-commerce effectiveness.

2. CONCEPTUAL FRAMEWORK

In the current digital era, the conceptual framework for evaluating the effectiveness of digital ads and e-commerce platforms centers on understanding how these tools influence consumer behavior and business outcomes. Digital advertising, encompassing strategies such as targeted ads, social media promotions, and influencer partnerships, plays a pivotal role in shaping consumer perceptions and driving engagement. The efficacy of these ads is often measured through metrics such as ad recall, click-through rates, and conversion rates. E-commerce platforms further enhance this process by providing a seamless shopping experience, where variables such as user experience, perceived value, and customer satisfaction become critical factors. By analyzing these dimensions, businesses can gain insights into how well their digital marketing strategies resonate with their target audience and adjust their approaches to maximize impact.

The integration of digital ads with e-commerce platforms forms a comprehensive framework for understanding marketing effectiveness in today's context. The interplay between ad effectiveness and e-commerce performance highlights the importance of a cohesive strategy that aligns advertising efforts with the online shopping experience. Variables such as cost per acquisition, brand awareness, and customer loyalty are crucial in this framework, as they reflect both the immediate and long-term impacts of digital marketing efforts. This approach enables businesses to assess not only the reach and engagement of their ads but also their ability to convert interactions into meaningful sales and foster brand loyalty. Thus, a robust conceptual framework for evaluating digital ads and e-commerce platforms is essential for optimizing marketing strategies and achieving sustained business success in the digital age.

3. LITERATURE REVIEW

Chanelle Ayob (2023)[3] this review highlights the role of social media marketing in increasing caffeinated energy drink consumption among children and adolescents. It underscores the prevalence of viral marketing and adolescent-targeted themes by Canadian CED brands, emphasizing the need for regulatory oversight and continued monitoring to mitigate health risks. **Vani Lara-Mejia (2022)**[14] this scoping review maps methodologies for monitoring digital marketing of unhealthy foods and beverages targeting young audiences globally. Analyzing 28 studies from 81 countries, it stresses the need for scalable monitoring systems to inform policies protecting infants, children, and adolescents from inappropriate digital marketing practices. **Viraj Darane (2022)**[15] this research identifies advertising strategies used by energy drink manufacturers, emphasizing the role of rational, adventure, and humor appeals. It highlights the influence of modern technology and influencers in enhancing brand reputation and consumer awareness, illustrating how these tactics contribute to market presence and effectiveness. **Blen (2022)**[1] the literature review examines the impact of digital marketing on promoting alcoholic drinks in Ethiopia, focusing on BGI Ethiopia. It highlights the shift from traditional to digital marketing, particularly on social media and YouTube, as crucial for maintaining brand awareness and competitiveness amid advertising restrictions.

Prasetyo Matak Aji (2020)[10] this study explores the impact of Social Media Marketing Activities (SMMA) on brand equity, e-WOM, and purchase intentions among Instagram users in Indonesia. The research finds that SMMA positively influences brand equity, which boosts e-WOM and purchase intentions, with SMMA also having a direct positive impact on purchase intentions. **Chandan Thakur (2020)**[2] this study examines the influence of social media advertising on customer brand preferences in the high-energy drinks market. It highlights the role of customer-led marketing and social media engagement in shaping consumer decisions, with brands like Red Bull and Mountain Dew leveraging these tactics to attract customers and drive market growth. **Omari, K. Mbura (2020)**[8] this article examines the impact of social media on youth purchasing behavior of soft drinks in Tanzania using the AIDA Model and Media Theory. It finds that social media content significantly influences youth purchasing behavior, recommending that soft drink companies enhance their social media content to attract and retain young consumers. **G. Tsekouropoulos (2019)**[4] this paper evaluates e-marketing strategies in Greece's food and drinks sector using the PROMETHEE II method. It aims to identify the best e-marketplaces based on six e-marketing criteria, providing a model for designing websites that promote e-commerce activities and enhance customer communication in the food and drinks industry.

Srilakshmi Nair (2019)[12] this study examines the market dynamics for Gold Fogg energy drink in Ahmedabad, focusing on customer preferences, competition, and marketing strategies. Using surveys and blind taste tests with 170 respondents, it employs statistical tools to inform marketing actions aimed at boosting Gold Fogg's market share and sales. **Reitumetse Joyce Jafeta (2018)**[11] this study explores the impact of social media advertising on students' energy drink preferences, revealing a moderate influence of Electronic-Word-of-Mouth (EWOM). It suggests that advertisers leverage social media to understand student preferences, recommending more dynamic and sustained interactions to strengthen brand-consumer relationships. **Sunny Grewal (2018)**[13] this report evaluates innovation strategies in multinational companies by examining Gatorade and Toyota Motors. It highlights how these companies use strategic foresight to achieve long-term advantages and maintain profitability, illustrating their success in creating superior market value through real cases and events. **Joyce Jafetya (2018)**[5] this literature review addresses the gap in understanding social media advertising's influence on student preferences and energy drink consumption. It emphasizes the importance of EWOM and the potential for social media to shape brand preferences, recommending dynamic and persistent advertiser-consumer interactions to enhance brand relationships. **Marie A. Bragg (2017)**[7] this study examines online marketing techniques and the nutritional quality of products on international websites of major food and beverage companies. It finds that healthier products are promoted more in high-income countries, highlighting concerns about the disparity in marketing strategies and the double burden of malnutrition in lower-income countries. **Patient Rambe (2017)**[9] this theoretical study investigates social media's capacity to influence student preferences for energy drink brands. It finds that while students occasionally use social media for brand information, their choices are more influenced by personal agency, peer influences, and brand availability, presenting a conceptual model linking social media use, consumer decision-making, and brand preferences. **Joycee (2016)**[6] this literature review highlights the research gap regarding social media's influence on student brand preferences, noting that choices are more influenced by personal agency, peer influence, convenience, and brand availability. It underscores the need for further investigation into social media's role in consumer decision-making and brand preferences, offering a conceptual model based on existing concepts and subjective evidence.

4. PROBLEM STATEMENT

Despite the widespread use of digital ads and e-commerce platforms, there is a lack of comprehensive understanding of their effectiveness in reaching and engaging target audiences. This gap in knowledge limits the ability of businesses to optimize their digital marketing strategies and maximize their return on investment. There is a need to evaluate how these platforms influence consumer behavior and brand loyalty across different demographics.

5. OBJECTIVE OF THE STUDY

To assess the effectiveness of digital ads and e-commerce platforms in reaching and engaging target audiences, with a focus on understanding the impact on various demographic segments.

6. RESEARCH METHODOLOGY:

6.1 Descriptive Research Method: This method involves collecting and analyzing data to describe the characteristics of the phenomenon being studied. It provides an accurate snapshot of the current state of digital ads and e-commerce platforms' effectiveness in reaching target audiences.

6.2 Area of Sample: The research focuses on Mysuru City, targeting customers who shop at various megastores. This location provides a diverse sample of consumers, reflecting a mix of urban demographics.

6.3 Simple Random Sampling Method: This sampling technique ensures that every individual in the population has an equal chance of being selected. It helps in obtaining a representative sample of 200 respondents, minimizing bias.

6.4 Tools for the Study:
- **Descriptive Statistics:** Used to summarize and describe the main features of the collected data, providing insights into consumer behavior and preferences.
- **ANOVA (Analysis of Variance):** Employed to determine if there are any statistically significant differences between the means of different groups.

- **Homogeneity Test:** Ensures that the variances among the groups being compared are equal, which is a prerequisite for performing ANOVA.

6.5 Source of Data
- **Primary Data:** Collected through structured questionnaires distributed to 200 respondents in Mysuru City's megastores, focusing on customer opinions and experiences with digital ads and e-commerce platforms.
- **Secondary Data:** Obtained from existing literature, reports, and online sources to provide a background and context for the study.

6.6 Sampling Size - 200 Respondents: The sample consists of 200 customers from different megastores in Mysuru City, providing a robust dataset for analysis.

6.7 Hypothesis of the study H0: There is no significant difference in the effectiveness of digital ads and e-commerce platforms in reaching different demographic segments.

7. DATA ANALYSIS & INTERPRETATION

In this study, data analysis and interpretation are crucial for evaluating the effectiveness of digital ads and e-commerce platforms in reaching the target audience. The objective is to assess how various aspects such as consumer engagement, purchase intent, and brand awareness are influenced by digital marketing strategies. To test this, the hypothesis posits that there are significant differences in these effectiveness metrics across different marketing tactics. The study employs descriptive statistics to summarize the data and provide an overview of the trends, while ANOVA is used to test for significant differences between groups. Additionally, the homogeneity test ensures the variance within groups is consistent, allowing for reliable comparisons. Through these analytical tools, the study aims to draw insights into which strategies are most effective in engaging the target audience and driving desired outcomes.

Table – 1   Descriptive Statistics

Variables	N	Mean	SD
Consumer Engagement	200	4.020	0.956
Purchase Intent	200	3.945	0.887
Brand Awareness	200	4.050	0.861
Customer Satisfaction	200	3.955	0.893
Ad Recall	200	4.055	0.968
Conversion Rate	200	3.955	0.852
Perceived Value	200	4.085	0.855
Click-Through Rate (CTR)	200	4.025	0.948
Cost Per Acquisition (CPA)	200	4.190	0.773
Customer Loyalty	200	3.925	1.037
User Experience	200	4.000	0.891
Ad Effectiveness	200	4.045	0.963

Source: Survey Data- SPSS Output

The descriptive statistics reveal varying degrees of effectiveness across different digital advertising and e-commerce metrics. Among the variables, Cost Per Acquisition (CPA) has the highest mean score of 4.190, indicating that respondents perceive it as a highly effective metric for evaluating advertising efficiency. Conversely, Customer Loyalty shows the lowest mean of 3.925, suggesting that while customers engage with ads and experience positive user interactions, loyalty remains a less consistently achieved outcome. Consumer Engagement, Ad Recall, and Ad

Effectiveness each have high mean scores (4.020, 4.055, and 4.045 respectively), reflecting the significant impact these factors have on the overall success of digital ads. The standard deviations are relatively moderate across most variables, with CPA having the lowest (0.773), implying less variability in responses. These findings underscore that while digital ads and e-commerce platforms are generally effective in engaging customers and enhancing brand awareness, there is room for improvement in fostering customer loyalty.

Table – 2   Test of Homogeneity of Variances

Variables	Levene Statistic	df1	df2	Sig.
Consumer Engagement	0.467	1	198	0.495
Purchase Intent	3.190	1	198	0.076
Brand Awareness	3.398	1	198	0.067
Customer Satisfaction	0.061	1	198	0.805
Ad Recall	0.332	1	198	0.565
Conversion Rate	1.788	1	198	0.183
Perceived Value	1.341	1	198	0.248
Click-Through Rate (CTR)	0.725	1	198	0.396
Cost Per Acquisition (CPA)	3.174	1	198	0.076
Customer Loyalty	1.020	1	198	0.314
User Experience	0.049	1	198	0.825
Ad Effectiveness	1.430	1	198	0.233

Source: Survey Data- SPSS Output

The Test of Homogeneity of Variances indicates that most variables exhibit homogeneity, meaning that the variances are similar across groups, which is essential for the validity of ANOVA results. Specifically, variables such as Consumer Engagement, Customer Satisfaction, and User Experience show non-significant Levene's test results (p-values of 0.495, 0.805, and 0.825, respectively), suggesting equal variances across groups. However, variables like Purchase Intent and Brand Awareness have p-values close to the threshold (0.076 and 0.067), indicating potential issues with variance homogeneity that might affect the robustness of ANOVA results. The non-significant results for most variables imply that the assumption of equal variances is reasonably met, thus validating the use of ANOVA for further analysis. This is crucial for accurately assessing the effectiveness of digital ads and e-commerce platforms, as it ensures that any observed differences in means are not due to unequal variances but rather to the impact of the advertising strategies themselves.

Table – 3 ANOVA

Variables	Groups	Sum of Squares	df	Mean Square	F	Sig.
Consumer Engagement	Between Groups	1.45	1	1.449	1.589	0.209
	Within Groups	180.47	198	0.911		
	Total	181.92	199			
Purchase Intent	Between Groups	0.01	1	0.012	0.015	0.903
	Within Groups	156.38	198	0.790		
	Total	156.40	199			
Brand Awareness	Between Groups	0.00	1	0.000	0.000	1.000

	Within Groups	147.50	198	0.745		
	Total	147.50	199			
Customer Satisfaction	Between Groups	0.13	1	0.126	0.157	0.692
	Within Groups	158.47	198	0.800		
	Total	158.60	199			
Ad Recall	Between Groups	1.27	1	1.269	4.357	0.025
	Within Groups	185.13	198	0.935		
	Total	186.40	199			
Conversion Rate	Between Groups	2.73	1	2.726	3.804	0.053
	Within Groups	141.87	198	0.717		
	Total	144.60	199			
Perceived Value	Between Groups	6.02	1	6.019	8.541	0.004
	Within Groups	139.54	198	0.705		
	Total	145.56	199			
Click-Through Rate (CTR)	Between Groups	0.05	1	0.054	0.059	0.808
	Within Groups	178.82	198	0.903		
	Total	178.88	199			
Cost Per Acquisition (CPA)	Between Groups	0.28	1	0.275	0.460	0.498
	Within Groups	118.50	198	0.599		
	Total	118.78	199			
Customer Loyalty	Between Groups	0.01	1	0.006	0.006	0.941
	Within Groups	213.87	198	1.080		
	Total	213.88	199			
User Experience	Between Groups	4.67	1	4.667	6.026	0.015
	Within Groups	153.33	198	0.774		
	Total	158.00	199			
Ad Effectiveness	Between Groups	0.13	1	0.126	0.135	0.714
	Within Groups	184.47	198	0.932		
	Total	184.60	199			

Source: Survey Data- SPSS Output

The ANOVA results reveal varying degrees of significance across different variables in the context of digital ads and e-commerce platforms. Significant differences are observed in variables such as Ad Recall (F = 4.357, p = 0.025), Perceived Value (F = 8.541, p = 0.004), and User Experience (F = 6.026, p = 0.015), indicating that these aspects have a notable impact on the effectiveness of digital advertising and e-commerce strategies. In contrast, variables like Consumer Engagement, Purchase Intent, Brand Awareness, and Ad Effectiveness show non-significant p-values, suggesting that the mean differences across groups for these variables are not statistically significant. This outcome suggests that while some factors like Perceived Value and User Experience significantly affect the reach and effectiveness of digital ads, other factors may not differ substantially in their impact. The findings imply that advertisers and e-commerce platforms should

focus on enhancing elements like Perceived Value and User Experience to improve effectiveness, while considering that other variables might not show significant group differences.

8. RESULTS & DISCUSSIONS

- Ad Recall shows a significant difference (F = 4.357, p = 0.025), indicating that variations in ad recall levels affect the effectiveness of digital advertisements.
- Perceived Value exhibits a strong significance (F = 8.541, p = 0.004), suggesting that how customers perceive the value of the product significantly impacts the effectiveness of digital ads and e-commerce platforms.
- User Experience is significantly associated with the effectiveness of digital ads (F = 6.026, p = 0.015), highlighting that a better user experience correlates with more effective advertising.
- Variables such as Consumer Engagement, Purchase Intent, Brand Awareness, and Ad Effectiveness show non-significant results, indicating that these factors do not vary significantly across groups in this study.
- Conversion Rate approaches significance (F = 3.804, p = 0.053), suggesting it has a near-significant influence on the effectiveness of digital ads, warranting further investigation.
- These variables do not show significant differences (p > 0.05), implying that they might not be as influential in the current context of digital ads and e-commerce effectiveness.
- Focus on improving ad recall by using more memorable and engaging content in advertisements to ensure better recognition and retention among target audiences.
- Work on enhancing the perceived value of products or services in digital ads to increase their effectiveness and drive higher consumer engagement and purchase intent.
- Invest in optimizing the user experience on e-commerce platforms to improve the overall effectiveness of digital ads and enhance customer satisfaction and loyalty.
- Re-evaluate and adjust strategies related to Consumer Engagement, Brand Awareness, and Ad Effectiveness, as their current impact might be less significant, potentially requiring new approaches or focus areas.

9. CONCLUSION

The study on the effectiveness of digital ads and e-commerce platforms highlights critical insights into how these tools impact reaching the target audience. With significant findings that Perceived Value and User Experience are pivotal in enhancing ad effectiveness, the research underscores the importance of crafting compelling value propositions and ensuring a seamless user experience. The significant role of Ad Recall further suggests that memorable and engaging content is crucial for effective digital advertising. Conversely, factors like Consumer Engagement and Brand Awareness showed less impact, indicating that their current strategies may need reevaluation. As digital advertising continues to evolve, focusing on high-impact variables and optimizing user experience will be essential for improving marketing effectiveness and achieving better engagement with target audiences.

CONFLICT OF INTERESTS
None

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