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Effectiveness of digital advertising in Kathmandu Valley

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Abstract

This study examines the effectiveness of digital advertising in Kathmandu Valley. Consumer purchase decision is selected as the dependent variable. Similarly, digital advertising, email marketing, social media marketing, mobile marketing and blog are selected as independent variables. The primary source of data is used to assess the opinions of the respondents regarding effectiveness of digital marketing on consumer buying behavior in Kathmandu Valley. This study is based on primary data with 122 observations. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of digital advertising on consumer purchase decision in Kathmandu Valley.

The study showed that digital advertising has a positive impact on consumer purchase decisions. It means that better digital advertising leads to increase in consumer purchase decisions. Similarly, email marketing has a positive impact on consumer purchase decisions. It indicates that increase in email marketing leads to increase in consumer purchase decisions. Moreover, social media marketing has a positive impact on consumer purchase decisions. It means that increase in social media marketing leads to increase in consumer purchase decisions. Likewise, mobile marketing has a positive impact on consumer purchase decisions. It shows that the increase in mobile marketing leads to increase in consumer purchase decisions. Further, blog has a positive impact on consumer purchase decisions. It shows that uniqueness in blog leads to increment in consumer purchase decisions.

Keywords: Digital advertising, email marketing, social media marketing, mobile marketing, blog and consumer purchase decisions.

1. Introduction

Digital advertising allows businesses to reach a broader and more targeted audience compared to traditional advertising methods. Increased exposure to products or services can lead to higher brand awareness and recognition, which are essential factors in influencing consumer buying decisions (Dastane, 2020). Digital advertising platforms offer advanced targeting options, allowing businesses to tailor their ads to specific demographics, interests, behaviours, and preferences. Personalized ads are more likely to resonate

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with consumers, leading to increased engagement and potential purchases. It provides valuable data and analytics, enabling businesses to measure the effectiveness of their campaigns accurately. By analysing user behaviour, click-through rates, conversions, and other metrics, marketers can refine their strategies and optimize ad performance. Digital advertising is a digital identity of a company through which it presents itself in the virtual world to an enormous number of users. Chole and Dharmik (2018) stated that digital advertising supports new entrepreneurs to promote their product at low cost and can generate business with the help of social media in domestic countries and also outside of the nation. According to Stone and Woodcock (2014), digital advertising can be designed to engage with the consumer at any time and in any place, with the purpose of informing, educating, entertaining or providing insights for the brand. Due to the recent trends in technological advancements, marketing channels and consumer behaviours have seen a shift, which has impacted the consumer decision making process when it comes to product purchases.

Digital marketing is a marketing activity, including branding, that uses various media like blogs, websites, e-mails, ad words and various social media networks (Chen and Lin, 2019). Purchasing decision is an integration process that combines knowledge to evaluate two or more alternatives and choose one of them (Sitompul and Ferawati, 2021). Similarly, Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market (Yasmin *et al.*, 2015). Likewise, Yang *et al.* (2016) stated that digital advertising is a marketing communication effort made by marketers in promoting products or services agents through digital channels. Similarly, Wan and Topline (2016) defined consumer preferences as consumers' interest in a product with a statement of whether they like it or not on the results of its own evaluation. Kaur (2017) explained digital advertising in the overall marketing strategy of the business shall only contribute to the better achievement of the overall marketing and business goals by enabling brands to gain insights about consumer behaviour and better satisfy their needs. According to Herhausen *et al.* (2020), digital advertising to be a dual player doing nothing but advancing both of its stakeholders, be it consumer marketing that also evolves customers' needs, amplifying competitors' pressures and rapid technological advancements have proved to be decisive for the marketers to perform well with sustainability.

Zahay (2021) explained that direct marketing and interactive marketing elements, such as the use of databases and the fostering of conversations,

are included in the realm of digital advertising. However, digital advertising not only aims to initiate conversations but also to increase participation in them, because the customer has, to some extent. Mittal (1989) explained that purchase-decision involvement may be defined as the extent of interest and concern that a consumer brings to bear upon a purchase decision task. However, the term purchase-decision involvement offers the advantage that we can now speak of situational variations in purchase-decision involvement itself. Sanjaya *et al.* (2014) stated that consumers' purchase decision is the stage where a buyer has determined his choice, purchased, and consumed the product. The purchase decision is a process that involves the physical and mental activity of a consumer. In such condition, a consumer has had his own understanding of the product to be bought and had a confident feeling when buying and consuming it (Chang *et al.*, 2011). Jusoh *et al.* (2011) stated that process of consumer attitude is one part of consumer behaviour that is created. Consumer purchase behaviour includes activities on how individuals, groups, and organizations select, purchase, use, dispose goods, services, ideas or their experiences in order to satisfy their needs and desires.

Alamsyah *et al.* (2021) examined digital marketing: Implementation of digital advertising preference to support brand awareness. The study showed that implementation of digital advertising preference has a positive impact on consumer brand awareness. Similarly, Kanapathipillai and Kumaran (2022) assessed the mediating effect of relationship marketing strategy between digital marketing strategy and consumer purchase decisions in automotive industry in Malaysia. The study concluded that there is a significant relationship between digital marketing strategy and relationship marketing strategy as well as consumer's purchase decisions. Zaidi and Shukri (2022) investigated the effect of digital marketing implementation on online consumers in Selangor during Covid-19 pandemic. The study revealed that there is a significant relationship between brand awareness and the implementation of digital marketing towards online customers. Further, Nugraha *et al.* (2023) examined the role of brand awareness in the influence of Instagram advertising and viral marketing on culinary purchase decisions. The study concluded that Instagram advertising has a negative effect on consumer purchase decisions but has a positive effect through mediation of brand awareness.

Kinanti and Imran (2021) showed that digital marketing has a significant influence on brand awareness. Similarly, Amelfdi and Ardyan (2020) found that the brand awareness has insignificant influence on purchasing decisions whereas brand image and product quality has a significant influence

on purchasing decisions. Tsang *et al.* (2004) concluded that perceived informativeness does not have an impact on consumers' attitudes towards mobile advertising in general. Likewise, Basheer *et al.* (2010) found that there is a positive relationship between perceived usefulness of advertisement and purchase intention. Further, Emini and Zekjiri (2020) found that most of the youngsters of the present generation have access to digital media, but they lack awareness about its optimum utilization. Similarly, Grewal *et al.* (1998) revealed that brand awareness acts as a critical factor in the consumer purchase intention and certain brands will accumulate in consumers' minds to influence consumer purchase decisions.

Dastane (2020) assessed the impact of digital marketing on online purchase intention of e-commerce consumers in Malaysia and the mediating effect of customer relationship management (CRM). The study showed that an effective layout, quality content information and an exchange of opinion have positive impact on purchase intentions. The study also revealed that the media ting effect of CRM has negative impact on purchase intention nor digital marketing has positive impact on customer relationship management (CRM). Omar and Atteya (2020) analysed the effect of the digital marketing channels such as (email marketing, mobile marketing and retargeting) on consumer buying decision process in Egyptian market. The study found that email marketing has a positive influence on consumer buying decision whereas, mobile marketing has negative impact on consumer buying decision process in Egyptian market. Further, Kurniawati *et al.* (2023) showed that the digital marketing variables and personal selling variables have positive effect on consumer purchase decision on MS Glow beauty products.

In the context of Nepal, Similarly, Thagunna and Khanal (2013) concluded that price, brand awareness and accurate information influence buying behavior of consumers to a certain extent. Rana (2016) investigated Facebook marketing and its influence on consumer buying behavior in Kathmandu. The study revealed that people are more influenced by word of mouth and opinion given by the people they know on Facebook, and it substantially affects their buying behavior. However, Bahadur *et al.* (2019) analyzed the gold purchasing behavior of consumers in Nepal. The study concluded that female participants mainly preferred the jewelry buying by themselves. Similarly, Sawagvudcharee *et al.* (2018) stated that brand awareness is considered an important tool that can influence the purchase decision because when the customer want to buy a product a brand image or brand name comes his/her mind that shows that company or brand has more

loyalty. Likewise, Further, Neupane (2019) revealed that social media has a significant role in the purchasing decision of buyers.

The above discussion shows that the empirical evidence varies greatly across the studies on the effectiveness of digital advertising on the consumer purchase decisions. Though there are above mentioned empirical evidence in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyse the effectiveness of digital advertising in Kathmandu Valley. Specifically, it examines the impact of digital advertising, email marketing, social media marketing, mobile marketing and blog on consumer purchase decisions in Kathmandu valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results, and the final section draws the conclusion.

2. Methodological aspects

The study is based on primary data. The data were gathered from 122 respondents through a questionnaire. The respondents' views were collected on digital advertising, email marketing, social media marketing, mobile marketing and blog and consumer purchase decisions. The study is based on descriptive and casual comparative research designs.

The model

The model estimated in this study assumes that effectiveness of digital advertising depends on consumer purchase decisions. The dependent variables selected for the study are consumer purchase decision. Similarly, the selected independent variables are digital advertising, email marketing, social media marketing, mobile marketing and blog. Therefore, the model takes the following form:

$$CPD = \beta_0 + \beta_1 DA + \beta_2 EM + \beta_3 SMM + \beta_4 MM + \beta_5 BL + \varepsilon$$

Where,

CPD = Consumer purchase decision

DA= Digital advertising

EM= Email marketing

SMM= Social media marketing

MM= Mobile marketing

BL= Blog

Digital advertising was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Digital advertising influences me to search more about the product information immediately”, “Digital advertising provide relevant information about products or services” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.732$).

Email marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I frequently open and read promotional emails sent by the companies”, “I like to make a purchase after receiving a promotional email” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.792$).

Social media marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I am more attracted to buy a product when I see it on social media”, “I enjoy purchasing on social media commerce site because of the services it offers”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.845$).

Mobile marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Through advertisement messages on mobile phone, I receive timely and exclusive information about the products”, “Information from mobile marketing is sufficient in leading me to buy”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.715$).

Blog was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I typically buy a brand that I can quickly recognize among competing blog”, “I look for a certain blog before I purchase” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.837$).

Consumer purchase decision was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I rely on digital advertising activities for the product and service information”, “Digital advertising helps me to decide for the products”, and so on. The reliability of the feature was measured by computing the Cronbach’s alpha ($\alpha = 0.783$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Digital advertising

Digital advertising has become a dominant and effective method for businesses to reach their target audiences and promote their products or services. Digital advertising allows businesses to reach a vast and diverse audience, including potential customers who may not have been exposed to their products or services through traditional advertising channels. Advanced targeting options also enable advertisers to direct their messages to specific demographics, interests, and behaviors, increasing the likelihood of reaching relevant consumers (Mallia and Windels, 2011). Likewise, Munandar (2022) revealed that digital marketing has a positive effect on online purchase decisions. The study also concluded that the influencer marketing and electronic word of mouth (eWOM) have positive and significant effect on online purchase decisions. According to Budiman (2021), online advertising marketing is a strategy that utilizes the internet to get website traffic and deliver marketing letters to the right potential consumers. Based on it, the study develops the following hypothesis:

H₁: There is a positive relationship between digital advertising and consumer purchase decisions.

Email marketing

Email marketing allows businesses to personalize their messages based on user preferences, behaviors, and demographics. By segmenting their email lists and sending relevant content to specific groups of subscribers, businesses can increase the chances of resonating with recipients and encouraging them to make a purchase. Harum *et al.* (2021) defined email marketing as one of the marketing tools that has many advantages, including the ability to reach a wider area and different market share but also the ability to make marketing deals with a small amount of investment. The study revealed that there was

a strong influence between email marketing permissions with purchase intention and purchase decisions. Likewise, Ligaraba *et al.* (2023) showed that informational value, entertainment-based message content, layout, visual appeal, attitude toward email advertising influence intention towards the sender. The study also found that digital marketers with an understanding of email marketing factors could influence the intention towards the email sender. Further, Sekarintias and Kusumawati (2017) found that permission to receive email marketing has a significant influence over purchase intention. The study also revealed that email is considered a potential marketing tool. Based on it, the study develops the following hypothesis:

H₂: There is a positive relationship between email marketing and consumer purchase decisions.

Social media marketing

Social media marketing enables businesses to reach a vast and diverse audience across different platforms. By maintaining an active and engaging presence, businesses can increase their brand exposure, making it more likely for consumers to consider their products or services when making purchasing decisions. Baldwin (2020) found that social media has a great impact on the buyers purchase decision. Social media has influenced consumer behaviour from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviours (Mangold and Faulds, 2009). Social media platforms facilitate direct and interactive communication between businesses and consumers. Brands can respond to customer inquiries, address concerns, and engage in conversations, creating a sense of community and trust that can positively impact purchase decisions. Likewise, social media is a platform for marketers to have conversations with consumers (Budiman, 2021). Further, Prasath and Yoganathen (2018) concluded that social media marketing has a strong positive linear relationship with consumer purchase decisions. Based on it, the study develops the following hypothesis:

H₃: There is a positive relationship between social media marketing and consumer purchase decisions.

Mobile marketing

The widespread use of smartphones and mobile devices means that businesses can reach consumers almost anywhere and at any time. Mobile marketing allows brands to engage with their audience on a personal level, increasing the chances of influencing purchase decisions. Persuad and

Azhar (2012) stated that mobile marketing is innovative via smartphones that perceived value, shopping style, permission-base and brand trust are significantly considered as predictors of consumers intention to use mobile marketing. Similarly, Tsang *et al.* (2004) stated that fun and informative SMS advertisements from a credible sender have positive impact on consumer attitudes and behavioral. Mobile marketing enables businesses to implement location-based targeting. By leveraging location data, businesses can send relevant and timely offers to consumers based on their physical proximity to a store or other relevant locations, encouraging them to make a purchase. Likewise, mobile marketing has a significant positive effect on consumer's attitudes toward products and services leading to favourable behavioural outcomes (Kushwaha and Agrawal, 2016). Based on it, the study develops the following hypothesis:

H₄: There is a positive relationship between mobile marketing and consumer purchase decisions.

Blog

Blogs provide an opportunity for businesses to share valuable and informative content with their audience. By offering insights, tips, and solutions to common problems, blogs can position a brand as an industry expert, fostering trust and credibility with consumers. Hennig-Thurau *et al.* (2004) defined the term blog communication as a communication channel through which people may send both positive and negative messages created by both product experts and customers using the services or buying the products. Sa'ait *et al.* (2016) analysed the effect of BLOG on customer purchase intention and the result showed that all the four main elements of blog namely relevance, accuracy, timeliness and comprehensiveness have significant relationship with customer purchase intention. Kulviwat *et al.* (2004) found that positive review of product/service is very important to attract consumers. Regularly updated blogs enable businesses to maintain consistent communication with their audience. Engaging blog content encourages readers to return to the website, increasing brand recall and loyalty, which can positively influence purchase decisions over time. Klaus and Changchit (2019) found that online reviews positively affect consumers' perceptions of online review importance for purchase decisions and their intentions to use online reviews. Based on it, the study develops the following hypothesis:

H₅: There is a positive relationship between Blog and consumer purchase decisions.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1: Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 122 observations. The dependent variable is CPD (Consumer purchase decisions). The independent variables are DA (Digital advertising), EM (Email marketing), SMM (Social media marketing), MM (Mobile marketing) and BL (Blog).

Variables	Mean	S. D.	CPD	DA	EM	SMM	MM	BL
CPD	3.447	0.854	1					
DA	3.686	0.734	0.002	1				
EM	3.503	0.897	0.641**	0.023	1			
SMM	2.950	1.058	0.019	0.280**	0.089	1		
MM	3.832	0.766	0.250	0.372**	0.003	0.137*	1	
BL	3.360	0.898	0.350	0.326**	0.007	0.406*	0.277**	1

*Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.*

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that digital advertising is positively correlated to the consumer purchase decision. It indicates that positive digital advertising lead to the increase in consumer purchase decisions. Likewise, email marketing is positively correlated to the consumer purchase decision. This implies that the increase in promotional email leads to the increase in consumer purchase decisions. Similarly, social media marketing is positively correlated to the consumer purchase decision. It indicates that faster the social media commerce sites provide relevant information about the product leads to increase in consumer purchase decision. However, mobile marketing is also positively related to the consumer purchase decision. This implies that mobile advertising leads to an increment of consumer purchase decisions. Moreover, blog is positively correlated to the consumer purchase decision. It indicates that uniqueness in blog leads to the increase in consumer purchase decisions.

Regression analysis

Having indicated Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More

specifically, it presents the regression results of consumer purchase decisions, digital advertising, email marketing, social media marketing, mobile marketing and blog provided by digital advertising in Kathmandu valley.

Table 2: Estimated regression results of digital advertising, email marketing, social media marketing, mobile marketing and blog on consumer purchase decisions in effectiveness of digital advertising in Kathmandu valley

The results are based on 122 observations using a linear regression model. The model is $CPD = \beta_0 + \beta_1 DA + \beta_2 EM + \beta_3 SMM + \beta_4 MM + \beta_5 BL + \epsilon$ where the dependent variable is CPD (Consumer purchase decisions). The independent variables are DA (Digital advertising), EM (Email marketing), SMM (Social media marketing), MM (Mobile marketing) and BL (Blog).

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		DA	EM	SMM	MM	BL			
1	3.625 (9.087)**	0.049 (0.460)					0.007	0.857	0.221
2	0.741 (4.035)**		0.773 (15.216)**				0.656	0.501	231.527
3	3.389 (14.679)**			0.020 (0.269)			0.008	0.858	0.072
4	3.725 (9.387)**				0.072 (0.713)		0.004	0.856	0.508
5	3.581 (11.867)**					0.040 (0.459)	0.007	0.575	0.211
6	0.912 (3.097)**	0.046 (0.744)	0.773 (15.186)**				0.655	0.502	115.609
7	0.930 (3.133)**	0.032 (0.479)	0.775 (15.134)**	0.027 (0.582)			0.653	0.503	76.757
8	0.967 (2.955)**	0.020 (0.256)	0.775 (15.051)**	0.028 (0.598)	0.020 (0.275)		0.650	0.505	57.136
9	0.981 (2.963)**	0.019 (0.236)	0.774 (14.978)**	0.019 (0.339)	0.012 (0.157)	0.022 (0.336)	0.647	0.507	45.385

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer purchase decision is dependent variable.

Table 2 shows that the beta coefficients for digital advertising are positive with the consumer purchase decisions. It indicates that digital advertising has a positive impact on the consumer purchase decision. This finding is consistent with the findings of Wuisan and Handra (2023). Likewise, the beta coefficients for email marketing are positive with consumer purchase decision. It indicates that email marketing has a significant impact on the consumer purchase decision. This finding is consistent with the finding of Bokde and Seshan (2019). In addition, the beta coefficients for social media marketing are positive with the consumer purchase decision. It indicates that

social media marketing has a positive impact on consumer purchase decisions. This result is consistent with the findings of Baldwin (2020). Further, the beta coefficients for mobile marketing are positively related with the consumer purchase decision. It indicates that mobile marketing has a positive impact on consumer purchase decisions. This finding is consistent with the findings of (Kushwaha and Agrawal, 2016). Moreover, the beta coefficient for blog is positive with the consumer purchase decisions which indicates that blog has a positive impact on consumer purchase decision. This result is consistent with the findings of Ambolau (2015).

4. Summary and conclusion

Digital advertising is a digital identity of a company through which it presents itself in the virtual world to an enormous number of users. Digital advertising supports new entrepreneur's to promote their product at low cost and can generate business with the help of social media in domestic countries and also outside of the nation. Digital advertising can be designed to engage with the consumer at any time and in any place, with the purpose of informing, educating, entertaining or providing insights for the brand. Due to the recent trends in technological advancements, marketing channels and consumer behaviours have seen a shift, which has impacted the consumer decision making process when it comes to product purchases.

This study attempts to examine the effectiveness of digital advertising in Kathmandu valley. The study is based on primary data with 122 observations.

The study also showed that digital advertising, email marketing, social media marketing, mobile marketing and blog have a positive relationship with consumer purchase decisions. Engaging and shareable blog content can spread across social media platforms, increasing brand exposure and potentially reaching a broader audience. Increased visibility can lead to more website visits and potential conversions. The study concluded that mobile marketing strategies can enhance the in-store shopping experience through features like mobile coupons, QR codes, or augmented reality experiences. These innovations can influence purchase decisions and lead to increased customer satisfaction. Many social media platforms have integrated e-commerce features that allow businesses to sell products directly through their social media pages. This convenience can shorten the customer journey and lead to quicker purchase decisions. The study also concluded that the most influencing factor that explains the consumer purchase decisions is email marketing.

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