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Topic of Research: IMPACT OF E-ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOUR FOR MOBILE ACCESSORIES

Keywords: e-Advertisement, Attitude towards e-advertisement, Purchase Intention, Purchase behaviour, Mobile accessories.

Findings

The present study is to assess the impact of e-advertisement on consumer's buying behaviour for mobile accessories using Belief-Attitude-Intention model. The findings of the study indicates that that all the three first order constructs Entertainment, Social Image and Role and Product Information forming Personal Belief are significantly related to Personal Belief. Further, the Personal Belief has overall positive impact on Attitude Towards E-Advertisement. Similarly, among the four lower order constructs Good for Economy, Falsity, Materialism and Value Corruption forming the Societal Belief, only Good for Economy has negative impact on Societal Belief whereas the remaining constituent constructs have positive impact with Societal Belief. It is observed from above outcome that Societal Belief has overall negative impact on attitude towards eAdvertisement. The study also showed that attitude towards e-advertising for mobile accessories has a significant positive effect on Purchase Intention of mobile accessories and Purchase Intention has a significant positive impact on Purchase Behaviour of mobile accessories. The result also indicates that there is no significant difference for Attitude Towards E-Advertisement for mobile accessories across Gender whereas there is significant difference for Attitude Towards E-Advertisement for mobile accessories across Age, Annual Income and Educational Qualification. The study also shows that the most appealing feature of e-advertisement is Hyperlink to Buying Platform followed by 24 x 7 Access, Real Time Updated Information about the Product whereas the least appealing being the Multimedia Technique. The study further shows that the most innovative communication strategy is Native Advertising followed by Behavioural Retargeting and Influencer Advertising whereas the least innovative communication strategy being the Carousel Advertising.