

**A Pragmatic Study on influence of E-advertisement on
Customers' Buying Behavior with the mediating Impact of Brand
Knowledge with reference to Surat city of Gujarat State**

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Abstract:

E-advertisement, or electronic advertising, refers to the use of digital platforms like websites, social media, email, and mobile apps to promote products, services, or brands. The impact of e-advertisement is significant across various sectors, both for businesses and consumers. This study examines the influence of e-advertisement on Customers' Buying Behavior in Surat city, Gujarat, with a focus on identifying significant factors that drive consumer decisions. The research aims to analyze the socio-demographic profile of consumers of Surat city, determine the key e-advertising parameters that influence purchasing behaviour, and assess differences in customers' perception based on socio-demographic factors such as age, occupation, education, and income levels.

A structured questionnaire was used to collect primary data from customers in Surat, and statistical tools such as Chi-square tests were applied to examine the relationship between demographic variables and e-e-advertising impact. The findings indicate that e- advertisement appeal, brand awareness, celebrity endorsements, and promotional offers significantly influence buying decisions. However, consumer preferences vary based on socio- demographic factors, with younger consumers being more influenced by digital e- advertisement s and celebrity endorsements, while older consumers rely more on product knowledge and brand reputation. This study provides insights for companies and advertisers to design targeted and effective advertising strategies to enhance consumer engagement and sales.

Introduction:

Today's customer is exposed to a wide range of educational messages, alluring commercials, inspiring invites, and suggestive buy instructions via various media and its platforms. However, does a customer actually pay attention to every message that is delivered to him from every angle? It will be quite difficult for him to decide if he does. The consumer has to make a decision in order to make an informed purchase. He must be able to distinguish between the cacophony of information being thrown at him from various sources and the information he wants for himself.

The degree of customer engagement in meeting a demand is a key determinant of how decisions are made by consumers. Certain purchases need a lot of involvement. In other words, a consumer chooses to actively gather and assess knowledge on the buying scenario when a need emerges. One type of low-involvement decision making is impulsive buying, which is defined as making a purchase with little or no planning beforehand. Customers are now more likely to

make impulsive purchases due to self-service and open-display commerce. Given the rise in this kind of low-commitment buying, more focus has to be put on marketing initiatives such as in-store movies that show.

E-advertisement, or electronic advertising, refers to the use of digital platforms like websites, social media, email, and mobile apps to promote products, services, or brands. The impact of e-advertisement is significant across various sectors, both for businesses and consumers. Here are some key areas where e-advertisement has made a difference:

Reach and Accessibility:

Global Reach: E-advertisements can reach a global audience, allowing businesses to target potential customers in different countries and regions.

24/7 Availability: Digital platforms are available round the clock, enabling advertisers to reach audiences at any time, which is not possible with traditional methods like TV or print ads.

Targeted Advertising:

Audience Segmentation: E-advertising allows businesses to target specific audiences based on factors like location, age, gender, interests, browsing behavior, etc. This increases the likelihood of conversions and optimizes ad spending.

Personalization: Ads can be personalized to individual users, leading to more relevant and effective campaigns.

Cost-Effectiveness:

Compared to traditional media (TV, print, radio), e-advertisement tends to be more affordable. Small businesses, in particular, can leverage digital ads (such as social media ads or Google Ads) with lower budgets but still achieve significant impact.

Real-Time Analytics and Tracking:

Performance Monitoring: E-advertisements allow businesses to track performance in real time (clicks, impressions, conversion rates), enabling quick adjustments to optimize campaigns.

Return on Investment (ROI): With the ability to measure performance precisely, companies can determine the ROI more effectively and allocate resources to the most profitable channels.

Increased Engagement:

Interactive Content: Digital ads often include interactive features, such as clickable banners, video ads, or user participation, which increases consumer engagement.

Social Media Integration: E-advertising on platforms like Facebook, Instagram, or Twitter enables direct interaction between brands and consumers, fostering engagement and relationship-building.

Influence on Consumer Behavior:

Instant Decision-Making: With e-advertisements, consumers are often just a click away from purchasing, which can speed up the buying process.

Influencer Marketing: Influencer partnerships, often part of digital advertising strategies, can have a strong impact on consumer choices, especially among younger audiences.

Brand Awareness and Loyalty:

Through consistent, well-targeted e-advertisements, brands can build awareness, foster trust, and nurture customer loyalty over time. Social media platforms, in particular, help brands to stay visible in consumers' daily lives.

Challenges and Ethical Considerations:

Ad Fatigue: Overexposure to ads can lead to ad fatigue, where consumers ignore or become annoyed by repetitive or intrusive ads.

Privacy Concerns: With targeted ads relying on data collection, there are concerns about data privacy, and regulations like GDPR have been put in place to address these issues.

Ad Blocking: The rise of ad-blocking technology is a challenge for advertisers, as many users now prefer to block ads on websites or apps.

Dynamic Nature:

Adaptability: E-advertising is highly adaptable, enabling businesses to switch strategies, test different creative, and explore new platforms in a short amount of time to keep up with trends and consumer preferences.

The impact of e-advertisement is profound and continues to evolve with the digital landscape. While it offers numerous advantages like broad reach, cost-efficiency, and real-time insights, it also requires careful attention to privacy concerns, over-saturation, and maintaining the balance between user experience and business goals.

Literature Review:

Dave, D. R., & Patel, B. M. (2015) mentioned that "Factors determining impulsive purchase behavior for fast moving consumer products at organized retail outlets in Gujarat" is the study's main objective. The study's foundation is the main data gathered from organized retail establishments in Gujarat utilizing the judgmental sampling approach and a structured questionnaire completed by 500 respondents. The study was conducted in 2013–14 as part of a large-scale research initiative funded by the UGC in New Delhi. The study's conclusions demonstrated that a range of purchasing behaviors, including planned, spontaneous, and impulsive purchasing, were seen at organized retail establishments.

Vyas, N. R., & Abhani, A. (2022) discussed that brands make it easier to recognize and distinguish on company's products and services from another. They make buying easier, help consumers comprehend product information, and give them confidence in their choice to buy. Strong brands sustain relationships that consistently yield valuable experiences. These brands enable businesses to profit from the solid, enduring relationships with their customers that build brand equity. Undoubtedly, "Brand Management" became a crucial strategic activity due to the quick changes occurring in the worldwide market and the heightened rivalry among businesses. Effective brand management guarantees customer loyalty and preferences, creates distinct product distinction, and may increase market share. Over the past several years, India's consumer product industry-which encompasses the design, development, manufacture, and sale of many consumer product categories-has grown significantly, and it is still expanding today. India has one of the biggest consumer goods industries globally. Because there are so many substitutions and alternatives, the consumer products industry is constantly quite competitive. There is a potential market for the consumer products in a nation with a large population, such as India. For the current study, the researcher has therefore selected consumer goods into three groups. Under the heading "AN ANALYSIS OF BRAND EQUITY OF CONSUMERS WITH REGARD TO "SHOPPING GOODS" IN "CONSUMER GOODS" CATEGORY IN TOP 6 CITIES OF GUJARAT," the attitudes, reactions, and perceptions of consumers of consumer products toward branding are identified and measured.

Dhadhal, C. H. (2011) mentioned that branding has become a crucial component of contemporary marketing tactics and is now recognized as a key organizational tool. The foundation for product distinction now consists of the visual and symbolic characteristics associated with brand names. One of the most important strategies used for effective product and offering marketing is branding. However, the idea of branding is not new; it has existed for a long time. Brands may be used to identify how one company's products and services differ from those of other companies. Another crucial component that gives a product or offering personality, character, and overall image is branding. The major problem for the marketer in the FMGC industry, where a flurry of new goods are occasionally released onto the market, is to grow the market while maintaining a strong brand that can resist pressure from its direct competitors.

Sheth, H., & Das, S. (2018) defined that a brand is basically dynamic. It is not a sculpture that, once constructed, will always be appealing. Strong brands gain traction. Companies must establish a link between their brand and its customers in order to develop powerful brands. The fact that a brand, in contrast to the product it includes, is created by, appreciated by, and exists

only in the minds of the customer should never be forgotten. Successful brands nowadays are more characterized by the characteristics and lifestyles of their target audience than by their features and advantages. This is especially true in the FMCG sector, where product benefits that last longer than a fair amount of time are rarely maintained. In these situations, the brand's emotional connection is far more significant than those features or advantages. Thus, the lifestyles and attitudes of the target consumers dictate brand success.

Research Methodology:

Research Gap:

Despite extensive research on consumer behaviour and e-advertising, there is a limited understanding of how e-advertising influences the buying behaviour of consumers in Surat City, a rapidly growing urban centre with diverse consumer segments. Existing studies often focus on national or broader regional perspectives, overlooking city-specific factors such as local cultural influences, economic conditions, and digital advertising penetration.

Most prior research has emphasized general marketing strategies, brand awareness, and promotional effectiveness, but few studies have explored the specific advertising parameters—such as emotional appeal, celebrity endorsements, digital media presence, and repetitive exposure—that significantly impact purchasing decisions in Surat. Additionally, there is a lack of comparative analysis on how different socio-demographic segments, including age, income, education, and occupation, perceive and respond to e-advertising strategies for products.

Furthermore, while previous studies have analyzed e-advertising's role in shaping consumer preferences, there is a need to examine the statistical significance of these factors across different demographic groups using empirical methods. By addressing these gaps, this study aims to provide city-specific insights into consumer behaviour, helping companies and e-advertisers refine their strategies for the dynamic and evolving market of Surat.

Scope of the Study:

The study on the Impact of E-advertisement on Buying Behavior of Consumers for Products in Surat City aims to provide an in-depth analysis of how advertising influences consumer purchasing decisions in one of Gujarat's most commercially active cities. The research focuses on understanding the socio-demographic profile of consumers, including age, income, education, and occupation, to examine variations in their responses to e-advertisements for FMCG products.

The study will identify key advertising parameters that significantly impact consumer behaviour, such as celebrity endorsements, emotional appeal, digital and social media influence, price promotions, brand recall, and trust in e-advertisements. It will assess which advertising strategies resonate most with different consumer segments in Surat City, considering the increasing penetration of digital media and changing consumer preferences.

Additionally, the study will explore whether there is a statistically significant difference in consumer perceptions of advertising effectiveness based on their socio-demographic characteristics. This will help FMCG companies, marketers, and advertisers tailor their advertising strategies to effectively engage target consumers in Surat.

By providing city-specific insights, the findings will contribute to better marketing decision-making, improved advertising campaigns, and enhanced consumer engagement strategies for brands operating in Surat's urban and semi-urban markets.

Objectives of the Study:

The objectives of the study are mentioned below:

- To study the socio-demographic profile of the consumers with respect to the Surat city of Gujarat State.
- To define the important parameters of the e-advertising those have the significant impact on the buying behaviour of the consumers.
- To examine the significant difference of opinion among the socio-demographic profile of the consumers towards the important factors for the buying behaviour of consumers for the FMCG products in the Surat City of Gujarat State.

Hypothesis of the Study:

Based on the objectives define above, the Hypothesis of the study are mentioned below:

- H0: There is no significant difference of opinion among the gender of the consumers toward the different factors which affect their buying behaviour due to e-advertisement.
- H0: There is no significant difference of opinion among the age of the consumers toward the different factors which affect their buying behaviour due to e-advertisement.
- H0: There is no significant difference of opinion among the educational qualification of the consumers toward the different factors which affect their

buying behaviour due to e-advertisement.

- H0: There is no significant difference of opinion among the occupation of the toward the different factors which affect their buying behaviour due to e-advertisement.
- H0: There is no significant difference of opinion among the annual income of the consumers toward the different factors which affect their buying behaviour due to e- advertisement.

Data Analysis Tools and Techniques of the Study:

Based on the objectives that have been defined in the study, the description of the data analysis tools and techniques applied are mentioned below:

- To study the socio-demographic profile of the consumers with respect to the Surat city of Gujarat State. – To achieve this objective, the researcher has used the descriptive statistics with the consideration of the table and charts.
- To define the important parameters of the e-advertising that has the significant impact on the buying behaviour of the consumers. - To achieve this objective, the researcher has used the descriptive statistics with the consideration of the table and charts to demonstrate the most significant factor for the e-advertisement among the consumers.
- To examine the significant difference of opinion among the socio-demographic profile of the consumers towards the important factors for the buying behaviour of consumers in the Surat City of Gujarat State. – To achieve this objective, the researcher has used the reliability test, normality test and then proceeds with the non- parametric test in terms of the Mann Whitney U test and Kruskal Wallis test have been applied.

Ethical Consideration of the Study:

The study on the Impact of E-advertisement on Buying Behavior of in Surat City follows strict ethical guidelines to ensure fairness, transparency, and confidentiality throughout the research process.

- **Informed Consent:** Respondents will be informed about the purpose of the study, their role in it, and how the collected data will be used. Only those who voluntarily agree to participate will be included.

- **Confidentiality and Privacy:** Personal data of the respondents, including their socio-demographic information, will be kept strictly confidential. No identifiable information will be shared or published without explicit consent.
- **Non-Coercion and Voluntary Participation:** Participants will not be forced or pressured to take part in the study. They will have the right to withdraw at any stage without facing any negative consequences.
- **Data Integrity and Accuracy:** The collected data will be accurately recorded and analyzed without any manipulation. The research will ensure unbiased reporting of findings to maintain credibility.
- **Avoiding Misrepresentation and Bias:** The study will focus on factual, objective analysis without misrepresenting data to favour specific brands or advertising strategies.
- **Responsible Use of Findings:** The results of the study will be used for academic and business insights, ensuring that they are not misused for deceptive marketing or unethical advertising practices.

By adhering to these ethical principles, the research aims to provide genuine and reliable insights into how e-advertisements influence consumer buying behaviour in Surat City while protecting the interests and rights of participants.

Limitations of the Study:

The study on the Impact of E-advertisement on Buying Behaviour of Consumers in Surat City has certain limitations that should be considered while interpreting the findings:

- **Geographical Scope:** The research is limited to Surat City, which may restrict the generalizability of the findings to other regions of Gujarat or India with different consumer demographics and market dynamics.
- **Sample Size and Representation:** The study relies on a specific sample of respondents, which may not fully represent the diverse population of Surat. Variations in consumer behaviour across different localities, age groups, and income levels might not be entirely captured.
- **Self-Reported Data:** The study depends on consumer responses through surveys and questionnaires, which may be subject to biases such as social desirability bias or recall errors, potentially affecting the accuracy of the results.

- **Limited Scope of E-advertising Mediums:** The study focuses on key e-advertising parameters but may not fully cover the evolving digital marketing landscape, social media influence, or emerging trends like influencer marketing that significantly impact on purchasing decisions.
- **Dynamic Market Conditions:** Consumer preferences and e-advertisement strategies constantly evolve due to market trends, economic conditions, and technological advancements. The study's findings may have limited applicability over time as new advertising trends emerge.
- **Exclusion of External Factors:** The research does not account for external influences such as word-of-mouth marketing, cultural preferences, or economic fluctuations that may also impact buying behaviour beyond e-advertisement.
- **Time Constraints:** The study is conducted within a specific timeframe, which may not allow for longitudinal analysis to observe long-term shifts in consumer behaviour due to advertising impact.

Despite these limitations, the study provides valuable insights into how e-advertisements influence consumer buying behaviour for FMCG products in Surat City. However, future research could expand the scope, sample size, and variables to enhance the robustness and applicability of the findings.

Data Analysis and Interpretation:

Table1: Socio-demographic profile of the Consumers with respect to the E-advertisement.

Socio-Demographic	Frequency	Socio-Demographic	Frequency
Profile		Profile	
Age		Education Qualification	
Less than 25Years	18	Schooling	14
25 – 40Years	34	Graduation	31
41 – 60Years	30	Post -Graduation	30
More than 60Years	18	Doctoral	18
		Professional Degree	07
Occupation		Annual Income	

Student	10	Less than Rs.2,50,000	14
Businessman	22	Rs. 2,50,000 to Rs. 5,00,000	34
Services	34	Rs. 5,00,001 to Rs. 10,00,000	36
Farmers	16	More than Rs. 10,00,000	16
Others	08		
Gender			
Male	56		
Female	44		

(Source: Research Result)

The socio-demographic analysis of consumers in Surat City reveals a diverse consumer base with varying preferences and responses toward e-advertisements.

Age Distribution: The majority of consumers fall within the 25–40 years age group (34 respondents, 34%) and the 41–60 years age group (30 respondents, 30%), indicating that working-age individuals form the largest segment influenced by e-advertisements. Younger consumers (less than 25 years, 18%) and older consumers (more than 60 years, 18%) also contribute significantly, reflecting that advertising strategies should cater to multiple age groups.

Education Qualification: Most respondents hold a graduation (31%) or post-graduation degree (30%), suggesting that highly educated consumers are more exposed to and influenced by e-advertisements. A smaller proportion of consumers have schooling (14%) or a professional degree (7%), indicating that education levels may impact e-advertisement interpretation and decision-making.

Occupation: The largest segment of consumers belongs to the services sector (34%), followed by businessmen (22%) and farmers (16%). Students and individuals from other occupations account for 18% of respondents, suggesting that advertising strategies should be tailored differently for professionals, entrepreneurs, and rural buyers.

Annual Income: A significant proportion of consumers fall within the Rs. 2,50,000 – Rs. 5,00,000 (34%) and Rs. 5,00,001 – Rs. 10,00,000 (36%) income brackets. Consumers with incomes above Rs. 10,00,000 (16%) and below Rs. 2,50,000 (14%) also represent a notable segment, highlighting the need for pricing-based advertising strategies targeting different

economic groups.

Gender Distribution: The gender-wise distribution indicates a nearly balanced consumer base, with 56% male and 44% female respondents. This suggests that e-advertisement campaigns should address both male and female audiences effectively, considering their preferences in products.

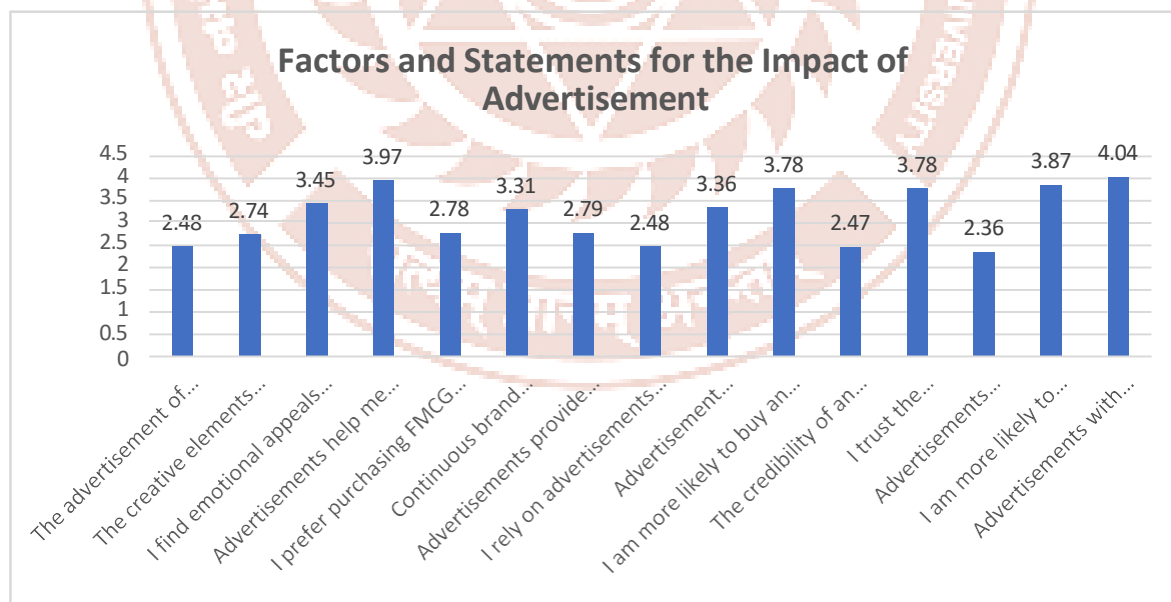
Table 2: Factors and Statements for the Impact of E-advertisement and Statements on their Buying Decisions

Factors	Statements	Mean
E-advertisement Appeal	Thee-advertisement product is engaging and attracts my attention.	2.48
	The creative elements (colors, graphics, slogans) in e-advertisements influence my buying decisions.	2.74
	I find emotional appeals in e-advertisements (happiness, nostalgia, family values) Persuasive when buying products.	3.45
Brand Awareness	E-advertisements help me recognize brands easily.	3.97
	I prefer purchasing brands that I frequently See in e-advertisements.	2.78
	Continuous brand e-advertisements influence my trust and loyalty toward brands.	3.31
Information and Product Knowledge	E-advertisements provide useful information about the features and benefits of products.	2.79
	I rely on e-advertisements to compare different products before making a purchase.	2.48
	E-advertisement campaigns help me learn About new products in the market.	3.36
	I am more likely to buy a product if it is endorsed by a celebrity or influencer.	3.78

Celebrity and Influencer Endorsement	The credibility of an e-advertisement increases when well-known personalities Promote the product.	2.47
	I trust the recommendations of social media Influencers when buying products.	3.78
Frequency and Repetition of E-advertisement	E-advertisements show casing discounts, deals, or free samples encourage me to buy products.	2.36
	I am more likely to purchase products when I see a limited-time promotional offer in an e-advertisement.	3.87
	E-advertisement s with price discounts influence my purchasing decisions more Than brand reputation.	4.04

(Source: Research Result)

Figure2: Factors and Statements for the Impact of E-advertisement and Statements on their Buying Decisions.



(Source: Research Result)

The study evaluates key factors influencing consumer buying decisions based on e-advertisement appeal, brand awareness, information and product knowledge, celebrity and influencer endorsement, and the frequency and repetition of e-advertisement s. The mean

values indicate the level of agreement among consumers toward each statement.

E-advertisement Appeal: Consumers find emotional appeals (mean = 3.45) more persuasive than creative elements (mean = 2.74) and overall e-advertisement engagement (mean = 2.48). This suggests that e-advertisements featuring emotions such as happiness, nostalgia, and family values have a stronger influence on purchasing decisions than visual creativity alone.

Brand Awareness: The highest-rated statement in this category is that e-advertisements help consumers recognize different brands easily (mean = 3.97). Continuous brand e-advertisements also foster trust and loyalty (mean = 3.31), but frequent exposure does not necessarily translate into preference (mean = 2.78), indicating that while e-advertisements enhance brand recognition, they do not always lead to immediate purchases.

Information and Product Knowledge: Consumers believe that e-advertisements help them learn about new products (mean = 3.36) and provide useful product details (mean = 2.79). However, reliance on e-advertisements for product comparisons is relatively low (mean = 2.48), suggesting that consumers may seek additional sources of information before making a purchase decision.

Celebrity and Influencer Endorsement: Endorsements by celebrities and social media influencers significantly impact purchase decisions, with both statements receiving a high mean score of 3.78. However, the credibility of e-advertisements through celebrity promotion has a lower mean value (2.47), implying that while endorsements attract attention, consumers may not fully trust them as an authoritative source for product quality.

Frequency and Repetition of E-advertisements: Consumers are highly influenced by price discounts in e-advertisements (mean = 4.04) and limited-time promotional offers (mean = 3.87). However, e-advertisements showcasing general discounts, deals, or free samples have a relatively lower influence (mean = 2.36), indicating that exclusive and time-sensitive offers are more effective in driving purchases than regular discounts.

Table 3: Significant Difference of opinion among the Socio-Demographic Profile of the Consumers and factors for the measuring the impact of E-Advertising on Online Banking

Socio-Demographic Factors*	Chi-Square	P Value	Sig Difference or Not
Factors of Buying Products			
E-advertisement Appeal*Occupation	9.478	0.045*	Sig Difference

Brand Awareness*Occupation	0.287	0.102	No Sig Difference
Information and Product Knowledge* Occupation	14.148	0.030*	Sig Difference
Celebrity and Influencer Endorsement* Occupation	12.478	0.001*	Sig Difference
Frequency and Repetition of E- advertisement*Occupation	13.587	0.020*	Sig Difference
E-advertisement Appeal*Age	21.478	0.010*	Sig Difference
Brand Awareness*Age	0.200	0.100	No Sig Difference
Information and Product Knowledge*Age	13.547	0.001*	Sig Difference
Celebrity and Influencer Endorsement* Age	15.789	0.000*	Sig Difference
Frequency and Repetition of E- advertisement*Age	10.214	0.002*	Sig Difference
E-advertisement Appeal*Educational Qualification	9.874	0.003*	Sig Difference
Brand Awareness * Educational Qualification	0.100	0.648	No SigDifference
Information and Product Knowledge* Educational Qualification	24.579	0.000*	Sig Difference
Celebrity and Influencer Endorsement* Educational Qualification	21.578	0.000*	Sig Difference
Frequency and Repetition of E- advertisement* Educational Qualification	22.578	0.000*	Sig Difference
E-advertisement Appeal*Annual Income	11.478	0.000*	Sig Difference
Brand Awareness*Annual Income	0.054	0.879	No Sig Difference
Information and Product Knowledge* Annual Income	13.657	0.000*	Sig Difference
Celebrity and Influencer Endorsement* Annual Income	12.547	0.000*	Sig Difference
Frequency and Repetition of E- advertisement*Annual Income	11.547	0.002*	Sig Difference

(Source: Research Result)

The study evaluates the relationship between socio-demographic factors and various advertising-related aspects influencing purchase decisions. The Chi-square test results and P- values indicate significant differences in consumer opinions across occupation, age, educational qualification, and annual income.

Impact of Occupation on Advertising Factors: A significant difference is observed between occupation and key advertising factors, including e-advertisement appeal ($p=0.045$), information and product knowledge ($p=0.030$), celebrity and influencer endorsement ($p=0.001$), and frequency and repetition of e-advertisements ($p=0.020$). This suggests that individuals from different occupations perceive these aspects of advertising differently, influencing their buying decisions. However, brand awareness ($p=0.102$) does not show a significant difference, implying that brand familiarity remains consistent across occupational groups.

Impact of Age on Advertising Factors: The findings reveal a strong relationship between age and e-advertisement appeal ($p=0.010$), information and product knowledge ($p=0.001$), celebrity and influencer endorsement ($p=0.000$), and frequency and repetition of e-advertisements ($p=0.002$). Different age groups respond uniquely to e-advertisements, particularly in how they interpret product knowledge and endorsements. However, brand awareness ($p=0.100$) does not show a significant difference, suggesting that familiarity with brands is relatively stable across age groups.

Impact of Educational Qualification on Advertising Factors: Educational qualification significantly impacts e-advertisement appeal ($p=0.003$), information and product knowledge ($p=0.000$), celebrity and influencer endorsement ($p=0.000$), and frequency and repetition of e-advertisements ($p=0.000$). This highlights that higher educational qualifications influence how consumers perceive advertising messages, particularly in terms of credibility and knowledge dissemination. Similar to other demographics, brand awareness ($p=0.648$) does not show a significant difference, reinforcing the idea that education does not play a major role in brand familiarity.

Impact of Annual Income on Advertising Factors: Annual income significantly influences e-advertisement appeal ($p=0.000$), information and product knowledge ($p=0.000$), celebrity and influencer endorsement ($p=0.000$), and frequency and repetition of e-advertisements ($p=0.002$). This indicates that consumers from different income groups respond differently to e-advertisements, particularly regarding perceived product value,

credibility of endorsements, and brand messaging frequency. As with other demographic factors, brand awareness ($p = 0.879$) remains unaffected, reinforcing its universal impact across income groups.

Findings, Conclusions and Recommendations of the Study:

The study highlights that e-advertisements must be strategically designed to cater to educated, working-age individuals with middle-to-high income levels. E-advertisements should also target both urban professionals and rural consumers with distinct marketing approaches. Gender-sensitive marketing and diverse advertising platforms (digital, print, TV) can further enhance reach and influence consumer buying behaviour.

The study establishes that e-advertisement appeal, product knowledge, celebrity endorsements, and ad repetition significantly impact different consumer groups based on occupation, age, education, and income levels. However, brand awareness remains uniform across all socio-demographic profiles, indicating that well-established brands hold a consistent presence regardless of consumer background. These findings suggest that Advertising strategies must be tailored to different demographic groups to maximize effectiveness and consumer engagement.

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