

Impact of Digital Advertising on Consumer Sentiments in the Indian Footwear Market

Rahul G. Kargal, Research Scholar, and Dr. Suresh R, Professor

School of Commerce and Management Studies, Dayananda Sagar University

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***Author for correspondence:**

Rahul G. Kargal  School of Commerce and Management Studies, Dayananda Sagar University

Abstract

Over the past decade, mobile data penetration in India has skyrocketed, leading to tremendous growth in e-commerce and in the usage of internet and social media. Owing to the vast amount of digital content in circulation, consumer brands are having to get creative with digital advertising to attract consumers. This study strives to examine the nature of relationship between digital advertising and the ensuing sentiments of Indian consumers. For this study, a survey was conducted in the Indian city of Bangalore, followed by a testing of hypothesis using 117 convenient samples using the Chi-Square test. The analysis revealed that brands using digital advertising comprising of the variables such as “audio-visuals”, “storytelling” and recognizable “personalities” evoked sentiments of “attention” and “interest” amongst respondents while creating a “desire” to learn more about the products depicted with an aspiration to “purchase” them. The findings help brands understand the variables that impact consumer sentiment and aids their incorporation in future digital promotional content. The study heightens a marketer’s knowledge of the Indian consumer sentiment and highlights the impact that digital content and advertising have on critical dependent consumer behavior variables.

Keywords: Digital Advertising, Consumer Behavior, Consumer Product, Sentiment Analysis, AIDA Model

1. Introduction

Consumers, when making a purchase action, undergo a wide range of emotions. Their actions and decisions could be the result of a need that they might have experienced or is the outcome of an external stimulus. A variety of factors impact consumer behavior. These range from

psychological and social to personal and cultural factors. Advertisers have attempted to discover rationale behind consumer actions, utilize those learnings, and use all available canvases to lure their target audiences into making purchases. While doing so, both advertisers and researchers have applied the Attention, Interest, Desire, and Action (AIDA) model to devise

marketing campaigns. However, research is required to better understand the numerous variables of a digital advertisement that impact consumer sentiments in an effective manner. This paper investigates just this through a study conducted by observing the impact of a digital advertisement from a global footwear brand on the sentiments of Indian consumers.

1.1. Background

The global digital marketing industry, as per reports (Expert Market Research, 2022), was valued at nearly USD 321 billion in 2022. In India, the digital marketing industry was reported (Expert Market Research, 2022) to be valued at USD 4.5 billion in 2022 with a combined aggregate growth rate (CAGR) of 32.1% between 2023 and 2028. The meteoric growth of mobile data, internet usage and social media in India has played a huge role in the growth of digital marketing in the country. As of 2022, Kemp (2022) reported that India had 658 million internet users, 467 million social media users, and 467 million YouTube users. At the beginning of 2022, the ad reach of YouTube was equivalent to 33.4% of the population of India with 31.2% of the audience in the country being female and 68.8% being male.

As a natural consequence, the Indian e-commerce market is prominent and expected to hit USD 350 billion in the year 2030 as per reports (Indian Brand Equity Foundation, 2022). A host of consumer products, from apparels and mobile phones to footwear and grocery, are purchased everyday by the country's population. While the apparel market is reported to grow by 3.34% till 2027 (Apparel Resources, 2022), the footwear market has been documented to grow at 11% over the next five-years

(Rawell, 2022). The projected growth-rate of the footwear industry in India, therefore, becomes a noteworthy topic for this research.

1.2. Motivation for Study

Kadirov (2015) stated that amongst several tools available for an organization, advertising is the most visible and prominent tool, and is also widely recognized by the consumer. Borth, Chen, Ji, and Chang (2013) insisted that digital advertising helped in developing a connection with the consumer and in turn contributed to brand recall, brand awareness, and helped create a positive brand association. Subsequently, in keeping with the digital advancements across the globe, Saura, Palos-Sanchez, and Rodríguez Herráez (2020) noted that several stakeholders – companies, researchers, and advertisers included – are aware of the need to implement digital advertising strategies to generate profits. Meanwhile, in marketing communications, emphasis is laid on the depiction of a product or service's existence and thereafter, towards building a mutual relationship with the customer (Rowley, 2002).

Developed by E. St. Elmo Lewis in 1898, the AIDA model theory outlines four cognitive phases an individual experiences (Attention, Interest, Desire, and Action) when receiving a new idea or upon the purchase of a new product (Michaelson & Stacks, 2011). Further, Kojima, Kimura, Yamaji, and Amasaka (2010) stated that the model was indeed useful for advertisers to address the steps of psychological transformation that the individual goes through from witnessing an advertisement through to the stage of making a purchase decision. However, Hassan, Nadzim, and Shiratuddin (2015) believed that the probability of a

customer visiting the website after watching a digital advertisement was questionable. This emerges as a problem worthy of investigation for the advertiser as purchase actions take place on the product's website owing to the e-commerce business model employed by brands.

1.3. Research Gap

In addition to the observations of Hassan et al. (2015), there is limited research in the Indian context pertaining to the impact of digital advertisements on the consumer's purchase sentiments. Additionally, this research gap also exists in the footwear industry in India, where despite the projected growth of 11% over the next five-years (Rawell, 2022), there exists a lacuna in understanding the consumer sentiments towards digital footwear advertisements.

Filling this gap is important as a lack of clarity on what variable worked towards positively impacting the consumer's sentiment keeps an advertiser from being able to replicate the success achieved in previous campaigns or to make specific modifications as corrective measures for future advertisements. Additionally, a clear understanding of the variables that worked in an advertisement can help advertisers deliver greater return-on-investments (RoI) and bolster visibility for the brand.

Therefore, in keeping with the above premise, this study seeks to answer the question – "Is there a relationship between select variables of a digital advertisement and the ensuing consumer sentiments of awareness, interest, desire, and action in the Indian footwear industry"? Also, the scope of the study is limited to Bangalore, India.

2. Literature Review

2.1. Studies Detailing the Benefits of Analyzing Consumer Sentiment

Yang, Yang, Jansen, and Lalmas (2017) state that industries that constantly seek the interaction and attention of consumers should understand the complexities involving the target audience and consumer behavior. Likewise, Pedro, Yeh, and Oliver (2012) observed that studying consumer sentiment was vital to measure the opinion of consumers towards brands, products, and services. Additionally, it helped in predicting advertising results and served as a feedback loop to ascertain the effectiveness of an advertisement.

Similarly, Wereda and Woźniak (2019) argued that analysis of brand sentiments can contribute to a better understanding of consumer perceptions. Kim, Hur, and Yeo (2015) believed that defining a brand's reputation was possible by studying consumer sentiment. Likewise, while Calmache and Peyró (2010) suggested that a better understanding of consumer sentiment can help improve consumer experience, Peláez, Martínez, and Vargas (2019) discovered benefits in the areas of developing marketing strategies in the future. Equally, Yuan, Wang, and Qin (2014) and Chen and Zhang (2014) argued that a better understanding of consumer sentiment helps in lead generation and towards the development of better marketing campaigns and product messaging respectively.

2.2. Studies Documenting the Impact of Digital Advertising on Consumer Sentiment

Jadhav, Vyas, and Manekar (2018) noted in their study that the purchase behavior of consumers in Nagpur, Maharashtra was greatly influenced by messages promoted via digital marketing while citing trust as integral to purchase decisions. Meanwhile, Hollebeek and Macky (2019) observed that digital content marketing helped customers engage with brands at various level. At first level, they studied that digital content impacted the emotional and identification behavior of customers. Thereafter, at subsequent levels, their research showed that digital content elicited trust and elevated brand equity amongst consumers.

In South Africa, Reddy (2017) analyzed the impact that digital marketing had on Nike's retail operations in the country. He noted that consumers were significantly influenced by digital marketing. Specifically, digital marketing had enabled consumers to recognize problems, helped them in making subsequent purchase decisions and thereafter, impacted their post-purchase behavior as well.

Also, Luo, Tabassum, and Nayak (2022) documented that the growth of online shopping has enthused retailers and they are only increasing their digital marketing efforts and exploring digital channels such as Tik Tok to draw consumers into new experiences.

2.3. Studies Indicating Advertisers Using AIDA Model to Impact Consumer Sentiment

At the outset Hoek and Gendall (2003) argued that by creating attention and awareness in a consumer, advertising can create a desire and trigger action. Several researchers have similarly studied the relevance of the AIDA model in marketing campaigns across multiple channels and industries. For instance, the advent of television presented Indian advertisers with a large canvas to use the audio-visual format to woo consumers. And television advertising was studied by Rawal (2013) through the lens of the AIDA model to examine how advertisers were marketing products like instant noodles and telecommunication services while taking consumers through the funnel of attention, interest, decision, and action. The researcher observed that the audio-visual medium (the television in this case) was indeed a strong medium to stimulate a purchase decision in the mind of a consumer by messaging via story telling.

Meanwhile, Ullal and Hawaldar (2018) observed that audio-visual broadcast via in-store televisions in Udupi and Mangalore in the Indian state of Karnataka drove customers to action and helped increase purchase volume. A year later, Donthi (2019) used AIDA to study the effectiveness of a promotional strategy employed by Maruti Suzuki automobiles in the cities of Hyderabad and Secunderabad in the Indian state of Andhra Pradesh. Donthi (2019) found that ad-campaigns featuring discount offers proved to be effective across all the AIDA stages. Similarly, the ability of an advertising campaign to create an awareness and desire was studied by Kulkarni,

Attal, and Vasundekar (2020). They noted that the highly popular “*mutual funds sahi hai*” (“mutual funds are right”) campaign promoted by the Association of Mutual Funds in India (AMFI) not only created an awareness but also evoked an interest and desire to learn more about mutual funds as a financial instrument in the Indian city of Aurangabad in Maharashtra.

In parallel, studying the impact of the AIDA model in the digital marketing world has revealed interesting insights. For instance, Jansen and Schuster (2011) studied search engine advertising and discovered that ad-spend on keywords that targeted customers at an awareness level were more cost effective. On the contrary, ad-spend on keywords at the purchase level were more expensive but did not necessarily translate to sales. This learning can help digital marketers focus their ad-spend on messaging at the inquiry level and optimize marketing budgets in better manner. Researchers have also published that a website can trigger attention and action in consumers. Prathapan, Sahadevan, and Zakkariya (2018) studied the Kerala Tourism’s office website to find a significant number of unique visitors and high average session durations – which translate to attention and action – when compared to competitors’ websites.

Given that messaging plays a vital role in capturing the attention and thereafter, creating an interest in the consumer, some advertisers are now using visual metaphors as a critical variable for messaging in their advertisements to entertain consumers (Madupu, Sen, & Ranganathan, 2013). In fact, van Mulken, van Hooft, and Nederstigt (2014) and Burgers, Konijn, Steen, and Iepma (2015) have found ads containing the variable of visual metaphor were more appreciated and were perceived as more

creative. Phillips et al. (2008) added more weight to the use of metaphor as a variable by suggesting that ads containing them received great emotional response and left consumers with a positive attitude.

Clearly, integrating variables that evoke consumer sentiments of AIDA into an advertisement or marketing campaign can prove to be effective in positively impacting the behavior of a consumer towards the product, service, or brand.

3. Hypothesis

Perkins (2007) explained that a data set that captures a characteristic of a unit is termed categorical data. The literature review yielded that each of the stages of the consumer behavior as documented in the AIDA model were tapped into by advertisers as dependent categorical variables that reflected consumer sentiment (Hoek & Gendall, 2003).

Studies have documented dependent variables that reflected the consumer sentiment in the form of awareness and interest in the brand’s products, desire to purchase, desire to share the ad, and urge to review the products. Similarly, independent variables such as “audio-visuals”, “storytelling” and recognizable “public personalities” or celebrities to amplify the advertorial message to the target consumer have been used in advertisements.

These said independent variables are categorical in nature owing to the two possibilities of the said variables (e.g., audio-visuals, storytelling, and athletes) either being used or not. Similarly, the dependent variables identified are categorical in nature owing to the two possibilities of the consumers experiencing either an elevated sense of perception (towards brand

awareness, brand interest, and purchase sentiment) or those perceptions staying unchanged.

Singh, Balasubramanian, and Chakraborty (2000) studied that audio-visual infomercials were effective in eliciting direct-response measures from consumers. Likewise, Appiah (2006) published that visitors were more favorable to a website that contained audio-visual content representations when compared to websites with plain text and pictures. Yousaf, Amin, Jaziri, and Mishra (2021) noted that audio-visual content on social media led to higher engagement amongst consumers. With these studies as the premise, we hypothesized that:

- There is an association between the use of “audio-visual” variables in a digital ad and the ensuing consumer sentiment of “awareness”
- There is an association between the “watching of the ad” and the resulting sentiment of “sharing the ad”.

Shreedhar (2021) studied the association between “storytelling” in social media ads and consumer engagement. He found that with the right character and content, storytelling on social media ads could help raise engagement amongst those watching the ad. Also, Joshi, Domb, Chanda, and Bais (2022) conducted surveys to study the impact that ads with storytelling had on consumer purchase intention. The researchers found that ads which used storytelling in an entertaining manner significantly impacted the purchase intention of the consumer. Correspondingly, Lundqvist, Liljander, Gummerus, and Van Riel (2013) conducted experiments to study the association of storytelling and consumer behavior. Their study revealed that a well-developed story could help in

the development of positive associations with a brand wherein consumers would be willing to purchase it. These studies led us to hypothesize that:

- There is an association between the “storytelling” format of the ad and the creation of an “interest” in the brand
- There is an association between the “watching of the ad” and the creation of a “desire to purchase” the products advertised.

For long, public personalities and celebrities have been used in advertisements in various capacities. Aggarwal-Gupta and Dang (2009) observed via an experiment featuring respondents in India that celebrity experts when featured in advertisements created a favorable attitude in the minds of consumers towards the ad and the product. In another study, Randhawa and Khan (2014) noted that ads and products endorsed by celebrities created awareness, enhanced product information, and drove customers to purchase the product advertised. Similarly, Punjani and Kumar (2021) conducted a study in India to conclude that when celebrities were used in advertisements, both the consumer’s attitude and purchase intent were positive. Comparable results were reported by Mittal (2017), whose study carried out in Indore, India noted that ads featuring celebrities were effective in changing purchase decisions and enhancing brand image. This way, we hypothesized that:

- There is an association between the personalities displayed in an ad and the creation of an “interest” in the brand
- There is an association between the “watching of the ad” and the resulting “urge to look up” (i.e., review) products advertised.

4. Methodology

4.1. Methodology Approach

Ozdemir, Han, and Dalbor (2022) implemented a quantitative approach in a study and found valuable implications in the understanding of customer sentiments. Similarly, Ersoy, Saygılı, Yılmaz, Uslu, and Selvi (2022) adopted a quantitative approach to analyze data collected through an online questionnaire to study the customer sentiment in Turkey during the COVID-19 pandemic. Kanta, Mohan, and Srivalli (2013) employed the survey method and a quantitative approach to study the samples using hypothesis testing to study consumer sentiments towards marketing activities. Thus, a quantitative approach with primary data, gathered via a survey, was used in this study.

4.2. Research Framework

The objectives of the study, its research questions, method, and results are outlined in Table 1.

After mapping the study's objectives, research questions, method, and the results based on the hypothesis, a research

framework was devised comprising of five phases as indicated in Figure 1.

Phase 1 involved literature review which led to identification of gaps in historical research, followed by development of the research questions. In Phase 2, the objective was outlined followed by creation of hypothesis in keeping with the literature review. This led to the narrowing down of the methodology and data gathering via a survey, all of which were part of Phase 3. Thereafter, Phases 4 and 5 were made up of data analysis, documenting the findings and describing the conclusions of the study respectively.

4.3. Survey

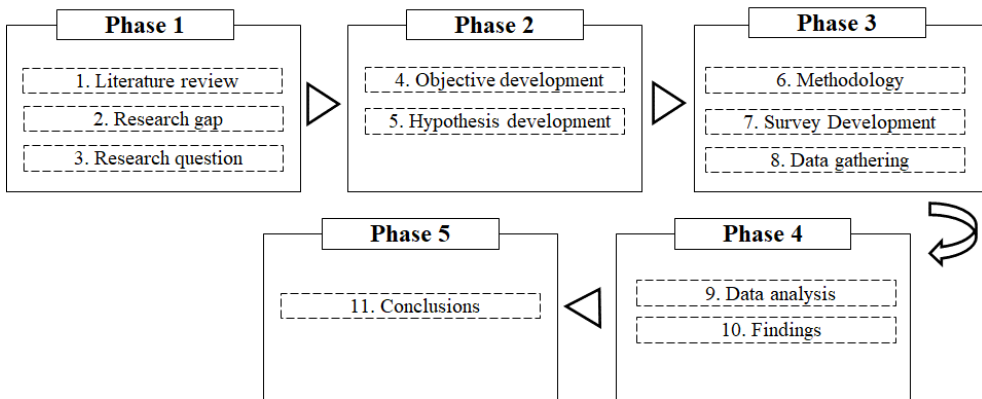
As the objective of the study was to observe the relationship between the variables of a digital advertisement and the ensuing consumer sentiment, the construct of the study involved the display of a digital advertisement to a target set of respondents and thereafter, capturing their sentiments upon having watched the advertisement.

In the introductory section, we outlined the growing footwear industry in India. Meanwhile, Nike, is reportedly (Companies

TABLE 1. Research framework.

Objectives of study	Research questions	Method	Possible result
Is there a relationship between select variables of a digital advertisement and the ensuing consumer sentiments of awareness, interest, desire, and action?	<ul style="list-style-type: none"> • Did the visuals in the ad create an awareness of the brand's products • Did the storytelling format of the ad create an interest in the brand • Did the athlete displayed in the ad create an interest in the brand • Did watching of the ad create a desire to purchase the products • After having watched the ad, did consumer feel like sharing it • After watching the ad, did consumers feel the urge to review the products online 	Quantitative study – Survey method	There does exist a relationship between select variables of a digital advertisement and the ensuing consumer sentiments of awareness, interest, desire, and action.

FIGURE 1. Research Framework.

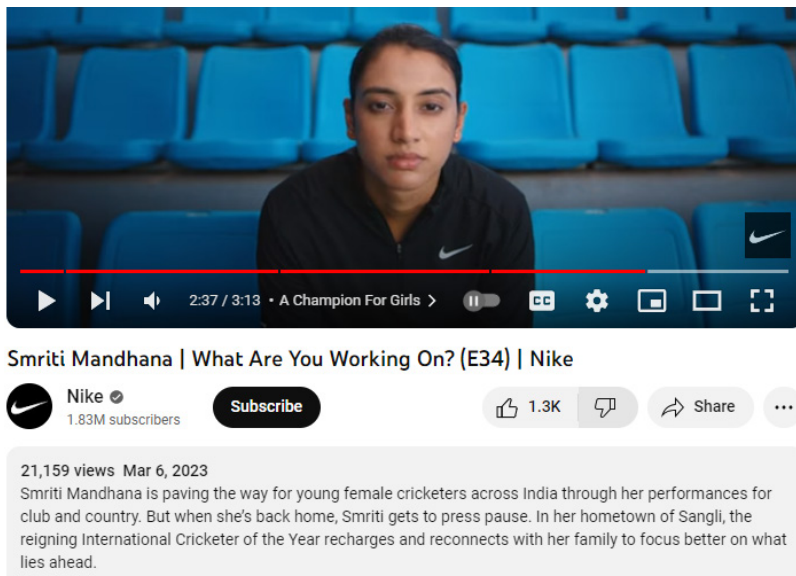


Market Cap, 2022) the footwear brand with the highest global market-cap (USD 189.52 billion). Incidentally, the brand is prevalent in India too, having recorded (Tofler.in, 2022) an operating revenue of over INR 500 crore for the fiscal year ending 31 March 2022. On March 2023, *Nike* released a digital advertorial video featuring the Indian cricketer Smriti Mandhana which has since garnered over 21,000 views (Nike, 2023). In keeping with her popularity, and the strategic use of variables such as “audio-visual”,

and “storytelling” in the ad, it was apt to use this *Nike* digital content for this study by displaying it to test-subjects prior to interviewing them with the questionnaire.

For the study, convenient samples were obtained in June 2023 from Bangalore City, the capital of the Indian state of Karnataka. Reports (Koshi, 2020) indicate that Karnataka is amongst the top-three states in the country which together drive 65% of consumer demand. And with a survey conducted by GrabOn (Daily Pioneer, 2019)

FIGURE 2. Screenshot of the Nike digital ad featuring Smriti Mandhana.



revealing that 33% of online shoppers were in the age group of 26–35, the Bangalore City sample population of 13,608,000 (Macro Trends, 2023) was reduced to the said target age group, from which 117 convenient samples were obtained for the study.

Taherdoost (2019) believed that Likert scale is one of the most widely used scaling methods to collect the required data. Also, Van Laerhoven, van der Zaag-Loonen, and Derkx (2004) observed that a Likert scale be used in surveys owing to the ease of use in responding to questionnaires. Thus, the data collected for this study is in Likert scale of 1 to 5, where 1 refers to “Strongly Disagree”, 2 indicating “Disagree”, 3 referring to “Neither agree nor disagree”, 4 reflecting “Agree”, and 5 citing “Strongly Agree”.

4.4. Research Instruments

Franke, Ho, and Christie (2012) and Ugoni and Walker (1995) argued in favor of using Chi-Square tests to study associations between categorical variables. Likewise, McHugh (2013) credited the Chi-Square tests for its robustness and the ability to derive detailed information. Thus, in keeping with the said precedence, a Chi-Square test for goodness of fit was conducted to analyze the frequencies of the categorical variables.

To proceed further in doing the Chi-Square test for goodness of fit, the frequencies of categories in a particular categorical variable were calculated and termed as observed frequencies. Further, expected frequencies, which is the arithmetic mean of these frequencies, were also calculated. The Chi-Square test statistic is calculated using the following formula:

$$\chi^2 = \frac{(O_i - E_i)^2}{E_i}; \text{ where } O_i = \text{observed frequency of } i^{\text{th}} \text{ item and } E_i = \text{expected frequency of } i^{\text{th}} \text{ item.}$$

For this study, the said frequencies and calculations were done through SPSS software where it provides the calculated value of Chi-Square, degrees of freedom, and p-value (probability value termed as asymptotic significance value “Asymp. Sig.” in the SPSS software).

The interpretation can be drawn by comparing the calculated value of Chi-Square and tabulated value of Chi-Square at certain degrees of freedom. An interpretation can be drawn using the p-value of the test result generated through SPSS. If the p-value is greater than 0.05, then the hypothesis shall be rejected, otherwise, the hypothesis shall be accepted as the result, at 5% level of significance.

5. Findings

5.1. Demography of Respondents

A review of the samples showed that 44% of the respondents were women while 56% were men. The average age of the convenient sample size used for the study was 23-years of age. Owing to the universal appeal of the brand, all the respondents were aware of Nike. That said, 62% had purchased a Nike product before (38% women and 63% men) and 38% had not done so yet.

5.2. Analysis and Interpretation

The analysis to test the hypothesis via Chi-Square tests revealed observations as indicated below.

- Hypothesis: There is an association between the use of “audio-visual”

TABLE 2. Chi-Square test to study the association between the audio-visuals in the ad and the creation of awareness.

	Observed N	Expected N	Residual
Strongly disagree	3	23.4	-20.4
Disagree	4	23.4	-19.4
Neither disagree nor agree	18	23.4	-5.4
Agree	73	23.4	49.6
Strongly Agree	19	23.4	-4.4
Total	117		

variables in a digital ad and the ensuing consumer sentiment of “awareness”.

ad and the creation of an “interest” in the brand.

TABLE 3. The table depicts the p-value.

	The audio-visuals in the ad created an awareness of the brand's products.
Chi-Square	141.077 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 141.077^c (df = 4).

With the p-value being <0.05, the test shows that there is an association between the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variable of “audio-visuals” used in the ad and the creation of “awareness” towards the brand’s products in the mind of the respondent.

- Hypothesis: There is an association between the “storytelling” format of the

TABLE 5. The table depicts the p-value.

	The storytelling format of the ad created an interest in the brand.
Chi-Square	103.470 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 103.470^c.

With the p-value being <0.05, the test shows that there is an association between the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variable of “storytelling” format of the ad and the creation of an “interest” in the brand”.

- Hypothesis: There is an association between the “personality” (i.e., athlete)

TABLE 4. Chi-Square test to study the association between the ad’s storytelling format and the resulting brand interest created.

	Observed N	Expected N	Residual
Strongly disagree	3	23.4	-20.4
Disagree	6	23.4	-17.4
Neither disagree nor agree	17	23.4	-6.4
Agree	64	23.4	40.6
Strongly Agree	27	23.4	3.6
Total	117		

TABLE 6. Chi-Square test to study the association between the athlete displayed in the ad and the resulting creation of brand interest.

	Observed N	Expected N	Residual
Strongly disagree	2	23.4	-21.4
Disagree	7	23.4	-16.4
Neither disagree nor agree	15	23.4	-8.4
Agree	57	23.4	33.6
Strongly Agree	36	23.4	12.6
Total	117		

displayed in the ad and the creation an “interest” in the brand.

TABLE 7. The table depicts the p-value.

	The athletes displayed in the ad created an interest in the brand.
Chi-Square	89.111 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 89.111^c.

With the p-value being <0.05, the test shows that there is an association between the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variable of the “personality” or celebrity (i.e., athlete) displayed in the ad and the creation of an “interest” in the brand.

TABLE 8. Chi-Square test to study the association between the watching of the ad itself and the resulting creation of purchase-desire.

	Observed N	Expected N	Residual
Strongly disagree	2	23.4	-21.4
Disagree	14	23.4	-9.4
Neither disagree nor agree	35	23.4	11.6
Agree	53	23.4	29.6
Strongly Agree	13	23.4	-10.4
Total	117		

- Hypothesis: There is an association between the “watching of the ad” and the creation of a “desire to purchase” the products advertised.

TABLE 9. The table depicts the p-value.

	Watching the ad created a desire to purchase Nike's product.
Chi-Square	71.162 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 71.162^c.

With the p-value being <0.05, the test shows that there is an association between the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variable of “watching of the ad” and the creation of a “desire to purchase” the products advertised.

TABLE 10. Chi-Square test to study the association between watching of the ad itself and the resulting sentiment to share the ad.

	Observed N	Expected N	Residual
Strongly disagree	3	23.4	-20.4
Disagree	17	23.4	-6.4
Neither disagree nor agree	36	23.4	12.6
Agree	51	23.4	27.6
Strongly Agree	10	23.4	-13.4
Total	117		

- Hypothesis: There is an association between the “watching of the ad” and the resulting sentiment of “sharing the ad”.

TABLE 11. The table depicts the p-value.

	After having watched the ad, I felt like sharing it.
Chi-Square	66.547 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 66.547^c.

With the p-value being <0.05, the test shows that there is an association between the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variables

of “watching of the ad” and the resulting sentiment of “sharing the ad”.

- Hypothesis: There is an association between the “watching of the ad” and the resulting urge to “look up” (i.e., review) the products advertised.

TABLE 13. The table depicts the p-value.

	After watching the ad, I felt the urge to look up Nike's products.
Chi-Square	109.282 ^c
df	4
Asymp. Sig.	.000

The above table shows a Chi-Square value of 109.282^c.

With the p-value being <0.05, the test shows that there is an association between

TABLE 12. Chi-Square test to study the association between watching of the ad itself and the resulting urge to review its products.

	Observed N	Expected N	Residual
Strongly disagree	3	23.4	-20.4
Disagree	12	23.4	-11.4
Neither disagree nor agree	22	23.4	-1.4
Agree	67	23.4	43.6
Strongly Agree	13	23.4	-10.4
Total	117		

the two variables studied. Therefore, we accept the said hypothesis that there is indeed an association between the variable of “watching of the ad” and the resulting urge to “look up” (i.e., review) products advertised.

6. Discussions and Conclusion

6.1 Discussions

In keeping with the hypothesis, the respondents were asked in the survey if each of these independent categorical variables (i.e., “audio-visuals”, “storytelling” and the usage of recognizable public “personalities” or an athlete in this case) evoked a sentiment of attention, interest, and desire to learn more about the brand and in parallel, create an interest to purchase the products. About 79% of the respondents agreed (16% strongly agreed) that “audio-visuals” helped create an “awareness” of the brand. Similarly, 78% agreed (23% strongly agreed) that the “storytelling” format helped create an interest in the brand, while 79% (31% strongly agreed) confirmed that “athlete” featured in the ad evoked a sentiment of brand-interest. These observations clearly indicate that the said independent categorical variables are indeed critical to the development of impactful digital advertisements or campaigns.

On the other end of the spectrum, the entertaining nature of the digital advertisement did evoke the desired sentiment on the respondents with 56% of the interviewees expressing a desire (11% strongly agreed) to purchase the products displayed. Meanwhile, 53% agreed (9% strongly agreed) that they felt the need to share the digital advertisement. And finally, 68%

agreed (11% strongly agreed) that they felt the urge to understand more about the products by reviewing them online. Similarly, 75% of the respondents agreed (22% strongly agreed) to have clearly understood the overarching message of the digital ad, which was to celebrate 50-years of the brand. This is a strong testament of the fact that the digital ad – while using the said independent variables – was able to deliver the message in an impactful manner to respondents.

In the analysis and interpretation section, we documented the findings of the Chi-Square test which displayed that owing to the p-value being < 0.05 when each of the hypotheses was tested, we may deduce that there is indeed a relationship between the stimulus of independent variables (i.e., audio-visuals, storytelling, and usage of an athlete) and the dependent variable or resulting consumer sentiment (i.e., brand awareness, desire to purchase the products and share the ad and finally, an urge to review the products more). And these findings are indeed consistent with those observed by Madupu, Sen, and Ranganathan (2013), van Mulken, van Hooft, and Nederstigt (2014), Burgers, Konijn, Steen, and Iepsma (2015), and Phillips et al. (2008), all of whom stated that the said independent variable evoked positive sentiments in consumers.

6.2 Conclusion

The findings of the study show that several variables in a digital advertisement play an integral role in impacting the sentiments of a consumer. Subsequently, the range of sentiments that a consumer goes through when watching a digital advertisement is indeed aligned with the AIDA model and thus, the model continues to be a vital tool

for digital advertisers to devise advertisements and study its impact on consumer sentiment.

The study also throws light on certain critical variables, such as the use of audio-visuals and personalities (or an athlete in this case) to employ storytelling to capture the attention of customers as a starting point. Thereafter, each of the variables work as a cohesive engine, and in unison work, to drive home the brand message with the motive of influencing the consumer towards the goal of purchasing the product. The fact that a total of 75% of the respondents in this study collectively agreed (53% agreed and 22% strongly agreed) that Nike's inspirational message shone through in the advertisement is testimony to the fact that the stated independent variables played an integral role in impacting consumer behavior with their association with the said dependent variables.

Further, with a total of 56% of the respondents (45% agreed and 11 strongly agreed) stating that they have been left with a desire to purchase products from the brand advertised, the study proves that digital advertising – when used with variables such as audio-visuals, storytelling, and recognizable personalities – does carry the potential to positively impact consumer behavior.

Finally, the study enhances findings from several other researchers cited in the literature survey who have identified digital advertising as a potent medium to get branding messages through to their target audiences and in the process, influence them.

6.3 Implications

The findings of this study provide advertisers with a concrete understanding of the impact that the said variables can have on consumer sentiments. They will now be able to develop advertisements with the full knowledge that the said variables evoke positive customer sentiments and heighten the visibility of products advertised. Also, brands in the Indian footwear industry will be encouraged by the findings of the study and will be more willing to use digital advertising as a medium to bolster their return on investment (RoI).

7. Opportunities for Future Research

This study was limited by its sample size, a focused geography and demography, and the use of categorical variables only. That said, this observation opens doors for pan-India studies and several other related studies while using nominal, ordinal, or numeric variables.

Similar studies can also be conducted for other product segments such as apparel or consumer electronics. Additionally, this study can be replicated to assess the impact that advertorial messages might have on consumer sentiment across digital channels such as Facebook, Instagram, and WhatsApp.

Also, future studies can be conducted with focused groups while examining each of the variables individually. Finally, with the advent of Machine Learning and Artificial Intelligence, this study creates opportunities to develop predictive models using the variables identified to influence consumer behavior.

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