Behavioral Targeting And Its' Impact On Purchase Behavior Of Women Engaged In Online Shopping

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ARTICLE INFO	ABSTRACT
	Booming technological developments impose stringent conversion of technology-savvy consumers' globally. Understanding consumer preferences is challenging task of every marketer and various techniques are adopted to overcome this obstacle. Identifying the taste and preference of consumers' is vital part of successful business. Advanced technologies eloquently trace consumer needs by identifying their online surfing behavior. Search centric advertisements are significant feature of such advertising techniques. Behavioral targeting is one such personalized marketing nuance that sensibly connects consumer with business. This paper is an attempt to study behavioral targeting in detail and the impact it creates among women online shoppers' with regard to their purchase behavior.
	Keywords: advertisements, behavioral targeting , Consumer, purchase behavior, visitor profile.

INTRODUCTION

Extensive innovations promise sophisticated life style exorbitantly for the desired. Layman seeking around to satisfy their personal needs is aspiring notion of advertisers blatantly contributing escalations in business. Advancements in technologies ensures facilitated internet, virtually reducing the global distance. Identifying target group based on their tastes and preferences is an elusive responsibility rested with every businessman. Sheer advertising denote precarious recognition and no signs of definite purchase attitude. Internet has become inevitable part of every individual. Individual preferences vary rationally according to trend and entrepreneurs are bound to adopt collaborative techniques to uplift their turnover. Online users' purchase global brand eminently with ease acknowledging eloquent internet accessibility. Universally internet users' proliferate every blooming second of the day. Internet has paved way for numerous business developments with novel techniques and one such technique is Online Behavioral Targeting. This technique has bombarded business platforms altitude through online, as it efficiently captures viewers' preferences by identifying their online behavior. Blooming advancement in technologies enables tracking consumer interest via technique called Behavioral Targeting, used to extract online visitor's data like visited sites, number of visits, preferred category, search terms, purchases, etc., Identifying the target group for a product is toughest part in any business. Drawing attention towards the intended product involves immense efforts to be executed effectively from part of advertisers'. Mere inclusion of product information in random websites doesn't have effective consumer response towards the exposed brand. It is vital to fathom related online activities of internet users'. Hooking website visitor interest is initially essential part in social media advertising. Behavioral Targeting or Behavioral Advertising is online advertising technique employed to collect individual's web browsing behavior. Search terms, purchase history, interested views, frequently visited websites by visitor serves as key in identifying the behavior of interested target group. Website visitors exorbitantly experience connectivity of right messages of desired product being delivered complimenting saving time and energy. Ultimate notion behind any promotional effort is ensured purchase and connectivity with the brand. Behavioral Targeting is a marketing friendly tool embraced for its' feature of seizing target customers'

LITERATURE REVIEW

Behavioral Targeting is marketing technique that uses webpage visitor information to support the future promotions related to the behavior of the visitor (Future of Digital Advertising 2018). This kind of marketing technique provides the visitor with more comfortable online shopping experience as it enables advertisers to present more personalized information related to visitor search (Explore our Marketing Campaign Planning Toolkit 2014). Relevancy in viewed content enables much higher involvement contributing fascinating shopping moments. It reaps double the times benefit than traditional advertising method (Media Shark) as it is targeted to the exact need element rather than random shots. Onsite Behavioral Targeting in which ads are exhibited depending on the viewer behavior on using that precise website. Network behavioral targeting provide information's such as IP address and cookies related to the user device that can be distributed among several other web platforms from the advertiser site. (Goran Wagstrom 2019) Behavioral Targeting functions on the basis of understanding human behavior by monitoring individual preference and attitude is called as psychographics. Behavioral Targeting instigates by monitoring the website visitor's surfing style on that site, time spent in browsing that webpage, frequency of visit, website visitor purchasing patterns that are saved in cookie. Accepting the cookies appearing in web page placed by the publisher collects details of the web user (Lauren Drell 2011). It functions as a reminder incase of any transaction that remains due in completion process with any technical defects or personal chores. Personal pop-up messages appear reminding the completion of purchase process demanding execution of final purchase transaction (PrevPREVIOUS). On implementing such marketing techniques marketers, advertisers and consumers reap numerable benefits but some mentionable flaws too exist. (Media Shark)Behavioral Targeting efficiently operates on the basis of the data accessed from web user's online behavioral paradigm. This platform extracts valuable consumer preference details using in-built algorithms thereby effectively enhancing the viewer-web engagement. Bringing in the visitor to a company website is the real challenge and on accomplishment of that, it is simply possible for the brand to draw contents from other web pages (PrevPREVIOUS 2020). Most desired product information popping up on the device by single click and related information's zooming in instills stronger affirmation on attempting the brand. Inspite of personal data saving process web users get excited by such process with the comfort it promises on viewing their favorites rather than non-synchronized advertisements. It imparts new product information to the web user on their most yearned brands. (Stephanie Mialkie 2020) It highly promotes relevancy of viewed content thereby re-engaging of target group with their favourite brands called as Behavioral Retargeting. Every advertisement is designed with ultimate motive of inducing purchase intention within viewers'. Behavioral targeting is a technique that functions exuberantly by tracing consumer behavior towards online advertisements, particularly identifying their interest, tracking search and purchase history, to capture them at their vulnerable. Advertisement that matches the necessities and interest of the consumer reciprocates sufficiently than irrelevant advertisements (Capitol Media Solutions, 2014). Innovations in Behavioral Targeting prove to be very much cost - effective and improve the consumption patterns. It reduces unnecessary costs involved in on-air advertisements, banners, magazine ads, pamphlets contributing much contented users. (Elyse Tagre,2008). (Stephanie Mialkie 2020) Behavioral Targeting involves unscrupulous practice of stealthily storing web user data, feeling of intrusion in personal browsing experience, irrelevancy due to multiple users using single device(Lauren Drell 2011), frequent similar pop-ups even after final purchase creates negative impact among consumers . It is significant to take the right message to right people at right time specifically adopting traits that do not ruin consumers' purchase intention. Apparent confession of behaviorally targeted advertisements augment advantage for marketers' and consumers'(Rebecca Walker Reczek et.al., 2016). Any advertisement implicitly insists purchase and identifying the impact that it creates within women online users' purchase intention is the focus of this study.

Methodology

This is a qualitative study carried out in Tiruchirapalli town. The effect of behavioural targeting strategy implied in advertisements on the purchase behaviour of the online women customers' is measured with the 250 sample respondents. The study is focussed on identifying the impact of behavioural targeting on purchase behaviour of women online buyers. Hence, convenient sampling method has been used to select the sample respondents. The data were collected using Google Forms. The impact of the behavioural targeting on the purchase behaviour is measured with the help of a regression model.

Analysis and Results

Demographic and online usage pattern of the respondents
Out of 250 sample respondents, 92 (36.8%) respondents belong to the young age group (less than 35 years), 96 (38.4%) are from middle age group (35 to 50 years) and 62 (24.8%) are aged more than 50 years. 65 (26.0%) respondents have studied upto school level, 121 (48.4%) are degree graduates, 42 (16.8%) are PG degree holders and 20 (8.0%) are M.Phil. holder. 162 (64.8%) respondents are married and 58 (23.2%) are unmarried. 8 (3.2 %) are Divorcee, 10 (4.0%) are widows and 12 (4.8 %) are separated. Designation shows that 45 (18.0%) respondents are private employees, 26 (10.4%) are Government Employees, 25 (10.0%) involved in Business,

80 (32%) are Home maker and 32 (12.8%) are self-employed and 2.4% are Unemployed and 14.4% respondents are students. Among 250 respondents 184 (73.6%) belong to urban area, 53 (21.2%) belong to rural area and 13 (5.2%) belong to semi-rural. 84 (33.6%) respondents uses the internet sometimes only, 74 (29.6%) respondents use Internet often. According to the frequency of buying in online shopping shows that 116 (46.4%) of the respondents' frequency of online buying are occasional and 71 (28.4%) respondents buy very often.

Behavioural targeting strategy

The online shopping sites have different type of strategies on the behavioural aspects of the customers. Behaviourally targeted brand that satisfy and encourage the buyers for peer recommendations (3.63) is high. The respondents feel that the online advertisements retarget them based on their search and purchase history (3.47). Thirdly, though respondents feel that behaviourally targeted advertisements meet their expectations during the search process (3.43), such retargeted advertisements also paves way for scepticism (3.43). The impact of the behavioural targeting on the purchase behaviour of the women customers towards the online shopping is measured as below:

Impact of the behavioural targeting

The buying behaviour of the customers is measured from the frequency of their online purchases. A regression model is applied as the 12 strategies are considered as independent factors and the frequency of making online purchase is considered as dependent factor. The summary of the model is given below.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.699[a]	0.489	0.463	0.648
a. Predictors: (Constant), Behavioural targeting strategies				

Source: Computed from Primary Data

The R value of the model is 0.699 and R square is 0.489. It shows that the 12 independents factors are explaining only 48.9% in the purchasing behaviour of the respondents. It indicates that majority of the influence is by other factors.

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.315	12	7.943	18.903	0.000[b]
	Residual	99.585	237	0.420		
	Total	194.900	249			
a. Dependent Variable: Purchase behaviour						
b. Predictors: (Constant), Behavioural targeting strategies						

Source: Computed from Primary Data

The fit of the model is measured from the result of the ANOVA. The calculated F value is 18.903 for the degree of freedom 12. This is significant at 1% level. Hence, the model is found fit. The influence of the strategies on the purchase behaviour is further measured from the value of coefficients.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.499	0.287		5.228	0.000
	Online advertisements are search relevant	0.096	0.041	0.135	2.307	0.022
	Online ads retarget you based on your search and purchase history	0.121	0.041	0.160	2.938	0.004
	Advertisements based on on-line behavior create awareness on various available brands	0.107	0.042	0.153	2.538	0.012
	Retargeted brands incite "click and view" curiosity within you	0.035	0.046	0.046	0.752	0.453
	Retargeted brands advertisement creates trust on viewed brand	0.007	0.047	0.008	0.142	0.887
	Advertisements based on your search history are sufficiently compatible and saves times	0.099	.044	0.140	2.278	0.024
	Advertisements based on your search history meet your expectation	-0.029	.055	-0.033	-0.535	0.593
	Retargeted advertisements create an impulsive desire to purchase	0.038	.048	0.051	0.794	0.428
	Behavioral ads convince your expectations and create a willingness to buy	0.133	.049	0.166	2.728	0.007
	Behavioral brands that satisfy you encourage you for peer recommendations	0.009	.053	0.010	0.166	0.868
	Retargeted advertisements pave way for skepticism	-0.194	.048	-0.248	-4.001	0.000
	Retargeted ads create reluctance towards online behavioral advertisements	-0.012	.044	-0.016	-0.264	0.792
a. Dependent Variable: Purchasing behaviour						

Source: Computed from Primary Data

The above table shows that the constant (others factors) influences significantly (t:5.228). Among the 12 independents factors, Online advertisements are search relevant (t:2.307), Online ads retarget you based on your search and purchase history (t:2.938), Advertisements based on on-line behavior create awareness on various available brands (t:2.538), Advertisements based on your search history are sufficiently compatible and saves times (t:2.278), Behaviorally targeted advertisements convince your expectations and create a willingness to buy (t:2.728) and Retargeted advertisements pave way for scepticism (t:-4.001) are having significant influence on the online purchase behaviour of the women customers.

Conclusion

Behavioral targeting involves significant acceptance for its novelty and the ease that enhances individual's online experience. Behavioral targeting is embraced for its relevancy and many other features that simplify online shoppers' purchasing experience. Adopting such eminent technologies emancipate marketers' tedious task of reaching the right cluster of audience, conjuring brand knowledge based on personal interest of viewers'. Though advertisements based on online activity impart optimistic impression, it simultaneously kindles sceptic notion on the reiterated advertisements at inappropriate timings. Behavioral targeting is key tool for achieving marketers' ultimate desire of inducing consumer purchase decision provided wisely employing the technique sans annoyance.

Scope for further Research
This research concentrated in identifying the impact of behavioural targeting on online purchase behaviour of women. Being an effective tool in identifying consumer interests, behavioural targeting is embraced by marketers' for its ease in accomplishment of goals. Researches identifying consumer perceptions on brands that employ behavioural targeting and the level of brand attachment towards those brands is area yet to be explored in-depth.

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