

THE EFFECT OF VIRTUAL ENTERTAINMENT ADVERTISING ON CONSUMERS

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Abstract

The growth of virtual entertainment platforms has drastically changed how people behave as consumers, especially when it comes to advertising. Social networking, video streaming, influencer-driven content, and other forms of virtual entertainment have become essential components of consumers' everyday lives. The impact of virtual entertainment advertising on customer behaviour is examined in this study, with particular attention paid to how it affects consumer engagement, brand perception, and purchase decisions. This research focuses at both the positive and negative effects of virtual entertainment advertising, including possible problems and enhanced brand awareness and emotional relationships with brands. In addition, it draws attention on how data analytics and targeted advertising influence customer experiences. The findings suggest that, virtual entertainment advertising presents marketers with previously unattainable chances to connect with consumers, but it also brings up significant moral questions about consumer manipulation and their interests. This study aims to give an extensive understanding of the manner in which virtual entertainment advertising influences consumers and provides suggestions for companies looking to maximize the effectiveness of their digital advertising practices in an advertising environment that is becoming more and more complex.

Keywords: Virtual advertising, Social media influencers, Consumer behaviour, Interactive Ads, Brand perception

INTRODUCTION

Consumer advertising is an entirely distinct environment now that virtual entertainment platforms like social media networks, video streaming websites, and influencer-driven content are expanding so quickly. Virtual entertainment, compared with traditional advertising techniques, offers a more immersive and dynamic setting where viewers actively interact with advertisements. Brands may reach very specific demographic groups with customized content, which increases the advertisements' relevancy and personalization. Virtual entertainment has emerged as an incredibly effective tool for influencing consumer choices because of its capacity to customize messages according to user preferences and behaviours. But there are a number of issues and worries that come with this change as well. There are concerns over privacy of data, consumer manipulation, and the moral use of personal information, even if virtual entertainment advertising can increase visibility of brands and establish emotional bonds with customers. Furthermore, consumers may become fatigued of digital advertisements due to continuous exposure, which would reduce the overall success of these advertising strategies. It examines at the potential upsides and downsides of virtual entertainment advertising in order to investigate the complicated effects it has on customer behavior. Businesses may more successfully tackle the changing environment of digital marketing while making sure they maintain a balance between ethics and marketing performance by being aware of these dynamics.

OBJECTIVE

- To identify the association between demographic characteristics of respondents and interactivity of virtual ads.

REVIEW OF LITERATURE

Consumer Behaviour in Virtual Environments, Journal of Consumer Research (1996)

This explores how virtual environments, like online spaces and immersive digital platforms, affect consumer behaviour. The authors investigate the behavioural and psychological shifts that take place when customers engage with companies, goods, and services in these online environments. They talk about elements that are important in influencing customer attitudes and purchase decisions, such as presence, social impact, and interactivity. According to the report, virtual environments have the potential to produce more tailored and engaging experiences, which can boost customer engagement, brand loyalty, and purchase likelihood. Additionally, Hoffman and Novak discuss the difficulties that marketers encounter in these settings. Like establishing genuine and significant experiences while striking a balance between data security and customer privacy.

The Role of Influencer Marketing in Virtual Entertainment Ads: An Indian Perspective, International Journal of Management and Social Sciences Research (2020)

This investigates the increasing importance of influencer marketing in India's virtual entertainment advertising business. The study investigates how influencers especially those in the entertainment sector are influencing customer behaviour by endorsing virtual entertainment items like digital content platforms, streaming services, and online games. Because influencers are trusted and relatable by their followers, the study emphasizes that influencer marketing is a potent strategy that appeals to the Indian audience. The authors claim that influencer marketing makes use of the close connections that influencers form with their followers, which enhances the persuasiveness and authenticity of ads. Influencers are essential for addressing a younger, innovative audience as virtual entertainment continues to grow in popularity in India. Brands can increase the effect of their ads by collaborating with influencers who have similar beliefs or passions. According to the report, the Indian market is especially open to virtual entertainment advertisements since influencers act as a conduit between the company and the customer, giving the promoted goods legitimacy and social proof. The study's findings highlight the value of influencer marketing in India's virtual entertainment industry. According to the survey, marketers aiming to reach the entertainment industry should concentrate on forming strategic relationships with influencers in order to increase engagement and conversion rates. This is because the Indian audience, particularly millennials and Gen Z, finds great resonance in this strategy.

Virtual Entertainment Platforms and their Effect on Consumer Perception: An Indian Study, Indian Journal of Advertising and Public Relations (2020)

Research highlights the growing role of these platforms in shaping how consumers perceive both brands and products through targeted advertising and immersive content experiences. Consumer engagement is significantly impacted by virtual entertainment platforms, according to the report. When advertisements are included into entertainment material that is relevant to the interests and preferences of the audience, they work better, particularly on over-the-top (OTT) platforms like YouTube, Netflix, and Hotstar. Ads that are interactive and personalized are very captivating, increasing the likelihood that customers will react favourably to them. Customers believe that companies that advertise on these channels are more creative and up to date with current trends. The study also highlights the fact that virtual entertainment platforms help consumers and brands develop closer emotional bonds. Through the use of humour, cultural values, or current trends, marketers can increase their trust and credibility with Indian audiences. This link influences customer purchase decisions directly in addition to increasing brand awareness. The study's overall findings indicate that virtual entertainment platforms are an effective tool for marketers trying to reach Indian customers. Businesses may make enduring impressions, increase customer loyalty, and boost sales by using these platforms successfully to customize advertisements to the tastes and emotional triggers of their target audience.

Consumer Reactions to Virtual Ads on Social Media Platforms in India, Journal of Social Media Studies (2021)

This study examines how Indian consumers respond to virtual ads on social media sites. It investigates how users react to advertisements on well-known social media sites that are customized for virtual and augmented reality settings. According to the study, Indian consumers react favourably to these immersive and tailored commercials in general, especially when they believe the ads are pertinent to their needs and interests. But the report also points out issues that can reduce the efficacy of virtual advertisements, like ad weariness and consumer distrust. In order to increase engagement and customer happiness in the Indian digital market, the authors stress the significance of finding a balance between inventiveness, relevance, and non-intrusiveness in virtual advertisements.

The Effectiveness of Virtual Advertising in the Indian Entertainment Industry, Indian Marketing Journal (2022)

The usefulness of virtual advertising in the Indian entertainment sector is investigated by Verma and Sharma (2022). It looks at how virtual advertisements are changing advertising tactics and affecting customer behaviour, especially when they make use of technology like augmented reality (AR) and virtual reality (VR). According to the research, virtual advertisements offer a more captivating and immersive experience, which increases customer involvement, improves brand recall, and fosters a stronger emotional bond with the material. Additionally, the study finds that younger, tech-savvy consumers in India respond particularly strongly to virtual advertising because they are drawn to its novelty and engagement. All things considered, the authors contend that virtual advertising is an effective strategy for entertainment firms since it raises brand awareness and improves consumer engagement and loyalty.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.476 ^a	3	0.091
Likelihood Ratio	6.151	3	0.105
N of Valid Cases	161		

2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.22.

INTERPRETATION:

The above table represents the cross tabulation of the gender and interactivity of the virtual advertisement with the respondents of 161. This includes the scale like highly satisfied, satisfied, dissatisfied, and highly satisfied. The scale of male (30.4%) and female (69.4%). Therefore, p value is higher than significant value ($6.476^a > 6.476$), there is association between gender and interactivity of virtual advertisement.

TABLE 2

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.315 ^a	9	0.011
Likelihood Ratio	8.910	9	0.446
N of Valid Cases	161		

13 cells (81.3%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION:

The above table represents the cross tabulation of the age and interactivity of the virtual advertisement with the respondents of 161. This includes the scale like highly satisfied, satisfied, dissatisfied, and highly satisfied. The scale of age is below 18 (3.7%), 18-25 (89.4%), 25-35 (5.6%) and above 35 (1.2%). Therefore, p value is higher than significant value ($21.315^a > 8.910$), there is association between age and interactivity of virtual advertisement.

TABLE 3

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.811 ^a	9	0.923
Likelihood Ratio	4.140	9	0.902
N of Valid Cases	161		

9 cells (56.3%) have expected count less than 5. The minimum expected count is .07.

INTERPRETATION:

The above table represents the cross tabulation of the occupation and interactivity of the virtual advertisement with the respondents of 161. This includes the scale like highly satisfied, satisfied, dissatisfied, and highly satisfied. The scale of occupation is student (75.8%), business (1.9%), professional (9.3%) and private jobs (13%). Therefore, p value is lesser than significant value ($3.811^a < 4.140$), there is no association between occupation and interactivity of virtual advertisement.

TABLE 4

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.553 ^a	6	0.200
Likelihood Ratio	9.783	6	0.134
N of Valid Cases	161		

4 cells (33.3%) have expected count less than 5. The minimum expected count is .60.

INTERPRETATION:

The above table represents the cross tabulation of the area and interactivity of the virtual advertisement with the respondents of 161. This includes the scale like highly satisfied, satisfied, dissatisfied, and highly satisfied. The scale of area is urban (53.4%), rural (31.7%), and semi urban (14.9%). Therefore, p value is lesser than significant value ($8.553^a < 9.783$), there is no association between area and interactivity of virtual advertisement.

TABLE 5

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.150 ^a	9	0.205
Likelihood Ratio	11.923	9	0.218
N of Valid Cases	161		

13 cells (81.3%) have expected count less than 5. The minimum expected count is .12.

INTERPRETATION:

The above table represents the cross tabulation of the qualification and interactivity of the virtual advertisement with the respondents of 161. This includes the scale like highly satisfied, satisfied, dissatisfied, and highly satisfied. The scale of qualification is bachelor degree (85.1%), higher education (6.8%), master degree (5%) and others (3.1%). Therefore, p value is higher than significant value ($12.150^a > 11.923$), there is association between qualification and interactivity of virtual advertisement.

FINDINGS

- The scale of male (30.4%) and female (69.4%). Therefore, p value is higher than significant value ($6.476^a > 6.476$), there is association between gender and interactivity of virtual advertisement.
- The scale of age is below 18 (3.7%), 18-25 (89.4%), 25-35 (5.6%) and above 35 (1.2%). Therefore, p value is higher than significant value ($21.315^a > 8.910$), there is association between age and interactivity of virtual advertisement.

- The scale of occupation is student (75.8%), business (1.9%), professional (9.3%) and private jobs (13%). Therefore, p value is lesser than significant value ($3.811^a < 4.140$), there is no association between occupation and interactivity of virtual advertisement.
- The scale of area is urban (53.4%), rural (31.7%), and semi urban (14.9%). Therefore, p value is lesser than significant value ($8.553^a < 9.783$), there is no association between area and interactivity of virtual advertisement.
- The scale of qualification is bachelor degree (85.1%), higher education (6.8%), master degree (5%) and others (3.1%). Therefore, p value is higher than significant value ($12.150^a > 11.923$), there is association between qualification and interactivity of virtual advertisement.

SUGGESTIONS

- To focus on short-form, interactive, and creative ads, especially in formats like reels and short videos
- To utilize trusted influencers and humorous, fun content to create engaging, memorable experiences
- To ensure high-quality production to build trust with consumers, particularly those who engage frequently with virtual ads
- To prioritize interactive and immersive ad formats for higher engagement

CONCLUSION

This study concludes that virtual entertainment advertising is becoming increasingly important for connecting with and attracting contemporary customers, especially younger audiences. Understanding consumer preferences for high-quality, innovative, and interactive content helps brands create more successful advertising campaigns. Gaining the trust of customers and encouraging greater involvement depend heavily on the work of reliable influencers and the requirement for entertaining, pertinent content. Brands must constantly modify their tactics going forward to satisfy the demands of their target market in order to keep their virtual advertisements impactful, relevant, and engaging in the quickly evolving digital marketplace.

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