

## **An Analysis of Ephemeral Marketing on Consumer Buying Behavior**

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### **Abstract**

In the era of digital marketing, the marketers have realized that the most valuable asset is getting the customer's attention repeatedly. The marketers are digging out innovative ways to reach their customer who are hooked on to various platforms on internet. Ephemeral marketing is the latest trend which focuses on temporary content. It refers to the ads or messages that don't last longer than a day. Their timeline is condensed to create a sense of urgency among the audience so as to keep them engaged. More is the number of ephemeral posts, more are the chances of getting noticed by the public. As there are not much studies carried out on this trend, this paper attempts to analyze the impact of ephemeral marketing on the user's buying behavior. The survey tries to study the positive or negative impact on the buying behavior by collecting responses from 50 people. The analysis of the results has been done using Anova and Chi square test. We believe that the study will offer useful insights for both advertising scholars and personnel to understand this trend better and contribute towards introduction of better approaches to advertising. This paper focuses on attitude of social media users towards online ephemeral marketing. It also aims to understand the level of awareness about ephemeral marketing among the social media users. The findings of the study allow us to deduce whether this new trend in marketing, although being used widely amongst marketers, is at all a necessity currently, keeping in mind the proven success of other, already existing techniques. It has been observed in researches that the length of posting has a positive correlation with impression metrics.

**KEYWORDS:** Marketing, ephemeral content, social media users, buying behavior

### **INTRODUCTION**

The concept of marketing is a wide term. In order to satisfy the needs of various varieties of customers many marketers are developing marketing activities as per customer's requirements. Satisfaction of customers is the main Mantra in today's era. . Marketing activities started from the days of 'Barter Economy' or even earlier. But it still looks new and attracts many people to involve themselves in this activity in one form or the other. But the marketing activity was recognized properly after the Industrial Revolution. Marketing has become a good profession with development of new markets and new avenues of selling as per requirements of consumers. Very many new concepts like Network marketing, Relationship marketing, Direct marketing etc are developed and are implemented to reach consumers expectations. One of those marketing techniques is Ephemeral marketing.

Snapchat debuted back in 2011, and although the platform has added numerous features since then, the principle remains the same: each post vanishes after 24 hours. This is known as ephemeral content. Ephemeral content has been the labelled the social trend to watch in 2018, first brought into the mainstream in 2012 as Snapchat's USP and further skyrocketing

in popularity in 2013 when the platform created Stories. FOMO is a powerful marketing tool. It is this fear of missing out which creates a sense of urgency and effectively engages your audience. To capitalise on the 'now or never' mindset, show your audience something they haven't seen before; something they won't see anywhere else. Brands have been working hard to establish trust and present themselves as more relatable

Firstly, its temporary nature doesn't require it to be polished or curated, which instantly gives it a more genuine feel. It's raw and unpretentious, focusing on a single message or story, which is what users love about it. Secondly, it gives businesses the opportunity to present their employees in spontaneous situations and genuine interactions

Ephemeral content provides a perfect opportunity to spread out your high-quality posts without losing on consistency because "raw and unrefined" are at the base of this concept. Ephemeral content is inherently shareable, and that's because it's ideally compatible with the nature of social media and the way we consume information today. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous . Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires . Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality.

### **Literature review**

Bashar, Ahmad, & Wasiq, 2012 In this paper the researcher has laid emphasis on how traditional marketing has evolved, and has laid special emphasis on social media marketing as a tool. The author has stressed upon the need for current businesses to indulge in social media marketing. The objective of the study is to determine effectiveness of social media marketing and determine extent to which it influences their buying decisions. Regression analysis has been used by researcher as part of their study. Troisi O, C, V, A, & N, 2015 The research was conducted with an aim to study the impact of social networks on the economy of the enterprise and how it affects the future of the enterprise. The researcher has tried to explain how social media influences the buying decision of the consumer by explaining various internal and external factors affecting the buying decision. It is a descriptive paper whose result is based on the 111 academic articles selected from a large pool. Leeflang, Verhoef, Dahlstrom, & Freundt, 2014: This paper has tried to come up with challenges that the companies face while going digital in this era. The data has been collected through a convenience survey of 777 marketing executives around the globe. On the basis of data collected, the researchers have found out 4 major tensions/challenges that the companies face. They are: Developing of models to analyse large consumer data being generated every day, use of social media to maintain customer relationships as well as for branding purposes, understanding of metrics related to their usage, effectiveness etc, and fulfilling the talent gap created in analytical capabilities. These are the biggest improvement opportunities for companies across sectors. Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013: This paper aims to study the online activities of 236 social media users using an

online consumer survey. The paper identifies different types of users, segments them and shows how the predictors related to social networking sites can be examined using a linear model to identify whether they have a positive impact on how an individual perceives online advertising or not. The objective was to help the reader understand the engagement with different types of audiences in order to know how to maximize the effect of online marketing strategy. The data collected was analysed through SPSS using factor analysis, regression analysis and Automatic Linear Modelling (ALM).

## OBJECTIVES

The basic objective of the study was to measure the impact of ephemeral advertisements on purchase decision process of the internet users.

1. To analyse the acceptability of ephemeral advertisement among internet users.
2. To analyze the contents of ephemeral advertisements on consumer buying behavior.
3. To identify the reasons for purchase of products

## DATA ANALYSIS

The study is based on primary data sources. Questionnaire methodology was chosen. In total, 150 questionnaires were distributed but 100 complete responses were identified. The analysis was done using SPSS 21. The data collection method was questionnaire prepared using google forms.

### Chi square test

*Hypothesis 01 There is no relation between gender and purchase decision.*

*Hypothesis 11 There is positive relation between gender and purchase decision.*

**Table 1**

	<b>Purchased</b>	<b>Not purchased</b>
<b>Female</b>	<b>23</b>	<b>43</b>
<b>male</b>	<b>20</b>	<b>13</b>

The chi-square value is 5.94. The  $p$ -value is .01. This result is significant at  $p < .05$ . So we reject the null hypothesis. There is positive relation between gender and purchasing decision.

*Hypothesis 02 There is no relation between gender and intention to watch the complete ad.*

*Hypothesis 12 There is positive relation between gender and intention to watch the complete ad.*

**Table 2**

	<b>Watched the complete ad</b>	<b>Did not watch the complete ad</b>
<b>Female</b>	<b>47</b>	<b>20</b>
<b>male</b>	<b>16</b>	<b>17</b>

The chi-square value is 4.45. The  $p$ -value is .03. This result is significant at  $p < .05$ . So we reject the null hypothesis. There is positive relation between gender and the intention to watch the complete ad.

**ANOVA TEST**

*Hypothesis 03 There is no relation between gender and factors attracting the attention of users.*

*Hypothesis 13 There is positive relation between gender and factors attracting the attention of users.*

**Table:4 Factors responsible for attracting the attention**

	Mean	Standard deviation
MALE	0.96	0.74
FEMALE	1.76	1.15

**Table 5 Analysis of Variance**

	<b>Degrees of Freedom</b>	<b>Sum of Squares</b>
<b>Between Groups</b>	1	10
<b>Within Groups</b>	8	27.60

F-statistic value = 2.8985

P-value = 0.12707

Since p value is more than 0.05 we accept the null hypothesis.

*Hypothesis 04 There is no relation between gender and reasons for purchase of products.*

*Hypothesis 14 There is positive relation between gender and factors attracting the attention of users.*

**Table:6 Factors responsible for purchasing the products in ad**

	Mean	Standard deviation
MALE	3.33	1.15
FEMALE	6.66	8.14

**Table 5 Analysis of Variance**

	Degrees of Freedom	Sum of Squares
<b>Between Groups</b>	1	16.66
<b>Within Groups</b>	4	135.33

F-statistic value = 0.49

P-value = 0.52

Since p value is more than 0.05 we accept the null hypothesis.

## **FINDINGS & CONCLUSION**

This research has analyzed that the internet users understand the importance of advertisements yet they find it annoying many a times. The most used platform for ephemeral ads is you tube but now they also offer one month free video viewing without ads. These ephemeral ads do not offer complete information about the product so as to create a sense of urgency among the viewers who have got a fear of missing out. The content or the storyline in these ads are the crucial factor for attracting the attention of consumers. The promotional ads which focus on offers and discounts are viewed more than the others. Since artificial intelligence over the social networking sites tracks the users interest areas, most of these ephemeral ads meet the current needs of the online users. This study will be beneficial for marketers to understand what instigates a consumer's intention to purchase over the internet. They can determine what content in advertising is most effective and which has comparatively lesser impact. Although this research aims at making important contribution, for future research qualitative data can be used.

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