

A STUDY ON EFFECT OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE

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Abstract

The project work has been undertaken with a view to study on the Internet advertising effectiveness on consumer. With the fast growth in technical know-how, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, it serves as a key for all the requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage and most important their recall value. The current study investigated the effectiveness of internet advertising on consumer behaviour. The study determines the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and consumers.

The study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was little compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behaviour.

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1.0 INTRODUCTION TO THE TOPIC

Marketing is the process of performing marketing research, selling products and /or services to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlies sales techniques, business communication and business developments. It is an integrated process through which companies build strong relationship and create value for their customers and for themselves. Marketing is used to identify the customers, to satisfy customer. With the customers the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The objectives of all business are to make profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Calisir, 2003). The growth of internet advertising is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Internet advertising.

1.1 ADVERTISING

Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It is always intentional and openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organisation and or its products idea service etc. that is transmitted to target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously.

1.2 What is advertising?

The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto" meaning towards and "verto" meaning "I turn literally specific thing".

Simply stated advertising is the art "says green." Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The object always is to bring to publicnotice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy".

1.3 Internet Advertising

Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising.

In developing an advertising programme, one must always start by identifying the market needs and buyer motives and must make five major decisions commonly referred as 5M (mission, money message, media and measurement) of advertising.

1.4 Basic Features of Advertising

1. It is a mass non-personal communication.
2. It is a matter of record.
3. It persuades buyers to purchase the goods advertised.
4. It is a mass paid communication.
5. The communication media is diverse such as print (newspapers and magazines)
6. It is also called printed salesmanship because information is spread by means of the written and printed work and pictures so that people may be induced to act upon it.

1.5 Objectives of Study

- To study whether current internet advertisement are effective.
- To find out the awareness level among consumers towards internet advertising
- To determine the relationship between internet advertisement and consumer behaviour

2.0 Review of Literature

Clinton Amos (2008) It explores the relationship between celebrity endorser effects and Advertising effectiveness. This study provides a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising.

Korgaonkar and Wolin (2002) it examined the differences between heavy, medium, and light web users and concluded that “heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent”.

Sajuyigbe A.SIe.tal (2013) Advertising is the blood of any organization; its activities cannot be underestimated for company who wishes to remain in a global competitive environment. and it was discovered that importance of advertising cannot be underestimated in achieving organization stated objectives.

Ducoffe (1996) found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

3.0 RESEARCH AND METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic research for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

3.1 Sampling Design

It's a definite plan for obtaining a sample from a given population. The sampling technique was Convenience Sampling method.

3.2 Sample Size

Universe is the population whose properties are studied to gain information about whole .Here in the study 100 consumers were taken as Sample Size.

3.3 METHOD OF DATA COLLECTION

3.3.1 Primary Data

Primary data are generally information generated or gathered by the researcher for the purposes of the project immediately at hand. When the data are collected for the first time, the responsibility for their processing also rests with the original investigator.

3.3.2 Secondary Data

Secondary data refers to the information that has been collected by someone other than the researcher for the purposes other than those involved in the research project at hand.

4.0 Data Analysis and Interpretation

	Respondent	Percentage
Gender	Male	64
	Female	36
	Total	100
Age	Below 25	13
	26 to 35	53
	36 to 45	24
	Above 45	10
	Total	100
Educational Qualification	HSC	7
	Graduation	34
	Post graduation	35
	Diploma	18
	Others	6
	Total	100

Interpretation: As per the data 64% of them were male and 36% of them were female. 13% of them were below 25 years of age, 53% were in the age group between 26-35, 24% were in the age group of 36-45 and 10% were in the age group above 45 years of age, in case of educational qualification 35% were post graduates, 34% were graduates, 18% were diploma holders, 7% were HSC and 6% were in other category.

Table 4.1 Showing distribution of respondent's relation between awareness level of advertisement and age of the respondents

		Awareness level	Age
Awareness level	Pearson Correlation	1	-.223(*)
	Sig. (2-tailed)		.026
	N	100	100
Age	Pearson Correlation	-.223(*)	1
	Sig. (2-tailed)	.026	
	N	100	100

Interpretation: Correlation is significant at the 0.05 level. The awareness level of advertisement and ages of respondents are inversely related. This means as age increases the awareness level among the customer's decreases.

Table 4.2 Showing rating of respondent's on advertisement

	N	Minimum	Maximum	Mean	Std. Deviation
Friends and relatives	100	2.00	5.00	3.9400	.85067
Rate T.V advertisement	100	1.00	5.00	3.2700	.76350
Rate newspaper & Magazine advertisement	100	1.00	5.00	3.0200	.86433
Rate banners and boarding's advertisement	100	1.00	5.00	2.7500	1.05768
Rate internet advertisement	100	1.00	5.00	2.4300	1.24928
Valid N (list wise)	100				

Interpretation : Here the mean value of Friends and relatives, TV advertisement, Newspaper and Magazine advertisement are above 3. So for customers these types of advertisement play a major role in creating an but banners and boarding's and internet advertisement are below 3. So this concludes that these types of advertisement does not impact awareness among the customers.

Online advertisements was least influencing their decision .Therefore, friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over internet advertising in terms of consumer preference to mode of advertising.

Table 4.8 online advertising glancing

	Frequency	Percentage
Yes	24	24
No	76	76
Total	100	100

Interpretation: In case of online advertising, majority (76%) of consumers ignored the advertisement

Completely .while 24% indicated that they would check an online advert. Further the study found out that, many Adverts, Pop – up ads or Floating ads either block the view of the content or appear right in the middle of the page, or keeps on floating (moving) around which is considered to be very irritating for the consumers. Checking the ads determined the level of interaction with the online ads. Therefore, even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low.

5.0 SUGGESTIONS

The study established that though the reliability of internet advertising is low and therefore recommends that the management of companies using internet as an advertising marketing tool can provide distinctive experience to its customers based on shopper needs and to deliver a personalized experience to the customers, Calisir (2003). The study also found that internet advertising is effective in reach and creating awareness among consumers and also suggest that the companies should invest more in internet advertising. Advertisements should be updated at regular intervals.

5.1 CONCLUSION

The analysis shows that maximum respondents agree that they are more influenced by ad in TV rather than newspaper or magazine. Now a day's viewer give more importance to Brand ambassador/ Celebrity, Punch Line, visual effects, music in TV ads. In today's era customers of all the age groups mainly demand the products which they have seen in T.V. ads. However, in spite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of internet advertising is quite low. The research established that TV advertising is more reliable than internet advertising therefore it concludes that internet advertising contributes most to consumer behavior and that internet advertising was a significant factor in predicting the consumer behavior.

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