EFFECTS OF ONLINE ADVERTISING IN INDIA

Shri. Purswani Jetho, Chanchaldas*

Abstract: *The current paper is an attempt to focus on the effect of online advertising in India. Everyone likes to go for online shopping. Marketing and shopping is hobby of most of individuals. Now-a-days, there are many method of advertising. The malls are available in cities. At one place, individuals' can get all kinds of items from buying vegetables to clothes, footwear, accessories, to furniture, electronic gadgets etc. It needs to go outside the home to purchase the things. It requires time as well as physical efforts. Therefore, online apps and advertising in new terms of shopping. Online advertising has made easy way of shopping. In India, it has made shopping easy for each person. The best things online advertising is that it has done is to realize everyone's vision about shopping at enormously cheap rates. It is very convenient to all, from doorstep delivery to great exchange return policies.*
Key words: *Market, advertising, shopping, online, method, time, purchase, vision, etc.*

Introduction: The policies of online advertising starts from doorstep delivery to great exchange return policies which maximum people feel convenient. There is no matter of place, most of places are located in urban part or semi-urban or rural. They are providing online services and therefore the largest consumers of online purchasing are people who do not live in big cities and have no access to malls or proper showrooms. Online advertising works as a boon for them. They are to be able to find everything online. It saves their time. They feel convenience for this shopping by traveling to another city, altogether. Most of the Indian prefers online apps because they are price conscious and online shopping offers the right platform to such customers with great concession on buying products at great prices.

* (Assist. Professor Department of Accountancy) SST College of Arts and Commerce, Morya Nagri, Ulhasnagar, (MS, India)
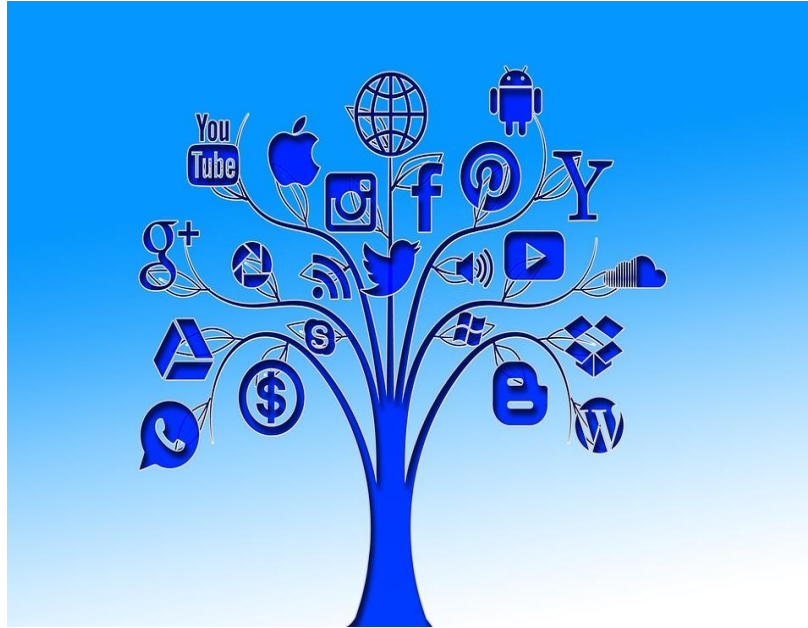
Image 1.1 Online advertising Websites (source –Internet)

As shown in Image 1.1 online advertisers many portals like Flipkart, Myntra, Snapdeal, swiggy, youtube, google and Jabong etc. along with international players like Amazon and eBay are getting you what you need without having to move an inch. Current paper focuses on the online advertising and its impact on customers of India.

The main objectives of online advertising in India:

  a. To improve the environment condition involving with online advertising procedures across the country in the country.
  b. To minimize the efforts and improving the technology for organization.
  c. To replace a lot of other process to reduce efforts of industries
  d. To comprehend with most of the online advertising.
  e. To show the effect of online advertising of each and every area.
  f. To improve the competitiveness of the markets.
  g. To ensure the availability of knowledge for the improvement
  h. To reduce the complications in the system and markets.
  i. To decrease the unhealthy competition among the states due to unawareness of impact of online shopping.
  j. To reducing the local market problems to avoid further issues.
  k. To simplify the process of local market with effect of technology.

Literature Review

1. **Jayakumar & Kumar (2013):** the attitude of consumer towards internet shopping in Chennai city of Tamil Nadu was selected by Jayakumar & Kumar. They have collected form 100 respondents by random sampling selection method.
2. **Dahiya (2012):** The influenced demographic factors were understood by Dahiya. The study was conducted on the online shopping behaviour in five cities i.e. namely Delhi, Mumbai, Chennai, Hyderabad and Bangalore with the sample size of 598 respondents with gender selection of 331 males and 249 females.

3. **Goswammi et al., (2013)**: Goswammi et al had conducted a study with the aim of understanding the customer's attitude on internet marketing. They feel 46 respondents as convenient sampling method and they had collected the data from the same sample size.

4. **Bhatt (2014):** The study on consumer attitude towards online shopping based on consumer's behaviour, beliefs, preferences and opinions were conducted by Bhatt from the respondent of Vadodara and Ahmedabad city located in Gujarat, state of India.

5. **Alam, et al., (2008)**: The group of Alam, et. Al. has studied on the key factors which influenced the online shopping and behaviour of young consumers of Malaysia. It was conducted on the sample of 496 undergraduate students. These Students were studying from two private universities of Malaysia.

Objectives of the Study

a) To study about online advertising effect in India

b) To study the impact of online advertising on the local markets of Mumbai District. .

c) To compare customers of four factors using online method of purchasing and direct shopping as to improve the factors.

Hypothesis

a. There is clear picture of about online advertising to the all sectors of Mumbai.

b. Rural customers are not having proper knowledge of about online advertising and different apps.

Methodology of Study

The current study is survey based study of the four factors of Mumbai District were selected for the current study i.e. website whose design helps to find products Faster, Online sites help to compare various brands in very minimum time, websites which gives fast delivery, to buy things every time which do got offers

Limitation of the Study

Current study is limited with the Mumbai District in Maharashtra. Hence no data is collected outside this district.

Source of Data Collection

There are two types of data collection sources are used for the current study i.e.

a.   **Primary Data Collection**

 The Primary data is collected from the market survey and direct interviews of the user/ customer's from rural and urban sectors.

b.   **Secondary Data Collection:**

Secondary data is collected from previous research similar to the current work. It is collected from books, journals, and newspaper in printed form or available on internet as e-source of the study.

Result of the Study

Data Collection Method

a. In Mumbai District in Maharashtra .there are total 3 zones. Out of which five factors are selected for the current study. i.e. website whose design helps to find products Faster, online sites help to compare various brands in very minimum time, websites which gives fast delivery, to buy things every time which do got offers.Total 50 people were selected as a sample size from these five places i.e. 10 from each.

Data of North Mumbai

Sr. no.	Effect of online advertising	Factors preferred
01	70%	Website whose design helps to find products Faster
02	60%	Online sites help to compare various brands in very minimum time
03	75%	Websites which gives fast delivery
04	60%	To buy things every time which do got offers
05	50%	Other

Table 1.1
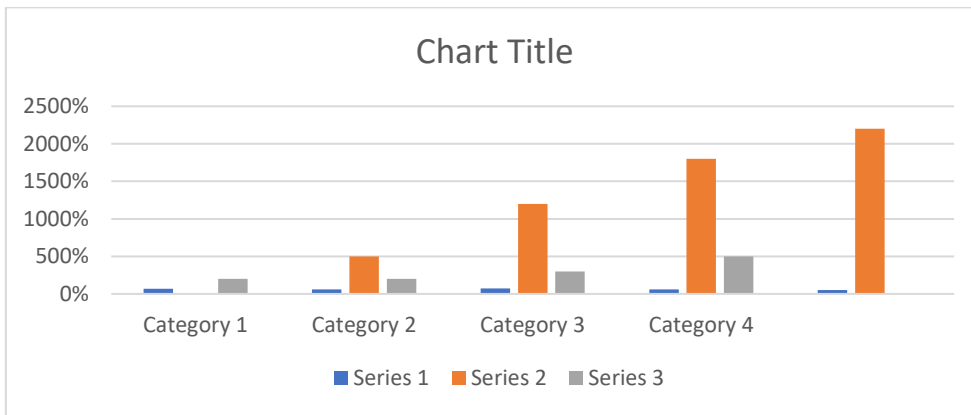
Graph 1.1

Data of Central Mumbai

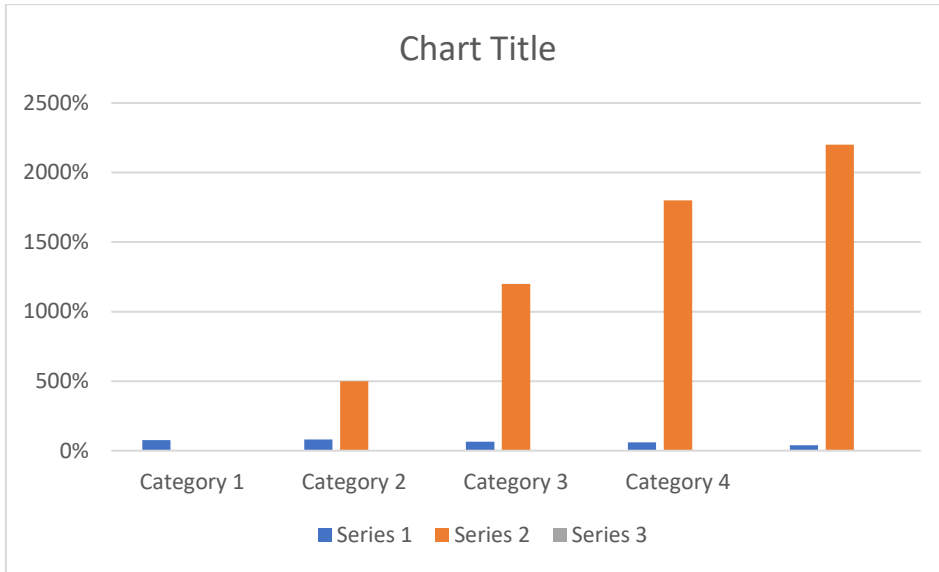| Sr. no.	Effect of online advertising	Factors preferred
01	75%	Website whose design helps to find products Faster
02	80%	Online sites help to compare various brands in very minimum time
03	65%	Websites which gives fast delivery
04	60%	To buy things every time which do got offers
05	40%	Other

Table 1.2

Graph 1.2

Data of South Mumbai

Sr. no.	Effect of online advertisements	Factors preferred
01	70%	Website whose design helps to find products Faster
02	90%	Online sites help to compare various brands in very minimum time
03	80%	Websites which gives fast delivery
04	70%	To buy things every time which do got offers
05	50%	Other

Table 1.3
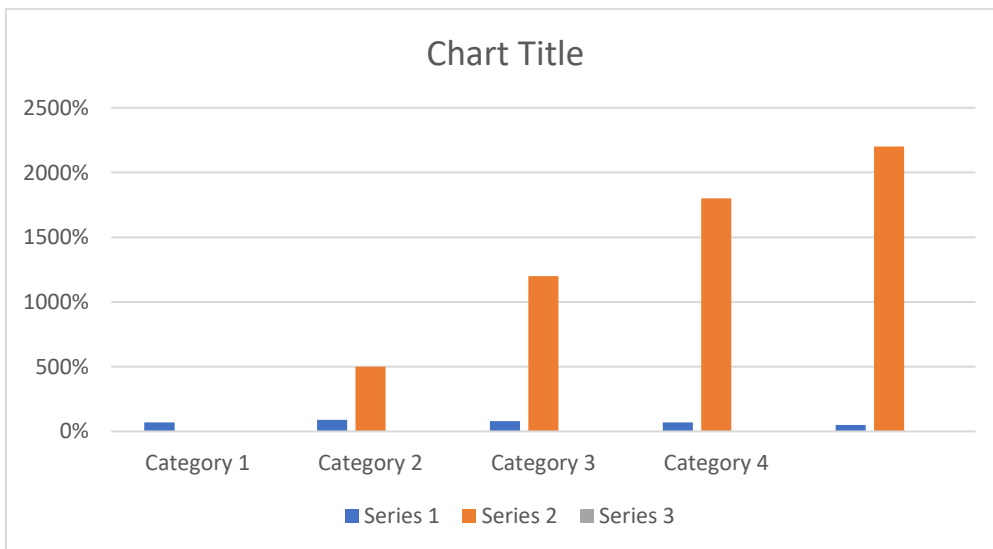
Graph 1.3

As shown in above tables and graph, most of the sectors are aware about online advertising factors in Mumbai. They know on which sector is applicable and on which product it not but

they know it about used in everyday life. The result of current study shows that the consumers feel easy for online shopping as compare to direct shopping because online transaction is there, the cash back offers are more when online transaction by Pay TM is there. Therefore, they feel easy for it.

Findings of the Study

a. There are many cases in which client themselves are confused about online apps and its applications and norms of it. Therefore, customers knew only that these are digitized and these are under technology.

b. What is exactly effect of and its applications very few of know.

c. As online advertising is trending concept, it will take time to understand to the customers also in the point of view of its benefits.

d. Overall study shows that early stage of online advertising will be a part of creating complication in the mind of consumers.

e. There are negative approach and views of customers about online advertising and its applications.

f. Lack of IT facilities is also one of the major reasons to make consumers unaware about green economy.

Suggestions of the Study

g. It is essential to give training for practical knowledge of online purchasing and its applications.

h. Need of counselling and communicating to all level of sectors about online advertising and its benefits.

i. It is necessary to inform the customers that online advertising is more advanced and innovative than previous technologies

j. It is essential to convey all the sectors to make aware that there is no exemption from online purchasing to anyone, so they should prepare themselves with positive attitude towards the use of it.

k. It needs to go time to understand the particle benefits of online shopping to consumers

Conclusion

Thus, these is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any technology, how one can expect that online advertising at initial stage should be understood by common people who are the users of system which they require for their routine life. Effect of online advertising to improvement will take time to understand. It is not as hard as to understand but to apply industries quickly. There were different ratio of previous system which were divided as per location of users. Such complications are not in the application of online apps. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when will start to use it by practically through. It needs only proper counseling.

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