

CONSUMER PERCEPTION TOWARDS ONLINE ADVERTISEMENT

Dr.M.Saravanan¹, Sajitha.S²

¹Assistant Professor, Post Graduate Department of International Business,
SreeNarayana Guru College, K.G.Chavadi, Coimbatore – 641 105 E.mail.: shravan.murugan@gmail.com
Mobile No.: +91 99434 37749

²Research Scholar, Department of Commerce,
SreeNarayana Guru College, K.G.Chavadi, Coimbatore – 641 105 E-mail.: sajisabari@rediffmail.com
Mobile No: +9995169164

ABSTRACT- *In recent years, the decline of the mass media and growth of internet and fragmented audience, online have forced advertisers, agencies and publishers to revise their thinking about delivering marketing message to consumers. Change in web technology and customer's behaviour has in many cases, increased opportunities to target advertising yet how to make the most effective use of the web as a channel for commerce and communications has proven to be more elusive. This paper investigates the implication of this shift for consumers and industry and the how, where and why of innovations in this field. Using this data, it also looks ahead to the future and how evolving concepts of relevance and utility for consumers will shape online advertising in the years to come.*

Key words: - advertisement, internet, consumers

INTRODUCTION

Advertising is a form of marketing communication used to promote or sell something. Usually a business products or services. In Latin “advertere” means “to turn towards”. There are various ways putting up an advertisement as per the audience to be addressed. Newspaper, magazines, television advertisement, radio advertisement, etc are some of the advertisement to address a particular group of people.

Online advertisement or internet advertising, is a form of advertising which uses internet to deliver promotional marketing message to consumers. It has enabled marketers to target specific customers segment, gather information, assess sale potential and ensure product or services exposure across geographical boundaries. The multiple form of online advertising tools used by advertisers overtime have been aimed at developing existing, interactive, eye catching advertisement that can draw consumer's attention while at the same time increasing their brand or sale online.

A major advantage of online advertising is that it is usually a form of cheaper advertising as compared to traditional advertising such as newspaper, radio, television, etc. No other advertising medium can offer the flexibility, accessibility and convenience of the internet. Depending on our needs, there are several online advertising options available.

STATEMENT OF PROBLEM

The rapid growth in the number of internet users in India provides a bright prospect for E-marketers. Due to the limitations of traditional form of advertisement and the new innovations in the field of IT and emergence of internet, most people turned to follow online advertisement. It is also essential to study the new customers those who are coming forward to purchase through online shopping with the effect of online advertisement. This study covers the consumer perception towards online advertisement at perinathalmanna municipality

SCOPE OF THE STUDY

Now-a-days company's website is the most useful tool for promoting various products. The study is important for the new customers those who are coming forward to purchase through online advertisement. It also covers various aspects of online advertisement and customer's perception on online advertisement. The information has to be right there when you need and should be compelling enough to capture the audience. The study covers the problems faced by the customers in using online advertisement and also gives awareness to the new customers those who are interested in online advertisement

OBJECTIVES OF THE SYUDY

1. To analyse consumer's attitude towards internet advertising and its effects on their purchase behavior pattern.
2. To verify whether online advertisement provides more services than traditional advertisement.
3. To check out whether they use online advertisement as a medium for buying a product on internet.
4. To analyse how much online advertisement is effective on consumers.
5. To know consumer's awareness about new release in online advertisement.

RESEARCH METHODOLOGY

Research methodology is the systematic approach to finding solution to the research problem. Under this study primary data is collected through questionnaire which is filled by fifty sample respondents from students at college level. And secondary data are collected from various journals and books.

Research design – exploratory, **Sampling method** – convenience sampling, **Sample size** -50

Limitations of study

- 1) Survey is limited to small sample size
- 2) Time constraint
- 3) The accuracy of responses based on the questionnaire may vary among respondents

Tools used

Data collection tool- questionnaire, **Data analysis tool**- percentage analysis, **Data presentation tool**- table

DATA ANALYSIS

Table No.1 Personal Characteristics of Respondents

Q.No	Questions / statements	No of respondents	Percentage
1	<u>Gender of respondent</u>		
	Male	32	64
	Female	18	36
2.	<u>Occupation</u>		
	Profession	10	20
	Business man	5	10
	Govt employee	15	30
	Students	5	10
	Others	15	30

3.	<u>Annual income</u>		
	Up to 1,00,000	46	92
	1,00,000-2,50,000	2	4
	2,50,001-5,00,000	1	2
	Above 5,00,000	1	2

Source: Primary Data

INTERPRETATION

- a) Most of the respondents are male
- b) Among respondents,30% of the respondents are students and30%of respondents are government employees
- c) 92% respondents have income up to 1,00,000

Table No 2. Awareness of Consumers about Online Advertisement

Q.No	Questions/ statements	No of respondents	Percentage
1.	<u>Awareness about online advertisement</u>		
	Aware	40	80
	Moderately aware	8	16
	Slightly aware	2	6
	Not at all aware	0	0
2.	<u>Awareness about advergaming</u>		
	Yes	22	44
	No	28	56

Source: Primary Data

INTERPRETATION

- a) 80% of respondents are aware about online advertisement
- b) 56% of respondents are not aware about advergaming in online advertisement

Table No 3. Views of Consumers about Online Advertisement

Q.No	Questions /statements	No of respondents	Percentage
1.	<u>Online advertisement is a disturbance</u>		
	Strongly agree	1	2
	Agree	17	34
	Neutral	26	52
	Disagree	5	10
	Strongly disagree	1	2
2.	<u>Respondents skip online advertisement</u>		
	Always	10	20
	Some times	40	80

	Never	0	0
3.	<u>Online advertisement is economical</u>		
	Strongly agree	4	8
	Agree	32	64
	Neutral	14	28
	Disagree	0	0
	Strongly disagree	0	0
4.	<u>Effective medium for purchase</u>		
	Strongly agree	6	12
	Agree	30	60
	Neutral	12	24
	Disagree	2	4
	Strongly disagree	0	0
5.	<u>Online advertisement saves time</u>		
	strongly agree	10	20
	Agree	28	56
	Neutral	11	22
	Disagree	1	2
	Strongly disagree	0	0

Source: Primary Data

INTERPRETATION

- Most of respondents are neutrally answered about online advertisement is a disturbance
- 80% of the respondents said that they sometimes skip the advertisement
- 64% of respondents agrees that the online advertisement is economical
- 72% of the respondents agrees that online advertisement is an effective medium of purchase
- 76% of respondents agrees that online advertisement saves time

Table No 4. Influence of Online Advertisement on Purchase

Q.No	Questions / statements	No of respondents	Percentage
1.	<u>Respondent purchase product with influence of online advertisement</u>		
	Yes	40	80
	No	10	20
2.	<u>Change in purchase decision with influence of online advertisement</u>		
	Strongly agree	4	8
	Agree	23	46
	Neutral	16	32
	Disagree	5	10
	Strongly disagree	2	4
3.	<u>Type of product purchased</u>		
	Electrical	17	42.5
	Cosmetics	7	17.5
	Jewellery	0	0
	Others	16	46

Source: Primary Data

INTERPRETATION

- a) 80% of the respondents is buying the product with the influence of online advertisement
- b) 54% of respondents is changing their purchase decision with the influence of online advertisement
- c) 42.5% of respondents are purchasing electronic goods through online

Table No 5.Consumer Perception towards reliability of Online Advertisement

Q.No	Questions / statement	No of respondent	Percentage
<u>1</u>	<u>Reliability of online advertisement</u>		
	Strongly agree	2	4
	Agree	24	48
	Neutral	21	42
	Disagree	2	4
	Strongly disagree	1	

Source: Primary Data

INTERPRETATION

- a) 50% of respondents agrees that online advertisement is reliable

FINDINGS AND SUGGESTIONS

80% of the respondents are aware about the advertisements presented through internet. Advertisement games are not much common among respondents. Sometimes, online advertisement cause disturbance to the internet users. Most of the respondents agree that price of product in online advertisement is economical. Respondents feel that online advertisement is an effective medium for purchasing a product. Online advertisement saves the time of an individual in selecting the required product. Online advertisements almost influence the respondents in purchasing a product. Electronic products are the mostly purchased products with the influence of online advertisement. Online advertisement plays an important role in buying decision process of an individual. Most of the respondents believe that online advertisement is a reliable medium. Advertisement must contain simple message, it helps the viewer to catch the message easily. Provide E-literacy to public so that they will be more aware about online advertisement. Internet advertisement must have virtual reality so that, it will be more appealing. Ensuring high level of security will attract more customers. Provide more awareness about advergaming among internet users through online advertisements.

CONCLUSION

As we come to the end of the study, this report provide an in depth and very comprehensive picture on 'consumer perception towards online advertisement'. Through the survey we try to study the perception of the customers towards online advertisement. Since most company's target audience includes people with money to spend, the internet is the perfect place for any advertisement. Even if the audience does not go to the advertisement site immediately, the audience will remember having seen advertisement and hopefully visit another time. Moreover, the touch and feel buying process dramatically changing with the rapid advancement of technology.

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The author Dr.M.Saravanan, is working as an Associate Professor in International Business at SreeNarayana Guru College, Coimbatore. He has more than a decade of experience in teaching. He has participated and presented more than 25 papers in various national and international seminars, conferences and workshops.. He has published more than 20 research papers in national and international journals.



The Co-author S,Sajitha, is a research scholar in Commerce at SreeNarayana Guru College, Coimbatore. Her area of expertise is Marketing. She has participated and presented papers in various national and international seminars, conferences and workshops.