

## **A Study on Effectiveness of Internet Advertising In NCR Region**

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### **Abstract**

*Internet is fast emerging and a powerful medium of advertising in the new millennium era. With the number of Internet users increasing manifold, the new medium is viewed as the advertiser's dream. The Internet is the fastest-growing medium in the 2000s with an annual of users and an average estimated expansion of 124%.*

*Yearly, Internet advertising is becoming a part of some companies' marketing strategy for some companies but it requires new approaches, strategies, and thinking. The value of Internet advertising is its ability to reach people from various geographical areas with varied tastes and preferences.*

*This research is a descriptive analysis and the sampling technique here used is convenience sampling. The sample size is 100 selected from the population of Ghaziabad City. This data was collected with the help of a structured questionnaire, which includes open-end and close-ended questions. The project was a study and analysis of the importance of Advertising in today's scenario. During the last decade, significant changes have been taken place in the*

*social, economic, technological, and political environment. This has been included in the psyche while preparing the project report. The managers today face a continuous and cut-throat competition. This has lead to a paradigm shift in the roles of professional personnel.*

**Keywords:** *Descriptive Analysis, Convenience Sampling*

### **Introduction**

Marketing is more than just distributing goods from the manufacturer to the final consumers. It comprises all the stages from the creation of the product and the aftermarket, which follows the eventual sales, Advertisement plays a very important role in this process.

The service or product itself, its meaning, packaging, pricing, and distribution, are all reflected in advertising, which has been called the lifeblood of an organization. Without advertisement, the products or services cannot flow to the distributor or sellers end on to the consumer of or user or the consumers.

The need for Advertisement developed with the expansion of population and the flow of towns with their shops and large stores, mass production

in factories, infrastructure to deliver the goods & services, and increasing level education. Advertisement grew with the development of media, such as the coffeehouse, cafe, newspapers, and the arrival of advertisement agencies.

Independent India, for what so ever reason, remained a protected market for a very long time.

Obviously it was an idle business situation for many companies facing little or no competition.

There was no real need to worry about creating or retaining the consumer. Demand for many products and services has far exceeded the supply, leaving consumers with little or no choice as there were not many alternatives available. For instance to own BAJAJ scooter consumers were required to book it in advance and then wait for five to ten years to own one. Many eager customers used to pay twice to the normal price to those who wanted to sell their new machines. Obviously for many of the companies there was no need to communicate with consumers and waste money on advertisements and other forms of promotions. Large Indian companies Bajaj Auto, Maruti Udyog, ITC Tata Tea, Dabur, Raymond, Wipro, and many others are now spending heavily on advertisements and other forms of promotions.

### **Literature Review:**

Review of literature refers to identifying already existing literature in the area of consumer behavior and marketing strategies, to find out what contribution has already been made so that it can serve a valuable base for further expanding

the literature. the researcher while choosing the relevant literature of this study has taken extreme care not to omit any literature pertaining to the effectiveness of Online advertisement The chapter revolves around the various relevant works of literature screened to formulate the subject matter of the proposed study

- To broaden the perspective about the research work
- To gain new and varied ideas
- To acquire more knowledge along with the direct experience
- To know the current issues with respect to the research area

Most of the growth of advertisement has been after World War II. This was the time when excessive mechanized production and serious efforts to rebuild nations and the economy was underway. Western Europe and the far East started to compete in world markets and advertising became an essential part of this new economy.

Large corporations such as Coca-Cola, General Motors, and IBM had long been active all over the world. After 1946, quite a number of medium and small companies entered the international market. Large advertisement agencies of the USA, Western Europe, and the Far East started opening their offices in several countries.

Specialists in market research, sales promotion, merchandising and public relations were running the advertisement industry during the 1950s. Creativity in advertisement was almost non-existent and ads were mostly "me too" type of messages with a great deal of worldly visualization and little copy. Rosser Reeves of the Ted Bates Agency was probably the most successful among copywriters. He originated the concept of USP (Unique Selling Proposition). His argument was that the marketer should discover one important attribute of the product.

The first known printed advertising was in the English language appeared nearly forty years after the invention of the movable typewriter. William Caxton of London printed the first advertising. It was a handbill of the rules for the guidance of clergy at Easter and was put on the church doors. The printed newspaper emerged from the newsletters which were handwritten by professional writers for limited circulation among the nobles and other elite classes.

Hopkins was particularly good at understanding the consumer and how advertising should be integrated into the total marketing effort. John E Kennedy believed that advertisement was "salesmanship in print." He tried to provide a reason why customers should buy the advertised products. During the 1920s, modern

marketing research entered the world of advertisement. As a result of this new development, advertising of this period started stressing on the outcome of consumer purchases such as health, happiness, status, and love, etc. Advertising contained bold headline, artwork, photography, and plenty of colors. Before the severe depression of the 1920s, radio was not being used for advertisement. Strange though it seems, during this period of depression love, etc. Advertisements contained bold headline, artwork, photography, and plenty of colors. Before the severe depression of the 1920s, radio was not being used for advertising. Strange though it seems, during this period of depression the commercial radio emerged. However, it was not really a good period for advertisement.

Which should be communicated properly and effectively to the audience and should be repeated over and over. It was during the 1950s that television emerged as one of the most important stories in the history of advertising. Television showed a significant advantage over other media as it could combine sight and sound

### **Objective of the Study**

The main objective of this study is to examine the identify best practices and to test the efficiency of the advertising in each of the three media types: print, broadcast, and the Internet. The results reveal inefficiencies in each area, relative to the

money spent by the advertisers, and also show that the efficiency of Internet advertising for these advertisers is less than that for print or broadcast expenditures.

**The main objective of this study are as follows:**

- To ascertain the importance of online advertising as a promotional tool.
- To assess the effectiveness of online advertising on purchasing behavior.
- To ascertain which type of online advertising is preferred by consumers.

**Research Methodology:**

Fama, Fisher Jensen and Roll have used event study methodology to test semi strong form efficiency of market. Brown and Warner (1980) has also conducted event study to test semi strong efficiency on the basis of daily returns. This research study also uses event study to test the semi strong efficiency of market.

**Type of Research:** The study under consideration is descriptive analytical in nature.

**Data and Data Sources:**

As the current empirical study was descriptive analytical in nature, the data for the purpose of the study was dependent on primary and secondary sources. For the purpose of the study questionnaire was chosen.

The sectors under consideration include:  
Students, Office goers ,Residents and others.

**Methodology:**

Interaction with Respondents was in the form of face-to-face interviews with the help of a questionnaire. The questionnaire consisted of a set of questions, asked the respondent for his/her response; the questionnaire was structured and non-disguised. It was done in a prearranged order and the object of the research was revealed to the respondent. The questionnaire consisted of a combination of open-ended and close-ended questions.

**Tools Used for Analysis:** Chi Square Test was used in this study.

**Hypothesis:****Null Hypothesis: H0-**

It asserts that there is a significant influence of features of Online Advertisement on the effectiveness of online Advertisement.

**Alternative Hypothesis: H1-**

There is no significant influence of features of online Advertisements on the Effectiveness of Online Advertisement.

**Data Analysis and Discussions**

As observed from the given table and Graph the sample constitutes 67% male respondents and 33% female respondents. There is quite a lot of difference between the number of males and females in the sample. In the near future, the percentage will definitely increase with the increase in the Female E-awareness

AGE GROUP	NO.OF RESPONDENT	PERCENTAGE
BELOW 20	20	20%
20-25	35	35%
25-30	35	35%
ABOVE 30	10	10%
TOTAL	100	100%

**→Analysis and interpretation**

As it can be observed from the given table, the major portion of the sample (35 %) is constituted of people in the age group between 20-25 years, and also a portion of sample i.e. (35 %) of the respondent are in the age group between 25-30 years, (20%) of the respondent is in the age group below 20 years, and the rest (10%) of the respondent is in the age group of above 30 years.

This states that the advertisement should target more of the Young bedizens to increase the awareness of their products or services which in turn increases their sales revenue

**Impact of Occupation of Respondent:**

As seen from the above table and chart, the majority of the respondent (40 percent) are college students, (25 percent) are engaged in business. (25 percent) are employees of various sectors like IT Professionals Chartered Accountants, Lawyers, and College Professor. (10 percent) are other constituting housewives & children.

This shows that mainly college students are interested in browsing. So it is preferable for the Advertiser to concentrate mainly on the College Students to

promote their Ads and influence them in increasing their sales Activities

**Conclusion & Limitations**

Is Advertising on the Internet a viable option? I have looked at this question in terms of effectiveness, profitability, and marketing methods. Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. The only negative aspect is that consumers have to conquer their fears of the Internet - the fear that ordering through an on-line advertisement will get lost in the void of cyberspace. Fears always come with new technology, but it does not take long for people to adjust. As people get more accustomed to finding their product information on the Web, more and more readers will actively seek out Internet advertising sites.

This study incorporated two recent innovations in DEA – input congestion and slack analysis. Since the most important consideration in the DEA application is the selection of input and related output variables (Donthu and Yoo 1998), the choice of which advertising channel is the input variable is important to DEA analysis.

So far, however, no media study has adopted the DEA model to address the efficiency of advertising in the Internet medium environment. It is meaningful that Internet advertising is included in the present DEA analysis because Internet advertising has become one of the major advertising channels. However, there has been a lack of attempts to empirically investigate the efficiency of

Internet advertising through the application of the method employed in this study.

This study finds that the selected top 47 advertisers were less efficient on Internet advertising than on other media – print and broadcast. The outcomes of this DEA analysis provide useful information on how the media spending and sales/earnings should be adjusted to transform inefficient advertisers into efficient advertisers for the Internet medium as well as traditional media. In sum, this advertising efficiency analysis holds the promise of advertisers being able to assess Internet advertising performance, as well as that of traditional media advertising, and then to take steps to improve that performance.

Finally Do not try to do "anything and everything" to get the buyer's attention. Everyone who comes to the site isn't going to buy. The harder you try to get their attention and force them to read your ads, the harder they will try to escape. Advertising is big business and ranks among the top industries of the World along with oil, automobiles, information technology, and agriculture.

Advertising has gained much attention because it is the best known and most widely discussed form of promotion and a very important promotional tool. There are several reasons for this. It can be a very cost-effective method to reach a large audience. It can also be used to create images and build symbolic meanings for a company or brand. It is an important feature for companies dealing in products or services that are difficult to differentiate on functional attributes. Advertising for Marlboro cigarettes has used the cowboy to create and sustain a masculine image for the brand. It is considered as one of the most successful campaigns in the history

of marketing and has made Marlboro one of the most popular brands of cigarettes in the world.

The role of advertising depends on how much importance is attributed to advertising relative to other promotion mix elements in the company's marketing program. This would be determined by considering various factors such as consumer behavior, competitive situation, and product category, etc.

Television is believed to be the most authoritative, influential, and exciting medium. It is often said that television is the ideal medium for advertising because of its ability to combine visual images, sound, motion, and color.

Though television offers unsurpassed creativity and reaches large audiences, it is an expensive medium to advertise.

In rural areas, nearly 37 percent population still gets information through radio listening. FM broadcast is available in a very limited area. Most radios in India do not have FM bands, only the expensive ones have this facility.

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