
A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR

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Abstract:-

Advertisers are expected to spend millions on Internet advertising over the next few years on television, in print ads and other traditional advertising media. With the rapid growth of technology, the Internet is becoming an important stopping point for consumers to find most of their needs. Whether communication, entertainment, shopping, searching for information, the Internet meets all your needs. Many consumers are online every day for their personal work, but they notice the ads, the banners displayed on that Web page and, above all, remember the value? The current study examined the effectiveness of Internet advertising on consumer behavior. The study should determine the effectiveness of Internet advertising on the scope and creation of awareness; establish the reliability of Internet advertising through withdrawal; and to determine the relationship between Internet advertising and the purchase decision.

The target population were university students. The study used a stratified sampling technique to select 100 respondents. Primary data was collected through questionnaires. Regression and correlation analysis was used to show the

relationships between the variables. Data was presented in percentages, averages, standard deviations and frequencies. The study found that Internet advertising was effective in achieving and creating awareness due to diversified use and showed that its reliability as an advertising medium was low compared to television. Internet advertising has a significant relationship with consumers' purchasing decisions and, therefore, is a determining factor in influencing consumer behavior. The study established that there is a positive relationship between Internet advertising and consumer buying.

Keywords: -Internet Advertisement, Purchase Demand, Recall value, Consumer Behaviour.

Introduction:-

The revolutionary change produced by information technology has a great impact on everyday life. It has transformed the way we do business by allowing retailers to offer an unlimited range of products and services

to all consumers around the world at any as a means of advertising. Many companies have used the Internet to promote their products and services, and it is believed that this is the most important direct marketing channel for the global market.

Internet advertising is a form of promotion that uses the Internet and the World Wide Web and expresses purpose for providing marketing messages to attract customers. Examples of online advertising include advertising banners, Rich Media ads, social media advertising, online classified advertising, advertising networks and email marketing, including unsolicited email. If the advertiser has opted for a response function, the viewer can choose to visit the brand's website or interact with the advertiser through other points of contact, such as e-mail, chat or phone.

The term "consumer behavior" refers to actions and decisions that have an impact on the customer's purchase. Several factors influence consumer behavior, including economic status, beliefs and values, culture, personality, age and education. Customers are increasingly powerful, more informed and more sophisticated and the search for modern consumer behavior is increasingly important for companies. Advertising to attract consumers, provide a better environment, products, services and policies is important to improve today's consumer experience to support companies in customer retention. This study seeks to determine and explain the effectiveness of

time. The Internet has emerged Internet advertising to stimulate consumer response.

Literature Review: -

Extensive academic research has been conducted on the ways in which evoked feelings can influence the consumer's response to marketing communication (for example, Batra and Ray 1986, Holbrook and Batra 1987). Scholars have also observed that advertising can evoke both positive and negative emotions when trying to persuade. Indeed, Brown, Homer and Inman (1998, p.115), suggest that, from the practical point of view, "the relative strength of positive and negative feelings can potentially guide advertisers' decisions with respect to executive strategies"

Hypothesis:-

1. Through Internet advertisement people are aware of the products and services as they come in contact with internet in their daily life.
2. We can understand how much people recall the advertisements and their values through internet advertisement.
3. Internet advertisement does attract attention and create awareness but the rate of influencing purchase decision is very low.

Research Problem: -

A Study on the effectiveness of internet advertising on consumer behaviour.

Purpose of Research:-

This research is done so that future research can analyze the impact of web advertising in different countries and cultures to improve the overall understanding of the effectiveness of web advertising. It also helps to determine the effectiveness of Internet advertising on consumer behavior.

Objectives:-

1. Determine the effectiveness of Internet advertising in terms of awareness amongst consumers.
2. Establish the reliability of internet advertising through recall.
3. Determine the relationship between internet advertising and purchase decision.

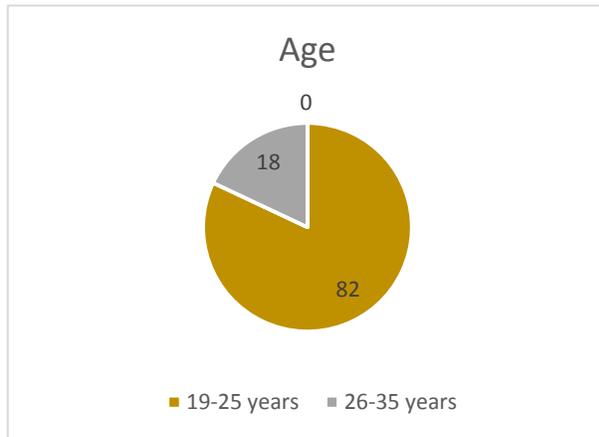
Research Methodology:-

Source of data	Primary (Field survey)
Type of research	Quantitative
Area of research	Pune
Research Approach	Survey Method
Research Instrument	Questionnaire
Sample Plan	Personal Interview
Sample Unit	College Students
Sample Method	Stratified Sampling
Sample Size	100

Data Analysis:-

1. Age Group

Age bracket	Frequency	Percentage
19-25 years	82	82
26-35 years	18	18
Total	100	100.0

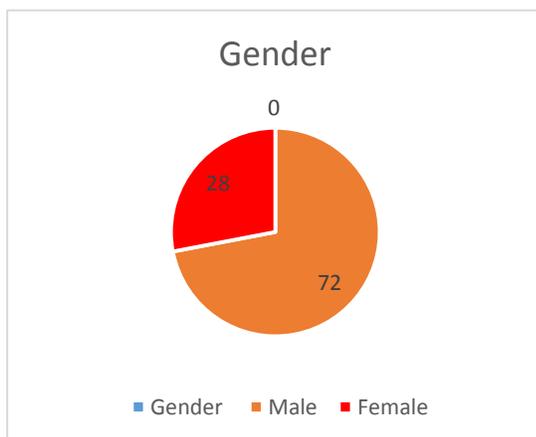


Interpretation: -The results indicate that most of the students were between 19 and 25 years old.

2. Gender

	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100.0

Interpretation:



-The study reported a higher rate of response of men than women in their different years of study

3. Do you like Advertisements?

	Frequency	Percentage
Informative	35	35
Creates awareness	31	31
Entertaining	25	25
Irritating	3	3
Annoying	3	3
Waste of time	3	3
Total	100	100

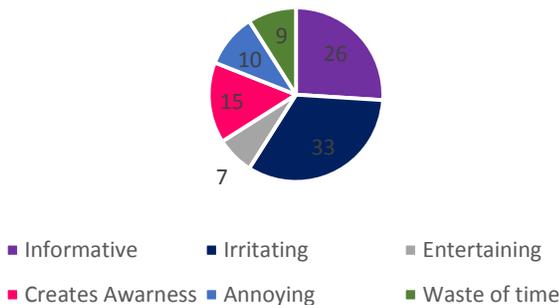


Interpretation: -Most respondents (35%) indicated that advertising was informational, with a closer percentage indicating awareness creation. 3% indicated that the advertisement was irritating, annoying or a waste of time.

4. Do you watch the TV/ or listen to Radio commercials during commercial break?

	Frequency	Percentage
Informative	26	26
Creates awareness	33	33
Entertaining	7	7
Irritating	15	15
Annoying	10	10
Waste of time	9	9
Total	100	100

Watching the TV commercials during commercial break

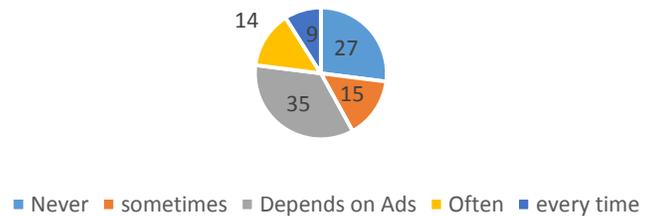


Interpretation: -Most respondents, 33% said that the advertising was irritating, and 26% informative and a closer percentage indicating a 15% awareness, a 10% annoyance, a loss of 9% and 7% indicates that advertising is entertainment.

5. I change the channel during commercial breaks

	Frequency	Percentage
Never	26	26
Sometimes	17	17
Depends on ad	33	33
Often	13	13

Change the channel during commercial breaks

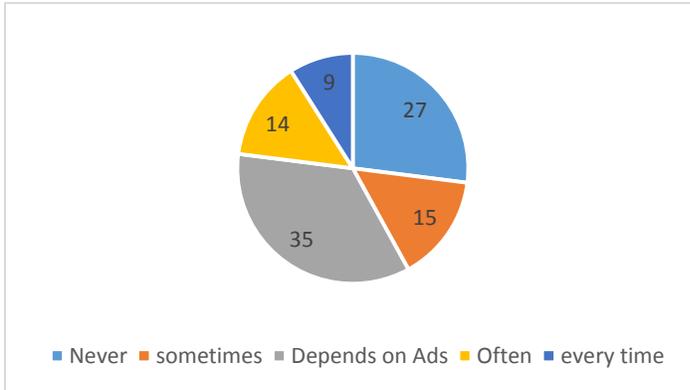


Total	100	100
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Interpretation: -Most respondents, 33% said that the advertisement was irritating and 26% informative and a closer percentage indicating a 15% awareness, a 10% annoyance, a loss of 9% and 7% indicate that advertising is entertainment.

6. Do you see/check online ads/emails when you surf the internet?

	Frequency	Percentage
Never	27	27
Sometimes	15	15
Depends on ad	35	35
Often	14	14
every time	9	9
Total	100	100



Interpretation: -Viewers control the ads / e-mails online while browsing the Internet, thus only 9% of the response display or online announcements, e-mails while browsing.

Findings:-

- 1) Most respondents confirmed that they were aware of various forms of advertising adopted by various companies. This shows that the effectiveness of Internet advertising in achieving and creating awareness was determined by the level of knowledge of existing advertising platforms adopted by various companies.
- 2) The study found that respondents stated that the intention was not to see the ads, but that they had no choice but to see them as pop-up ads or floating ads. These ads block the display of the content, or appear right in the middle of the page, or continue to fluctuate (move) around what is considered to be very irritating to consumers.
- 3) Ad verification has determined the level of interaction with online ads. Therefore, although the reach of the Internet is much higher than in other modes, its ability to attract consumers to sensitize is very low.
- 4) The largest number of students, of the interviewees, was influenced in buying a product based on the information provided by friends and relatives, with television ads in second place. Online ads were those that least influenced their decision.

1) The study recommends that a similar study should be done in different universities for comparison purposes.

2) More research can look into the impact of web advertising across different countries and cultures to enhance the global understanding of web advertising effectiveness.

3) Companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers.

Conclusion:-

The study concludes that the effectiveness of Internet advertising in reaching and creating awareness was determined by the level of knowledge of existing advertising platforms adopted by different companies and by the time spent on various media. Internet advertising has been effective in providing more scope and awareness. However, despite the diversified use of the Internet and the extensive interaction with various Internet ads, fewer respondents were able to recall the Internet ads they had seen. This implies that the reliability of Internet advertising is rather low. Research has established that television advertising is

Suggestions:-

more reliable than Internet advertising. Internet advertising has influenced the decision to buy customers moderately, since only half of the respondents were influenced in the purchase decision. However, advertising on the Internet is a determining factor in the

purchasing decision of the customers, since they believe that it is a point of interaction between them and the company from which they buy their products. There is a positive

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