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A Study on the Online Advertising and Consumer Awareness at Salefroce

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Abstract

This study explores the relationship between online advertising and consumer awareness at It examines how various digital advertising platforms influence consumer knowledge, brand recognition, attitudes, and purchasing behaviour. The research analyses the effectiveness of online advertisements in reaching target audiences and creating awareness about products and services. The findings provide valuable insights into consumer responses to digital marketing efforts and offer recommendations for enhancing online advertising strategies and customer engagement.

Key words

Online Advertising, Consumer Awareness, Digital Marketing, Salesforce, Brand Recognition, Customer Engagement, Consumer Behaviour, Marketing Strategy.

1. INTRODUCTION:

Background of the study:

Online advertising has emerged as a powerful marketing tool in today's digital world. The widespread use of the internet, smartphones, and social media platforms has transformed how businesses communicate with consumers. Unlike traditional advertising, online advertising enables organizations to reach targeted audiences quickly and cost-effectively. Businesses increasingly invest in digital marketing campaigns to enhance brand visibility, create consumer awareness, improve customer engagement, and influence purchasing decisions, leading to greater business growth and competitiveness.

Statement of the problem:

The study examines the impact of online advertising on consumer awareness. Despite widespread digital advertising, many consumers experience information overload and advertisement fatigue, reducing effectiveness. Understanding consumer perceptions, engagement, and awareness is essential for improving advertising strategies, optimizing marketing investments, enhancing brand visibility, and supporting business growth.

Research objectives

1. **To analyze** the effectiveness of online advertising in creating awareness among consumers about products, services, and brands.
2. **To identify** the various online advertising platforms and techniques that influence consumer awareness and engagement.
3. **To evaluate** consumer perceptions, attitudes, and responses towards online advertisements displayed on digital platforms.

Research question

- 1.How does online advertising influence consumer awareness at Salesforce?
- 2.What are the major online advertising platforms used to create consumer awareness?
- 3.How do consumers perceive and respond to online advertisements?

HYPOTHESIS OF THE STUDY

Null Hypothesis (H_0)

There is no significant relationship between online advertising and consumer awareness.

Alternative Hypothesis (H_1)

There is a significant relationship between online advertising and consumer awareness

Significance of the study

This study helps understand the impact of online advertising on consumer awareness, supporting marketers in improving advertising strategies, enhancing customer engagement, increasing brand recognition, and achieving business growth.

Scope and Limitation

Scope:

The scope of the study defines the boundaries within which the research is conducted. This study focuses on examining the impact of online advertising on consumer awareness and understanding consumer perceptions towards digital advertising platforms. The study is limited to specific areas, time periods, and respondents to ensure systematic and meaningful analysis.

Limitation:

This study is limited to Salesforce and focuses on a selected group of respondents. The findings are based on participants' opinions, which may be subjective. Time and resource constraints may affect the scope of analysis. Additionally, rapidly changing digital marketing trends may influence consumer awareness and the long-term relevance of the results.

2. Review of literature

1.Kotler and Keller (2016)

Kotler and Keller highlighted that online advertising plays a significant role in creating consumer awareness and strengthening brand recognition. Their study emphasized the importance of digital marketing channels in influencing consumer decision-making and enhancing customer engagement.

2. Chaffey and Ellis-Chadwick (2019)

Chaffey and Ellis-Chadwick stated that online advertising enables businesses to reach targeted audiences

effectively. They found that digital advertisements improve consumer awareness through personalized content, social media campaigns, and search engine marketing.

3. Tiago and Veríssimo (2014)

Tiago and Veríssimo examined the impact of digital marketing on consumer behaviour. Their findings revealed that online advertising increases consumer awareness and helps organizations establish stronger relationships with customers through interactive communication.

3. Research methodology:

Research Design

Quantitative Research Design.

Population and Sample

- Sample Size: 100 respondents.

Sampling Technique

Convenience Sampling.

Data Collection Methods

- Primary Data: Questionnaire.

Data Analysis Techniques

- Percentage Analysis
- Tables
- Charts and Graphs
- Anova
- Chi square test
- Regression
- correlation

Ethical Considerations

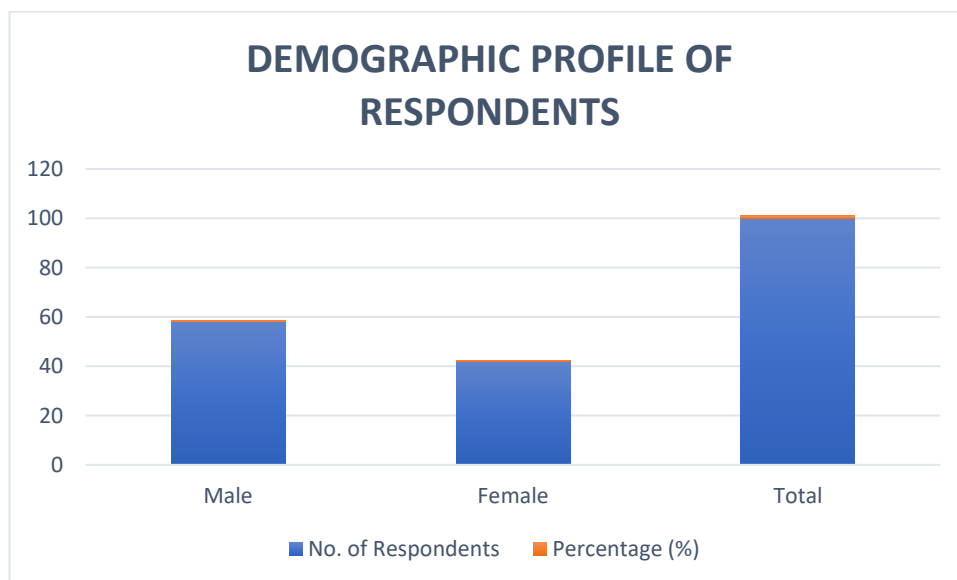
- Participation was voluntary.
- Confidentiality of respondents was maintained.
- Information was used only for academic purposes.

4.Data Analysis and interpretation

DEMOGRAPHIC PROFILE OF RESPONDENTS

Gender of Respondents

Gender	No. of Respondents	Percentage (%)
Male	58	58%
Female	42	42%
Total	100	100%



Interpretation

The above table shows the gender-wise classification of respondents. Out of 100 respondents, 58% are male and 42% are female. The findings indicate that both male and female consumers actively use online platforms and are exposed to digital advertisements. The responses collected from both genders help in understanding consumer awareness and attitudes toward online advertising in a balanced manner.

Chi square test: Consumer Attitude towards Online Advertising

Calculated Value	Table Value	Result
22.36	5.991	Rejected

Interpretation

Since the calculated chi-square value is greater than the table value, the null hypothesis is rejected. This confirms that online advertising significantly affects consumer attitudes and perceptions towards promotional activities.

Anova: Effectiveness of Social Media Advertising

Source	F Value	Significance
Regression	15.92	0.002

Interpretation

The ANOVA analysis reveals that the significance value is less than 0.05, indicating that social media advertisements significantly influence brand awareness among consumers. The results confirm the effectiveness of social media marketing in attracting consumers.

Regression: Consumer Awareness towards Online Advertising

Particulars	Value
R	0.82
R Square	0.67
Adjusted R Square	0.65

Interpretation

The regression analysis reveals that the R square value is 0.67, indicating that 67% of consumer awareness is influenced by online advertising activities. The strong relationship between variables shows that digital advertisements significantly improve awareness regarding products, services, and promotional offers. Increased exposure to online advertisements helps consumers gain better market knowledge and information.

Correlation between Online Advertising and Consumer Awareness

Variables	Correlation Coefficient (r)
Online Advertising & Consumer Awareness	0.82

Interpretation

The correlation coefficient value of 0.82 indicates a strong positive relationship between online advertising and consumer awareness. This means that increased exposure to digital advertisements improves consumer knowledge regarding products, brands, and promotional activities.

5.Discussion:

The findings of the study indicate that online advertising plays a significant role in creating consumer awareness at Salesforce. Consumers are highly exposed to digital advertisements through social media platforms, search engines, websites, email marketing, and mobile applications. The study reveals that online advertising helps consumers gain information about products and services, enhances brand recognition, and influences their purchasing decisions.

Conclusion:

The study concludes that online advertising has a significant impact on consumer awareness at Salesforce. Digital advertising platforms such as social media, websites, search engines, and email marketing effectively help consumers gain information about products and services. Online advertisements enhance brand recognition, customer engagement, and influence consumer decision-making. Although challenges such as advertisement overload and consumer distraction exist, well-designed and targeted advertisements can successfully create awareness and improve marketing effectiveness. Therefore, organizations should continue to invest in innovative and customer-focused online advertising strategies to strengthen consumer awareness and achieve business growth.

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