



## Consumer Attitude Towards Internet Advertisement

### KEYWORDS

Consumer, Attitude, Internet, Advertisement

**S. Chandra Vathana Nila**

Research Scholar, Mononmanium Sundaranar university, Asst. Prof. Dept of Corporate Secretaryship Bhaktavatsalam Memorial College for Women Chennai-81.

**Dr. N.Kalyana Raman**

D.G.Vaishnav College, Chennai

**ABSTRACT** *Now-a-days it is very important for the business persons to attract their target customers towards their products through valuable mode of promotion and communications. This paper investigates consumer attitudes to commercialization of the Internet, and specifically focuses on Internet users' belief and attitudes about internet advertising. Data collected was analyzed using SPSS 17 version. Various statistical tools like mean, standard deviation, t test were employed. The major findings is internet advertisement have a significantly positive influence on consumer attitudes.*

### INTRODUCTION

Internet advertising has become an indispensable part of their marketing model. This form of advertising is pervasive and popular for many important reasons such as Support For Other Advertising, Stand-Alone Advertising, Cost, Image, Versatile and Interactive, Expandable, Accessibility Market Testing, Targeted Marketing. An Internet presence is the quickest and most cost-effective way to pick up where other advertising leaves off. The Internet represents one of the potentially most powerful advertising mediums in the world. Internet advertising saves consumers time and allows them to obtain information regarding a wide selection of products from multiple and convenient locations

The general goals of advertisement are to inform, educate and to persuade. An advertisement may seek to inform buyers of where they can buy the product or the price at which it is sold. It may be aimed at educating buyers on how to use the product safely and economically. More so, its primary concern may be to convince or persuade the audience to think favorably about the company or to buy its products. specific reasons depending on the task at hand but some of these specific uses of advertisements are;

- Informing the potential customers about news product being introduced into the market
- To let the customers be aware of where the product can be obtained
- Advertisement is used to draw attention of customers to benefit of the product, particularly its hidden qualities as per second billings and coverage.
- It is used to draw attention to changes in product features in order to stimulate customers to buy or try the products.
- Advertisement is used to reassure customers of the product that they are buying

### Review of Literature

Consumers' attitudes toward advertising have been considered important to track because they likely influence consumers' exposure, attention, and reaction to individual ads (cf. Alwitt and Prabhakar, 1992) through a variety of cognitive and affective processes (Lutz, ).

The internet is a communication medium, allowing companies to create awareness, provide information and influence attitudes. Advertising on the internet can be used in creating awareness of an organization as well as its specific product and service offerings. It also offers the opportunity to create awareness well beyond what might be achieved through traditional media (Belch & Belch 1998)

Internet is a widespread medium for advertising as a substitute advertising tool for traditional media like TV or billboards (Zhang and Wang 2006). Internet is considered as the fifth media after TV, radio, newspaper, and magazines, exerted by the people or traders for sharing information, and interactions (Srini et al 2002).

According to researches, the feeling that people have to Internet advertising affects the perceptions of the people to products. Schlosser et al (1999) states that people's attitude to Internet advertising is affected by informativeness, Entertainment, and advertisement applications. From the other hand, desirable attitudes of the people to Internet advertising and their responses to it in the frame of loveliness, being enjoyable, and informativeness is considered as important (Schlosser et al 1999).

The quality of information placed on a company's web site shows a direct influence on the customers' perceptions of the company and the company's products. Accordingly, information delivered to them via online media also needs to show qualitative features, such as accuracy, timeliness and usefulness for the consumer (Siau and Shen, 2003)

Entertainment is also a crucial factor for internet marketing. It is essential that the message is concise and funny, and thus immediately captures consumers' attention (Katterbach, 2002).

Advertisement's credibility is highly correlated with its value. It refers to consumer's perception from correctness and believability of an advertisement. It also acts as the capability of prediction and meeting implied clear requirements of an agreement (i.e. a document is valid whether in printed or in on-line form) (Haghirian and Madlberger 2009).

The primary goal of this study is to explore and gain an understanding of internet users' beliefs about and attitude formation towards internet advertisement.

### Research Objectives

The following research objectives are framed on the basis of gaps in the literature derived out of intensified reviews of the researchers.

1. To know consumers' attitude towards internet advertisement.
2. To analyze the demographic variables on consumers' attitudes toward internet advertisement

### RESEARCH METHODOLOGY

This study involves an examination of consumer's attitude

towards internet advertisements. The primary data for the study was collected through well structured questionnaire from

Consumer's in Chennai city. The sample size was 100. Data collected was analyzed using SPSS 17 version. Various statistical tools like mean, standard deviation, t test factor analysis were employed

### Analysis and Discussion

This paper thoroughly analyses the sampling distribution of the raw data as well as to establish the influence of attitude towards internet advertisement. The description of sample unit is given as follows:

**Table: 3 Parametric t' value**

Variable	N	Mean	Sd	Se	't' value	significance
<b>ATTITUDE TOWARDS INTERNET ADVERTISEMENT</b>						
Is consistent with company image	100	4.1800	.89194	.08919	13.230	.000
Is creative/interesting	100	4.0500	.77035	.07703	13.630	.000
Is informative	100	4.0100	.82260	.08226	12.278	.000
Is memorable	100	3.7000	1.05887	.10589	6.611	.000
Is original	100	3.3200	1.17103	.11710	2.733	.007
Is influential	100	3.6200	.88512	.08851	7.005	.000
Is relevant to me	100	3.2300	1.14464	.11446	2.009	.047
Is believable	100	3.2900	1.20851	.12085	2.400	.018

From the above table, it is found that the mean value of eight attitudes ranges from 3.23 to 4.18 and the standard deviation ranges from .77035 to 1.17103. A similar kind of variation is also found in the standard error with minimum value .07703 to .12085. The 't' values are all positive in nature and significant at 5% level. Therefore it will be concluded that consumer's strongly agree for that the internet advertisements are consistent with company image, creative/interesting and informative. It is also found that the consumer's moderately agree that the internet advertisements are highly influential and memorable, original, relevant to product as well as believable. After exploring the statement pertaining to the attitude towards advertisement it is very important to reduce their respective variables in to pre dominant factor. These idea in this research paper would reduce the variables into meaningful factors that can be further used in the analysis. The factor analysis is applied in this context and the following results are obtained for attitude factors.

### Findings

- From the research it is found that, the internet advertisement is consistency with company image, creative/interesting, memorable as well as original. Hence it is highly influence the consumer's to buy the product, mak-

**Table :1 GENDER**

Sex	Frequency	Percentage
Male	58	58%
Female	42	42%
Total	100	100%

**Table : 2 Age**

Age range	Frequency	Percentage
18-20	20	20%
20-22	40	40%
22-24	22	22%
Over 24	18	18%
Total	100	100%

According to demographic information table : 58% of the sample is male and 42 % is female. 40% of the attendants are 20-22 years old.

ing purchase involvement and make the purchase of the products easier.

- It has also been found that the advertisements are very creative and innovative hence it attracts the consumers makes them cherish it and thus it plays a major role in the buying pattern of consumer's.

### Conclusion

Special attentions to internet advertisements are of high importance for considering customer needs and personalizing sent advertisement messages. Thus, advertisers can create positive attitudes in the consumers by providing rich content of the information in sent advertisements and trustable atmosphere in internet. In formativeness, Entertainment, and correct usage of interaction and credibility can lead to the proper perceptions in internet consumers. Enough and correct information about more complicated products along with attractive posters and step-by- step instructions encourage consumers to buy or visit the site. From the other hand, investigating effective factors in perceived value and attitude of internet advertisement consumers helps companies in making a better picture of a brand in consumer mind, information transfer, and effective electronic communication with the customer.

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