Original Research Paper

Commerce

A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONES

Athma Jayaprakash	Ph.D Research Scholar, Department of Commerce and Management Studies University of Calicut.
Dr. M.A Joseph	Professor, Dept. of Commerce & Management Studies, University of Calicut.

ABSTRACT With the technological growth internet is an important point for customers in finding most of their needs .Be it communication, shopping, information search, internet is being used. Even if the customers are online for their personal work they do not notice the ads, banners displayed on the web page. The current study investigated the effectiveness of internet advertising on customer behavior towards mobile phones. This study is based on primary data collected from internet users by using a structured questionnaire. Data collected for the study is tested using T test and ANOVA. It was found out from the study that male and female are influenced by internet advertising but females are not more influenced than male. Similarly the age group and income group are not factors that determine how much internet advertisement is able to influence the consumer buying behaviour.

KEYWORDS : Consumer Behaviour, Internet Advertising, electronic trade

1. Introduction

Internet is growing because of the number of users and due to its unique characteristics of flexibility, interactivity, and personalization. Internet these days are being used for communication, entertainment, education, and electronic trade. Internet has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. These days numerous number of companies have turned to the Internet to advertise their products and services; and the Internet is considered to be the most significant direct marketing channel for the global market.

For the purpose of marketing messages and to attract customers internet advertising is being used. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, advertising networks and e-mail marketing, including e- mail spam. If the advertiser has opted for a response feature, the viewer may visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone.

2. Consumer Behaviour

The term "consumer behaviour" refers to actions and decisions that influence a customer's purchase. Consumer behaviour is a branch which deals with various stages a consumer goes through before purchasing products or services for his end users. Factors that affect consumer behavior are economic status, beliefs and values, culture, personality, age and education. Findings on consumer behaviour are used to develop methods and products that will boost company performance and sales. This study seeks to determine and explain the effectiveness of internet advertising in inspiring consumer response. This majority of internet users are youth especially students, who use internet through phones for searching information and chatting. Many students have adopted latest variety of android products, tablets, and the popular models for easy access of the internet.

3. Literature review

There are number of studies undertaken in the area of internet advertising and consumer behaviour. The review consists of the scrutiny of the studies carried by other researchers. The important ones are listed below.

Ann E. Schlosser el al (1999)[1] conducted a study on Survey of Internet Users' Attitudes toward Internet Advertising. The main objective of the study was to find out the attitude of customers towards Internet advertising and to compare demographically similar samples' perceptions of advertising in general. The survey was conducted via a computer-assisted telephone interviewing (CATI) system. Prospective respondents were called back up to three times if they could not be reached initially. The results indicated that respondents are approximately equally divided in their perceptions of liking and disliking internet advertisement .A regression analysis indicated that participants' attitudes toward internet advertisements where formed by looking at advertisements on internet , it's in formativeness, and its utility for making purchase decisions.

Dr. Seema Agarwal[2] conducted A Study of Factors Affecting Online Shopping Behaviour of Consumers in Mumbai Region. This study attempts to analyze the features related to the shopping behaviour of online shoppers. Consumer's shopping behaviour in respect of online shopping was studied using different socio-economic variables. The data was collected through questionnaire. The study shows that various demographic factors like age, gender, education and income affect online shopping in India. The outcomes of the study suggest that assessment of consumer's shopping behaviour can contribute to a better understanding of consumer shopping behaviour in respect of online shopping.

According to Lewis[3] the development of the hierarchy of effects: a historical perspective, USA, 1987**:** role of an advertisement is to attract the customers. AIDA stands for Attention, Interest, Desire and Action.

- **Awareness** - The consumer becomes aware of a category, product or brand (usually through advertising).
- **Interest** - The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle.
- **Desire** - The consumer develops a favourable disposition towards the brand.
- **Action** - The consumer forms a purchase intention, shops around, engages in trial or makes a purchase.

Russell Colley (1961)[4] developed DAGMAR which stands for Defining Advertising Goals for Measured Advertising Results. It includes four levels

- From unawareness to awareness - consumer must be aware of product or company.
- Comprehension - what the product is and its benefits.
- Conviction - mental conviction to buy the product.
- Action - finally buy the product.

4. Objectives

The three fold objectives of this paper are;

a. Effectiveness of internet advertising by studying the different types of advertising.
b. Role of internet advertisement to attract customers and measuring advertising results.
c. Barrier to online purchase of mobiles.

5 RESEARCH METHODOLOGY

5.1 Data collection

The study is based on primary data collected from internet users by

using a structured questionnaire. The questionnaire is divided into four parts. The first part asks the general profile of the internet users and in the second part effectiveness of internet advertising is studied by analyzing the different types of advertising. In the third part role of internet advertisement to attract the customers are studied and finally in the fourth part studies the barriers of online purchases. In this study to understand the level of agreement Likert scaling technique is used. In order to study the role of internet advertisement to attract customers and for measuring advertising results AIDA Model and DAGMAR model is being combined .The reliability of the questionnaire is tested using ANOVA and T test .

5.2 Sample Size
Sample size of study is taken as 50 internet users; Out of which 25 are male and 25 are female. The samples are taken from Vengeri, a town in Kozhikode Municipal Corporation of Kerala.

5.3 Hypotheses
H$_0$: There is no significant difference in the Advertisement Effectiveness among male and female customers

H$_1$: There is no significant difference in the Advertisement Effectiveness among different age groups

H$_2$: There is no significant difference in the Advertisement Effectiveness among different income groups

H$_3$: There is no significant difference in the Advertisement Effectiveness among customers with different year of experience

6. Data Analysis
Data collected for the study is collected using questionnaire. Along with this AIDA model is used to find the four dimensions of advertisement effectiveness .The model suggests that advertisement effectiveness is the combination of Attention, Interest, Desire and Action. DAGMAR model includes four levels: Awareness, Comprehension, Conviction, Action .A new model is created by including Attention, interest, Desire, Awareness, Comprehension, Conviction, Action. And on these dimensions Likert scales are used to ask questions in the questionnaire.

H$_0$: There is no significant difference in the Advertisement Effectiveness among male and female customers

Table1: Advertisement Effectiveness among male and female customers

	Gender	N	Mean	t- value	DF	P value
Advertisement Effectiveness	Male	25	77.4857	.626	48	.535
	Female	25	78.7429			

Source: Primary data

Advertisement effectiveness is more among female customers (78.74) compared to male (77.48). The result of t test shows that p value is greater than .05 and thus indicates that there is no significant difference in the advertisement effectives among different gender and thus accept the hypothesis.

H0: There is no significant difference in the Advertisement Effectiveness among different age groups

Table 2: Advertising effectiveness among different age groups

Age Group	Mean	Std. Deviation	Minimum	Maximum	F	Sig
Below 20 years	78.0952	5.75741	71.43	88.57		
20-35 years	78.9011	6.61856	60.00	88.57		
35-50 years	76.7347	10.99518	57.14	88.57	.332	.802
50 years and above	76.0000	7.17137	65.71	85.71		
Total	78.1143	7.06040	57.14	88.57		

Source: Primary data

The table 2 explore the significant difference in the advertisement effectiveness among different age groups. The f value is .332 with P value is .802 which is greater than the significant level 5% which means there is no significant difference between advertisement effectiveness with regard to age group. Among the age group the highest mean score stands for 20-35 years which shows a high impact on advertisement effectiveness.

H$_0$: There is no significant difference in the Advertisement Effectiveness among different income groups

Table 3: Income Group

Income Group	Mean	Std. Deviation	Minimum	Maximum	F	Sig
Below 50000	79.7959	5.06960	71.43	88.57		
50000- 100000	78.3333	7.65279	65.71	88.57		
100000-200000	75.6190	8.14351	57.14	85.71	.986	.408
200000 and above	79.3651	6.96607	65.71	88.57		
Total	78.1143	7.06040	57.14	88.57		

Source: Primary data

The table shows the difference in the advertisement effectiveness among different income groups .Among all the income groups below 50,000 shows the highest mean score 79.795 with SD 5.06. The f value .986 with P value .408 which is greater than significant level 0.05. This shows there is no significant difference on advertisement effectiveness with income groups.

7. Conclusion
The study is based on the effectiveness of internet advertising on consumer buying behavior towards mobile phones. It was found out from the study that male and female are influenced by internet advertising but females are not more influenced than male. Similarly the age group and income group are not factors that determine how much internet advertisement is able to influence the consumer buying behavior. As people get more accustomed to finding their product information on the Web, more and more readers will actively seek out Internet advertising sites. So from the study it was found out that proper methods should be used to attract new buyers for purchasing the mobile phones online. Online Advertisement should have the capability of retaining the existing customers.

REFERENCES
1. Sharma, A. (2013). A Study on E-Commerce and Online Shopping: Issues and influences. Ijcet, 364-376.
2. Sutherland, M. (2008). Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why. Allen & Unwin. .
3. Agarwal, S. (n.d.). A study of factors affecting Online Shopping Behaviour of Consumers in Mumbai Region. Tactful Management Research , 98-104.
4. Sharma, C. L., & Pant , M. (22013). Measuring the effectiveness of Online advertising in Recalling a Product :An Empirical Study. Managemnt Convergence , 37-47.