



EFFECTIVENESS OF E-ADVERTISEMENTS IN BUYING DECISION

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ABSTRACT The social media is a powerful weapon for any marketing strategy, as it connects a huge number of people and is a strong influence towards people's minds. It is the fastest growing trend in the history of the world. This sector has grown faster than the Internet itself. E advertising supports a business from its bottom line in order to get high Return On Investment from their marketing. E-advertising or online advertising is a cost effect tool in the hands of marketers. The present study brings some insights about the effectiveness of e-advertisements in Madurai city. For this, a sample of 150 respondents is chosen. The statistical tools like simple percentage, cross tabulation, one sample t test are used. It is concluded that the public is attracted towards e-advertisements which is a motivating factor in buying the products and services.

KEYWORDS : Social media, Advertising, Innovation, Information technology and marketing

1 INTRODUCTION

Innovations in Information Technology are increasing nowadays. Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. People are more attracted towards Social Media. These innovations urge the Marketing to take the benefits of Social Media. Online platforms are used for the sales promotion of products and services through advertisements. Through e-advertisements a business can target the potential customers based on age, location, gender, religion, income etc. Another benefit of e-advertisement is cost-effective. The business people can fund their advertising within the boundaries of budget. The e-advertisement provides the customer with time saving and information about the availability and variety of products. Changes in the environment make changes in the customer attitude from the traditional buying. The present study brings some insights about the effectiveness of e-advertisements in Madurai city. For this, a sample of 150 respondents is chosen. It is concluded that the public is attracted towards e-advertisements which is a motivating factor in buying the products and services.

2 Review Of Literature

David G. Taylor, David Strutton and Kenneth Thompson (2012) empirically tested the proposition that online consumers use electronic word of mouth, and specifically the sharing of online advertising, to construct and express their self-concepts.

Shilpa H. Chheda (2014) studied how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business.

Louise Kelly, Gayle Kerr and Judy Drennan (2010) explored the teenagers' attitude towards advertising in the online social networking environment, whether avoidance tactics are employed, and which tactics are used.

W. Glynn Mangold and David J. Faulds (2009) argued that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another.

Cox (2012) investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups.

Mr. Dharmesh Motwani, Dr. Devendra Shrimali and Ms. Khushbu Agarwal (2014) believe that social media is changing the way information is communicated to and from people around the world.

Dr Sandeep Vij and Ms Jyothi Sharma (2013) insisted that the marketers should align their social media marketing effort with the

changing tastes and preferences of customers.

Rajdeep Singh (2016) remarked in his article that due to ample innovations and technological advancements, Social media is gaining popularity in each and every part of the world.

3 Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

4 Objectives Of The Study

- To study the demographic profile of the respondents.
- To highlight the customers' perception towards various online advertisements.
- To analyse the level of attitude of customers with regard to e-advertisements.

5 METHODOLOGY

A sample of 150 respondents from Madurai city who use online was selected random and information was collected with the help of structured questionnaire and through Google Forms. The primary data were collected during the month of January 2021. The statistical tools like simple percentage, cross tabulation, one sample t test are used. The scope of the study is restricted to Madurai city only. Simple percentage analysis is used to classify the respondents according to their opinion. Mean and Standard Deviation are used to highlight opinion scores of the respondents. One sample t-test is used to test the specific value with regard to the statement on e-advertisements.

6 RESULTS AND DISCUSSIONS**6.1 Occupation Of The Respondents**

Occupation is one of the elements in demographic profile which influences the buying decisions and customer preference to choose appropriate social media platforms for e-advertisements. The following table shows the classification of the respondents based on occupation.

Table 1 Occupation of the respondents

S.No.	Nature of occupation	No. of respondents	Percentage
1	Government	12	8.0
2	Private	26	17.3
3	Professional	17	11.3

4	Business/Self employed	29	19.3
5	Students	66	44.0
	Total	150	100.0

Source: Primary Data

It is exhibited from the above table that majority of the respondents are students. It shows that the students are the major users of online platforms not only for education but for entertainment purpose also.

6.2 Consideration Of E-advertisements In Buying Decision

The social media is a powerful weapon for any marketing strategy, as it connects a huge number of people and is a strong influence towards people's minds. The following table shows the level of considering e-advertisement in buying decision.

Table 2 Consideration Of E-advertisements In Buying Decision

S.No.	Consideration	No. of respondents	Percentage
1	Always	24	16.0
2	Most often	36	24.0
3	Rarely	78	52.0
4	Never	12	8.0
	Total	150	100.0

Source: Primary Data

It is inferred from the above table that least number of respondents (8%) opined that they do not consider the e-advertisements in buying decision.

6.3 Age And Attraction Towards Types Of E-advertisements

Age is one of the important demographic factors which contributes major role in marketing. For the present study there are two groups of age category viz., upto 30 years old and above 30 years old. A comparison is made between two age groups and the types of e-advertisement attract them.

Table 3 Age and attraction towards types of e-advertisement

S.No.	Types of e-advertisement	Upto30 years	Above 30 years	Total
1	Fan Pages	23 (85.2) [17.8]	4 (14.8) [19.0]	27 (100.0) [18.0]
2	Flash Advertisement	23 (88.5) [17.8]	3 (11.5) [14.3]	26 (100.0) [17.3]
3	Banner Advertisement	15 (75.0) [11.6]	5 (25.0) [23.8]	20 (100.0) [13.3]
4	Games, Quiz or Updates	27 (84.4) [20.9]	5 (15.6) [23.8]	32 (100.0) [21.3]
5	Video Advertisement	41 (91.1) [31.8]	4 (8.9) [19.0]	45 (100.0) [30.0]
	Total	129 (86.0) [100.0]	21 (14.0) [100.0]	150 (100.0) [100.0]

Note: 1. The value within () refers to Row Percentage

2. The value within [] refers to Column Percentage

More than 80 percent of the respondents belong to the age group of upto 30 years of old and 30 percent of the respondents like video advertisements because it is more attractive than other types of advertisements.

6.4 No. of hours spent in Social media

Due to pandemic, the use of online platforms is increasing now a days. People from different categories are spending more number of hours in social media which is an important element for the marketing people to make use of these online platforms for the sales promotion of their products and services. The following table exhibits the same.

Table 4 No. of hours spent in Social media

S.No.	No. of hours	No. of respondents	Percentage
1	More than 3 hours	62	41.3

2	2-3 hours	47	31.3
3	1-2 hours	28	18.7
4	less than 1 hour	13	8.7
	Total	150	100.0

Source: Primary Data

The Table 4 shows that more than one-third of the respondents (41.3%) told that they spent more than 3 hours in a day in social media. This helps the marketers to design their market segmentation strategy to reach the right clients.

6.5 Income and Reasons for visiting Social Websites

Income is one of the demographic profiles which plays a vital role in the pattern of living. In the following table 5, a comparison is made between monthly income and reasons for visiting social websites.

Table 5 Income and Reasons for visiting Social Websites

S.No.	Monthly Income	Reasons				Total
		Entertainment	Information	Business	Time spending	
1	Upto Rs.15,000	32	11	6	7	56
2	Rs.15,000 – Rs.45,000	40	19	8	12	79
3	Above Rs.45,000	5	6	3	1	15
	Total	77	36	17	20	150

Source: Primary Data

Majority of the respondents visit the social websites for entertainment purpose and they are belonging to the monthly income between Rs.15,000 and Rs.45,000. This shows that the people those whose are having sufficient income in order to lead a normal life use social websites for entertainment. Since the entertainment places are closed due to pandemic, they use electronic gadgets which are available at their hands for entertainment.

6.6 Level of attitude with regard to e-advertisement

In order to test whether the opinion regarding e-advertisements is equal to average level, one sample t test is applied and the results are interpreted. The Null Hypothesis is: Opinion regarding e-advertisements is equal to Average level

Table 6 Results of t test for level of attitude with regard to e-advertisement (Specified value (Average = 3))

S.No	Statement on e-advertisement	N	Mean	Std. Deviation	t value	P value
1	e-advertisements are the attraction catchers, they can easily change people minds	150	3.87	.838	12.766	<.000*

Note: ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to the Statement on e-advertisement that the e-advertisements are the attraction catchers, they can easily change people minds. Hence the opinion on e-advertisement of respondents is not equal to average level and based on mean score, opinion regarding attraction towards e-advertisements of respondents is above the average level. This shows that public is attracted towards e-advertisements which is a motivating factor in buying the products and services.

6.7 Opinion with regard to information provided about any brand or product

One of the important functions of advertisement is to provide information about the products. If the consumers are satisfied about the adequacy of information then they decide about buying the particular product. In order to test whether the opinion regarding information in social media website about a product is equal to average level, one sample t test is applied and the results are interpreted. The Null Hypothesis is: Opinion regarding information about a product in social media website is equal to Average level

Table 7 Results of t test for Opinion with regard to information provided about any brand or product (Specified value (Average = 3))

S.No.	Statement on e-advertisement	N	Mean	Std. Deviation	t value	P value
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1	Experience regarding social media website's information about any brand or product is satisfactory	150	3.47	.711	8.038	<.000* *
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Note: ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to the Statement on e-advertisement that experience regarding social media website's information about any brand or product is satisfactory. Hence the opinion on e-advertisement of respondents is not equal to average level and based on mean score, opinion of the respondents with regard to information provided about any brand or product in social media is above the average level. This shows that public is satisfied with the information about any brand or product in social media through e-advertisements which is a motivating factor in buying the products and services.

6.8 Initiating factors to follow brand pages on social media

A social media marketing strategy will help the brand tackle its goals with a sense of purpose.

Table 8 Factors which initiate to follow brand pages on social media

S.No.	Factors	No. of respondents	Percentage
1	Brand Advertising	41	27.3
2	Friends/Relatives	31	20.7
3	Personal Research	23	15.3
4	Loyalty towards the Brand	16	10.7
5	Exclusive Deals/Offers	39	26.0
	Total	150	100.0

Source: Primary Data

7. CONCLUSION

Pandemic is playing a dominant role in the new phase of normal life which is mainly based on the digital world nowadays. Information technology is on the hike. Marketers who are updated only can succeed and sustain in the long run. They are in the urge of transformation from traditional to digital which is inseparable in dynamic environment. The present study reveals the same

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