

A Study on Customer Attitude Towards Online Advertisements (with Special Reference to Vellore City)



Commerce

KEYWORDS : Stable, hybrids, mega-environment, high-yielding.

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ABSTRACT

Recently with the increase in online users, advertisers are tempted to explore marketing strategy through networking sites as a new advertising delivery vehicle. Moreover, advertisers increasingly recognized the potency of social community in terms of interactivity which includes shopping experiences, personalized sections, wide information search and greater convenience. This study makes an attempt to analyze the attitude of the customers towards online advertising on various websites. It further investigates the instrumentality of key discriminating attributes configuring attitude on the premise of customers' tendency for online advertising. Nevertheless, the study renders scope to test the supremacy of online advertising over other conventional media for advertising. The study intends to provide enough insights to the marketers, advertisers, and strategy at the top of the organizational pyramid for framing strategy to maximize the favorable impact of advertising on a spectrum of mass media.

Introduction

Now-a-days, internets have become a major source of advertizing. Internet advertizing has become important source which has a wide range all over the world. Everyone can access to the internet Different customers have different attitudes towards Internet advertisement. Some may like the advertisement; some may use pop-up blockers to block the advertisement. Internet the internet was designed 1950's. It was basically designed to share information among different people all over the world. It was used by purposes. The attitudes of consumers towards Online advertisements may also offer various forms of animation.

Role of Advertising in Marketing Communication

Businesses are more interested in marketing communication synergism than ever before. Advertising is only one of the many marketing communication tools available to a company. Among the most important ones are the following:

- The faster a market is growing, the higher the advertising expenditure is as a share of the total marker sales- Businesses in growing markets take advertising of these opportunities by spending significantly more on advertising that businesses in stagnant markets
- Advertising expenditures as a share of sales tend to be higher when demand is low-During periods of high demand, the ratio of advertising to sales is lower that when there is low demand for a product category.
- Media advertising is supplemented by direct response advertising to people, who owned a car for three or four years to try to estimate the purchase cycle.
- The earlier a product is in its life cycle, the higher advertising to sales ratio is-Advertising tends to be must greater in the introductory and growth stages of development as the process of the process of building brand awareness, cultivating conviction and initiation purchase action on the part of the prospective customers.
- The higher the perceived product quality of a brand in a product category, the higher the expenditure of advertising to sale-product quality must be promoted continually advertising to maintain brand equity.

ONLINE ADVERTISING FOR CONSUMERS:

Effective selling must start with a customer orientation. It moves from product development that meets consumer demand to advertising and promotion that shows how a product fulfills a need better than other alternatives, distribution channels that make the products conveniently available, and a price that offer customers perceived value for their money .

Facility of purchasing-Advertising has added place utility to

the consumers by providing them information about the various goods available in the nearby markets .

Elimination of unnecessary middleman-Advertising has also facilitated direct marketing, thereby eliminating unnecessary middleman

Education of consumers- It provides consumers with information utility by informing them about the new product developments and highlighting the various features of the products.

Improvement in quality -In an effort to impress upon the consumers regarding the better quality and unique features of the brand in comparison to the competitor's brand, advertising is indirectly resulting in better quality products.

Product improvements - Because of the increasing competition and the continuous search of the advertising for unique selling propositions (USP) to be advertising in the ads, all this has resulted in better quality goods to consumer.

Entertaining - Some of the ads are master pieces. They provide lots of color, entertainment, music and thrill to people.

OBJECTIVES OF THE STUDY

- To study the customers attitude towards online advertisement in general.
- To identify that the advertisements through various website are accurate.
- To determine whether the customers having adequate knowledge towards online advertisements.
- To assess the factors influencing customers while purchasing a products.
- To suggest the ways and means for the customers to update the knowledge regarding latest products and services available through effective online advertisement.

SCOPE OF THE STUDY

The study is intended to analysis the attitude of consumers towards online advertisement. Advertising in the web can be useful in creating awareness of an organization as well as its specific product and services offerings. It implies that an attitude towards a product or brand can be predicted by indentifying these specific beliefs and combining them to derive a measure of the consumers overall attitude. This study aims to understand the internet users and their response to online advertisement. The study helps to evaluate the positive and negative impact of online advertising. It provides the information's and helps the potential consumers to update the product or services available in the market place the study also helps the marketers who can create awareness and remind consumers of their brand of prod-

uct or services.

LIMITATIONS OF THE STUDY:

- This Study was carried out only among the customers in Vellore city.
- The sample size was restricted to only 100 respondents.
- Time is the major constraint to my study.

REVIEW OF LITERATURE

Scot F. Geld has written the article entitled “cost savings between Traditional marketing and internet Marketing” Marketing can be defined as ‘whatever you do to promote and grow you business’ including market research, advertising, publicity, sale, merchandising and distribution. With traditional marketing techniques all of these are delivered in print format or in person. Internet marketing however, user the power of online network and interactive media to reach you marketing objectives no paper, no telephone calls, no in person appearances. Internet marketing can save your time, money and resources

Sumanjeet has published article on “On Line Advertising”- in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented

DATA ANALYSIS AND INTERPRETATION

Table No: 1

Web advertisement gives a valuable source of information about sales and services

| Level of Rating | Income level | | | Total |
|-----------------|----------------|----------------|---------------|------------|
| | Rs.10000-20000 | Rs.20001-30000 | Rs.Above30000 | |
| Strongly agree | 20 | 6 | 8 | 34 |
| Agree | 36 | 2 | 16 | 54 |
| Disagree | 10 | 0 | 2 | 12 |
| Total | 33 | 8 | 26 | 100 |

Null Hypothesis (H0): There is no significant different in the opinion of web advertisement gives a valuable source of information about sales and services based on their income level.

Alternative Hypothesis (H1): There is a significant difference in the opinion of web advertisement gives a valuable source of information about sales and services based on their income level.

Inference: P value is .260 which is greater than the table value at 5% level (0.05) Null hypothesis is accepted. So it is concluded that there is no significant different in the opinion of web Advertisement give a valuable source of information about sales and services based on their income level.

Table No: 2

Advertising promotes competition which benefits the consumers

| Level of Rating | Income level | | | Total |
|-----------------|----------------|----------------|---------------|-----------|
| | Rs.10000-20000 | Rs.20001-30000 | Rs.Above30000 | |
| Strongly agree | 10 | 0 | 3 | 13 |
| Agree | 13 | 3 | 5 | 21 |
| Disagree | 10 | 1 | 5 | 16 |
| Total | 33 | 4 | 13 | 50 |

Null Hypothesis (H0): There is no significant difference between income level and the competition towards advertising may benefits the consumers.

Alternative Hypothesis (H1): There is a significant difference between income level and the competition towards advertising may benefits the consumers.

Inference: P value is .726 which is greater than the table value at 5% level (0.05) Null hypothesis is accepted so it is concluded that there is no significant difference between income level and the competition towards advertising may benefits the consumers.

Table No: 3

Online advertising through various websites are accurate

| Level of Rating | Income level | | | Total |
|-----------------|----------------|----------------|---------------|-----------|
| | Rs.10000-20000 | Rs.20001-30000 | Rs.Above30000 | |
| Strongly agree | 13 | 3 | 2 | 18 |
| Agree | 13 | 1 | 6 | 20 |
| Disagree | 7 | 0 | 5 | 12 |
| Total | 33 | 4 | 13 | 50 |

Null Hypothesis (H0): There is no significant difference in the opinion of online advertising through various websites are accurate based on their income level.

Alternative Hypothesis (H1): There is a significant difference in the opinion of online advertising through various websites are accurate based on their income level.

Inference: P value is .216 which is greater than the table value at 5% level (0.05) Null hypothesis is accepted so it is concluded that there is no significant difference in the opinion of online advertising through various websites are accurate based on their income level.

Table No- 4

Online advertisement is the perfect media to take decisions at the time of purchasing a product

| Level of Rating | Income level | | | Total |
|-----------------|----------------|----------------|---------------|-----------|
| | Rs.10000-20000 | Rs.20001-30000 | Rs.Above30000 | |
| Strongly agree | 11 | 0 | 3 | 14 |
| Agree | 16 | 4 | 8 | 28 |
| Disagree | 6 | 0 | 1 | 7 |
| Total | 33 | 5 | 12 | 50 |

Null Hypothesis (H0): There is no significant difference in the opinion of online advertisement is the perfect media to take decisions at the time of purchasing a product based on their income level.

Alternative Hypothesis (H1): There is a significant difference in the opinion of online advertisement is the perfect media to take decisions at the time of purchasing a product based on their income level.

Inference: P value is .060 which is greater than the table value at 5% level (0.05) Null Hypothesis is accepted Hence we concluded that there is no significant difference in the opinion of online advertisement is the perfect media to take decisions at the time of purchasing a product based on their income level.

Table No- 5

Online advertisement helps the customers to learn about fashions

| Level of Rating | Income level | | | Total |
|-----------------|----------------|----------------|-----------------|-----------|
| | Rs.10000-20000 | Rs.20001-30000 | Above Rs. 30000 | |
| Strongly agree | 11 | 0 | 3 | 14 |
| Agree | 16 | 4 | 8 | 28 |
| Disagree | 6 | 0 | 1 | 7 |
| Total | 33 | 5 | 12 | 50 |

| | | | | |
|----------------|-----------|----------|-----------|-----------|
| Strongly agree | 17 | 1 | 7 | 25 |
| Agree | 11 | 2 | 4 | 17 |
| disagree | 5 | 1 | 2 | 8 |
| Total | 33 | 4 | 13 | 50 |

Null Hypothesis (H0): There is no significant difference in the opinion of online advertisements helps the customer to learn about fashions.

Alternative Hypothesis (H1): There is a significant difference in the opinion of online advertisements helps the customers to learn about fashions.

Inference: P value is .708 which is greater than the table value at 5% level (0.05) Null Hypothesis is accepted so it is concluded that there is no significant difference in the opinion of online advertisements helps the customers to learn about fashions.

FINDINGS

- It is found that 56% of the respondents agree that the web advertisement gives valuable source of information.
- It is found that 44% of the respondents agree that the advertising promotes competition.
- It is found that 44% of the respondents are strongly agree advertising results in better products in the market.
- It is found that 50% of the respondents agree that the online advertisement regarding some products or services are bad for our society.
- It is found that 42% of the respondents agree that the online advertisement through various websites are accurate.
- It is found that 58% of the respondents agree that online advertisement helps to take decisions at the time of buying a product or services.
- It is found that 66% of the respondents agree that they are having adequate knowledge about advertising websites.

SUGGESTIONS

- Advertising serves a valuable source of information about products and services which may influence on consumers buying decision so the advertisers present the accurate information which may help the customers to take a good decision while at the time of purchasing a product and services.
- Online advertisements need to be interesting and enjoyable in creative ways to attract consumers attention so that they feel it was amusing and entertaining.
- Customers feedback is one the strengths of internet sites, and an effective site captures information from visitors in a systematic way that can be used in strategic planning.
- Customers are always select the branded goods by way of looking into advertisement through online so they believe the web advertisement that can be maintained by the organization for a longer period.
- Positive interaction with customers that can serve as the

foundation for long term relationship and also encourages repeat purchases.

- Online advertising is expected to have a positive impact and with the success the people may start conducting business through the net and thus web advertisements can become more meaningful for them that tends to be more convenient and comfortable for the potential customers.

CONCLUSION

Online advertising is a growing business and with advances in the internet technology, the dynamic and landscape of the business. The emergence of globalization has created more dimensions for researchers to explore the role of advertising in products and services performance including customers attitude. The online world creates the opportunities of solicited advertising exposure and these exposures are available on demand of the consumers. Because of the rapid growth in penetration of the online media and the quality of the internet connection greatly improves from dialup to broadband users become more experienced with the web.

Online advertising tends to increase the materialistic hunger in our society by promoting products as a label of power and status. It can generate a positive impact on the economy also tend to portray a more positive attitude towards advertising. A good advertisement can create a strong brand awareness and stimuli the consumers to purchase the product and services

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