

An Analytical Study on Impact of Online Advertising on Consumer Behaviour

*Dr. K.Srivani

Assistant Professor, Department of Economics, Satavahana University-Karimnagar, Telangana State, India

ARTICLE DETAILS	ABSTRACT
Article History Published Online: 24 March 2021	<i>The paper examines the impact of online advertising on consumer behaviour in Rural Telangana. In this context, the paper explores the impact of online advertising with taken the 100 sample respondents and the study depends on primary and secondary data. Using the statistical tools for analysing the data and draw the results.</i>
Keywords Online Advertising, Consumer behaviour.	<i>The greatest product or service in the world won't make money unless consumers know it exists, this is why Advertisements is considered so important. An Advertisement is an audio or visual form of marketing communication that employs an openly sponsored, non personal message to promote or sell a product, service or idea. Online advertising is latest and fastest growing means of advertisement of modern era. This study examines the impact of online advertising on the consumer behavior. This study will help in understanding the importance of online advertisement on consumer buying behavior.</i>
*Corresponding Author Email: kodurisrivani1982[at]gmail.com	

1. Introduction

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. The internet has is an ongoing emerging source that tends to expand more and more and is growing exponentially in both its applications and number of users dueto its unique characteristics of flexibility, interactivity, and personalization. Internet as an advertising medium is versatile and this is it where it stands apart from the traditional advertising mode. It is a highly flexible mode that allows consumer to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day. Online marketing media allows the consumer to make changes as and when required to meet the latest demands of the market. The number of internet users is on a rapid rise worldwide and the internet is being used by consumers of all age and types. Internet has become one of the major medium for communication, entertainment and is indeed in the process of replacing traditional entertainment, promo products, and informative media's. Likewise, traditional marketing forms such as television, radio, newspaper, magazines, etc., are becoming a thing of the past. Most of the companies and organizations nowadays are relying on digital advertising and marketing techniques to improve their overall sales and revenue.

2. Objectives of the Study

The following are the objectives of the study

- To study the demographic profile of consumers.
- To study the Impact of advertisement on buying behavior.
- To offer suggestions based on the study.

3. Review of Literature

- Clinton Amos(2008) It explores the relationship between celebrity endorser effects and Advertising effectiveness. This study provides a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising.
- Korgaonkar and Wolin (2002) it examined the differences between heavy, medium, and light web users and concluded that "heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase. Advertising is the blood of any organization; its activities cannot be underestimated for company who wishes to remain in a global competitive environment. and it was discovered that importance of advertising cannot be underestimated in achieving organization stated objectives.
- Ducoffe (1996) found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

4. Research and Methodology

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic research for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

Sampling Design

It's a definite plan for obtaining a sample from a given population. The sampling technique was Convenience Sampling method. To collect accurate and true information, the researcher meets college students and explained the research problem and got their consent for responding to the questionnaire.

Sample Size

The Study has taken the 100 consumers as sample size for this research purpose.

A study of this nature required the selection of a suitable place. Therefore, Karimnagar was selected for the study. Moreover, the advertisement has an impact among the people in Karimnagar.

5. Method of Data Collection

Primary Data

Primary data are generally information generated or gathered by the researcher for the purposes of the project immediately at hand. When the data are collected for the first

Secondary Data

Secondary data relevant to the study is gathered from published sources such as standard text books, magazines and internets.

Tools and Techniques

The simple percentage analysis has been applied by the researcher to analysis the primary data

Socio-Economic Profile Of The Respondents

The Table.1 shows the socio-economic profile of the respondents.

Table.1. Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	%
Gender	Male	65	65
	Female	35	35
Age	18-21	42	42
	22-25	30	30
	Above 25	28	28
Marital Status	Married	20	20
	Unmarried	80	80
Nature of Residing Area	Rural	62	62
	Urban	38	38
Educational Qualification	UG	55	55
	PG	33	33
	M.Phil	6	6
	Ph.D	3	3
	Others	3	3
Monthly Family Income	Below 10000	20	20
	10001 - 15000	21	21
	15001 - 20000	18	18
	20001 - 25000	10	10
	Above 25000	31	31

Source: Primary Data

The above table shows the socio-economic profile of the respondents in the selected area which is included variables like gender, age, marital status, nature of residing area, educational qualification and monthly income. The highest respondents recorded in the variable of gender is Male with 65%, age 18-21 with 42%, unmarried 80%, 62% are from rural area, UG qualification 55% and monthly income with 21% recorded in this study area.

Level of impact of online advertisement

The following table defines the Impact of online advertisement is an important one in buying behavior.

Table-1: Level of impact of online advertisement

Level of impact of advertisement	No. of respondents	%
Highly influencing	45	45
Moderate influencing	34	34
Not influencing	21	21
Total	100	100

Source: Primary Data

In this study area, the consumers are highly influenced with the online advertisement in their purchasing of the commodities with 45% out of 100% and remaining 34% consumers are effected moderately and 21% of the respondents are not influencing by the online advertising.

Influencing Reason

Consumers are influencing with some advertisement factors in their purchasing decision in this selected study area.

Table-2: Influencing Factors

Influencing factors	No. of respondents	%
Multimedia Presentation	25	25
Attractiveness	20	20
Informativeness	22	22
Brand Ambassadors	24	24
Others	9	9
Total	100	100

Source: Primary Data

The above table reveals the influencing factors are multimedia, attractiveness, informativeness, brand ambassadors and other factors are affected on behavior of consumer. It shows that out of 100 respondents 25.0% respondents are influenced by multimedia presentation, 20.0% respondents are influenced by attractiveness, 22.0% respondents are influenced by Informativeness, 24.0% respondents are influenced by brand ambassadors, and the remaining 9.0% respondents were influenced by other reasons. 25.0% respondents are influenced by multimedia presentation.

Satisfaction of advertised product at its usage

The satisfaction of the consumers is very important for their purchasing product by the online advertisement. The follow table reveals the satisfaction of advertised product and its usage.

Table-3: Satisfied with advertised product at time of using

Satisfied with advertised product	No. of respondents	%
Yes	70	70
No	30	30
Total	100	100

Source: Primary Data

The table presents that 70.0% respondents are satisfied with the online advertised product at the time of using, 30.0% respondents are not satisfied with advertised product at the time of using. It explains that highest percentage of the respondents are satisfied with the online advertised product at the time of using.

Influence of online advertisements on buying behaviour

In the globalization, online advertisement has more powerful instrument to influence the consumers to purchase the products and also with this online advertisement, the behavior also changed the consumer.

Table-4 Influence of online Advertisements towards on behaviour

Influence of online Advertisements on buying behavior	No. of respondents	%
Large	30	30
Medium	60	60
Small	10	10
Total	100	100

Source: Primary Data

The above explains that 30.0% respondents are said that advertisement has Large influence on buying behaviour, 60.0% respondents are said that advertisement has Medium influence on buying behaviour and 10.0% respondents are said that advertisement has Small influence on buying behaviour. It is concluded that 60.0% respondents are having medium level influenced by the online advertisement on buying behavior of consumer.

Level of satisfaction

Satisfaction level is differing from person to person. So, with the use of statistical tool, analyzing the data and revealed the ranking level towards level of satisfaction of respondents by using weighted average method. The study has assigned the following ranking proposal.

- Agree (A) - 5 Marks
- Strongly Agree (SA) - 4 Marks
- No Opinion (NO) - 3 Marks
- Disagree (D) - 2 Marks
- Strongly Disagree (SDA) - 1 Mark

Table-5: Factors influencing Satisfaction level

Details	Mean Scores	Rank
Aware about product availability	5.31	I
Knowledge about brand loyalty	4.97	V
Aware about quality products	5.02	III
Easy to understand the product feature	5.09	II

Knowledge about price discrimination	5	IV
Knowledge about product offers or gifts	4.94	VI
Easy to compare with competitive product	4.92	VII
Aware about sales network	4.68	IX
Gaining more knowledge about the product	4.86	VIII

Source: Primary Data

From the above table the aware about product availability got First rank. Easy to understand the product feature got second rank. Aware about quality products got third rank. Knowledge about price discrimination got fourth rank. Knowledge about brand loyalty got fifth rank. Knowledge about product offers or gifts got sixth rank. Easy to compare with competitive product got seventh rank. Gaining more knowledge about the product got eighth rank. Aware about sales network got ninth rank.

Table-6: Relationship between age of the respondent and level of impact of online advertisement - Result of Cross Table

	Level of impact of online advertisement			Total
	Highly influencing	Moderate influencing	Not influencing	
18-21	20	20	7	47
	20.00%	20.00%	7.00%	47.00%
22-25	20	15	5	40
	20.00%	15.00%	5.00%	40.00%
Above 25	10	3	0	13
	10.00%	3.00%	0.00%	13.00%
Total	50	38	12	100
	50.00%	38.00%	12.00%	100.00%

Source: Computed Primary Data

The table presents the 18-21 and 22-25 age group consumers highly and moderately influenced by the online advertisement, above age 25 years are influenced with low percentage. Overall, the respondents are highly influenced by the online advertisement with 50%, 38% moderately influenced and 12% consumers are not influenced. Thus, the respondents in the selected area, majority of the respondents in this age group 18-21 years are influenced in the purchasing decision.

Table-7: Relationship between age and satisfaction with online advertised product at the time of usage

Age of the respondents	Satisfied with advertised product at the time of using		Total
	Yes	No	
18-21	30	23	53
	30.00%	23.00%	53.00%
22-25	20	10	30
	20.00%	10.00%	30.00%
Above 25	12	5	17
	12.00%	3.20%	17.00%
Total	62	38	100
	62.00%	38.00%	100.00%

Source: Computed Primary Data

The table concluded that the 62% of the consumers in the age group of 12-21 and 22-25 are satisfied with online advertised at the time of using.

6. Suggestions

Online advertisement is impacted on behavior of consumers at different age groups with their level of satisfactions. Hence it is suggested that one good advertisement is enough to influence consumers in their age group.

- It is found that the product revealing with design, packing , grading etc., in the online platform, but consumers not feel the physical and sometimes the product not exact when they received product . So, consumers should check the product before receiving.
- It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.
- It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.

- More product information should be given in the website regarding the product. Since physical feel of the product is not available.

7. Conclusion

The data analysis shows that maximum respondents agree that they are more influenced by online advertisement. Now a day's viewer give more importance to Brand ambassador/ Celebrity, Punch Line, visual effects, music in TV ads. In today's era customers of all the age groups mainly demand the products which they have seen in T.V. ads. However, in spite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of internet advertising is quite low. The role of advertisement is important in influencing the buying behaviour of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

References

1. Bhat, S., Bevans, M. and Sengupta, S., (2002) Measuring users' web activity to evaluate and enhance advertising effectiveness. *Journal of Advertising*, 31:97-106
2. Clinton Amos (2008) exploring the relationship between endorser effects and advertising effectiveness, *Journal of Advertising Research*, 2, 4.
3. Gorn G. (1982) the Effects of Music in Advertising and Choice Behaviour: A Classical Conditioning Approach, *Journal of Marketing*, 46.
4. Peter .L. Wright (1974), Analyzing Media Effects on Advertising, *Journal of Advertising Research*, 16, 1.
5. Seema Johar (2015) To Study the Consumer Decision Making Behavior to Purchase of Durable Goods, *International Journal of Applied and Pure Science and Agriculture*, Vol. 1, No. 12, pp. 85-92.
6. H. Hemanth Kumar, S. Franklin John and S. Senith (2014), A Study on Factors Influencing Consumer Buying Behavior in Cosmetic Products, *International Journal of Scientific and Research Publications*, Vol. 4, No. 9, pp. 1-6.