

THE EFFECTIVENESS OF ONLINE ADVERTISING ON CONSUMERS MIND

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ABSTRACT

Purpose: The general objective of the study was to establish the effectiveness of online advertisement on consumer decision. The study was guided by the following objectives; To establish the effect of online advertisement tools on consumer decision, to determine effects of strategies used on online advertising and to establish barriers affecting online advertisement on consumer decision.

Methodology: A descriptive research design was used to describe variables. In addition, it is also used to determine frequency with which something occurs or relationship between variables. Further, correlation was done to identify relationship between dependent and independent variables. The target population for this study was 50 peoples from Mangalore premises.

Findings: The findings revealed that most respondents agreed that online advertising creates interest and brand awareness, and its activities have helped increase product and service awareness. The findings also show that utilization of online advert provide feedback which enhances product awareness. Most respondents also agreed that internet advertising is more efficient compared to other media channels and it was also more effective compared to other media channels. Analysis of the data also revealed that online advertisement create value for products by making them memorable and easily recognizable and social media marketing has had a significant impact towards building the name of the company and its products.

Paper type: Statistical Analysis.

Keywords: Internet, Online Advertising, Mass Communication, Customer Perception.

1.INTRODUCTION:

In today's world, the internet is the hottest medium for information exchange. There have been five main forms of mass communication throughout the history of the human race: the newspaper, the magazine, the book, the radio, and the television. The internet, which is now considered to be the best of all media, is the sixth medium. The capacity of online advertising to reach the people without regard to geography makes it incredibly popular in the modern world.

Internet marketing is a type of advertising that uses the internet to drive traffic to websites and target the proper kind of customers with marketing messages. With the aid of the internet's innovative and practical applications, online advertising places focus on defining the market. Any business's ability to draw in and keep customers while making a profit is essential to its success, and this goal can be met only when a firm can establish a positive brand image for its goods and services. The phenomenon of consumer perception is complicated. Understanding customer attitudes and behavior is really useful. Positive consumer perception and a well-designed persuasive commercial consistently persuade the individual to change his or her purchasing behavior.

A company's capacity to attract and retain customers while turning a profit is crucial to its success, and this objective can only be achieved when a company can create a favorable brand image for its products and services. Consumer perception is a challenging phenomenon. It's quite helpful to comprehend client attitudes and behavior. Positive consumer perception and a skillfully crafted persuasive advertisement successfully persuade the person to alter their purchase behavior. margin of profit. Given the explanation above, one may assume that there is a considerable connection between online advertising and consumer perception.

2. REVIEW OF LITERATURE:

The internet's ad ecosystem is spreading more widely, and it is gradually replacing other ad platforms as a go-to source. The internet provides businesses with a rich media tool, interactive series, and a global audience for their marketing. (2013) (Dr. Surender Kumar Gupta) Despite the rise in online activity. Over the past five years, internet users have found e-commerce to be more convenient and time-saving, but there are some drawbacks. There is room to improve delivery services and promote web-based goods and services for long-term success. Yuping Liu, Ph.D., concluded. The opposing school of thinking, however, asserts that web advertising Customers' impressions, both positive and negative. They believe that web advertising portrays too much sex while also being a reliable source of information and appealing to look at. Ahmad Azmi M. Ariffin and Norzalita Abd Aziz (2010). Studying an area where a lot of research has been done is exciting. Less attention has been paid to the future of online advertising and how consumers will respond to it. Internet advertising and the ways in which they are displayed on various websites' home pages. Despite the fact that individuals love viewing online commercials, their formativeness and utility for helping people decide what to buy also play a significant impact (Ann.E. Schlosser, Sharon Shavit, and Alaina (1999)

One study that looked at online marketing came to the conclusion that voluntary and since it is an automatic, exposure ad types like banner and text advertising are more likely to be cognitively avoided. A subconscious process that happens concurrently with browsing activity and doesn't call for user behaviour. Another study by Xavier Dreze and Francis Xavier Husherr (July 2003) found that consumers genuinely avoid viewing banner adverts when engaging in online activities, which matched the findings of the study mentioned above. Pop-up ads, which require an immediate reaction while interrupting browser activities, are more intrusive ad types. By closing them, they are likely to be physically avoided (2008) Chatterjee Patrali. Another answer to the topic of online advertisements came to the conclusion that banner and pop-up ads are highly intrusive and obtrusive in nature. Banner advertisements should have vibrant colours, interactivity, images, videos, logos, sizes, and discounts to increase their chances of being seen owing to their relevance and placement on the website. (KozenKavin,2006) A study by Scott McLoy, Andrea Everard, Dennis Galleta, and Peter Polak with the title "A research of online advertising's effects, with a particular emphasis on pop-up and in-line adverts Pop-up advertisements, it was determined has a more significant negative impact on a person's memory of websites and ad content than in-line advertising. As a result, it is clear that despite extensive study on online advertising, consumer behaviour, and e-commerce websites, little attention has been paid to the designs of web pages and the adverts that appear on them. Consequently, the

exploratory study aims to examine the following fields of study:

- What type of online advertisements consumer notices on popular websites.
- Are online advertisements placed at top of homepage and big and flashy really attracts consumers.
- Does the persuasion technique through catchy words and offers attract probable consumers?
- To know what type of advertisement layout is broadly adopted by the websites.
- To know what type of product category advertisements are displayed on homepages.
- To know the layout style of websites with reference to online advertisements and the netizens liking.

3. OBJECTIVES:

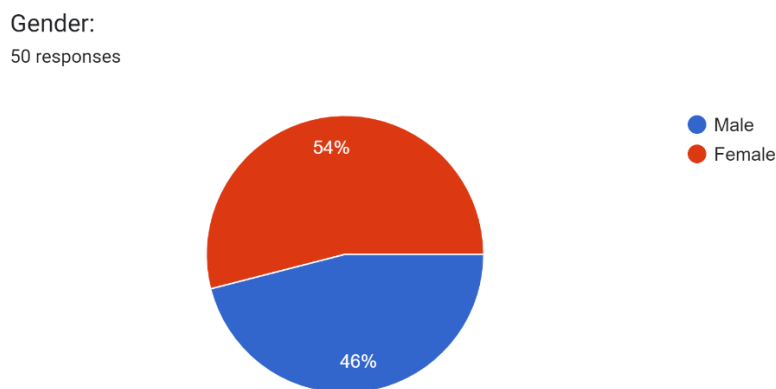
- To know the perception of consumers about the online advertising.
- To determine the factors that is influential in determining the perception regarding the online advertising.
- To understand the role of demographics on the perception of consumers about the online advertising.

4. RESEARCH METHODOLOGY:

Consequently, a survey of 50 internet-savvy respondents was conducted using a questionnaire as a tool. The parameters that the home pages of the websites regularly use were used to develop the questionnaire. Google Forms were utilized to build the questionnaire. Options on the questionnaire include based on the information gathered from content analysis to investigate how the online community reacted to them. Therefore, additionally, Google forms were used to create the graphic presentation.

Data Analysis:

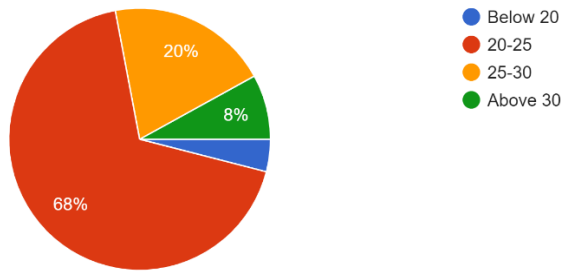
GRAPH NO.1



As per the study conducted 46 percent of respondents are male and 54 percent of respondents are female.

GRAPH NO.2

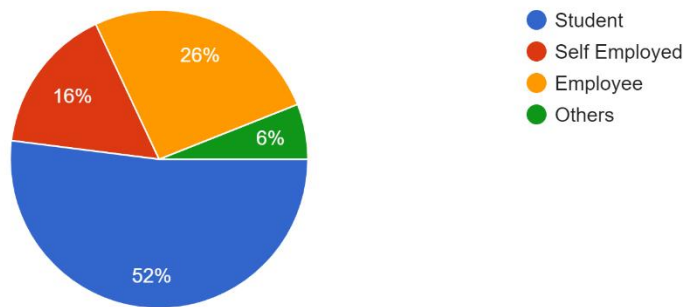
Age Group:
50 responses



As per the study conducted 68 percent of the respondent are from the age group 20-25, 20 percent of the respondents are from group 25-30, 4 percent are from age group below 20 and 8 percent are from the age group 30 and above.

GRAPH NO.3

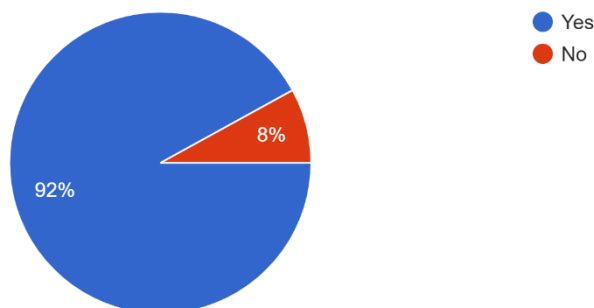
Occupation:
50 responses



As per the study conducted 50 percent of the respondents are Students, 26 percent are Self-employed, 16 percent are Employee, 6 percent are others.

GRAPH NO.4

Do you Surf the Net?
50 responses

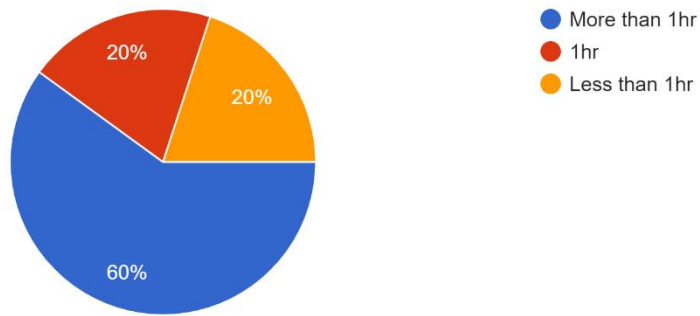


Graph 4 shows that 92 percent netizens do prefer online advertising whereas there are still 8 percent respondents who don't opt for online advertising and prefer traditional shopping over it.

GRAPH NO.5

How many hours do you spend on Browsing?

50 responses

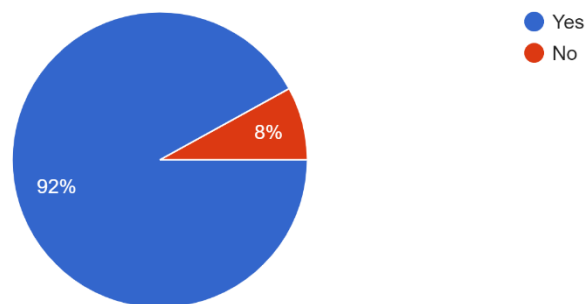


Graph 5 shows that 60 percent netizens spends more than 1hr on browsing, 20 percent respondents spends 1hr on browsing and 20 percent respondents spends less than 1hr.

GRAPH NO.6

Are you aware of online Advertisement?

50 responses

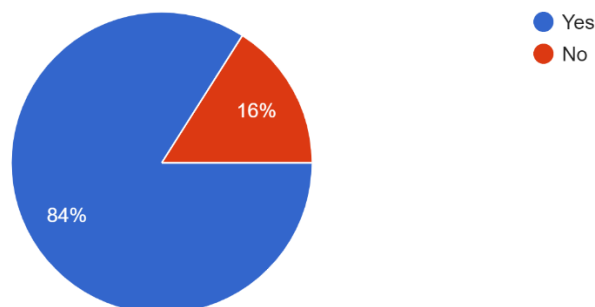


Graph 6 shows that 92 percent respondents are aware of online advertisement and 8 percent respondents are not aware of online advertisement.

GRAPH NO.7

Do you opt for Online Advertising?

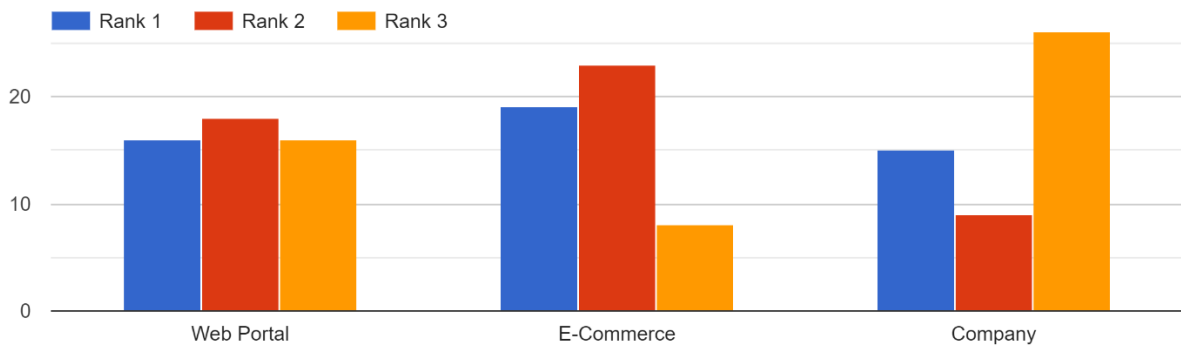
50 responses



Graph 7 shows that 84 percent netizens do prefer online advertising whereas there are still 16 percent respondents who don't opt for online advertising and prefer traditional shopping over it.

GRAPH NO.8

Which method do you prefer for online shopping?

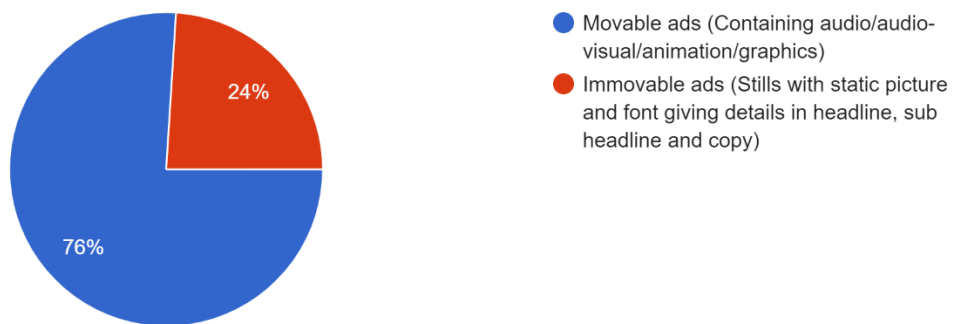


Graph 8 shows respondents were asked to rank (up to 3) about web portals, ecommerce sites and company websites in response to their online shopping. It was not mandatory to rank 1, 2 and 3 but they were allowed to rank only 1, 1 & 2 or up to 3, so that data gathered is shown on the above Graph

GRAPH NO.9

What type of advertisements you like the most in any website?

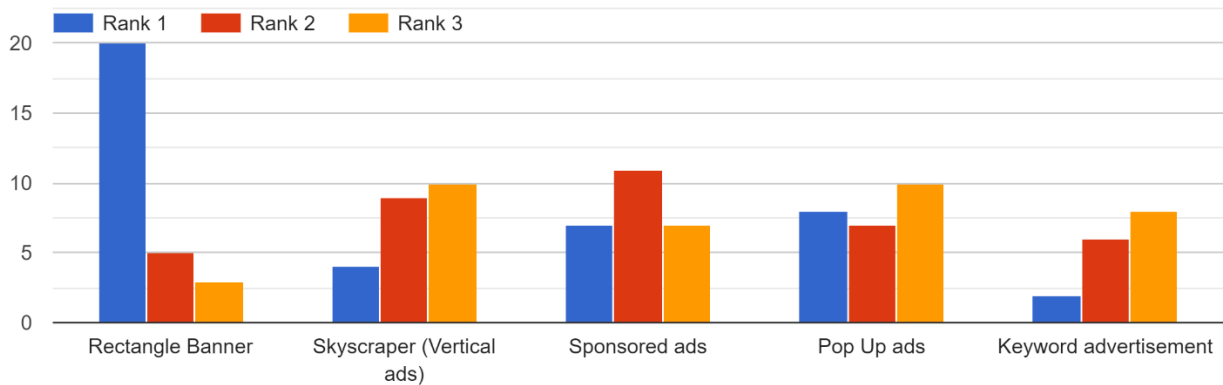
50 responses



Graph 9 shows that 76 percent of respondents like movable ads i.e., those ads that are visually appealing and contains animations and graphics whereas nearly 24 percent of the netizens also like immovable ads on the website homepage.

GRAPH NO.10

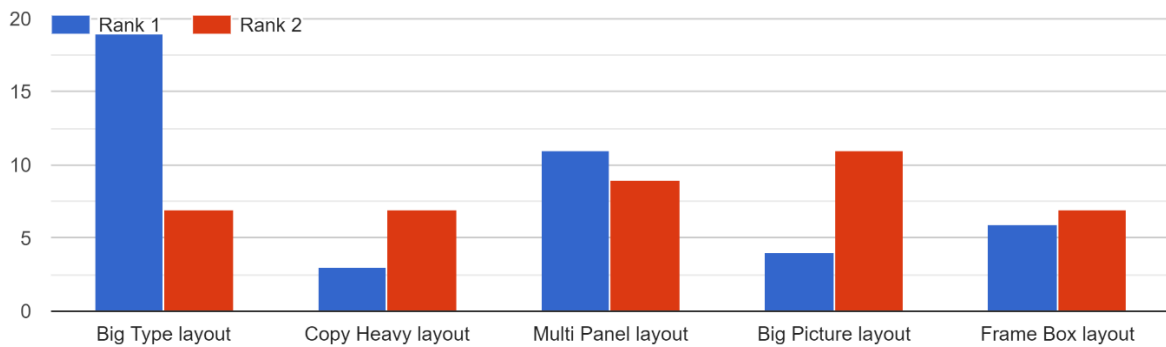
Rank top 3 different types of internet advertisements in the order of your preference?



Graph 10 it can be seen from the above graph that 20 respondents preferred rectangle banner advertisements as rank 1, followed by Sponsor ads liked by 11 respondents and 10 people gave rank 3 to Skyscraper (Vertical ads) and Pop-Up ads.

GRAPH NO.11

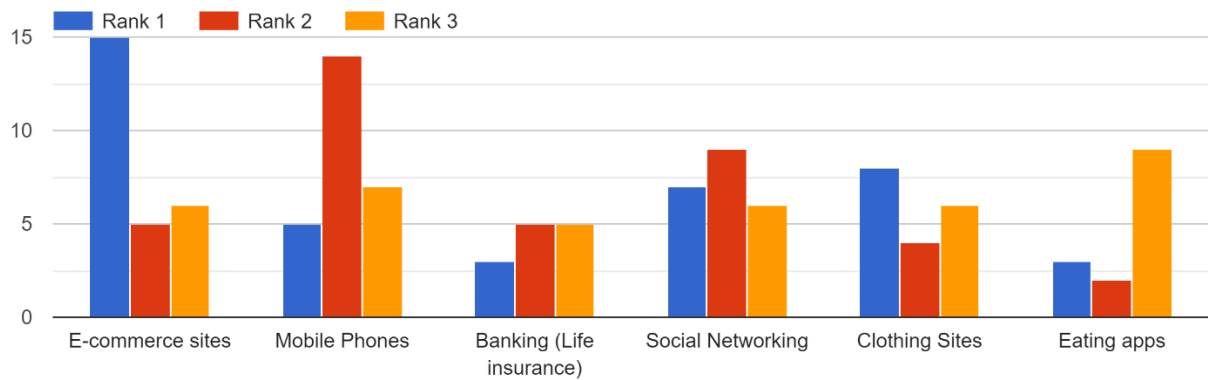
Rank the top 2 preferred regarding type of ad layout on homepage.



Graph 11 shows that 19 respondents gave 1st preference to Big Picture Layout that is designed on the basis of displaying larger image on the advertisement and 11 respondents gave 2nd preference to Multi Panel layout and Big Picture Layout in which the textual portion is more as compared to the images displayed.

GRAPH NO.12

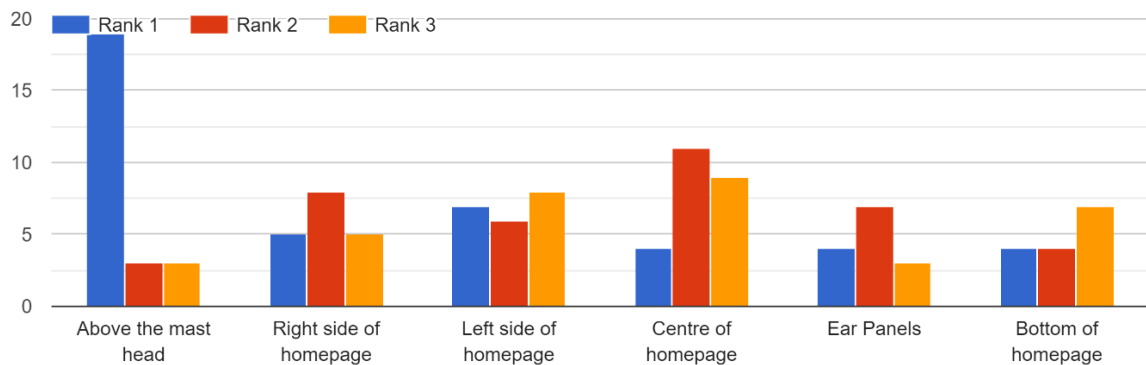
Rank the top 3 categories of advertisement you see more on the said websites while surfing.



Graph 12 shows that 15 respondents have given first rank to ecommerce sites which means that they mainly shop from ecommerce sites, followed by the online advertisements of mobile phones with 14 respondents giving it rank 2 whereas 9 respondents gave social networking and Eating apps as their third preference.

GRAPH NO.13

Rank the top 3 placements of advertisements you view more on the homepage.

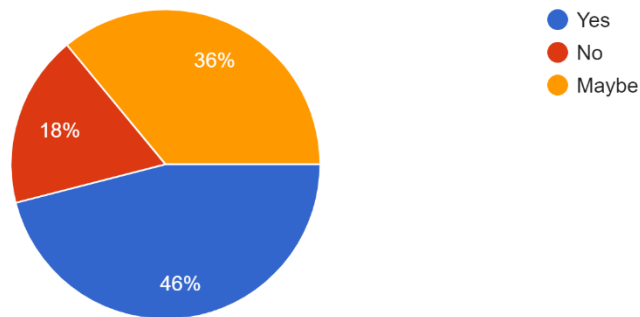


Graph 13 shows that 19 respondents gave first rank to the advertisements placed above the mast head followed by their preference towards the online ads placed on the Centre of homepage with 11 respondents giving it Rank 2. Last but not the least; third rank was given to online advertisements placed at the right and left side of the homepage.

GRAPH NO.14

Do you think your purchase behavior is influenced by words of persuasion like "Shop now", "Discount Offers", "Apply now" etc.?

50 responses

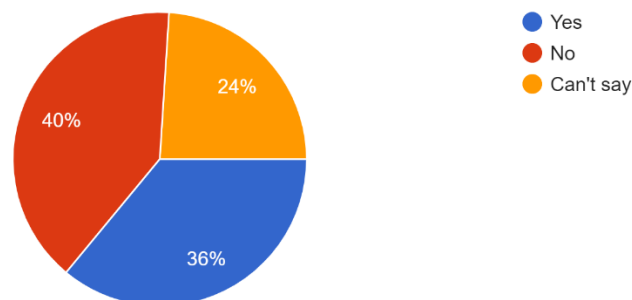


Graph 14 mentioned above shows that 46 percent of respondents believe that words like buy now, apply now, etc. do persuade them to make purchases whereas 18 percent directly refused to agree with it and the rest percentage of respondents can't give their opinion about it.

GRAPH NO.15

Sometimes manufacturers put the advertisements on their products on websites without showing its functions. Is this practice fair?

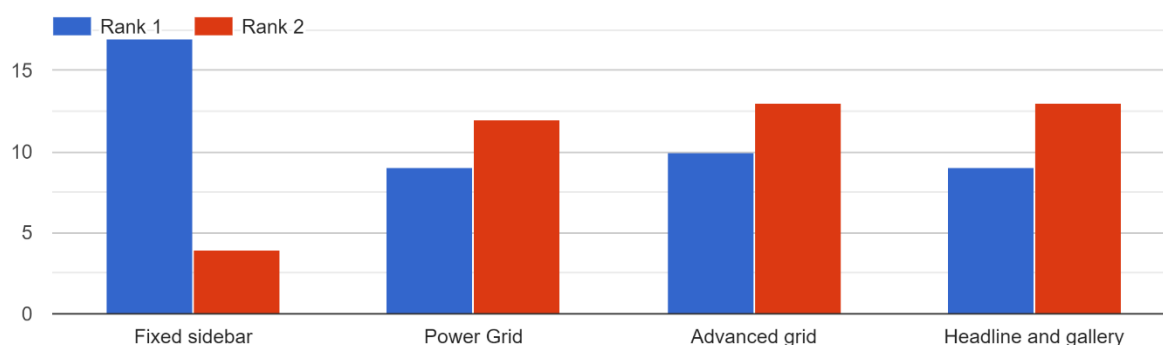
50 responses



Graph 15 shows that 36 percent respondents believe that online advertisements should show the function of the product as well whereas 40 percent of respondents are pretty fine with the practice. Still 24 percent of netizens didn't comment about it.

GRAPH NO.16

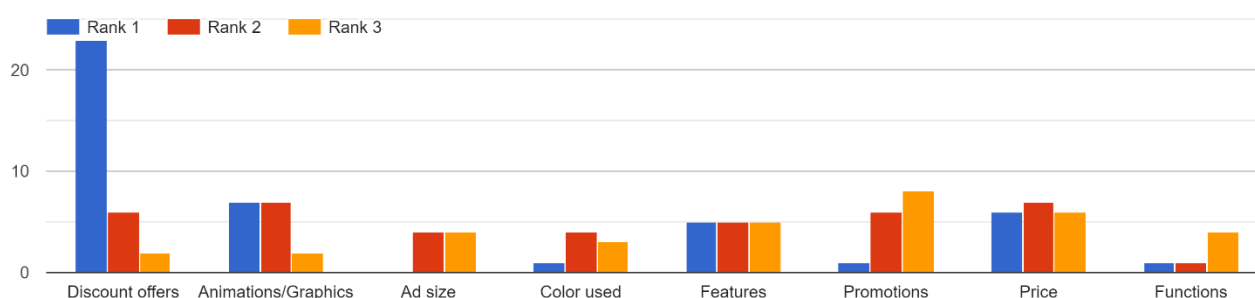
Rank the top 2 Page layout you prefer.



Graph 16 Fixed sidebar layout was given Rank 1 by 17 respondents whereas 13 respondents gave second rank to Advanced grid and Headline and gallery.

GRAPH NO.17

Rank the top 3 forms of advertisement that attracts you and makes you visit their website.



Graph 17 shows that 23 respondents consider notice discount offers on online advertisements by giving them 1st rank followed by 8 respondents that feel that promotions attract them the most on online ads. 3rd rank was given to animations and price with 7 each respondent agreeing to it.

5. FINDINGS:

The data was gathered via a survey method, and 50 internet-savvy respondents were polled using a questionnaire as a tool. The parameters that are frequently examined on website home pages served as the foundation for the questionnaire's creation. For creating the questionnaire and doing the online data collection used were Google forms. The selections in the survey are based on information gathered from content analysis to research internet users' reactions to them. The information was therefore transferred to Microsoft Excel and for a graphic presentation, transformed to pie and bar graphs. In light of this, the graphical display has also constructed using Microsoft Excel and Google Forms.

6. CONCLUSION:

After conducting the survey among 50 respondents and analyzing the data, the following conclusions can be drawn:

- The result show that majority of people do opt for online advertising but prefer ecommerce sites for buying as compared to web portals and company website.
- In comparison to movable and immovable ads, netizen prefer movable advertisements that include visuals, music, graphics and animations.
- The survey also concludes that some netizens do like still online ads that are designed in Big Picture Layout for the tangible products but for service-oriented products, respondents prefer Copy Heavy Layout ads.
- Though various types of internet advertisements appear on the website but respondents prefer rectangular banner advertisements followed by sponsor ads that are in vertical format.
- Majority of respondents who took survey responded that they agree or strongly agree to the statement that websites contain more advertisements than content.
- With the reference to the websites studied, respondents have noticed online ads of ecommerce sites like Jabong, Flipkart, Amazon, etc. in majority followed by ads of mobile phones.
- In a survey about the placement of the online ads on websites, the ads placed above the mast head and on the right side of the homepage attract the maximum attention towards it.
- While researching for people reaction to the persuasive words, it was found that words of persuasion like shop now, buy now, discount, apply and many such words do influence the purchasing behavior of the consumer.
- There are many immovable online ads on the website that do not show the functions and utility of the product and people also responded in dislike for such practice, thus preferring movable ads over immovable ads.
- Respondents prefer Fixed sidebar and Advance grid pattern for the layout of the websites.
- Advertisements displaying discount offers attract the netizen immediately followed by other features of the ads like colors used in the ads and promotions provided on the online ads of the products.

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