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THE ROLE OF ONLINE ADVERTISEMENT ON CUSTOMER ATTITUDE – A STUDY

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ABSTRACTS

One of the maximum visors of paid gregarious advertising is the granularity with which advertisers can target prospective customers, and this principle underpins many convivial advertising platforms and products. Advertisers can target users with hundreds of parameters, from demographic data (such as age, gender, income, level of edification, and marital status) to browsing predilections and gregarious department. Advertisers can additionally target users predicated on the types of pages and profiles they follow, the things they buy, and the news they read. These custom audiences can be engendered from subsisting customer data (to engender “lookalike” audiences of homogeneous users) to electronic mail lists, which Face book and Twitter can pair with their data about these users to reveal more preponderant insights about their department. The main objective of this study is to ascertain the usefulness of online advertisement. This study is based on primary and the secondary data. The questionnaire is a well structured question. The data is collected through questionnaire from digital users. The tools used for this study is frequency analysis, independent sample t test, ANOVA.

INTRODUCTION

Online advertising, withal kened as online advertising, Internet marketing, digital advertising, or web publicity, is a variety of marketing and marketing which utilizes the Internet to take promotional advertising communication to clients. Many clients discover online advertising perturbing and have customarily more turned to ad blocking for a variety of explication. Online advertising comprises email advertising, search engine marketing (SEM), convivial media marketing, many types of exhibit advertising (including web banner promotion), and mobile advertising. Homogeneous to precedent

advertising media, online advertising frequently involves a publisher, who mixes advertisement into its online matter, and an advertiser, who present the ad to be present on the publisher's substance. Current awaiting participant include advertising agencies who avail build and place the ad reproduction, an ad server which precisely distributes the ad and track information and advertising affiliates who do dependent promotional work for the advertiser. Convivial networking remains the most conventional online diversion for adults all over the earth, and advertisers have developed their orchestration to aim clients where they utilize their period, namely on the convivial networks such as Face book and Twitter. Paid convivial advertising functions similarly to paid search, with the remarkable exemption that advertisers, not users, take the initiative – advertisers must “search” for users, rather than the other way around.

One of the most visors of paid convivial marketing is the granularity with which advertisers can target prospective customers, and this posture underpins much gregarious advertising platforms and goods. Advertisers can aim to utilize hundreds of parameters, from demographic data (such as age, gender, earnings, the rank of edification, and marital level) to browsing predilections and convivial comportment. Advertisers can additionally goal users predicated on the type of pages and profile they follow, the things they buy, and the news they read. These custom audiences can be engendered from subsisting customer data (to engender “lookalike” audiences of homogeneous users) to electronic mail lists, which Face book and Twitter can pair with their data about these users to reveal better insights regarding their performance.

REVIEW OF LITERATURE

Ujjwal Sapkota (2016) his paper impact of internet ad on consumer buying performance in Kathmandu. This learning finds out are these internet advertisements really effective compared to traditional advertisement campaigns. The main objectives of this study are to examine the people’s view on online ads.

Khong Kok Wei (2016) study focused on online advertising: a study on Malaysian consumers. An observed study was carrying out connecting a investigation on 150 respondents. Result expose that features of online marketing do produce positive control on buying intention. Results additional revealed that pictures feature generate the maximum possibility of consumers’ buying intention.

Muhammad Aqsa, Dwi Kartini (2015) this study mainly fixated on the impact Of Online Advertising On Consumer Postures And Intrigues Buy Online. This learns that predicated on analyzing and examining the result of online advertising on consumer postures and purchase interest online, an analysis conducted on students of Internet users in the city of Makassar. Proportion's interactivity of online marketing provides the highest control on the posture and fascinates of customers purchasing online.

Numan Arif Dar et al (2014) this paper is predicated on examined the insight of the value of promotion on Face book and TV, between mutually male and female students of the University of Gujarat. A survey was spread among 300 students of the 6 major departments of the University of Gujarat. A structural equation model was utilized in this study. The result shows that Ducoffe’s ad Value was not fit for both Face book and TV. Exasperation was additionally a reason that openly affects the approach toward the advertisement. Regalement and exasperation have a direct impact on perspective toward marketing.

Gaurav Bakshi Dr. Surender Kumar Gupta (2013) this study determined on online advertising and its impact on buyer buying behaviour. This learning seeks to discover the factors that give to the usefulness of online advertisements and influence buyer purchasing purpose. The learning would help the advertisers to be aware of what extent the online advertising is beneficial.

Ying Wang, Shaojing Sun (2010) this study is based on examining the role of values and attitudes in online marketing a judgment between the USA and Romania. This document tries to examine the dealings among values about online marketing, attitude toward online marketing (ATO), and consumer responses to online advertising. This study data is collected for 577 internet users from Romania and USA. This finds that Americans, Romanians tend to hold a more helpful ATO and are more likely to click advertisements, while Americans are more possible to purchase online than do Romanians.

OBJECTIVES OF THE STUDY

- To identify the most effective media of communication.
- The find out the usefulness of online advertisements
- To determine how the internet ads influence the digital users.

SCOPE OF THE STUDY

- To find out the elements of online advertisement.
- To understand the need of digital ads.

LIMITATION OF STUDY

- This study focused on Kottarakara taluk only.
- This study based on customer's attitude towards online ads.
- The data collected for the research is based on primary data given by the respondents. There is a chance for personal bias.

RESEARCH METHODOLOGY

NATURE OF STUDY:

- This learning is based on questionnaire method.
- Primary data and secondary data have been used for this learning.
- Primary data has been collect from internet users.

STATISTICAL TOOL USED FOR THE STUDY

- Frequency analysis
- T Test
- ANOVA

ANALYSIS AND INTERPRETATION

Table 1

AGE GROUP		
Age	Frequency	Percent
18 – 28	14	23.3
29 – 39	29	48.3

40 – 50	15	25
Above 50	2	3.3
Total	60	100.0

Source: Primary Data

Inference:

The above chart 1 exhibits that, 29 (48.3 percent) of the respondents are 29 – 39 years, 15(25 percent) of the respondents are comes under the category of 40- 50 years, 14(23.3 percent) of the respondent are under the category of 18 - 28 years and 2 (3.3percent) of the respondents are comes under the category of above 50 years. From this table it recovers that the 48.3 percentage of respondents are under the age of 29 - 39 years.

TABLE 2
GENDER GROUP

Gender	Frequency	Percent
Male	41	68.3
Female	19	31.7
Total	60	100.0

Source: Primary Data

Inference:

From the above table it’s clear that 41(68.3 percent) of the respondent are Male and the 19(31.7 percent) of the respondent are female. This data reveals that the Males are using digital ads more than the female.

TABLE 3
MARITALSTATUS

Status	Frequency	Percent
Single	17	28.3
Married	43	71.7
Total	60	100.0

Source: Primary Data

Inference:

Above table shows the 43(71.7 percent) of the respondent are married and the 17(28.3 percent) of the respondents are single. This states that the married more prefer the digital ads more than the single persons.

TABLE 4
EDUCATIONAL QUALIFICATIONS

QUALIFICATIONS	Frequency	Percent
Graduate	3	5
Post Graduate	20	33.3
Professionals	29	48.3
Others	8	13.3
Total	60	100.0

Source: Primary Data

Inference:

From the above chart out of 60 respondents 29(48.3 percent) are Professionals and 20 (33.3 percent) of respondents are Post Graduate. From this it analyse that the 48.3 percentage of respondents are using digital ads under the categories of Professionals.

TABLE 5
OCCUPATIONS

Occupations	Frequency	Percent
Student	7	11.7
Employed	30	50
Social worker	21	35
Others	2	3.3
Total	60	100.0

Source: Primary Data

Inference:

From the beyond table it's clear that 30 (50 percent) of the respondents are employed and 21(35 percent) of the respondents are social worker. This table states that the 50 percentage of employed people are using digital ads than other people.

TABLE 6
MONTHLY INCOME

Income	Frequency	Percent
Below 10,000	6	10
10,001 - 20,000	5	8.3
20,001 - 30,000	16	26.7
Above 30,001	33	55
Total	60	100.0

Source: Primary Data

Inference:

Since the above table describes that's the monthly income of the respondent of above 30,001 are 55 percent (33 respondents) and 20,001 – 30,000 income respondents are 16(26.7) that means the respondent of above 30,001 are 55 percent (33 respondents) are more using digital ads more that other income peoples.

TABLE 7
INDEPENDENT SAMPLE T TEST

PARTICULARS	F	Sig.	t	df	Sig. (2-tailed)
Online advertisements are beneficial	.651	.423	1.107	58	.273
Online ads have sufficient information about the product	1.663	.202	.451	58	.654
Get a response when placing an order	.971	.329	.911	58	.366
Online ads have attractive visual effects	.016	.901	1.405	58	.165

Source: Primary Data

Null hypothesis = H0

There is no significant difference between gender and the online ads.

Alternate hypothesis = H1

There is a significant difference between gender and the online ads.

Inference:

The above table reveals that all the significance value is greater than the P Value. The online ads are beneficial, sufficient information, response when placing orders, attract visual effects these scaling measures shows the positive sign. That means these statements are acceptable because all the significant value is greater than the p value 0.05.

TABLE 9
CROSS TABULATION

The most effective ads	internet	Banner ads	Video ads	Pop up ads	Total
Male		20	2	4	26
Female		25	5	4	34
Total		45	7	8	60

Source: Primary Data

Inference:

From this table it's clear that the males and females agrees that the banner ads are most effective than video ads, and pop up ads male respondents 20 and female respondents 25 the given table tries to point out the most effective internet ads available. Among the 3 categories given most of the people gets the information regarding a particular ad through Banners. Only very few chose video ads' and pop up ads. This indicates that banners tend to get more attention from people.

TABLE 10
ANOVA (EDUCATION)

PARTICULARS	Sum of Squares	F	Sig.
Respondent's view on internet ads	.735	.426	.735

Source: Primary Data

Null hypothesis = H0

There is no significant difference between education and the online ads.

Alternate hypothesis = H1

There is a significant difference between the age education and the online ads.

Inference: the table focuses on the analysis of variance regarding education and respondents view on internet advertisements. According to the analysis there is a higher significance level of 0.735 which indicates that education and online ads have no significant difference. No matter a person is educated or not all are using internet and all view internet ads'.

CONCLUSION

The major aim of this research was to test if actually the internet advertisements (with characteristics in-formativeness, interactivity, irritation and entertainment) affected the consumer buying behaviour. The advertisements seen on the web while surfing through various web pages are internet advertisements. The behaviour shown by the consumer before, during and after purchasing a product or using a service is consumer buying behaviour. Internet advertisements are seen in various types like banner ads, video ads, pop up ads and email ads. Online advertising has a main control on consumer attitude. Ads online planned both visually attractive or show ads and

advertising information post that include manufactured goods quality, cost and other in order to form different kinds of belief and judgment as a end result of ad view, opinion and judgment affect consumer attitude toward advertising and belief connected with online promotion. It also illustrates that consumer performance before acting; consumers often build up a desire to behave based on the opportunity of an approach.

FINDINGS

1. The people under male respondents are more interested in online ads more than female respondents
2. Under the age group of 29 – 39 do more prefer online ads than other category peoples
3. Married respondents are more interested in online ads than single peoples.
4. In educated people professionals are using digital ads more than other fields.
5. Mostly employed people are interested in online ads than other sectors.
6. Most of the people use online ads who are earning more than 30,001 as monthly income.
7. From the study it evince that there is no significance difference between gender and online ads.
8. For both male and female they are getting more information through banner ads.
9. From the study it evince that there is no significance difference between gender and online ads effects.
10. From the data its states that there is no significant difference between education and the online ads.

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