THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR

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Abstract- **The internet allows consumers to access an infinite number of items and services from businesses all over the world, and it has lowered the amount of time and effort people spend purchasing. Consumers are significantly more engaged when looking for information online with a specific aim in mind. With the rapid progress of the computer sector, many businesses have incorporated the internet into their advertising media mix in order to capitalized on online technologies. Because marketers discovered that the internet provides greater flexibility and control over advertising materials, it has become a popular advertising platform. Because the internet may be an effective marketing communication tool.**

Key Words – **Internet, Information, Shopping, Advertising.**

INTRODUCTION

In a competitive market, advertising managers must capture the attention of consumers through advertisements and sales promotion. Advertising consumes a substantial portion of the marketing budget. The use of digital media channels for advertising is becoming increasingly popular. The purpose of this study is to investigate the impact of online advertising on various stages of consumer behavior. Because of its unique traits of flexibility, interactivity, and personalization, the Internet has developed considerably in terms of both applications and users. It has proven to be an extremely valuable instrument for communication, entertainment, education, and electronic commerce. It has changed the way we do business by allowing businesses to offer an infinite variety of items and services to all consumers worldwide at any time. The internet has emerged as a channel for advertising..

Many businesses have resorted to the internet to sell their goods and services, and the internet is often regarded as the most important direct marketing medium for the global marketplace. Companies are investing billions of dollars in online advertising in order to maximiser their return on investment. Consumers now have greater discretion over how they get information about products and services thanks to the internet.

Marketing techniques have developed throughout time as technology has led to the internet, allowing digital marketers to engage with customers in order to build an immersive linked digital world, influence and drive purchases, fuel new growth, and generate new market share. Internet advertising is growing faster than physical advertising both internationally and locally. While outdoor advertising is rising, it is not growing as quickly as digital advertising.

STATEMENT OF THE PROBLEM

Internet advertising, which has recently been used by all businesses because it is accessible and has a wider audience than traditional media, appears to be the most recent method of advertising given the expanding use of the internet for shopping and searching as well as the internet's advancing age. What remains to be seen is if online advertising proves to be significantly more effective than that of conventional media. Do consumers buy things as a result of online advertising? What additional elements affect how consumers view online advertising

SCOPE OF THE STUDY

This study is focus of this research is on how consumer purchasing behavior has changed as a result of the advancement of technology. The forecasting of customer demand for the firm is aided by consumer behavior. Additionally, it aids the company in choosing its target market. Consumer behavior enables marketers to understand how customers make purchasing decisions. Understanding consumer behavior is crucial to achieving the business's objectives

OBJECTIVES OF THE STUDY

i.   To understand the role of demographic on the perception of consumers about the onlineadvertising.
ii.   To know the perception of consumers awareness about the online advertising.
iii.   To determine the influence of internet advertising on consumer buying behavior.
iv.   To determine the relationship between internet advertising and purchase decision.

RESEARCH METHODOLOGY
SOURCES OF DATA
This study is based on primary data and secondary data.

PRIMARY DATA
The primary data was collected through questionnaire.

SECONDARY DATA
There are commonly published sources that were initially gathered for another reason. Internal organization papers, government papers, reports, magazines, commercial, technical, andindustry group publications.

SAMPLING METHOD
Sampling is the collection of an aggregate or totality on the basis of which a judgement about the aggregate or totality is made. Convenient sampling method is used in the research.

AREA OF THE STUDY
This study covers Coimbatore city.

SAMPLE SIZE
For a research study to be perfect the sample size selected should be optimal i.e. it shouldneither be large nor too small. Here the sample size is bounded to 104.

TOOLS USED FOR ANALYSIS
The statistical tools used for analysis of the study are
* Rank analysis
* Chi-square test

LIMITATIONS OF THE STUDY
* Consumers have an attitude and the type of attitude influences their mental position forcertain matter.
* Also, different group of consumers have varied attitude towards the adverts and this alsodepend on the demography of the clients by age and lifestyle.

REVIEW OF LITERATURE
Mesure and Griggs (2021), established that the marketers willingness to reap long-term and sustainable advertising profit, they realized the unadorned threat that the users of online sites will sense a kind of exploitation if the sites over-run with ads.

Hart (2020), confirms that by seeing the exponential growth of online advertising, the marketershope to find new means to harness these online users for fulfilling their purpose of advertisement.

Ghose & Dou (2020), found that the popularity of website depends upon the greater degree of interactivity on the web. However, according to the effectiveness of advertising does not alwaysenhanced by the interactivity but sometimes it can cause an interruption in the process of persuading, particularly when ads are focused.

Schlosser and Kanfer (2019), found extensive difference in attitudes among internet users towards the advertising on the internet. Pleasure of viewing at web adverts contribute more thanthe information or application of the web advertising regarding consumer behavior. It shows thatthe reported perception about the internet adverts were not just a reflection of the demographicsof the users of internet.

ANALYSIS AND INTERPRETATION

FACTORS IMPORTANT IN ONLINE ADVERTISEMENT	LEAST 1	MODERATE 2	HIGH 3	VERY HIGH 4	TOTAL SCORE	RANK
ACADEMIC ASPECTS	23	21	28	32	277	IV
COOKING PURPOSE	12	21	39	32	299	II
ENTERTAINMENT	14	30	22	38	292	III

JOB RELATED	19	12	29	44	306	I

(Source: Primary data)

RANKING ANALYSIS

Ranking is one of the simple and efficient data collection techniques to understand individuals' perception and preferences for some items such as products, people, and species. Ranking data are frequently collected when individuals are asked to rank a set of items accordingto a certain preference criterion.

FACTORS CONSIDERED IMPORTANT DUE TO ONLINEADVERTISEMENT INTERPRETATION.

According to the chart above, cooking for work-related purposes is placed #1, followed by cooking for fun and academic considerations. By rating it as the highest, the majority of respondents claim that the job-related part of internet advertisements is significant.

PURPOSE OF ADVERTISEMENT IN VIEW OF RESPONDENTS

PURPOSE OF ADVERTISEMENT	VERY LEAST1	LEAST2	MODERATE3	HIGH 4	VERY HIGH 5	TOTAL SCORE	RANK
NECESSITY	12	18	22	36	16	338	III
BRAND RECALL	18	28	24	18	16	298	V
STIMULATION	22	13	32	21	16	308	IV
GAINING KNOWLEDGE	8	17	18	26	35	375	II
INCREASED SALES	12	6	14	35	37	391	I

(Source: Primary data)

INTERPRETATION

According on the respondents' rankings in the above table, which include knowledge gain, necessity, stimulation, and brand memory, some believe that advertisements should aim to enhance sales.By placing it as the highest, the majority of respondents claim that the objective of advertising is to increase sales.

PRIORITY OF ONLINE ADVERTISEMENT BASED ON ITSNECESSITY

ONLINE ADVERTISEMENT BASED ON ITS NECESSITY	VERY LEAST1	LEAST2	MODERATE3	HIGH 4	VERY HIGH5	TOTAL SCORE	RANK
NEWSPAPER	28	23	14	23	16	288	IV
BROCHUERS	19	32	23	23	7	279	V
INTERNET	11	6	14	20	53	410	I
TELEVISION	9	12	16	36	31	380	II
BANNERS	9	15	25	33	22	356	III

(Source: primary data)

INTERPRETATION
The above table shows that some respondents believe that internet advertising is most necessary, putting it first, then television, banners, newspapers, and brochures. The majority of respondents indicated that the most important form of advertising is through the internet by ranking it first.

FEATURES CONSIDERED IMPORTANT DUE TO ONLINEADVERTISEMENT

FEATURES IMPORTANT IN ONLINE ADVERTISEMENT	LEAST1	MODERATE2	HIGH3	VERY HIGH4	TOTAL SCORE	RANK
COST EFFECTIVENESS	17	18	33	36	296	II
GLOBAL REACH	16	22	31	35	293	III
DELIVERY OF MORE CONTENT	14	28	32	30	286	IV
OFFERS & DISCOUNTS	10	8	28	58	342	I

(Source: primary data)

INTERPRETATION
According to the above chart, cost effectiveness, worldwide reach, and the supply of additional material are ranked lower than offers and discounts.The majority of respondents gave offers and discounts in online advertising the highest rating, indicating that they enjoy them the most.

CHI-SQUARE TEST

GENDER OF THE RESPONDENTS AND PRODUCT INFLUENCESTHEM TO BUY THROUGH ONLINE ADVERTISEMENT BY THE RESPONDENTS

Null Hypothesis (Ho)

There is NO significant relationship between reasons for the product influences them tobuy through online advertisement by the respondents and gender of the respondents.

Alternate Hypothesis (Ha)

There is a significant relationship between reasons for the product influences them to buythrough online advertisement by the respondents and gender of the respondents.

		What kind of product influences you to buy through onlineadvertisement					TOTAL
		Cosmetics	Dresses	Food items	Home appliances	Others	
Gender	Male	2	13	10	12	8	45
	Female	9	29	5	10	6	59
Total		11	42	15	22	14	104

The table value showing the Chi-square analysis

Calculatedvalue	Table value	Degree offreedom	Level of significance	Result
10.999	9.488	4	.027	Accepted

Since the estimated value of X2 (10.999) is greater than the value in the table (9.488), the null hypothesis is accepted. This suggests that there is a significant relationship between gender and the product that influences respondents' purchases as a result of online marketing.

MONTHLY INCOME OF THE RESPONDENTS AND ONLINEADVERTISEMENT LIKE TO SEE BY THE RESPONDENTS

Null Hypothesis (Ho)

There is no significant relationship between reasons for the product influences them tobuy through online advertisement by the respondents and gender of the respondents.

Alternate Hypothesis (Ha)

There is a significant relationship between reasons for the product influences them to buythrough online advertisement by the respondents and gender of the respondents.

		What kind of online advertising you would like to see					Total
		Transportation	Cosmetics	Online games	Food delivery	Tourism	
Monthly Income	Less than Rs. 20,000	7	8	10	22	9	56
	Rs.20,001 - Rs.30,000	2	5	4	7	1	19
	Rs.30,001 - 40,000	0	6	0	4	2	12
	Rs.40,001 - 50,000	1	3	0	3	0	7
	Above Rs. 50,000	3	1	0	2	4	10
Total		13	23	14	38	16	104

The table value showing the Chi-square analysis

Calculatedvalue	Table value	Degree offreedom	Level of significance	Result
24.782	26.296	16	.074	Rejected

The null hypothesis is rejected since the estimated value of X2 (24.782) is smaller than the table value (26.296) in the relevant table. Thus, it can be said that there is no correlation between respondents' reasons for monthly income and the kind of online advertisements they find appealing.

FINDINGS AND SUGGESTIONS

RANK ANALYSIS
☐ It is understood that from the table, that job related is ranked first followed by cooking purpose, entertainment, academic aspects. Most of the respondents says that job related aspect is important in online advertisement by ranking it as the highest.
☐ It is understood that from the table, some of the respondents says that increase sales is the purpose of advertisement by ranking it first followed by gaining knowledge, necessity, stimulation, brand recall. Most of the respondents says that increasing the sales is the purpose of advertisement by ranking it as the highest.
☐ It is understood that from the table, some of the respondents says that mostly needed advertisement is by the way of internet by ranking it first followed by television, banners,newspapers, brochures. Most of the respondents said that by the way of internet is mostlyneeded advertisement by ranking it as the highest.
☐ It is understood that from the table, that offers & discounts is ranked first followed by cost effectiveness, global reach, delivery of more content. Most of the respondents likesoffers & discounts the most in online advertisement by ranking it as the highest.

CHI-SQUARE ANALYSIS

☐ It is found that there is significant relationship between gender and product influences them to buy through online advertisement by the respondents.
☐ It is found that there is no significant relationship between reasons for monthly income of the respondents and online advertisement like to see by the respondents.

SUGGESTIONS
☐ The study established that the reliability of internet advertising is low and therefore recommends that the management of companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers.
☐ The study also found that internet advertising is effective in reach and creation of awareness and recommends that the companies should invest more in internet advertisingto increase their market share and provide product information.
☐ The companies shall conduct a market research on the different markets in various countries to ensure that the internet

advertising initiatives being implemented suits the targeted markets to improve product purchases.
- ☐ More offers and discounts can be provided through online advertisements for theconsumers to make a purchase.
- ☐ Use customers ratings and reviews to provide social proof and build trust with potentialcustomers.
- ☐ Online advertisements need not to be skipped by the customers where it provides valuable information about the products and services.
- ☐ Use analytics and tracking tools to measure the effectiveness of your advertising campaigns. This can help you identify areas for improvement and make decisions abouthow to optimize your campaigns.

CONCLUSION

Internet advertising was successful in increasing reach and raising awareness. Less respondents were able to recollect the online commercials they had seen, despite the great variety of internet usage and interactions with different internet advertisements. This suggests that online advertising is not very trustworthy. The study found that television advertising is more trustworthy than online advertising. Only around half of the respondents' purchasing decisions were impacted, according to the study, which found that online advertising had a moderate influence on consumer purchase decisions. However, because buyers view online advertising as a point of contact between them and the business they purchase their goods from, it plays a significant role in determining their purchasing decisions. .

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