

# The effectiveness of online advertisement on consumer mind with reference to tirupur

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## ABSTRACT:

In today's digital era, online advertising plays a crucial role in shaping consumer perception and influencing purchasing behaviour. The increasing use of the internet for communication, entertainment, and shopping has made digital advertisements a vital marketing tool. This study explores the impact of online advertising on consumer minds, focusing on factors such as consumer engagement, preferences, and decision-making. The research employs both primary and secondary data collection methods, including surveys and existing literature, to analyse how consumers perceive and respond to online advertisements. Various analytical tools, such as percentage analysis, descriptive analysis, Chi-square tests, ANOVA, and Garrett ranking, are used to interpret the data. The findings provide insights into how digital advertisements influence consumer attitudes, preferences, and purchasing behaviour, contributing to the broader understanding of e-commerce marketing strategies. The impact of consumer perception of online advertisement

**Keywords:** Online advertising, consumer perception, consumer attitude, consumer buying behaviour

## 1.1 INTRODUCTION TO THE STUDY

Consumer perception is a complex phenomenon. A well design persuasive advertisement and a positive frame of mind of a consumer perception always tempted the individual in influencing his / her buying behaviour. Because of its unique traits of flexibility, interactivity, and personalization, the internet has developed immensely in terms of both applications and users. It has proven to be an extremely valuable instrument for communication, education, entertainment and electronic commerce. Information technology's revolutionary shift has a significant impact on people's daily life. It has changed the way we conduct business by allowing businesses to offer an endless selection of items and services to all consumers worldwide at any time. The Internet has become the most important direct marketing medium for global market place, with enterprises using it to sell their products and services.

The World Wide Web transformed the internet from a difficult-to-use tool for academics and technologists to a simple tool for businesses and consumers to discover information. Consumers now have more discretion over how they obtain information about products and services thanks to the Internet. There are several factors that influence consumers' desire for online content. Consumers choose when, where, what and how much commercial content they want to watch. Consumers may now access and endless range of products and services from companies all over. World via the Internet, which has lowered the amount of time and effort they spend shopping.

## 1.2 REVIEW OF LITERATURE

1. **Arzo Qaderi (2022)** this study examines the impact of online advertising and brand awareness on consumer buying behaviour. Online advertising helps drive website traffic and deliver targeted marketing messages, while brand awareness reflects consumer familiarity with a product or service... The data, analysed and presented through charts and diagrams, revealed that both online advertising and brand awareness significantly influence purchasing decisions. Additionally, the study explored the relationship between demographic traits and buying behaviour, providing key insights and recommendations for future research

2. **Angela Denise M. Marallag (2022)** in today's digital age, online advertising has become a primary tool for businesses to promote their products and brands. This study explores the impact of online advertisements on brand development and purchase intention. Using a sample of 389 respondents from various regions in the Philippines, the research employs a descriptive correlation approach to analyse and interpret the data. The findings reveal that online communities and electronic word-of-mouth play a crucial

role in shaping purchase intentions and fostering brand loyalty.

**3. Vi Truc Ho (2022)** this research report examines the impact of online advertising on consumer buying behaviour, highlighting how advertisements shape consumer intentions and purchasing decisions. Advertisers play a key role in building a product's image, influencing perceptions, and driving engagement. The study, conducted in April 2021, gathered primary data through questionnaires and secondary data from online sources, journals, and business magazine. Findings reveal that creative online advertisements significantly affect consumer purchasing trends, while factors like return on investment, product premium pricing, and celebrity endorsements also contribute to buying decisions.

**4. Deepmala Singh (2020)** a significant insight is the role of social interaction, which supports KO, Cho, and Roberts' (2005) research, indicating that engagement and communication enhance ad value. Additionally, the study finds that demographic factors such as gender, age, and income do not significantly affect the perceived value of online advertising. These findings offer practical implications for advertisers, helping them develop strategies to enhance ad effectiveness and attract more customers.

**5. Muhammed faizal (2020)** the rapid advancement of technology has led to a growing number of internet users, making online advertising a vital promotional tool that significantly influences consumer buying behaviour. Advertisers aim to create engaging and interactive ads that capture consumer interest by incorporating visually appealing designs and informative messages about product quality, pricing, and other details. These advertisements shape consumer perceptions, emotions, and trust, ultimately impacting their attitudes and purchase intentions. A positive attitude toward online advertising increases the likelihood of completing a transaction, making it crucial to understand the factors that determine ad effectiveness. This study, based on existing research, highlights the strong influence of online advertising on consumer purchasing decisions.

## 1.3 OBJECTIVES OF STUDY

1. To study the factors influencing the online advertisement for purchase decision.
2. To study the factors influencing to view the online advertising.
3. To know about the preferences of online advertisement.

## 1.4 RESEARCH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. In the study. Descriptive research approach adopted in the study.

### 1.4.1 SAMPLE DESIGN

Sample design is the framework or plan used to select a sample from a larger population for research or analysis. It defines how individuals or items will be chosen, ensuring that the sample accurately represents the population. A well-structured sample design helps in making reliable conclusions about the whole population based on the selected sample. The researcher has adopted convenience sampling.

### 1.4.2 SAMPLING UNITS

A sampling unit is the individual element or group of elements selected for study within a population. It is the basic unit from which data is collected during research. Sampling units can be individuals, households, organizations, transactions, or any other defined entity relevant to the study. Since the study has infinite population, researcher selected 100 respondents as a sampling units.

## 1.5 DATA COLLECTION

Data collection for research is the process of systematically gathering information to analyse and draw conclusions about a specific topic or problem. It ensures that researchers obtain accurate, reliable, and relevant data to support their study objectives.

The researches adopted both primary and secondary data

### 1.5.1 PRIMARY DATA

Primary data is first-hand information collected directly from original sources for a specific research purpose. It is gathered through methods such as surveys, interviews, observations, experiments, and focus groups. Since it is collected directly from respondents, it is considered more relevant and reliable for addressing specific research questions. The research has selected primary data for collecting the sample. In primary data questionnaires was adopted to collect data from consumers who are using online mode for purchase.

### 1.5.2 SECONDARY DATA

Secondary data refers to information that has already been collected, processed, and published by someone else for a different purpose but can be used for research. Secondary data has been collected newspaper, magazine, journal etc.

## 1.6 FINDING AND INTERPRETATION

### 1.6.1 ANNOVA

ANNOVA have been applied to test the significant different between the demographic variables taken for the study and the satisfaction level of the respondents towards factors influencing to view the online advertisement and gender at 5% level of significant.

**Tables -1.6.1: Annova on gender and factors influencing to view the online advertisement and gender**

$H_0$ : There is no different between gender and factors influencing to view the online advertisement.  $H_1$ : There is different between gender and factors influencing to view the online advertisement.

GENDER	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
BETWEEN GROUPS	.609	4	.152	.609	.657
WITHIN GROUPS	23.751	95	.250		
TOTAL	24.360	99			

#### INTERPRETATION:

The ANNOVA table presents an analysis of variance based on gender, aiming to determine whether there is a significant difference between groups. The sum of squares for between groups is 609, while the within-group variance is 23.751, resulting in a total variance of 24.360. The degrees of freedom (DF) for between groups is 4, and for within groups, it is 95, leading to a total DF of 99. The mean square values are calculated as 0.152 for between groups and 0.250 for within groups. The F-statistic is 0.609, which represents the ratio of the variance between groups to the variance within groups. The significance value (p-value) is 0.657, which is greater than the commonly accepted threshold of 0.05. Since the p-value is not statistically significant, we fail to reject the null hypothesis, indicating that there is no significant difference between gender groups. This suggests that gender does not have a meaningful impact on the variable under study. If this analysis is related to consumer perception in online advertising, it implies that gender does not significantly influence how consumers perceive online ads based on the given sample data.

**Tables-1.6.2 Annova on age of the respondents factors affecting for purchase decision**

$H_0$ : there is no different between age of the respondents and factors affecting for purchase decision

$H_1$ : There is different between age of the respondents and factors affecting for purchase decision

AGE OF THE RESPONDENTS	SUM OF SQUARE	DF	MEAN SQUARE	F	SIG

BETWEEN GROUPS	9.814	20	.491	.660	.853
WITHIN GROUPS	58.776	79	.744		
TOTAL	8.590	99			

## INTERPRETATION:

The table presents the results of an ANOVA (Analysis of Variance) test, which examines whether there are significant differences in the means of a variable across different age groups of respondents. The Sum of Squares column shows the total variability in the data, which is divided into between-group variability (9.814) and within-group variability (58.776). The degrees of freedom (DF) for the between-group variation is 20, while for within-group variation, it is 79, indicating the number of groups and observations considered. The mean square values for between and within groups are 0.491 and 0.744, respectively. The F-value (0.660) is the test statistic, which helps determine whether the variation between groups is significant. The significance value (Sig = 0.853) is greater than 0.05, indicating that there is no statistically significant difference in the means across the age groups. This suggests that age does not have a significant impact on the variable being analysed.

## 1.7 SUGGESTION

- Advertisers should use data-driven targeting to ensure ads reach the right audience, increasing relevance and engagement.
- Personalization in ads, based on consumer preferences and browsing behaviour, can enhance consumer interest and improve conversion rates.
- Video advertisements tend to be more effective than static ads, as they create a stronger emotional connection with consumers.
- Social media platforms should be utilized for online advertising, as they provide a direct and engaging way to interact with consumers.
- Advertisers should focus on creating high-quality, creative, and visually appealing content to leave a lasting impression on consumers.
- Mobile-friendly advertisements are crucial, as a significant portion of consumers browse and shop using their smartphones.

## 1.8 CONCLUSION

This study explored the factors influencing online advertisements in shaping consumers' purchase decisions. The findings indicate that elements such as ad content, personalization, trust, credibility, and engagement play a crucial role in attracting consumers and influencing their buying behaviour. Visually appealing and well-targeted ads enhance brand awareness and build consumer trust, leading to higher purchase intent. Additionally, social proof, including reviews and influencer endorsements, strengthens consumer confidence in advertised products. However, excessive or irrelevant ads may lead to ad fatigue and negatively impact consumer perception. Therefore, businesses should focus on optimizing their online advertising strategies by leveraging AI-driven personalization, ensuring ad relevance, and maintaining transparency to enhance consumer trust. Future research could examine the long-term effects of online advertisements on brand loyalty and customer retention.

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