

RESEARCH ARTICLE

**IMPACT OF INTERNET ADVERTISEMENT ON BUYING
BEHAVIOUR OF CONSUMER**

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ABSTRACT

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The success or failure in any business depends upon the behavior of the end-user or consumer who finally uses the product or any service. It enables the manufacturer to know which products have been positively accepted in the market and which ones need changes so as to suit the consumers better. Not only is it critical to the manufacturer but also to all the intermediaries involved in transferring the product to the ultimate user. Thus understanding the consumer behavior helps in identifying the weak points and also reflects the positive aspects of any business. Including advantages of internet advertising can be cited to two-way communication with the viewers, relatively low cost, collective and boarding access. Internet advertising is efficient on consumer behavior in process of products purchase. Internet advertising have that fits needs of individuals and contain sufficient information about the product types and could identify consumer behavior with respect to affecting factors and select appropriate strategies, can greatly contribute to the process of purchasing and ultimately customer loyalty. However, researchers offer evaluation of internet advertising to design marketplace by factors such as cost saving, convenience, customization of product and services for maintaining high loyalty of customers. Therefore, result shows that online advertising has positive impact on consumer products in business process.

Introduction

The success or failure in any business depends upon the behavior of the end-user or consumer who finally uses the product or any service. It enables the manufacturer to know which products have been positively accepted in the market and which ones need changes so as to suit the consumers better. Not only is it critical to

the manufacturer but also to all the intermediaries involved in transferring the product to the ultimate user. Thus understanding the consumer behavior helps in identifying the weak points and also reflects the positive aspects of any business.

Review of Literature

Chan Mei Lee., (2013) in his study entitled “Consumers’ attitude towards online

advertising: the study on informational responses”, found that the consumers’ attitude towards online advertising is the consumers’ point of view towards online advertisements which can be favorable or unfavorable response towards a particular online advertisement. If the consumers’ attitude is more favorable towards online advertisements, then they are most likely would have positive informational responses towards it. Thus, there are four variable that consumers will evaluate their experiences in the advertising. These entire variables play important roles in influencing consumers’ attitude towards online advertising.

Ville Lukka., (2013) in his study entitled “Attitudes toward Facebook advertising”, analysed about the result of the survey would lead in to two different groups with negative and positive attitudes. Factor analysis was used to find relations between variables that the survey data generated. The factor analysis resulted in 12 factors that were put in a cluster analysis to find different kinds of groups. Surprisingly the cluster analysis enabled the finding of three groups with different interests and different attitudes towards Facebook advertising. These clusters were analyzed and compared. One group was clearly negative, tending to block and avoid advertisements. Second group was with more neutral attitude towards advertising, and more carefree internet using. They did not have blocking software in use and they like to participate in activities more often. The third group had positive attitude towards advertising. The result of this study can be used to help companies better plan their Facebook advertising according to groups. It also reminds about the complexity of people and their attitudes; not everything suits everybody. **Nitin Srivastava., (2014)** in his study entitled “Attitude and Perception towards online advertising among students and young professionals: A study”, found that the frequency of checking online ads does not directly affected a purchase. However, online ads are effective as awareness or branding tool and also play a part in reinforcing Web users’ purchase decisions. This study identified four factors which are significant predictors of customer attitude and perception towards online advertising: positive purchase behavior enhances updating about products, engaging and time saving, and annoying. Among the four factors positive purchase behavior plays the most important role. Also respondents perceive online advertisements enhances updating about a product as it explain features effectively, keeps

updated about products and are more convincing. Both these factors are result of beauty of this technology viz. the usage of visuals and information. Companies must exploit this feature of internet through the usage of coloured pictures and images of the entire product. In addition to the visuals, online promotions serve an excellent purpose in description of the entire product and service. Also it was found that online advertisements are perceived to be engaging and time saving. Interactive online advertisements are most preferred by respondents, it has distinguished the Internet advertising from traditional mass media, as traditional way could only present one way communication from advertiser to the audience. Finally, online advertisements were also perceived to be annoying. The respondents believe time is wasted due to online advertisements and they want there must be a way to block online advertisements. The reasons for their annoyance with advertising seem to be its ubiquitous nature and its increasingly intrusive nature. **Tri Dinh Le., (2014)** in his study entitled “Attitudes toward mobile advertising: a study of mobile web display and mobile app display advertising”, found that the existing literature regarding attitudes toward mobile advertising, a questionnaire was constructed to illustrate the factors affecting consumer attitudes toward advertisements on the mobile web and mobile applications. A survey of 206 participants was conducted in this study using the convenience sampling method. The findings of this study show that although many users do not have positive feelings toward advertising, they cannot ignore the importance of mobile advertising. If mobile advertisers can present credibility and entertainment in their advertisements, consumers are willing to view the ads and be influenced to buy products and services. Implications and suggestions for further studies are also provided in this study. **Azizul Yadi Yaakop., (2014)** in his study entitled “Consumers’ perceptions and attitudes towards advertising on facebook in Malaysia”, found that the online factors that influence consumers’ perceptions and attitudes towards advertising on Facebook. A total of 350 respondents participated in the study. The results suggest that there are three online factors that significantly influence consumers’ attitudes towards advertising on Facebook. The factors are perceived interactivity, advertising avoidance and privacy. Surprisingly, credibility was not a significant factor predicting consumer’ attitudes towards advertising on

Facebook. This paper provides some insights to advertisers into dimensions that may draw consumers' favourable attitudes towards advertising on SNS's, especially Facebook. **Erni Martini., (2014)** in his study entitled "Effect of Online Advertising towards Online Attitude of Adolescents in Indonesia", found that the impact of the dimension of online advertising to adolescent attitude in Indonesia. The method use was descriptive research method by using simple regression analysis. Population of this study was adolescent who use internet. Sample collection

technique was convenience sampling of 111 respondents. The result of simultaneous testing of this study shows that online advertising has significant effect on the attitude of adolescent as internet users in Indonesia. Based on partial testing, Advertising utility, Indignity, and Price perception positively affect the online attitude of adolescents. Trust negatively affects the online attitude of adolescent, whereas regulation does not affect the online attitude of adolescent in Indonesia.

Socio- Economic Profile of the respondents

In this study the researcher has analysed the socio- economic profile of the respondents.

Table 3.1

Socio – Economic Profile of the respondents

Variable	Category	No.of respondents N= 80	Percentage
Gender	Male	28	35
	Female	52	65
Age	Below 20 years	25	31.25
	21 to 30 years	34	42.50
	31 to 41 years	3	3.75
	41 to 50 years	13	16.25
	Above 50 years	5	6.25
Marital Status	Married	28	35
	Unmarried	52	65
Literacy Level	Literate	76	95
	Illiterate	4	5
Occupation	Government employee	3	3.75
	Business	7	8.75
	Private Employee	14	17.50
	Professional	2	2.50
	Self employed	4	5.00
	Coolly	4	5.00
	Home maker	4	5.00
	Students	40	50.00
	Job seeker	2	2.50
Monthly income	Below Rs.5000	30	37.50
	Rs.5000 – Rs.10000	35	43.75
	Rs.10000- Rs.15000	7	8.75
	Above Rs.15000	8	10.00

Source: Primary Data

Gender

The above Table shows that out of 80 respondents, (52) 65 per cent of the respondents are Female and the remaining (28) 35 per cent of the respondents are Male. It is found that majority (52) of the respondents are Female.

Age

It found that out of 80 respondents, (34) 42.50 per cent of the respondents are between the age group of 21 to 30 years, (25) 31.25 per cent

of the respondents are in the age group of below 20 years, (13) 16.25 per cent of the respondents are between the age group of 41 to 50 years, (5) 6.25 per cent of the respondents are the age group of above 50 years and the remaining (3) 3.75 per cent of the respondents are between the age group of 31 to 40 years. It is found that most (42.50) of the respondents are between the age group of 21 to 30 years.

Marital Status

It is clear that out of 80 respondents, (52) 65 per cent of the respondents are unmarried and the remaining (28) 35 per cent of the respondents are married. It is understood that most (52) of the unmarried consumers are affected by internet advertisement for purchasing of products.

Literacy Level

It is apparent from the above Table that out of 80 respondents, (76) 95 per cent of the respondents are literate and the remaining (4) 5 per cent of the respondents are illiterate. It is found that majority (76) of the respondents are literate.

Occupation

It is very clear that out of 80 respondents, (14) 17.50 per cent of the respondents are private employees, (7) 8.75 per cent of the respondents are business peoples, (4) 5 per cent of the respondents are self employed and another (4) 5 per cent of the respondents are coolly and (3) 3.75 per cent of the respondents are Government employees and the remaining (2) 2.50 per cent of the respondents are professionals. Further it is found that 50 per cent of the respondents are students, 5 per cent of the respondents are homemakers and the remaining

2.5 per cent of the respondents are job seekers. It is understood that 34 respondents are employed and the remaining 46 respondents are unemployed.

Monthly Income

It shows that out of 80 respondents, (35) 43.75 per cent of the respondents are earn Rs.5000 – Rs.10000, (30) 37.50 per cent of the respondents are having the income of less than Rs.5000, (8) 10 per cent of the respondents are having the income of above Rs.15000, and the remaining (7) 8.75 per cent of the respondents are having the income level of Rs.10000 –Rs.15000 as their family income. It is found that (35) most of the respondents are having the monthly family income of Rs.5000 –Rs.10000.

Impact of internet advertisement of on buying behaviour of consumers

In this study the researcher has analysed the impact of internet advertisement on buying behaviour of consumer.

Table 1.2

IMPACT OF INTERNET ADVERTISEMENT OF ON BUYING BEHAVIOUR OF CONSUMERS

Variable	Category	No.of respondents N=80	Percentage
Information gathered from internet advertisements	Variety of products	34	60.71
	Content of the products	7	12.50
	Price	6	10.71
	More knowledge	9	16.07
Nature of product purchased	Consumable Products	12	18.46
	Medicines	11	16.92
	Sports items	14	21.54
	Textile items	19	29.23
	Electrical Items	9	13.85
	Total	65	100.00
Satisfaction with the products	Satisfied	48	73.85
	Not satisfied	17	26.15
Level of Internet Advertisement	Very low	3	6.25
	Low	8	16.67
	Medium	25	52.08
	High	10	20.83
	Very high	2	4.17
	Total	48	100.00

Source: Primary data

Information gathered from internet advertisements

The above Table shows that out of 80 respondents, (34) 60.71 per cent of the respondents have gathered information regarding variety of products, (9) 16.07 per cent of the respondents have gained more knowledge about the different aspects of products, (7) 12.50 per cent of the respondents have understood the content of the products and the remaining (6) 10.71 per cent of the respondents have understood the price of the product. It is found that most (34) of the respondents have gathered information regarding the variety of products from Internet Advertisement.

Nature of product purchased

From the above Table it is clear that out of 65 respondents, (19) 29.23 per cent of the respondents have purchased textile items, (14) 21.54 per cent of the respondents have purchased sports items, (12) 18.46 per cent of the respondents have purchased for consumable products, (11) 16.92 per cent of the respondents have purchased medicines and the remaining (9) 13.85 per cent of the respondents have purchased electrical items. It is inferred that majority (29.23) of the respondents have purchased textile item after watching the internet advertisements.

Satisfaction with the products

From the above Table it is clear that out of 65 respondents, (48) 73.85 per cent of the respondents are satisfied with the product purchased through internet advertisement and the remaining (17) 26.15 per cent of the respondents are not satisfied with the product purchased through internet advertisements. It is inferred that most (48) of the respondents have satisfied with the products purchased through internet advertisements.

Satisfaction with the products

From the above Table it is clear that out of 48 respondents, (25) 52.08 per cent of the respondents are having medium level of satisfaction, (10) 20.83 per cent of the respondents are having high level of satisfaction, (8) 16.67 per cent of the respondents are having low level of satisfaction, (3) 6.25 per cent of the respondents are having very low level of satisfaction and the remaining (2) 4.17 per cent of the respondents are having very high level of satisfaction towards the products purchased through internet advertisements. It is found that the majority (52.08) of the respondents are having medium level of satisfaction towards the

products purchased through internet advertisements.

Findings of the Study

1. It is found that majority (52) of the respondents are Female.
2. It is found that most (42.50) of the respondents are between the age group of 21 to 30 years.
3. It is understood that most (52) of the unmarried consumers are affected by internet advertisement for purchasing of products.
4. It is found that majority (76) of the respondents are literate.
5. It is understood that 34 respondents are employed and the remaining 46 respondents are unemployed.
6. It is found that (35) most of the respondents are having the monthly family income of Rs.5000 –Rs.10000.
7. It is found that most (34) of the respondents have gathered information regarding the variety of products from Internet Advertisement.
8. It is inferred that majority (29.23) of the respondents have purchased textile item after watching the internet advertisements.
9. It is inferred that majority (29.23) of the respondents have purchased textile item after watching the internet advertisements.
10. It is inferred that most (48) of the respondents have satisfied with the products purchased through internet advertisements.
11. It is found that the majority (52.08) of the respondents are having medium level of satisfaction towards the products purchased through internet advertisements.

Suggestion

- a) It will create good thought of the product into the customers.
- b) To bring the advertisements must be truthful.
- c) Theme of advertisement must be catching the attention of the buyers.
- d) Give more innovative advertisement will create a attraction of buyers.

Conclusion

Including advantages of internet advertising can be cited to two-way communication with the viewers, relatively low cost, collective and boarding access. Internet advertising is efficient on consumer behavior in process of products purchase. Internet advertising have that fits needs of individuals and contain sufficient information about the product types and could identify consumer behavior with respect to affecting factors and select appropriate strategies, can greatly contribute to the process of purchasing and ultimately customer loyalty. However, researchers offer evaluation of internet advertising to design marketplace by factors such as cost saving, convenience, customization of product and services for maintaining high loyalty of customers. Therefore, result shows that online advertising has positive impact on consumer products in business process.

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