

EFFECTIVENESS OF ONLINE ADVERTISEMENT TOWARDS BEHAVIOUR OF WOMEN CONSUMERS - SPECIAL REFERENCE TO SURANDAI CORPORATION

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ABSTRACT

“Advertising consists of all the activities involve in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor “

Therefore marketers adopted all the media from newspapers to television, personal selling to public relations for building their brand and targeting their consumers in every possible way. This concept was further expanded with the context to diversified market and the peculiar need of the consumers. Marketers these days try all the niche marketing techniques to reach to their consumers. From retailers to wholesalers, street shopping to mall shopping, market scenario has changed drastically. But what has revolutionized the market and the consumer behaviour is the emergence of internet generation, also known as netizens. The word netizen is derived from two words i.e. net and citizen and refers to the population of citizens who are actively involved in the internet activities

Online advertising refers to the marketing strategy where marketers target the online users and promote their products and services online by delivering message to larger consumer at single point of time. The reach out to consumers by adopting various internet formats like websites, e-mail, ad supported software's, text messaging and internet enabled smart phones.

Key words:

Behaviour, Effectiveness, Attitude, Women consumer, online advertisement

Introduction

One of the most significant developments to affect advertising worldwide in 21st century has been the development of internet as a medium of mass communication. As a communication tool the internet is emerging as a new challenge to mass media advertising. As a result of this many advertising companies are modifying their traditional the techniques to cater to a wider range of public. Internet has enormous potential as an advertising medium because the internet offers many advantages over traditional. The potential of Online advertising is vast as the audience of it is genuinely global. Previous Studies have shown certain types of Online advertising are very effective, (Schatz, 1998)

Online advertising is a very fast moving area. The techniques and formats used to advertise are changing constantly as advertisers try to adapt to this medium. Projections for the financial growth of Online advertising are going up year by year. Online advertising spending for 2008 was 10.5%, and it is expected to experience a 0.1% change in ad spending growth in 2009 and 10% change in growth in 2010. In 2007, Online ad spending for search, display, and rich media reached \$21.2 billion in 2007, and these levels reached \$23.5 billion in 2008 (Emarketer 2009). U.S. Internet advertising revenues hit \$6.4 billion in the third quarter of 2010, Internet advertising revenues in the U.S. hit \$7.88 billion for the third quarter of 2011, representing a 22 percent increase over the same period in 2010, in the first half of 2012, internet advertising revenues climbed to an all-time high of \$17 billion, representing a 14 percent increase year-over-year. At \$9.6 billion, first quarter 2013 digital advertising revenues in the U.S. hit landmark numbers, according to a survey conducted by the Interactive Advertising Bureau IAB, 2013. The figure is a 15.6 percent increase over the \$8.3 billion figure reported in the first quarter 2012. 2 “This huge spending figure illustrates that marketers recognize that online advertising has become one of the leading Medias for marketers to promote their products. Indian Online advertising market is expected to reach 2,938 Crore by March 2014, states the latest report released by Internet and Mobile Association of India and IMRB International. GroupM, (2012) report states that the Online advertising market, comprising search, display, mobile, social media, email and video advertising, has grown by 29 percent year over year to 2,260 Crore by March, 2013. It was valued at INR 1,750 Crore in financial year 2011-12. Share of digital marketing spend of the total Indian advertising spend was 7% in 2012. (GroupM, 2012). The number of Internet users in India is expected to nearly triple from 125 million in 2011 to 330

million by 2016, says a report by Boston Consulting Group (BCG). This rise in Internet penetration will lead an increase in digital influence on people's purchase decisions. According to the report titled "From Buzz to Bucks: Capitalizing on India's "Digitally Influenced" Consumers," 40 per cent of India's 90 million urban Internet users say that online activities such as product research and price comparison influence what they buy. The digital influence, currently affecting \$30 billion of urban consumer spending is expected to greatly accelerate over the next four years (Business Standard, April 2013).

Review

Phau, I., & Teah, M. (2009) defined online advertising as marketing and advertising activities that deliver advertisements to mobile devices using wireless network and mobile advertising solutions to promote goods and services and build brand awareness. Okazaki, S. (2005) define mobile advertising as —short messages which transfer business-to-customer (B to C) messages to a wireless device. Barutçu, S., & Öztürk Göl, M. (2009) defined mobile advertising as the presentation of a product, service or ideas with personalized information to the target group by using mobile means of communication.

Online advertisements are widely used because of its reach and cost effectiveness (Altuna, O. K., & Konuk, F. A., 2009). Since the penetration of mobile phones has increased multifold companies included mobile advertising in their integrated marketing communication. SMS as an advertising medium has received widespread attention recently (Carroll et al., 2007; Grant, I., & O'Donohoe, S., 2007; Leung, L., 2007; Muk, A., 2007). Mobile advertisement message for the first time was sent in Scandinavia in 1997(Altuna, O. K., & Konuk, F. A., 2009). Global giant companies like Procter & Gamble, Microsoft, Disney, Coca-Cola, Sony Pictures and McDonalds have already embraced mobile advertising and incorporated mobile advertising in their marketing budgets. Accordingly Barnes, S. J. (2002) proved that SMS advertising attracts the younger consumer market quite often, whereas other media have found it a challenge to do so.

Bauer, R. A., & Greyser, S. A. (1968) employed an academic evaluation of public attitude towards advertising with a large probability sample using personal interviews. The result of the study revealed people having favourable attitude towards advertising is more compared to people with unfavorable attitudes. Interestingly, a majority of respondents felt advertising was essential. However, a majority of their respondents felt that advertisements mislead and contribute in higher prices. Generally, Consumer attitudes toward advertising over the years are found to be negative

Objectives

1. To examine the difference in consumer attitude and consumer behaviour towards mobile advertising across demographic variables
2. To analyze the relationship among consumer attitude components and consumer behaviour towards mobile advertising.
3. To study the impact of consumer attitude components and consumer behaviour towards mobile advertising

Scope of the study

Many research studies have been conducted on consumer attitude. This research concentrates on testing the association between the critical components of consumer attitude and consumer attitude and thereby on the consumer behaviour towards online advertising. Thus, this research focuses in depth on the critical components of consumer attitude such as entertainment, informativeness, irritation, credibility, personalisation, permission and incentives.

Hypothesis of the Study

Based on the objectives of the studies the following null Hypothesis was formed.

1. There is no significant relationship between the age of the respondents and their level of satisfaction.
2. There is no significant relationship between the educational qualification of the respondents and their level satisfaction.

Research Methodology

Designing suitable methodology and selection of analytical tool is important for a meaningful analysis of any research problems. This selection is denoted to the statement of the methodology, Data were collected from both primary data and secondary data were collected from the annual credit plan of the lead bank scheme, sampling procedure, Method of analysis and tools for a analysis. Sampling Design: There are two taluks (Alangulam,pavoorchatharam) For the purpose of collecting primary data from the beneficiaries, The 100 beneficiaries are selected under convenient sampling method.

Sample design:

The research has selected the convenience sampling methods. The researcher has chosen 100 buyers of online advertisement in women's were from the population as per the convenience of the researcher.

Limitation of the study

This study suffers from all the limitation of a student's research work. Time and money being the main constraints, the study was confined to only a few villages of a state with a total sample of 100 online advertisement consumers. However, proper care and considerate thought have been exercised in making the study as empirical systematic as possible.

Descriptive Statistics

Descriptive Statistics of all Independent and Dependent Variables

	Entertainment	Informativeness	Credibility	Irritation	Permission	Incentives	Personalisation	Consumer attitude	Consumer Behaviour
N Valid	622	622	622	622	622	622	622	622	622
Mean	1.55	5.33	4.55	4.55	1.22	3.21	1.220	4.55	1.22
Standard Dev.	4.55	4.53	4.011	4.55	4.22	5.33	4.22	5.33	1.22
Variance	1.22	3.21	1.220	4.55	2.11	4.53	3.2	4.53	1.22
Range	3.22	4.21	4.011	4.55	3.2	3.21	2.33	3.21	1.22
Minimum	3.112	2.13	5.00	4.55	2.11	4.21	1.22	4.21	1.22
Maximum	.123	3.11	6.230	4.55	3.01	2.13	3.22	2.13	1.22

Entertainment

Entertainment refers to the ability of mobile advertising messages to bring in an emotional ease and sense of enjoyment in the consumers. This is one of the crucial variables influencing consumer attitude. Previous studies have emphasized on the need of the message to be short, succinct and entertaining (Xu, David Jingjun, 2007).

Informativeness

Informativeness is the ability of the advertising to inform the consumers about the product alternatives so that purchases can be made with utmost satisfaction. The extent of information in a promotional message is always detrimental to the consumer attitude. It can affect the consumer satisfaction and buying decision. Most importantly, the information delivered has to maintain qualitative features like timeliness, accuracy, relevance and up to date (Siau, K., & Shen, Z., 2003).

Credibility

Messages that annoy, offend, insult, or overly manipulative tend to make the consumer negative. Generally advertisements are being criticized due to the irritation it causes. The low cost of advertising through SMS messages have prompted the companies to send collective SMSs without considering consumer preference. The corollary is that the consumer gets irritated and disturbed (Rittippant, N., Witthayawarakul, J., Limpiti, P., & Lertdejdech, N., 2009). Tsang, M. M., Ho, S. C., & Liang, T. P. (2004) have found that irritation and consumer attitude is negatively correlated. Unwanted and abusive messages normally hurt the consumer privacy. The mean score indicate the level of irritation the respondents have felt in the promotional messages they have received.

The respondents are asked to classify the women according to their age and the collected information is presented in Table

Sl. N	Efficiency class	TENKASI					Total
		Up to 30	31-40	41-50	51-60	Above 60	
1	Spouse	8.0 (30.1)	7.0 (29.1)	8.0 (30.1)	46 (46.0)	8.0 (30.1)	46 (46.0)
2	Parent	4.0 (56.6)	2.0 (14.6)	4.0 (34.9)	10 (10.0)	4.0 (34.9)	10 (10.0)
3	Child	2.0	-	-	14	-	14

		(13.1)			(14.0)		(14.0)
4	Friends and Relatives	6.0 (18.0)	-	17 (45.9)	30 (14.0)	17 (45.9)	30 (14.0)
	Total	20 (100)	9 (100)	29 (100)	100	29 (100)	100

Source : Computed from Primary Data

A glance at Table shows that where the spouse is the influencer, a majority of them are in the age group of 41 to 50 years, followed by 31 to 40 years, less than 30 years and 51 to 60 years and where the parent is the influencer, all of them are above 40 years. The influencer children are below 40 years and friends and relatives in the age group of 31 to 60 years act as influencers.

Test of Normality for BFBA (Belief about Facebook Advertising)

The Q1 to Q17 are the statement numbers used in the standardized questionnaire. The table shows associated significance value is 0.000 which is value 0.05. Therefore, the null hypothesis was rejected. Hence, it could be concluded that the data were not normally distributed. Therefore, it would be appropriate to use non-parametric test on the data. shows result of Kolmogorov-Smirnov test

	Kolmogorov-Smirnova		
Q1	Statistic	Df	Sig
Q2	2.33	500	.000
Q3	3.55	500	.000
Q4	.321	500	.000
Q5	.258	500	.000
Q6	.145	500	.000
Q7	.369	500	.000
Q8	.214	500	.000
Q9	.215	500	.000
Q10	.152	500	.000
Q11	.321	500	.000
Q12	.258	500	.000
Q13	.314	500	.000
Q14	.214	500	.000
Q15	.365	500	.000

Q16	.214	500	.000
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FINDINGS:

1. Big Picture Layout and Copy heavy layout are the most common layout trends in online advertisements and these types are liked by netizens too. Tangible products advertisements go for big picture layout which is admired by the respondents whereas copy heavy layout is preferred for services oriented products. It concludes that these two layout formats are not only designed and placed in website but also respondents pay heed to it

2. Websites give most of the information about the product but they use images for tangible products more often and keep copy heavy for service products. Netizens get attracted to discount offers, product's features and also the use of colors in online advertisements

3. Mostly the websites put their mast head on the top, and place the advertisements below that and also in the right side of the homepage. In layout point of view, it falls in eye centre and that's why the viewers have no choice except to see/read the advertisements placed at this place. Survey indicates that the respondents prefer those online advertisements on homepages of website which are above the mast head though these are less in numbers and the right side of homepage is the next choice

4. The advertisements which have movement and are created as animation are preferred by netizens and Yahoo.com is ahead in this regard. Rediff.com and Indiatimes.timesofindia.com use combination of still and animation and if one clicks the still ad which is having expand option, the animated ad is played

CONCLUSION:

1. Products can advertise and market their products at very less cost and at the same time people will get better products at lesser price directly from manufactures. Facebook decreases advertising and marketing cost to small business and ultimately, it makes small businesses to offer products at lesser prices. It boosts economy and living standard of the society. It also useful to legalize business i.e. black business is avoided. It leads to more collection of taxes. So, government can provide better services to their citizens

2. It is useful to businesses for advertising and marketing on Facebook platform. It is useful to understand Online Buying Behavior of Facebook users. The research guides advertisers and marketing

professionals that how to create better Facebook advertisements. It also guides that which variables should be focused to get more business using Facebook advertisements. Facebook advertisements can be created to specific target at specific time at very less cost. Facebook has more than 2 billion users. Marketing people can advertise and promote products worldwide at lesser cost

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