

Factors Influencing Effectiveness of Online Advertisement towards Consumer Purchase Decision

M.Ramapriya, S. Sudhamathi

Abstract: Today's Commercial scenario is occupied by online advertisement. Success of a virtual advertisement remains main guiding feature aimed at consumption activities. Recent business people are spending supplementary cost as well as extra time for online commercial. Day by Day technology is getting advanced, people be getting addicted more towards internet, they be in a situation to spent most time in Accessible watching favourites, in instead particular interval tend to see frequent advertisements, explore time in advertisements unknowingly. The clients get attracted in the directions same, without knowledge which fashionable turn changes of buy decision. World Wide Web is standard trailer platforms worn by regulars. Total social media using wired posters as an important presentation tool aimed to pick up their industry near increase sales. This paper reports on recent enquiry undertaken all over Tamilnadu per a sample size of 150 respondents. A investigation scrutiny was developed situate on the literature study, the question sheet were analysed quantitatively using reliability analysis. The collected data were analysed using Descriptive Analysis, Correlation, Regression as statistical tools.

Key Words: Online advertisement, effectiveness, media consumer, purchase decision.

I. INTRODUCTION

Public people aware, familiar with various things in online. The study of buyer acquisition choice stays especially a lot imperative aimed at any marketer, holding the bazaar. Though billboard recycled in community channel, reaching to the patrons, mass communication container be reached through online advertisements, which is very effective nowadays. People started taking determination instantly by watching advertisements, which be in the course of web. Nowadays regular customers, expecting goods plus amenities on the way to meet their wishes, which be located the aspect location influencing their desires of shopper. Institutions wanted taking place the road towards reach customers through online advertising. Today majority person spending more time in virtual. Simply, online

Publicity exists the tactic towards easily communicate societies near understand goods also forces. conventional method of advertising has been changed with new structure has to be adopted to grow up the business in creation level. They create the awareness of company Logo furthermore build trademark trendy society. Wired announcement is the strength of professional, pick up selling size of audience. Proceeding whole of customers are suitable part aimed at online promotion. It motivates the fair potential development

II. REVIEW OF LITERATURE

Technology improvement of operational advertising: Modern days online notice are one of a vital problems of the company, should recognize how to attract end user, achieve ultimate aim of a company. Advertisement should be used while an express equipment for improving the hoarding business also develop new broadcasting business contingent upon retail choice of viewer that determination manipulating their interest (ParulDeshwal 2016).

Website marketing: Online advert also called when the cyber space personal ad delivers messages to consumer easily and attract them towards the commodities or armed forces. Public media marketing, email selling, Search engine presentation are the way en route for meet customers. In modern days buyers use net in every aspect of their life. One more significant area for advertisement is Brand Building, goods or else services, communal networking sites or selling websites, banner advertisement. Effective media of publicity is online advert easily contribute in sequence immediately which meets a customer's expectation (Anusha 2016)
Efficiency of electronic advertisement: Traditional way of commercial should be replaced by new way of electronic advertisement like Google ad sense, text messages, Direct E-mail, which are considered to factor which belonging available poster towards user procure decision. To place position aside of shopper in online marketing is one of a vital digits in selling scheme. (Seemawadhawan & Sweetly Gupta 2016).

III. OBJECTIVES

1. To study the theory of online advertisement towards consumer purchase decision.

Revised Manuscript Received on July 22, 2019.

M.Ramapriya, Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi. Email: ramapriyajuly28@gmail.com

Dr. S. Sudhamathi, Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi.

Email Id: sudhamamathiprem@gmail.com

2. To analyse the factors influencing the effectiveness of the online advertisement towards consumer purchase decision.
3. To offer possible suggestions for the improvement of online advertisement

IV. RESEARCH METHODOLOGY

The investigate method was piloted with little sample of respondents, small investigation were made. A quantitative analysis was designed, consisting of ten queries. It was divided into 3 sections: 1) consumer demographic profile; 2) time spent in online advertisement; 3) what are the factors influences effectiveness of online advertisement. Mainly research concentrates scheduled the elements that effects the online want ad towards the customer buy decision. The Sample of the revise consists of the 150 respondents. Merely the primary data was collected through the questionnaire from

the respondents, which will be attaining the objectives of the study. Convenience sampling technique has been followed in the direction of collect the samples from the respondents. The present learning is Analytical and Descriptive in nature. The sampling area of the revision is overall Tamilnadu.

In Reliability analysis the calculated Cronpach’s Alpha value for ‘factors influencing the effectiveness of online marketing’ is 0.870 for ‘consumers purchase decision’ of the respondent is 0.886, the calculated value of the uneven part is greater than 0.7 which is considered to be greater than the Cronbach’s alpha value, all the items used in this study is appropriate and instrument used in the study is highly reliable based on Reliability Test.

For the analysis part, the researched has used Descriptive Analysis, Correlation and Regression as the statistical tools.

V. DATA ANALYSIS AND INTERPRETATION

A. Demographic profile of the Respondents

| S.no | Demographic Variables | Classification of the variables | Frequency | Percentage |
|------|------------------------------------|---------------------------------|-----------|------------|
| | | | N=150 | |
| 1 | Gender | Male | 87 | 58% |
| | | Female | 63 | 42% |
| 2 | Age | Below 20 | 26 | 17.30% |
| | | 21-30 | 25 | 16.70% |
| | | 31-40 | 59 | 39.30% |
| | | Above 40 | 40 | 26.70% |
| 3 | Education | School level | 16 | 10.70% |
| | | UG/ Diploma | 47 | 31.30% |
| | | PG | 38 | 25.30% |
| | | Others | 49 | 32.70% |
| 4 | Occupation | Student | 26 | 17.30% |
| | | Entrepreneur | 21 | 14.00% |
| | | Private | 54 | 36.00% |
| | | Government | 24 | 16.00% |
| | | Others | 25 | 16.70% |
| 5 | Family income per month | <20000 | 42 | 28% |
| | | 21000-40000 | 84 | 56% |
| | | 41000-60000 | 24 | 16.00% |
| 6 | Time Spent in online advertisement | Less than thirty hours | 112 | 74.70% |
| | | One hour | 38 | 25.30% |

Source: Primary Data

From Table I, majority of the respondents are male 58 percent, and female with 42 percent. From the analysis, it is clear that majority 39.3 percent of the respondents fall under the age group 31-40, next come the age group above 40 with 26.7 percent from the overall sample size, below 20 comprises of 17.3 percent, Minority percent of 16.7 percent comes under 21-30 age group. With reference to Educational Background, majority 32.7 percent of the respondents fall under others category, most of the respondents with 31.3 percent comes under UG/Diploma category, and next 25.3 percent comes under PG group, very minority of 10.7 percent respondents’ falls under School Level. Majority of respondents 36 percent work under private sector, next is the Student category which comprises of 17.3 percent, others consists of 16.7 percent which is having little difference with the next category of Government with 16 percent, Entrepreneurs comes with minor 14 percent. Majority of our respondents 56 percent comes under the income level 21000-40000, next to that 28

percent gets <20000, minority of them 16 percent comes under the range 41000-60000. Majority of the respondents 74.7 percent spent time in online advertisement ‘less than thirty hours’ under 112, minority 25.3 percent spent one hour in online advertisement. .



Table-II: Demographic Variables Vs Time Spent in Online Advertisement

Correlation has been used to find the relationship between Demographic Variables and Time Spent in Online Advertisement.

Ho: There is no significant relationship between Demographic variables and Time Spent in Online Advertisement

| | | Gender | Age | Education Qualification | Monthly Income | Time Spent in online advertisement |
|------------------------------------|---------------------|--------|-------|-------------------------|----------------|------------------------------------|
| Gender | Pearson Correlation | 1 | -0.12 | .501** | 0.157 | .684** |
| | Sig. (2-tailed) | | 0.131 | 0 | 0.056 | 0 |
| | N | 150 | 150 | 150 | 150 | 150 |
| Age | Pearson Correlation | -0.124 | 1 | 0.074 | .550** | 0.139 |
| | Sig. (2-tailed) | 0.131 | | 0.369 | 0 | 0.089 |
| | N | 150 | 150 | 150 | 150 | 150 |
| Education Qualification | Pearson Correlation | .501** | 0.074 | 1 | .791** | 0.115 |
| | Sig. (2-tailed) | 0 | 0.369 | | 0 | 0.161 |
| | N | 150 | 150 | 150 | 150 | 150 |
| Monthly Income | Pearson Correlation | 0.157 | .550* | .791** | 1 | 0.107 |
| | Sig. (2-tailed) | 0.056 | 0 | 0 | | 0.192 |
| | N | 150 | 150 | 150 | 150 | 150 |
| Time Spent in online advertisement | Pearson Correlation | .684** | 0.139 | 0.115 | 0.107 | 1 |
| | Sig. (2-tailed) | 0 | 0.089 | 0.161 | 0.192 | |
| | N | 150 | 150 | 150 | 150 | 150 |

Source: Primary Data

Table II, reveals that, there is positive correlation (.501) between Gender and Educational Qualification, there is positive correlation (.684) between Gender and Time Spent on Online Advertisement, there is strong positive correlation

(.791) between Educational Qualification and Monthly Income. There is negative correlation (-.124) between Age and Gender.

Table III: Regression analysis of factors influencing and time spent in online advertisement

| | Un-standardized coefficients | | Beta coefficients | t- value | Sig n |
|-----------------------------|------------------------------|------------|-------------------|----------|-------|
| | B | Std. Error | | | |
| Constant | 33.41 | 0.054 | | 425.513 | 0 |
| | 33.526 | 0.054 | 0.619 | 40.702 | 0 |
| Consumer purchase decision. | 2.714 | 0.054 | 0.559 | 39.501 | 0 |
| | 1.039 | 0.054 | 0.201 | 12.325 | 0 |
| R | 0.905 | | | | |
| R square | 0.851 | | | | |
| Adjusted R square | 0.851 | | | | |
| F value | 1346.821 | | | | |
| Sig | .000 | | | | |

Source: Primary



From table III, the value of 'R square' and 'Adjusted R square' values are 0.851 and 0.851 respectively, which indicates that the variation of consumer purchase decision is explained by the independent variable value 0.619 and t-value 40.702 of the 'adverts that play before a video start in the you tube', this factor indicates the effectiveness of the online advertisement towards the consumer purchase decision, and other factors ('Sponsoring E-mail newsletter', 'Direct E-mail', 'Repeated informative text & videos and audio') are influencing the positive beta coefficient and statistically at 5% significant level. This analysis reveals that all factors are influencing the effectiveness of the consumer purchase decision based on demographic factors of the respondents like age, gender, education qualification, monthly income, occupation. The researcher has examined that factors are influencing the consumer purchase decision

VI CONCLUSION

In the internet world, advertising is the significant factor of the advertisement platform. In case of media, there are companies that analyse the size of online advertisement. Half of the respondents are watching online advertisements through direct E-mail, Facebook, Twitter, Large pop screens, and these factors are influencing the consumers purchase decision. Based on our analysis, we can conclude that the effectiveness of online advertisement is based on the maximum time spent in online, consumers watch the online advertisement just for time passing and getting entertainment. While watching advertisement in online, the consumers take some decisions of purchasing goods and services instantly without any intention to do so.

The aim of the research paper was satisfied by understanding and analysing, how the factors are influencing the effectiveness of online advertisement towards the consumer purchase decision. The researcher has identified that the consumers who are spending majority of their time in online advertisement is 'less than thirty minutes' and remaining part of them are spending time for 'one hour'. Repeated informative text, videos and audio are the factors that influencing the consumers to attract to take their purchase decision.

From the findings, the researcher has proved with clear evidence that the consumers, who spent most of the time in online advertisement, is for choosing goods and services to meet their needs. The consumers watch advertisements through websites, E-mails, youtube's, which are the effective modes of applications. Based on our study, the researcher has identified that consumers are attracted more towards YouTube, in which they are in a compulsion to watch more online advertisements. Due to frequent advertisements, the consumer may tend to buy the products and services. We suggest the marketers to concentrate more on online advertisements through YouTube.

REFERENCES

1. Anusha. (2016). effectiveness of online advertising. *International journal of research granthaalayah*, 14-21.
2. Deshwal, p. (2016). online advertisement and its impact on consumers behaviour. *international journal of applied research*, 2(2), 200-204.
3. Jannette Hanekon, C. S. (2002). Traditional and online advertising: An explanation. *Communication*, 28(1), 49-59.
4. Osama harfoushi, B. A. (2013). impact of internet advertisement and its features on E-commerce Retail sales : Evidence from Europe. *Journal of software Engineering and Applications*, 564-570.
5. Priyakalyanasundaram. (2017). a study on effect of internet advertising on consumer behaviour with special reference to coimbatore. *international journal of marketing and technology*, 7(6).
6. Priyanka, s. (2012). A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER. *International journal of engineering and management sciences*, 3(4), 461- 465.
7. Sac, R. (n.d.). Assessment of advertising effectiveness: A scale validation Exercise. *IX*.
8. Wadhawan, s. (2016). An empirical study of the factors influencing the effectiveness of online advertisement. *IOSR Journal of computer Engineering*, 83-93.