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A study on purchase behavior of customer on online advertisements.

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ABSTRACT Internet has grown on a large scale in each of its applications and number of users because of its unique flexibility and customization to their characteristics. Now that it has been a very useful tool for communication, entertainment, education, and e-commerce. Extraordinary change offered a significant impact on the daily life of information technology. On the business side, the Internet has transformed the business of the day.

It allows retailers to offer an unlimited range of products and services for all consumers from all over the world at any given time. The Internet has emerged as a mediator advertising. Many companies turned to the Internet to advertise their products and services.

The Internet as a direct marketing channel for the most important.

Companies global market and inject billions of dollars into advertising on the Internet to get the most return on investment in advertising. On the consumer side, the Internet has given consumers more control over access to information about products and services. Keywords: internet,

information, companies, advertising 1. Introduction There are many factors that contribute to consumer pull for online content consumer is the one who decides when, where, what, and how much commercial content they wish to view. Internet allows consumers access to an unlimited range of products and services from companies all over the world, and it has reduced the time and effort they spend on shopping. Consumers play a much more active role in the search for information on the Internet with some goal in mind, and that

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goal can influence individual behavior and responses to information and advertising on the Internet. With the rapid development in the computer industry, it has made many companies on the Internet as part of a combination advertising media to take advantage of Internet technologies.

The Internet has become a popular advertising platform because the marketers have found that the Internet has greater flexibility and control over the advertising material amount. Since the Internet can be used as a tool for effective marketing communication, both scholars and practitioners interested in understanding how to take full advantage and maximize the value of this means of communication. This study attempts to identify the effectiveness of online advertising by using Malaysian sample.

According to a study conducted by the Nielsen research company, Malaysians spent RM1.8 billion shopping on the Internet in 2010, and is expected to triple in the next three years (Star, 2011). The research, commissioned by PayPal this figure, also found that Malaysians spend more on local sites with a deal worth RM825 million, compared with foreign sites that only recorded RM627 million in receipts. Nielsen study polled 400 Malaysian online shoppers aged 18 years and over in January and February 2011 for transactions over the Internet, and mobile shopping in the last 12 months.

Malaysian online shoppers bought mostly airline tickets, financial services, fashion and cosmetics from local sites while been doing more than buying books, music and movie downloads on foreign sites. Given the increasing use of the Internet in the country, it's time to study and understand how they interact Malaysian Web surfers with online advertising. 1.

1 Review of literature Understanding consumer attitude towards advertising (2002) The following study was done in the USA. Literature in advertising and information systems suggests that ads in both traditional media and the internet is either easily ignored by the audience or is perceived with little value. Effectiveness of online advertising (2016) The study reveals that the most effective media ads is online ads. Internet advertising offers increased awareness of companies, easy to distribute info, targeting customers. The effectiveness of online advertising in purchasing decision (2007) The internet has grown tremendously in both with applications and number of users due to its unique characteristics of flexibility, interactivity and personalization. It has been a very useful tool for communication, entertainment, education and electronic trade.

Banner advertising measuring effectiveness and optimizing placement (2001) The economic value of online advertising is controversial. One report estimates the annual run rate of online advertising spending at its end of 2000 to be 7 to 8 billion, with the implication that a medium with zero share in 1992 now commands about 5% of the US advertising spending. The average rate of click through from a banner advertising sites is in general declining and at about 0.3% is substantially lower than the average rate of response to direct mail advertising. The impact of online advertising on consumer purchase behavior based on Malaysian org (2009) Online advertising business uses electronic commerce tools to build marketing strategy, establish customer relationship theories on advertising and customer purchase behavior because of the potential marketing segmentation. online ads include contextual ads on examine banner ads,

rich media ads, social networking ads, online classified ads and marketing emails like spam. How much can behavioral targeting help online advertising? (2009) A systematic study on the ads clickthrough log of a commercial search engine to validate and compare different but strategies for online advertising .

to use the best knowledge this work is the first systematic study for BT on the real world's ads clickthrough log in ACA demand. Measuring the effectiveness of online advertisement (2013) Over the last 5 years advertising budgets allocation to internet media have grown. In 2012 the internet will represent 26% of total advertising expenditure worldwide and this figure could reach 31% in next 4 years. In today's cut throat competition the emphasis is on price reduction and all companies are trying to reduce cost by whatever means possible.

Internet advertising and consumers behavior in the purchase of products (2013) Marketing communication includes various components such as sales promotion, public relations, direct marketing and advertising that is an important component of marketing, especially marketing studies acts of seeks to identify consumption practices and consumers behavior pattern in order market and sales increases. The effectiveness of e-advertisement towards customer purchase intention (2013) The emergence of internet technology has created a plenty of opportunities for marketers and all which are involved in virtual environment to carry on their business based on web advertising, with rapid growth of the internet and the globalization of the world companies have accepted and adopted new

information and communication technology in performing their activities. The effectiveness of internet advertising on consumer's behavior (2013) Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility. Interactivity and personalization.

It has been a very useful tool for communication, entertainment and education. 1. 2 Objectives: To determine reasons which influence these consumers to buy online. To find out the tolerance level of consumers towards Internet ads. Analytical tools and techniques Statistical Package for the Social Science (SPSS) was used for conducting various parametric tests such as Frequency analysis, Cross Table analysis, Independent Sample t-test and One way Anova test for data analysis and interpretation. Data analysis and interpretations Case Processing Summary Cases Valid Missing Total N Percent N Percent N Percent Gender * Education 50 100.

0% 0 0. 0% 50 100. 0% Gender * Education Cross tabulation Education Total under graduation post-graduation others Gender Male Count 9 22 0 31 % within Gender 29. 0% 71.

0% 0. 0% 100. 0% Female Count 4 13 1 18 % within Gender 22. 2% 72. 2% 5. 6% 100.

0% Others Count 1 0 0 1 % within Gender 100. 0% 0. 0% 0. 0% 100. 0% Total Count 14 35 1 50 % within Gender 28. 0% 70.

0% 2. 0% 100. 0% Chi-Square Tests Value Df Asymp. Sig. (2-sided)

Pearson Chi-Square 4. 572a 4 .

334 Likelihood Ratio 4. 809 4 . 307 Linear-by-Linear Association . 012 1 .

913 N of Valid Cases 50 a. 5 cells (55. 6%) have expected count less than

5. The minimum expected count is . 02. Interpretation: the first table explains that there are 50 valid respondents and none of them are missing.

Second table explains the tabulation between gender and education, 29% are undergraduates and 71% are postgraduates. From the chi square test results it is evident that the significance value is greater than 0. 05 for the test which implies there is no statistically significant difference in the study. One-Sample Statistics N Mean Std.

Deviation Std. Error Mean how much influence do you feel ads have over your buying behavior? 50 1. 6000 . 57143 . 08081 One-Sample Test Test Value = 50 T Df Sig. (2-tailed) Mean Difference 95% Confidence Interval of the Difference Lower Upper how much influence do you feel ads have over your buying behavior? -598.

919 49 . 000 -48. 40000 -48. 5624 -48. 2376 Interpretation: study was conducted among 50 respondents and the results says that the average influence of ads have over buying behavior is 1. 600 with deviation of .

57143. the test shows that the t value is -598. 919 and significance value is 0.

000 less than .05 which implies that there is a statistically significant difference among the means of the variables, therefore reject the null hypothesis.

Descriptive Statistics

Mean	Std. Deviation	N
Education	1.7400	50
Do you like advertisements	1.3030	50

Correlations

	Education	Do you like advertisements
Education	Pearson Correlation 1	-.373**
Do you like advertisements	-.373**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation: table of Pearson correlation coefficient states that there is a statistically significant strong positive correlation between education and liking towards ads.

Findings and conclusions

The study has been aimed at finding out the effectiveness of online advertising on purchasing products. Data has been collected from 50 respondents belonging to different age categories. The data was analyzed using SPSS tool and the following inferences have been drawn on the various tests run.

The first table explains that there are 50 valid respondents and none of them are missing.

Second table explains the tabulation between gender and education, 29% are undergraduates and 71% are postgraduates. From the chi square test results it is evident that the significance value is greater than 0.05 for the test which implies there is no statistically significant difference in the study.

· Study was conducted among 50 respondents and the results says that the average influence of ads have over buying behavior is 1.600 with deviation of .57143.

the t test shows that the t value is -598.919 and significance value is 0.000 less than .05 which implies that there is a statistically significant difference among the means of the variables, therefore reject the null hypothesis.

· Table of Pearson correlation coefficient states that there is a statistically significant strong positive correlation between education and liking towards ads. Results The objective of the study was to determine the effectiveness of internet advertising on consumer behaviour. After analysis of the study findings, the study concludes that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies and time spent on various media. Internet advertising was effective in providing higher reach and creation of awareness. The research established that online advertising is more reliable than traditional advertising. The study concludes that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision.

However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that internet advertising has significant relationship with purchase decision of the consumers. The study further concludes that internet

advertising contributes most to the consumer behavior and that internet advertising was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and internet advertising. This implies that companies should invest more in internet advertising to increase their market share and 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. Reference Alvin, J.

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