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CUSTOMERS' PERCEPTION TOWARDS ONLINE ADVERTISEMENT AND ITS IMPACT ON PURCHASE BEHAVIOUR

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ABSTRACT

Online advertising is a form of advertising that uses the Internet and World Wide Web in order to deliver marketing messages and attract customers. A major result of online advertising is information and content that is not limited by geography or time. The emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted an interruptive strategy. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising. The objective of the study is to analyze the customers' perception toward online advertisement and its impact on the purchase behavior. For the study primary data have been used that is collected directly from sample respondents through questionnaire by adopting random sampling, 50 respondents have been taken from the Sirsa district and the data was analyzed by using various statistical techniques such as percentage and frequency and it is concluded that online advertising is rapidly expanding its wings across the globe and India is no exception to this phenomenon because majority of the respondents in this study have good perception and positive attitude towards online advertisement and according to them it has greater impact on purchase behaviour because majority of the respondents shows their trust on the online advertisement and they use it as a reference for purchasing.

KEYWORDS

Customer perception, online advertisement.

INTRODUCTION

Online advertising is a form of advertising that uses the Internet and World Wide Web in order to deliver marketing messages and attract customers. A major result of online advertising is information and content that is not limited by geography or time. The emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted an interruptive strategy. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

REVIEW OF LITERATURE

S. Chandra Vathana Nila, Dr. N.Kalyana Raman (2013) This study examines the consumer attitudes to commercialization of the Internet, and specifically focuses on Internet users' belief and attitudes about internet advertising and it is found that the internet advertisement is highly influence the consumer's to buy the product, making purchase involvement and make the purchase of the products easier.

Abdul Azeem, Ziaul Haq (2012) The purpose of this study is to discusses internet marketing relevance and investigates antecedents of consumer attitudes toward Internet Advertisement. The analysis is based on a consumer survey conducted In India. In the findings the study has provided thorough information on the impact of various factors on internet advertising i.e. entertainment, information credibility, economy and value. This factors are significant predictors of attitude towards internet advertising.

Ashraf Bany Mohammed, Mohammed Alkubise (2012) This study seeks to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention from the perspective of developing countries. Based on a five dimensions theoretical model, this study empirically analyzes the effect of online advertisement on purchasing intention using data collected from 339 Jordanian university students. Results show that Income, Internet skills, Internet usage per day, advertisement content and advertisement location are significant factors that affect the effectiveness of online advertisement.

Marie-Claude Boudreau, Richard T. Watson (2006) The results show that misalignment between corporate global strategy and web advertising strategy is reasonably common. For two thirds of the companies in our sample, there was imperfect alignment. The paper suggests three reasons why this can be, and offer a tool that enables organizations to recognize how they should handle design and content matters for the combination of corporate and national web sites.

D. Venkoba Rao (2006) Price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors, are some of the factors. The seven identified consumer concerns about making online purchases are security of transactions, customer support, quality of products/services, legitimacy of firm selling product/ service, price, privacy, and documentation. Product availability is the main factor and limited selection of products and services or outdated information is most likely to keep Internet non-purchasers from purchasing online.

Newman, Eric J., Donald E. Stem, Jr, David E. Sprott (2004) Of the many approaches to building a brand's image on the Internet, a Web site is one of the most important tools for managers. An important decision made by Web site managers is whether to place banner advertisements on their brand's Web site (e.g. The New Yorker Web site placing an ad for polo.com). While banner advertisements are widespread in the marketplace, it is unclear whether Web sites containing such advertisements may be harming themselves by such a practice. This study addresses this issue by investigating the impact of banner advertisement and Web site congruity on consumer attitudes toward a brand's Web site. The results of an experiment indicate that if managers include such advertisements on their Web site, these advertisements should be consistent with the Web site brand and that certain consumer characteristics should be considered. Implications of the research for brand management and advertising on the Internet are provided.

Chanaka Jayawardhena, Len Tiu Wright, Rosalind Masterson (2003) This paper examines the literature concerning consumers' purchasing on the Internet and reports on a project that contained qualitative findings with the help of quantitative data to uncover consumer purchase orientations for financial services. The findings showed support for the literature concerning similarities in the treatment of consumer purchase orientations and gender. However, the outcomes of purchase intentions did not necessarily correlate with consumer segmentation according to original purchase orientations. The conclusions take into account the need for e-retailers to recognize that online financial services consumers have a significantly higher level of control in the purchase process and are motivated by this in using the Internet.

Ronald E. Goldsmith, Barbara A. Lafferty (2002) The purpose of the present study was to test four hypotheses regarding the effects of viewing Web sites on Internet advertising. We surveyed a convenience sample of 329 undergraduate students, asking them to recall brand names seen on the Internet, to describe perceived advantages and disadvantages of online advertising, and to recall ads encountered in all media and whether they liked these or not. Visiting Web sites appeared to increase aided recall of brands seen on the Internet and to improve consumers' views of the brand. Consumers who felt that Web sites improved

their perceptions of brands saw more advantages in Web advertising, but they perceived more disadvantages as well. Finally, the consumers appeared to like TV and magazine ads more than the ads they recalled seeing on the Internet. The findings present a complex picture of Internet advertising that should be useful to online advertisers.

Claire Spencer, Nick Giles (2001) This paper examines the opportunities for effective online marketing that go beyond the now omnipresent banner advertisements, and provides guidelines for marketers as to how to harness the “new set of capabilities” through planning and evaluation. The paper has relevance to those involved with public relations in a marketing context (often called marketing PR), and those interested in planning and evaluating online communications campaigns.

Mary Ellen Gordon, Kathryn De Lima-Turner (1997) Advertising on the Internet can be viewed as a social contract between advertisers and Internet users. The attributes comprising this contract are: access to advertisements, placement of advertisements, message, influence on fee, and information collection. Examines empirically the tradeoffs consumers make among the attributes in the social contract using an online survey analysed through conjoint analysis. The findings indicate that consumer attitudes towards Internet advertising differ from many predictions about this new media.

RESEARCH METHODOLOGY

RESEARCH OBJECTIVE

The objective of the study is to analyze the customers’ perception towards online advertisement and its impact on the purchase behavior.

METHODOLOGY

The source of data includes primary data i.e. has been collected directly from sample respondents through questionnaire. And secondary data has been collected from standard textbooks, Newspapers, Magazines & Internet. By adopting random sampling 50 respondents have been taken from the Sirsa district and the data was analyzed by using various statistical techniques such as percentage and frequency.

DATA ANALYSIS

TABLE 1: I LIKE TO LOOK AT ONLINE ADVERTISING

Particulars	Frequency	Percentage
Strongly Disagree	15	30%
Disagree	04	08%
Neither Agree nor Disagree	10	20%
Agree	15	30%
Strongly Agree	06	12%

Source: Primary Data

Table 1 Shows that majority of the respondents (42%) agree that they likes to look at online advertisement and the nearer proportion (38%) of the respondents do not like to look at online advertisement and 20% are neither agree nor disagree.

TABLE 2: ON AVERAGE, BRANDS THAT ARE ADVERTISED ONLINE ARE BETTER IN QUALITY

Particulars	Frequency	Percentage
Strongly Disagree	10	20%
Disagree	03	06%
Neither Agree nor Disagree	17	34%
Agree	08	16%
Strongly Agree	12	24%

Source: Primary Data

Table 2 indicates that majority of the respondents (40%) supports the statement that online advertised brands are better in quality. But some respondents (26%) did not agree with the statement and 34% are neither agree nor disagree.

TABLE 3: MOST OF THE PRODUCTS PERFORM AS WELL AS THE ONLINE ADS CLAIM

Particulars	Frequency	Percentage
Strongly Disagree	12	24%
Disagree	07	14%
Neither Agree nor Disagree	11	22%
Agree	05	10%
Strongly Agree	15	30%

Source: Primary Data

Table 3 depicts that the same proportion of the respondents are agree (40%) and disagree (38%) with the statement that product performance is as it as the online advertisement claim and very few (22%) are neither agree nor disagree.

TABLE 4: ONLINE ADVERTISING HELPS ME KEEP UP-TO-DATE ABOUT PRODUCTS OFFERS AND DISCOUNTS

Particulars	Frequency	Percentage
Strongly Disagree	07	14%
Disagree	04	08%
Neither Agree nor Disagree	12	20%
Agree	10	24%
Strongly Agree	17	34%

Source: Primary Data

Table 4 highlighted that majority of the respondents are agree (58%) that they get timely knowledge of offers and discounts of different products. But very few respondents (22%) did not agree that they receive the same and 20% are neither agree nor disagree.

TABLE 5: ONLINE ADVERTISING IS A GOOD SOURCE FOR TIMELY INFORMATION

Particulars	Frequency	Percentage
Strongly Disagree	06	12%
Disagree	04	08%
Neither Agree nor Disagree	07	14%
Agree	13	26%
Strongly Agree	20	40%

Source: Primary Data

Table 5 shows that Majority of the respondents (66%) gets the timely information with the help of online advertisement and for few respondents (20%) it is not the good source of information and 14% are neither agree nor disagree with the statement.

TABLE 6: I FEEL THAT ONLINE ADVERTISEMENT IS IRRITATING

Particulars	Frequency	Percentage
Strongly Disagree	18	36%
Disagree	07	14%
Neither Agree nor Disagree	08	16%
Agree	10	20%
Strongly Agree	07	14%

Source: Primary Data

Table 6 indicates that for majority of the respondents (50%) online advertisement is not irritating. But some respondents (34%) feel irritating with it and 16% are neither agree nor disagree.

TABLE 7: ONLINE ADVERTISEMENTS ARE ALMOST EVERYWHERE ON INTERNET

Particulars	Frequency	Percentage
Strongly Disagree	10	20%
Disagree	06	12%
Neither Agree nor Disagree	07	14%
Agree	07	14%
Strongly Agree	20	40%

Source: Primary Data

Table 7 depicts that majority of the respondents (54%) agree that online advertisement are almost everywhere on internet, few respondents (32%) don't think so and 14% are neither agree nor disagree with this statement.

TABLE 8: I USE ONLINE ADVERTISING AS A REFERENCE FOR PURCHASING

Particulars	Frequency	Percentage
Strongly Disagree	10	20%
Disagree	06	12%
Neither Agree nor Disagree	09	18%
Agree	10	20%
Strongly Agree	15	30%

Source: Primary Data

Table: 08 highlighted that majority of the respondents (50%) purchase through the online advertisement. But there are some respondents (42%) also those do not use online advertisement as a reference for purchasing and 18% are neither agree nor disagree with this statement.

TABLE 09: I CAN TRUST ON ONLINE ADVERTISEMENTS

Particulars	Frequency	Percentage
Strongly Disagree	14	28%
Disagree	06	12%
Neither Agree nor Disagree	07	14%
Agree	13	26%
Strongly Agree	10	20%

Source: Primary Data

Table: 09 shows that majority of the respondents (46%) agree that they can trust on online advertisement, some respondents (40%) don't want to trust on online advertisements and 14% are neither agree nor disagree.

CONCLUSION

It is concluded that online advertising is rapidly expanding its wings across the globe and India is no exception to this phenomenon because majority of the respondents in this study likes to look at online advertisement with a reason that majority of the products are better in quality and they perform as well as the online advertisement claims. They also get the timely and up to date information of the products. Online advertisement now a day's making a big space in the consumer market because it is found in the study that majority of the customers did not get irritate as they with the traditional advertisement. Majority of the respondents are trust on the online advertisement and they use it as a reference for purchasing.

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