

# A Study on Impact of Online Advertisement on Consumer Behaviour with Special Reference at Thanjavur Town

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**Abstract** - Today's scenario is full of up-to-day need of contemporary future online advertisement is increasing dramatically. Businesses are spending more on online advertisement. The problem of companies is the knowledge of how the consumer will spend to various things that will be used for achieving their goal. The study on impact of online advertisement on consumer behavior became a concern for marketers, as they may learn how consumers choose their goods and services required to meet needs, which are the factors that are influencing their choice. E-Commerce has been much slower in meeting the growing demand of online advertisement for example, while B2B communications have increased that is only limited grow in business to consumer (B2C) transactions.

The aim of the study was to analysis the different types of online advertisement and explore, how online advertisement affect the consumers behavior.

**Keyword** : *Online Advertisement, Consumer behavior*

## I. INTRODUCTION

Advertising business used E-commerce tools to build marketing strategy, consumer relationships, theories on advertisement and consumer purchase behavior because of potential market segmentation likewise online advertising include contextual advertising on examine banner Ads, Rict Ads, Social network Ads, Online classified advertising and marketing E-mail like Spam. Online advertising communication offers many opportunities to increase the purchasing behavior proficiency and improving product materisl, availability or service information quality direct, multi characteristics evaluations, Advertisement reducing the customers cost. Online advertisement is the control they have over the item choosing whether to leak it out or not. Online advertisement may also offer various form of animations. The rechers believe that advertising is persuasive beautifully agree that advertising is not interested much in fulfilling that desire of consumers, people taste are change d so that they will buy what has been manufactured. Online advertising makes factor like security, privacy and consumer perceptions in affecting consumer may be dealing with remote seller persons, they have never met and products that cannot be touched and felt.

### Objectives of the study

- To study assess consumer perception of online advertisement, the agree how which it contributes to online advertising.

- To assess consumer response to online advertisements and their perception of companies which advertises in online.
- To ascertain online advertising influence consumer buying behavior.
- To know the impact of online advertising.

### Statement of the problem

- Whether consumer's behavior towards advertising on social media has an effect on their purchase intention.
- What strategies must be implanted in order to improve the impact of social media advertisement to attract potential consumers.
- Ads has prove to be a successful tool for the communication but companies are still in the confusion that what kind of ingredients should be there and how do these Ads will help to change the consumer buying behavior.

## II. RESEARCH METHODOLOGY

- Research Design : Descriptive and Analytical study
- Sample Size : The sample size for the study is 100 respondents selected on the basis of convenient random sampling method.

### SOURCES OF DATA

The primary data have been collected using a Questionnaire and secondary data has been collected from published research articles, books magazines and internet are referred.

**STATISTICAL TOOL**

- T-test statistical tool used

**Scope of the study**

- It helps to understand the buying behavior of a consumer.
- It helps to provides the proper information in the advertisement.
- It helps to avoid the company to promote the fake advertisement.

**III. REVIEW OF LITERATURE**

**Senthil M, Dr. N.R.V. Prabhu, S. Bhuvaneshwari (2013)** study reveals consumers believable as compared to other medium and the study suggested that most reputable and well known companies may be more likely to meet these expectations, may help to lend credibility to the medium.

**Azizul Yadi Siles Yaakop et. al. (2012)** identified online factors that influences the perception towards advertising in social networking sites. Privacy and advertisement avoidance were positively correlated with the attitude towards advertisement. But the respondent unfavourable towards the creditability of the Ads on the Internet Informational Interactivity assumed a greater role towards formation of attitudes.

**Kodandaramasetty (2013)** stated that “We are facing some threat from online stores, Ads in the electronics categories, however in the big market of consumers durable we are safe for now”. A sad day for Newspaper and Magazine when e-maker released a report early in 2012 spending for online Ads would suppress spending for print Ads. Print publishes of course I knew that this doing was coming. After all in 2011, online Ad spending grew 23% in the US just passing that 32 billion mark. In 2012, spending on online Ads will grow another 23% takes as \$40 Billion.

**IV. ANALYSIS AND INTERPRETTION**

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Feel about online Ads	14	34	46	4	2
Consumers paid attention to online Ads	22	40	24	14	0
Consumer spend the lot of time for watching the online Ads	18	4	28	40	10
Based on lifestyle	30	22	28	2	8
Consumer unlike studies after watching online Ads	22	34	26	14	22

- 34% of the respondents are agree that their feel about online Ads.
- 40% of the respondents said that this attention to online Ads.
- 28% of the respondents are neutral aid that they spend the lot f time for watching the online Ads.
- 34% of the respondents comments will be studied after watching online Ads.

**TEST**

**Table : The Age of the respondents and the preference of Online Shoppers**

Age		Online Shopping preference	d	d <sup>2</sup>
18-25	50	45	15	25
26-33	10	15	-5	25
34-41	12	24	-12	144
42-49	18	07	11	121
Above 50	10	09	+	1
			∑d = 10	∑d <sup>2</sup> = 316

**Null Hypothesis : (H<sub>0</sub>)**

There is no significant between the age of the respondents and online shopping preference,

**Alternate Hypothesis : (H<sub>1</sub>)**

There is significant association between the age of the respondents and the online shopping preferences.

$$s = \frac{\sqrt{\sum d^2 - n(d)^2}}{h - 1}$$

$$s = \frac{316 - 5(2)^2}{5-1}$$

$$s = \frac{316 - 5 \times 4}{4}$$

$$s = \frac{316 - 20}{4}$$

$$s = \frac{296}{4}$$

$$S = 74$$

$$t = \frac{d\sqrt{n}}{s}$$

$$t = \frac{2\sqrt{5}}{74}$$

$$t = \frac{2 \times 2.23}{74}$$

$$t = \frac{4.46}{74}$$

$$t = 0.06$$

Degree of freedom

$$v = n-1$$

$$v = 5-1$$

$$v = 4$$

Calculate value = 2.132

Conclusion

Since calculate the values of chi-test is more than the tabulated value, Hence alternative hypothesis is accepted so it concludes that there is significant between the age of the respondents and the online shopping preference.

## V. SUGGESTIONS

- This study that most of the respondents prefer to pay cash on delivery. Therefore companies initially may this method of payment to get reputation and then move the buyer to net banking.
- Receive information about the product through the advertisement. Hence it is suggested that the marketer should delivery advertisement that the focus on providing the curiousnous of viewers and motivated them to read the advertisement fully.
- Not like other traditional media in social networking sites companies need not focus on entertaining aspect

of advertisement as the respondents given moderate importance to entertaining. Rather it is recommending that product executive can think of using persuasive advertisement.

- Everyday we are exposed to countless to commercial message persuading us to buy branded product creating in age forms to adopt and convincing us the we need and want more because of that it is important for as to carefully examine advertisement to determine exactly what they are saying while most advertisement honestly inform and educated us some are false or deceptive and illegal.
- Ads affect consumer in many ways whether by recall, positive impression, create interest and also induction process.

## VI. CONCLUSION

Nowadays online advertisement is most popular and several are being performed through this medium like business and

networking. This study contemplated on the business aspects is social networking sites in generally with the increased adoption Ad fission of the internet, worldwide web is becoming gradually a standard advertisement platform. The web is offering business Ads world with more rich media tools, interactive services and global reach. The need is to understand the target consumers and they strategize wisely in order to give maximum out of this new medium. The actual impact of advertising is hard to track and quality for both mass media and the internet, although interactive technology presents new possibilities for the entire advertising industry. However, the advertiser still does not know whether the receives actually send the message or not. As more and more sellers bag into doubt. The effectiveness of broadcast advertising on the internet the simply flashes banner advertisements, have to rely on different revenue sources. As a result, there will be reduced outlets for broadcast advertising in the future.

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