

A Study On Impact of Online Advertising On Consumer Buying Behavior of Mobile Phone

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ABSTRACT

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and another traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage, and most important their recall value. The current study investigated the impact of internet advertising on consumer buying behaviour by conducting a survey. The study sought to determine the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision. The study used a case study research design. The study used stratified sampling technique to select 100 study respondents. The primary data was collected using questionnaires. Content analysis was used to analyse qualitative data. The data was presented through percentages, means, standard deviations and frequencies. The study found that internet advertising was effective on reach and creation of awareness due too diverse usage, and established that its reliability as an advertising media was low compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behavior.

Key words: Buying behavior, Traditional advertising media, Entertainment, Shopping, Information search.

1. INTRODUCTION

Advertising function is the pivot around which all other functions rotate. Goods and services are not produced for their owner's sake, but for the satisfaction of the consumer need. As it is always said that business does not exist in a vacuum it must interact with certain factors, so is advertising. 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, education, and electronic trade. The revolutionary change brought forth by information

technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk et al., 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace. Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads.

With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials.

The economists believe that advertising is persuasive because they agree that advertising is not interested much in fulfilling that desire of consumers, people taste are changed so that they will buy what has been manufactured. The criticism in reality is a negation of the concept of consumer sovereignty, which claims that the free market generates the flow of production along the lines that satisfies consumer taste. Here, taste determines what shall be produced; producer sovereignty governs the consumer versus producer sovereignty in the market place. For us to fully know the meaning of advertising we should also know the various ways advertising can be performed and some of these ways are: - Through media, which can be broadcast media (television and radio) or print media (newspaper, magazine or pamphlets) these are means or channels where information on the product can be disseminated to a scattered audience usually at the same time and successfully. It requires a lot of research before it can be done properly. - It can also be done through displays of the product on a moving vehicle, shops or buildings.

2. OBJECTIVES OF THE STUDY

The objective is to identify customer buying behaviour of the mobile phone by the Impact of Online Advertisement.

- To determine how much online advertising influences customer purchasing decisions.
- To investigate consumer attitudes of mobile phone purchases made online.
- To investigate the link between online advertising and customer purchasing habits.

3. SCOPE & SIGNIFICANCE OF THE STUDY

• Banking

After Prime Minister Narendra Modi's Announcement of Digital India has brought a lot of changes in India. Cashless India has increased online banking transactions, with this increase banking application is been in demand. All banks are ready to pay high to experienced developers. Maintaining and publishing banking app is not easy as it needs many security checks like customer's information should not be leaked. Also, apps like Paytm, Bhim app, Phone Pe app, etc are being in demand nowadays. Educational With digitalized India, many educational industries are getting updated with online courses. Nowadays it's been easy for elders as well as for children's to learn with online courses where ever they are they can access online course and learn new things.

Few Examples are; Udemy, Byju's, TED, etc are all android educational apps.

• Gaming

Who don't like to play games, mostly game is liked by Children and Youngster. PUB G game has become famous among youngsters these days. A Demand of gaming for Android mobile application is also booming nowadays in India. Gaming sector is giving the highest ROI in India.

4. REVIEW OF LITERATURE

Norazah Suki and Norbayah Suki (2009) conducted a study on 'Cellular Phone Users' Willingness to Shop Online'. The study suggested that marketers should propose more on attractive promotion such as advertisements or discounts through the web.

Chowdhury and Ahmad (2011) conducted a study on 'factors affecting consumer participation in online shopping in Malaysia'. The major focus of the study was to describe the relationship between independent variables and dependent variable using Pearson's correlation method. The limitation of this study was that it only used four variables (ability, benevolence, integrity, and trust) in explaining the consumer participation but did not take other important variables into account (e.g., cost switching vendors and the presence of third party. The study provides a useful insight on the significant role of trust in students for online shopping.

5. SAMPLING TECHNIQUE:

Convenience sampling method Sample in the study are mostly youth as can be seen from the data that cumulatively 90 % of the respondent are in the age bracket of 15 to 30. Convenience samples Our definition of convenience samples includes only one dimension that is easy access to the sample units otherwise it was random selection of individuals. This segment of population was selected due to their adoption of online buying.

SAMPLE SIZE:

Since it is an exploratory study, a sample size of 150 thought to be an adequate one. Accordingly 150 respondents from the target population were approached to fill in the online questionnaire.

DATA COLLECTION:

Data is collected by primary sources. A well-structured questionnaire prepared to collect data from respondents related to demographic, behavior and factors affecting for selection of fast food.

DATA ANALYSIS AND INTERPRETATION

The collected data through online were carefully scrutinized, tabulated and analyzed using simple statistical tools like percentages, ranking techniques. The summarized data is presented in table 1.

Table1- Demographic Profile of the respondents

Variables	Category of variable	Frequency	Percentage
Age group of the respondents	16-25 years	52	35
	26-35 Years	37	25
	36 and above	61	40
Total		150	100
Distribution of the respondents By Gender	Male	68	45
	Female	82	55
Total		150	100

Source: Primary Data

Interpretation:

The age of all respondents was analyzed so as to find the distribution of the respondents based on their age; and it is found that 35 percent of the respondents are between 16-25 years 25 percent are from 26–35 years of age group, 40 percent of the respondents are under 36 and above age group. Majority of 55 percent of the respondents are female and 68 (45 percent) of the respondents are male in the study area.

6. EFFECTIVENESS OF DIGITAL ADVERTISEMENT AND CREATION OF AWARENESS

To determine the effectiveness of digital advertising on reach and creation of awareness, the researcher has made an analysis and the results were presented in the table 2.

Table 2 – Effectiveness of digital advertisement and creation of awareness

Variables	Category of variable	Frequency	Percentage
Awareness of various forms of digital advertisement	Yes	83	55
	No	67	45
		150	100
Respondents attitude towards digital advertisement	Informative	37	25
	Creates awareness about the products available in the market	42	28
	Entertaining	34	23
	Irritating/Annoying	23	15
	Waste of time	14	9
		150	100

Source: Primary Data

The study reveals that majority of the respondents are aware of the various forms of digital advertisement and bring to light regarding the attitude towards the digital advertisement that most of 28 percent of the respondents highlighted that the online advertisement creates awareness about the is in formative, its informative for 25 percent of the respondents, 23 percent used for entertainment, 23 percent felt like irritating and 9 percent opinioned that online advertising is like waste of time.

MAJOR FACTORS OF ONLINE ADVERTISEMENT THAT IMPACT ONLINE CONSUMERS

Ranking method is one of the simplest evaluation methods which is used to analyse the impact of digital advertisement online buying behaviors In Garrett ranking technique, respondents are asked to rank the availability of product's information is

Table 3 – Impact of Digital Advertising on Online Consumer Buying Behaviour

Variables	Ranking
Availability of product's information is more in online advertisement than other advertising media	II
Choices of product in online are vast-Brand/ color/model	I

Easy to place order and make payment through online	III
Frequent presentation of advertising helped to recall the product	V
Special offers, discounts and coupon inducement to buy the products	IV

Source : Primary Data.

7. SUGGESTIONS & RECOMMENDATIONS:

The study established that the reliability of internet advertising is low and therefore recommends that the management of companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers, the study also found that internet advertising is effective in reach and creation of awareness and recommends that the companies should invest more in internet advertising to increase their market share and provide product information. Finally, the study determined that there is a positive relationship between internet advertising and consumer purchase decision and further recommends that companies should conduct market research on the different markets in various countries ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

8. CONCLUSION

The impact of online advertising on consumer behaviour using a sample of various students. After analysis of the study findings, the study concludes that the impact of internet on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India and time spent on various media. Internet advertising was effective in providing higher reach and creation of awareness.

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 behavior. 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 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.

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