

EFFECTIVENESS OF ONLINE ADVERTISING TOWARDS CUSTOMERS BUYING BEHAVIOUR

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Abstract

Advertisement gives us useful information about products and services. It plays a vital role in the changing of attitude and behaviour of customers. Online advertising is helpful to creating awareness and perception of customers for buying particular product. To find out the result of this study we selected 250 internet user customer of Shivpuri district and provided questionnaires to them. Out of them 200 questionnaires were return from them. Then we apply statistical tool like regression analysis and independent sample t-test and find that online advertising has directly effected on customers buying behaviour of male and female customers. Regression analysis has been proved that online advertising is much popular in young male and female customers those who are regularly use internet. Independent sample t-test shows that online advertising has equal impact on male and female customers.

Keywords: Advertising, Consumer behaviour, Marketing process, Customers attitude, Internet marketing.

Introduction:

Online Advertising is also known as internet advertising or web advertising or online marketing. It is a technique of marketing and advertising, which used through internet to deliver information about products and services to customers. It includes Email marketing, social media marketing, display advertising, mobile advertising and search engine marketing. It is a more effective medium for transfer of information to customers about products and services. It is a marketing concept which aims to effect the buying behaviour of customers. Whereas, consumer behaviour is the process and activity by which people select, purchase, Evaluate and consume the product or service to satisfy the need or want (Guolla, 2011). Long time ago marketer's used different techniques of advertising to give information about their products and services, with the help of print media, and wall painting advertisement but in modern era all these medium are not more effective because most of young generation uses technologies, so in this technical era online advertising more effective than traditional techniques of advertisement. Most of manufactures

organization talking services of famous celebrity as a brand Ambassador to promote the products and services of their organizations.

Review of Literature:

Bishnoi and Ruchi (2009) Noted the influence of male and female teenagers of Haryana (District in India) to know the impact of television advertisement on them. For this purpose they used multistage sampling method; they took four districts of Haryana including some urban areas near to them.

Vinod Kumar Bishnoi, (2009) The role of advertising agencies in social communication for development in India has evolved over the years. Indeed, advertising agencies now have specialized units dedicated to social communication that are involved in research, analysis, strategic planning and implementing communications programs.

Prasad and Singh, (2010) Today organizations and different companies are investing huge amount in different mediums like radio, magazines, newspapers, television and so forth.

Ansari and Jolouldar, (2001) Investigate that television advertisements influence positively on customers. In this study interesting findings came up through regression analysis. They used AIDAS model for conducting their research. They concluded that television advertisement has positive impact on customers buying behaviour.

When consumers buy products there are number of factors that influence them and affect the decision of purchasing the product. Among them is celebrity attachment. Now it depends upon the celebrity effectiveness, attachment and match-up with the product. Well, results show good and positive results of the celebrity attachment towards the advertisement and with the brand.

Jasmina Ilicic & Webster, (2011) A high effect was found for purchase intention when a celebrity comes up in a TV advertisement and endorses a particular product. Both number of endorsements and celebrity attachment influence the buying behaviour of consumers. When consumers have strong attachment with celebrity and see that he/she is endorsing numerous brands then it negatively affects the purchase intent. And when they have weak connection their purchase objective is increased with various endorsements.

Gupta, (2013) He found that consumer buying behaviour. And when we talk about the Middle East countries we came to know that a major portion of the community lives in rural areas. And so as India; a study was conducted in Indian rural areas to assess the consumer buying behaviour towards durable goods.

Objectives of the study:

- To identify the effectiveness of online advertising on customers awareness.
- To know the role of online advertising on customers perception.
- To identify the impact of online advertising on customers buying behaviour.

Research methodology and collection of data:

The data used in this research paper are primary and secondary, primary collected from the internet user customer of Shivpuri district and secondary from various journal, reference books and internet. A total of 250 questionnaires were distributed among the respondents. Out of these 200 were considered fit for the analysis of research purpose.

Reliability test

Reliability test for the variables were carried out with the help of SPSS software (Statistical package for social sciences) and the result of reliability test are given below)

Reliability Statistics

Test variable	Cronbach's Alpha	N Of Items
All data	.793	13

The standard value of cronbach's alpha is .70, and calculated value of cronbach's alpha is .793, which is more than its standard value. So, it is clear that questionnaires used for data collection is highly reliable and provide us suitable information as we want from data.

Normality Test:

Normality is a basic Assumption for parametric test to apply any parametric test data should be normally distributed.

Test of Normality

	Kolmogorov – Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online Advertising	.407	200	.271	.968	200	.193

a. Lilliefors Significance Correction

It is being considered that the computed Sig. value of kolmogorov - smirnov is .271 which is greater than .050. Hence, our data is normally distributed.

Linear Regression between online advertising and consumer's buying behaviour, it is computed between online advertising and consumers buying behaviour with the help of SPSS software. In this study online advertising is considered as independent variable and consumers buying behaviour considered as dependent variable.

Hypothesis:

H₀ - There is no significant impact of online advertising on customers buying behaviour.

H₁ - There is significant impact of online advertising on customers buying behaviour.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.736 ^a	.549	.546	6.7384	1.5328

a. Predictors: (Constant), Online Advertising

b. Dependent Variable: customers buying behaviour

ANOVA^b

Model	Sum of Squares	df	Mean square	F	Sig.
1 Regression	6827.536	1	6827.536	218.2597	.000 ^a
Residual	6193.793	198	31.282		

Total	13021.329	199			
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- Predictors: (Constant), Online Advertising
- Dependent Variable: customers buying behaviour

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.472	1.879		4.729	.000
Advertising	.579	.038	.739	15.928	.000

Dependent Variable: customers buying behaviour

This study include online advertising as a independent variable and customers buying behaviour as a dependent variable has significant relation as indicated by F-Test value which is 218.2597 at 0.00 level of significance. Regression result of coefficient table shows that online advertising has directly effected to customers buying behaviour having beta value of 0.739 tested through t-test having t-value 15.928 which is significant at 0.00% level of significance. And the table of model summery shows that online advertising has 54.9% effect on customers buying behaviour since the value of r square in the table is 0.549 that means our null hypothesis is rejected and alternative hypothesis is accepted so we conclude that online advertising create awareness among consumers and change their perception about products and services that's resulted change in customers buying behaviour.

T-Test for Gender:

To know the difference between perception of male and female gender for online advertisement T-test was applied here.

Hypothesis:

H₀ - There is no equal impact of online advertisement on male and female customers behaviour.

H₁ - There is equal impact of online advertisement on male and female customers behaviour.

Group Statics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Ad effectiveness Male	103	2.825	.767	.047
Female	97	2.794	.984	.082

Group statistics table shows the mean value of male customers is 2.825, with standard deviation of 0.767 and standard error 0.047. Similarly, for female customers mean value are 2.794, with standard deviation 0.984 and standard error 0.082.

Independent samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Advertisements Equal variances assumed	7.018	.016	1.974	198	.048	-2.9862	1.5416	7.4210	.01205
Equal variances not assumed			1.896	192.62	.045	-2.9273	1.5143	7.1347	.03946

Independent samples test table shows that levene's test for Equality of variance to test the equal variance are assumed or Equal variance are not assumed. In the above table the value of F is 7.018 > .500 (greater than) with significance at level of 0.014, it means equal variance is not assumed. Value of *t* in Equal variance not assumed is 1.896, which is insignificant at 0.045 levels. It indicates that no significant difference between male and female customers for online advertising. Hence, our null hypothesis is rejected and alternative hypothesis is accepted. We conclude that male and female customers has same impact on online advertising.

Conclusion:

This research was conducted to find out the impact of online advertising on customers buying behaviour. To find out the result of this study we selected 250 internet user customer of Shivpuri district and provided questionnaires to them. Out of them 200 questionnaires were return from them. Then we apply statistical tool like regression analysis and independent sample t-test and find that online advertising has directly effected on customers buying behaviour of male and female customers.

Regression analysis has been proved that online advertising is much popular in young male and female customers those who are regularly use internet. Independent sample t-test shows that online advertising has equal impact on male and female customers. It creates awareness

among customers and change their perception that's resulted changing in customers buying behaviour about products as well as services.

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