

# “THE STUDY OF EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR”

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## ABSTRACT

*The title is " The Study of Effectiveness of Internet Advertising on Consumer Behaviour."*

*Advertisers are expected to shift and pay millions in net advertising within the returning years than TV, print ads and alternative ancient advertising media. With the rising in technology, the web is changing into a crucial one stop purpose for customers find most of their desires. Be it communication, recreation, shopping, data search, net is a remedy for all their needs. several customers are online each day for his or her personal work, however do they notice the ads, banners displayed thereon webpage, and most vital their recall price. This study investigated the effectiveness of net advertising on client behavior by conducting a case study of University of capital of Kenya Students. The study wanted to work out the effectiveness of net advertising on reach and creation of awareness; to determine the responsibility of net advertising through recall; and to work out the link between internet advertising and buy call. The study used a case study analysis style. The target population was the University of Capital of Kenya students. The study used representative sampling technique to pick out a hundred study respondents. The first information was collected exploitation questionnaires. Content analysis was accustomed analyze qualitative information whereas the quantitative information was analyzed exploitation descriptive statistics exploitation SPSS. Regression and Correlation analysis was accustomed show the relationships among the variables. the info was conferred through percentages, means, customary deviations and frequencies. The study found that net advertising was effective on reach and creation of awareness because of various usages, and established that its responsibility as an advertising media was low compared to TV. Net advertising has important relationship with purchase call of the customers and thus may be a key determinant in influencing client behavior.*

## 1. Research Question

Internet advertising is a form of promotion that uses the Internet and World Wide Web for convey purpose of delivering marketing messages to attract consumers. Examples of online commercial include ads on search engine results pages, banner ads, Richh Media ads, Social network advertising, online advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising.

In growing an advertising programme, must every time start by identifying the market needs and consumers influence and must make five vital decisions commonly assigned as 5M (mission, money message, media and measurement) of advertising.

## 2. Introduction:

Internet has grownup staggeringly in each applications and range of users because of its distinctive characteristics of flexibility, interactivity, and personalization. It's been a really great tool for communication, entertainment, education, and electronic trade. The revolutionary modification brought forth by information technology has a very important impact on the daily lives. It transformed the method we tend to do business by permitting retailers to supply unlimited range of merchandise and services to all or any customers from around the world at any purpose in time. The web has emerged as Associate in Nursing advertising medium. Several firms have turned to the net to advertise their merchandise and services. Internet is deemed to be the foremost important marketing channel for the worldwide marketplace.

Firms are running billions of dollars into net advertising to get larger return on investment on ads. The net has given shoppers additional management in accessing data on merchandise and services. There are unit many factors that contribute to customers pull for online content—consumers are the one who decides when, where, what, and the way and how industrial content they want to look at. The net allows customers to access a limitless product of merchandise and services from product around the world, and it has reduced the time and energy they spend on looking. Customers play a way additional active role in sorting out info online with some goal in mind, which goal will influence individual behaviors and responses to online info and advertisements. With the fast advancement within the industry, several firms have created the web as a part of their advertising media combine to take advantage of the web technologies.

The Internet has become a preferred advertising platform as a result of marketers found that the net possess larger flexibility and management over the advertising materials. Since the net is used as an efficient selling communication tool, each scholars and practitioners have an interest in understanding the way to take full advantage and maximizing the worth of this communication medium customers are mostly exposed to the traditional advertising forms because the main media. However, over the years marketing methods have evolved with technology resulting on the internet making new opportunities for digital marketers to attach with customers to make Associate in nursing immersive connected digital environment, influence and drive purchases, fuel new growth and build new market share. The expansion of net advertising is each globally and domestically outpacing offline advertising. Whereas outdoor advertising is additionally experiencing growth, it's not growing as quickly as internet advertising.

## Detailed Literature Review -

As a brand new advertising channel the internet and significantly the globe Wide net (WWW) portion of the internet, are challenging ancient way of mass media advertising (Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). Meeker (1998) defines a mass communication medium as communication

from “one person or cluster of persons through a sending device (a medium) to an oversized audience or sells”. the net offers an interactive different to mass media communication through the employment of web content, discussion teams and email (Hoffman and Novak, 1996). a major advantage for advertisers are going to be the chance to communicate more directly with individual customers through this medium. Marketers will be able to promote their product and services in a customized, targeted manner to interested individuals at intervals their target market. significantly, wastage of advertising and selling funds experienced tough when exposing promotional messages to the mass market, is also reduced as a results of using this new interactive medium. Advertisers need to ought to will their techniques, services and agency structure and evolve new communication methods for the net as market share is being lost to the present additional customized, interactive kind of web publishing.

### **Integrated Marketing Communication**

The Internet has contributed to a larger adoption of integrated promoting communication (IMC) methods, by permitting marketers to speak a lot of directly with individual customers (Low, 2000). Internet functions become integrated into a company’s communications combine, which allows the operation of the internet as associate advertising medium to be incorporated aboard a lot of ancient media varieties. The application of the IMC thought involves the progression off from the normal one-to-many marketing communication model for mass media to the one-to-one communication, or many-to-many communication model (Hoffmman and Novek, 1995). The inclusion of the net within the promotional combine won't eliminate employment of mass media advertising channels like tv, radio, newspapers and magazines. However, the net could cut back the number of mass media advertising needed. Arguably, this can occur as a result of because the personal with the internet access is often being utilised by audience members as an efficient communicating to create each social exchanges victimization email and industrial exchanges to get product on the internet. The advertising business is being challenged to make a lot of direct, personal, and interactive communication with the target market through the use of the internet.

### **Effectiveness of Internet Advertising-**

Various researchers have studied various factors which may have an impact on web advertising recall. The factors embody ad characteristics, net users’ viewing mode and period of viewing, campaign promotional material, attitudes toward the online web site or ad, and curiosity and innovative advertising strategy (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and somman, 2003). Danaher and Mullarkey (2003) examined the results of such factors as viewing mode, visit period, text and page background complexness, and therefore the variety of banner ads on each aided and autonomous recalls. The authors failed to realize any important impact of the online web site context factors on advertising recall. The key finding was that the period of page viewing may be a robust determinant of the power to recall banner ads; but, a minimum level of exposure (around forty seconds per page) is needed to realize an affordable level of advertising recall.

### **Consumer Behaviour-**

According to Warner, client behaviour is that the study of people, groups, or organizations and also the processes they use to pick out, secure, and eliminate product, services, experiences, or concepts to satisfy desires and also the impacts that these processes wear the buyer and society (Malcolm). Warner emphasised the consumption related behaviours are typically undertaken conjointly. as an example, some activities performed by people however consumed by a family or cluster of individuals, similar as fourteen organization buying activities sometimes followed by cluster choices. Beside this time, the buyer behaviour isn't simply buying, however has usage and disposal the products, this kind of data continuously be helpful for company to form promoting choicing (Malcolm). It blends components from scientific discipline, sociology, anthropology and political economy, and makes an attempt to grasp the decision-making processes of consumers, each one by one and in teams. It studies characteristics of individual customers like demographics and behavioral variables in an effort to grasp people's

needs, and conjointly tries to assess influences on the buyer from teams like family, friends, reference teams, and society generally.

### **Research Methodology**

**Research:** A research technique is a tool for solving a research problem in a structured manner. It can be thought of as a discipline that studies how experimental research is carried out. We look at the different steps that a researcher takes to investigate his research dilemma, as well as the reasoning behind them. The researcher must understand not just the analysis tools and procedures, but also the approach.

**Methodology:** The researcher opted for the quantitative approach because this approach mainly involves the use of controlled questionnaires in which the response options are coded, as well as it allows for large numbers of respondents to be involved.

Researcher has also used Descriptive analysis, it usually includes surveys and studies aimed at evaluating reality. To put it another way, descriptive research focuses on the "description of the current state of affairs," and there is little control over variables in descriptive research.

### **Hypothesis:**

H1: Given the industrial free beginnings of the web, it's expected that internet users can have a negative perspective toward the institution of advertising.

H2: it's expected that web users with additional on-line experience can have a negative perspective towards net advertising, whereas web users with less on-line expertise can have an additional favorable perspective toward internet advertising.

### **Data Collection**

#### **Primary Data:**

The primary data was gathered by using a questionnaire. The survey consisted of 8 questions based on various variables.

#### **Secondary data:**

There are commonly published sources that were initially gathered for another reason. Internal organization papers, government papers, reports; magazines, commercial, technical, and industry group publications.

### **Sampling:**

Purposive sampling was used by the researchers. Purposive sampling is often referred to as selective, judgmental, or subjective sampling.

### **Scope of the Study:**

This study is meant to how consumers behave in the market. It defines the process by which customers make a purchase decision to satisfy their needs and wants. It consists of likes and dislikes of customers and which impact their buying decision.

### **Possible Methodological Limitations:**

1. Lack of available and/or reliable data.
2. Measure used to collect the data.
3. Lack of generalizability

4. Time constraint.
5. Resource constraint
6. No direct source of information available

**Sample Technique:** - Simple Random Sampling Technique

**Tools Data Analysis Tools and Strategies**

- Excel: - PieChart
- Google form

**Data Analysis:**

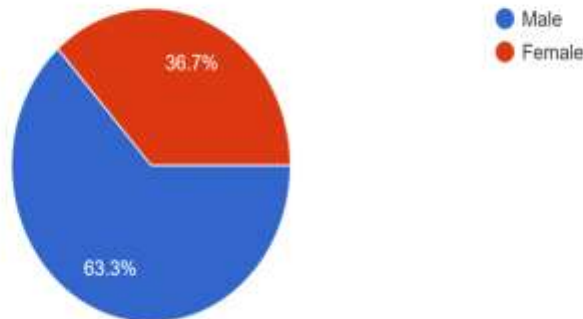
This chapter presents the analysis of data, interpretation and results of the study. The analysis was based on the information collected using a arranged questionnaire. Tables were used to display the respondents' answers, which were also analyzed.

A total of 60 peoples took part in the study, with strong trends emerging in their perceptions of online learning efficiency.

Q1. What is your Gender?

sr.no	gender	No of people	percentage
1	Male	38	63.3%
2	Female	22	36.7%
	Total	60	100%

1.What is your Gender?  
60 responses



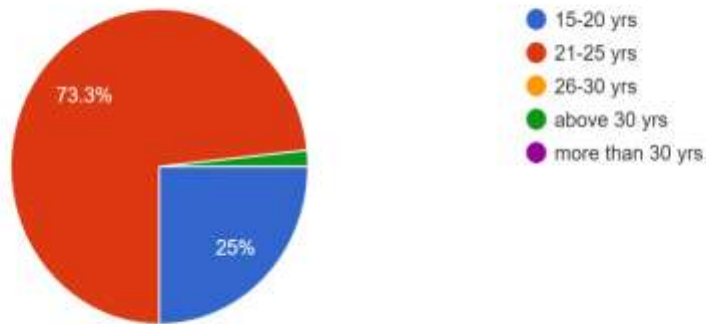
**Interpretation**

From the above data, researcher has found that, out of total population 63.3% belongs to male and 36.7% consists of female.

Q2. What is your Age?

sr.no	Age	No of people	Total (%)
1	15-20yrs	15	25%
2	21-25yrs	44	73.3%
3	26-30yrs	00	00%
4	Above 30 yrs	01	1.7%
	<b>Total</b>	60	100%

2.your Age?  
60 responses



**Interpretation**

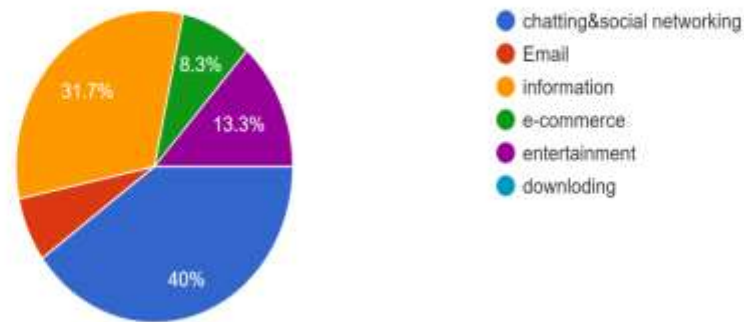
From the above data, Researcher has found that, out of total population 73.3% belongs to age group of 21-25yrs who use internet.

Q3. You use internet for?

Purpose	No of people	percentage%
Chatting & Social Networking	24	40%
Email	06	6.7%
Information	17	31.7%
E-Commerce	04	8.3%
Entertainment	09	13.3%
Downloading	00	00%
Total	60	100%

3.You use internet for?

60 responses



**Interpretation-**

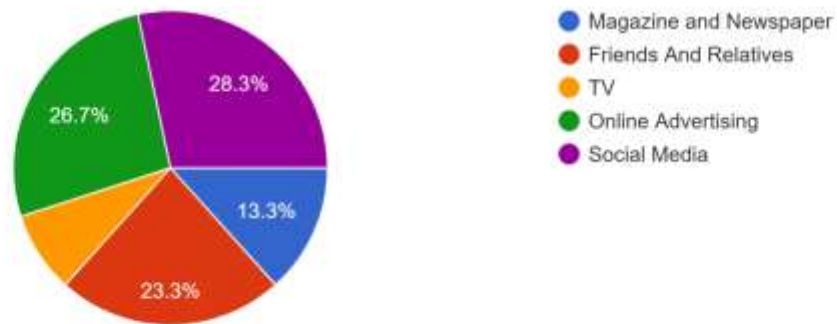
From the following data researcher had interpreted that 40% of people use internet for chatting & social networking 31.7% of respondents use internet for information, 13.3% respondents use internet for Entertainment.

Q4. What mode of advertising influences you to buy any product?

<u>MODE</u>	No of people	Total%
Magazine and Newspaper	08	13.3%
Friends and Relatives	14	23.3%
TV	05	8.3%
Online Advertisement	16	26.7%
Social Media	17	28.3%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

**4.Which mode of advertising influences you to buy any product?**

60 responses



**Interpretation**

From the data, Researcher interpreted that 26.7% of respondents influences to buy the product by online advertisement on social Medias & 8.3% of respondents influences by TV advertisements.

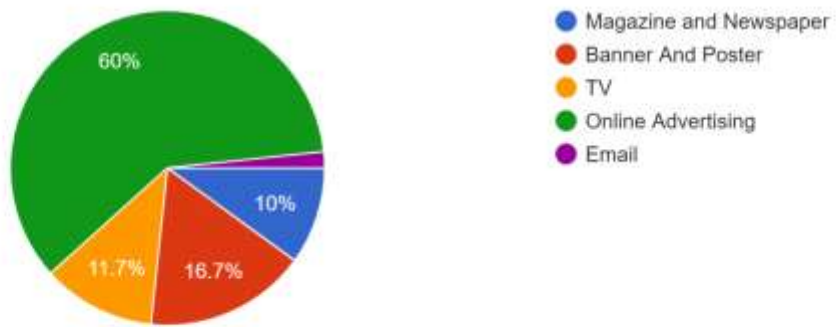
**Q5. Which mode of advertisement would you prefer?**



MODE	No.of People	Total (%)
Magazine and Newspaper	06	10%
Banner Poster	10	16.7%
TV	07	11.7%
Online Advertisement,	36	60%
Email	1	1.7
TOTAL	60	100%

5.Which mode of Advertising would you prefer?

60 responses



**Interpretation**

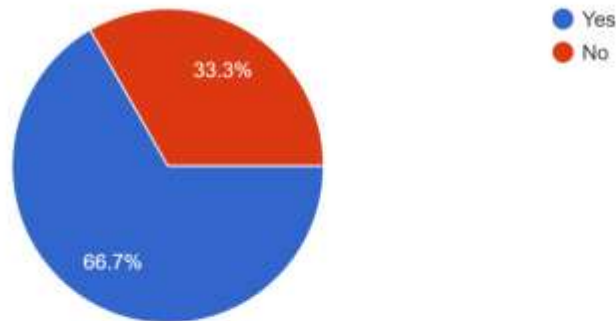
From the data, Researcher interpreted that 11.7% of respondent prefer TV for advertisement, 16.7% of respondent prefer banner or poster for advertisement, 10% of respondent prefer magazine or Newspaper for advertisement and 61.7% respondents prefer online advertisement or Emails.

Q6. Have you made any purchases after seeing internet ads?

<u>Answer</u>	<u>No of people</u>	<u>Total %</u>
Yes	40	66.7%
No	20	33.3%
Total	60	100%

6. Have you made purchase after seeing internet ads?

60 responses



**Interpretation**

From the data, Researcher interpreted that 66.7% of respondent purchase after seeing ads on internet.

Q7. Do you change the channel during commercial breaks?

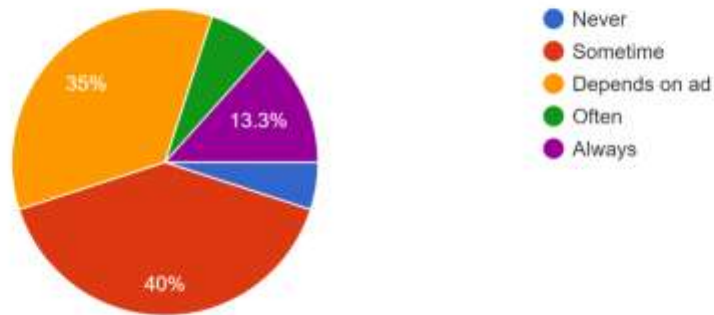
<b>ANSWER</b>	<b>No. of People</b>	<b>Total(%)</b>
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Never	03	5%
Sometimes	24	40%
Depends on ad	21	35%
Often	04	6.7%
Always	08	13.3%
Total	60	100%



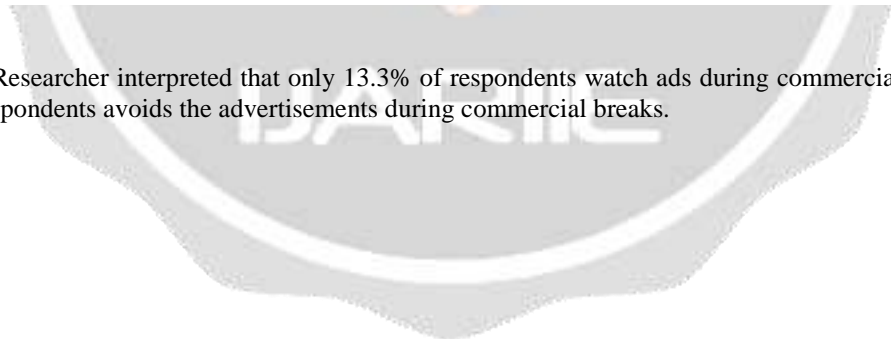
7. Do you change the channel during commercial breaks?

60 responses



**Interpretation**

From the data, Researcher interpreted that only 13.3% of respondents watch ads during commercial breaks and rest 86.7% of the respondents avoids the advertisements during commercial breaks.



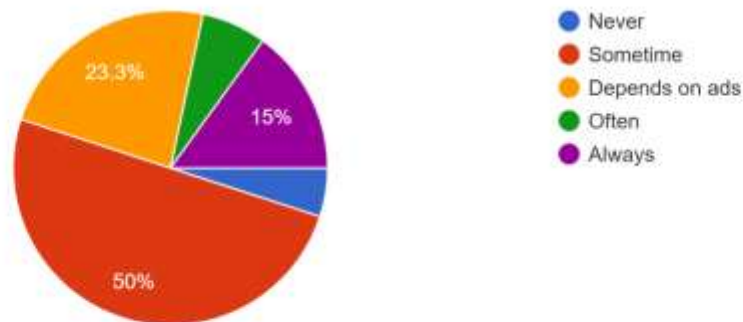
Q8. DO check online ads or mails you see or when you surf the internet?

Response	No. of People	Total(%)

Never	03	5%
Sometime	30	50%
Depends on ad	14	23.3%
Often	04	6.7%
Always	09	15%
Total	60	100%

8.Do check online ads or mails you see or when you surf the internet?

60 responses



**Interpretation**

From the data, Researcher interpreted that 5% of respondents never change the channel during commercial breaks, 50% of respondents sometime change the channel during commercial breaks, 15% of respondents always change the channel during commercial break.

**Findings:**

**From all the above data Researcher has found that,**

Majority the total population male population use internet more than the female.

21-25yrs age group use more internet than other age group.Majority of respondents use internet for social media

or entertainment. Social media ads like blogs, forums and TV commercials influence more people to buy the product. According to research, people prefer mostly TV commercials or printing ads like newspapers and magazines. Lots of people purchase products after seeing internet ads. People like advertisements but it depends on advertisement that which kind of advertisement it is, some people watch advertisements in commercial breaks but only if they find advertisement attractive or useful. Sometime people check online ads/emails when they surf the internet but not regularly.

### Conclusion:

The objective of the study was to work out the effectiveness of internet advertising on client behavior. Once analysis of the study findings, the study concludes that the effectiveness of web advertising on reach & creation of awareness was confirmed. The amount of data concerning the present platforms of advertising adopted by various firms and time spent on varied media. Internet Advertising was effective in providing higher reach & creation of awareness. The study concludes that web Advertising influenced purchase decision of the client to a moderate extent as only nearly 1/2 the respondents were influenced purchase decision. However, web Advertising may be a key determinant of purchase call of the client as they contemplate it to be associated interaction purpose between them and therefore the company from that they purchase their product.

The study conjointly concludes that web advertising has a vital relationship with purchase decision of the consumer.

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