

Influence of online Advertisements on e Savvy buyers

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Abstract

The product will not earn money if it not placed well in the minds of the customers and online advertising is considered to be important among the marketers. Online advertisement provides a visual treat to the customers by providing clear and accurate information about a product or a service. It is a fastest means of advertisement in this tech savvy world. The study examines the impact of online advertisements and it will be very helpful to marketers to identify the need of the customers and their buying pattern.

Key Words: Online Advertising, impact of internet ads, e savvy's buying behaviour,

Introduction

Nowadays online advertisers are using social media to promote their products and services. It has increased the purchasing behavior of the people as the information available is easy when compared to traditional media there by reducing the costs. Service providers may reach large number of potential customers fastly. Online advertising creates new markets and it also attracts new customers. Customers have highlighted online shopping as convenience one as it saves their time as well as an efficient mode to purchase goods.

India has internet users for about 475 million as of July 2018 and almost 40% of the population is buying products online. Number of e savvy buyers in India from 2014 to 2020 has increased to 329 million from 54 million. In India, Demand for international consumer products is growing much faster than in-country supply from authorised distributors and e-commerce offerings. In 2018, the largest e-commerce companies in India were Flipkart, Amazon, Myntra, Paytm, and Snapdeal.

Online advertising

Online advertising is a marketing strategy used by the company to promote its products and services through internet. It uses internet for promotion of products by delivering the marketing messages to the potential consumers by delivering ads to internet users via websites, e-mail, text messaging and internet enabled smart phones.

Review of literature

Naser Zourikalatehsamad et al (2015) in their study has discussed about the impact of online advertising among Malaysian customers. They have made a survey with 160 university students and have addressed the factors which influence them to buy online purchase. Regression analysis was used to test the significance between the factors. They have identified the factors such as cost saving, convenience, customisation of their own products or services which influence them and factors such as security, privacy are few factors which affects customers decision while making their purchase.

Gitanjali Kalia (2016) in their research paper has analysed about the effects of online advertising among the consumers. Significant efforts were made to identify the perception towards the online ads. They have discussed that whether customers are noticing online ads or not, what features of the ads attracts the customers, where the ads were placed, and what type of advertisement layout is preferred by the advertisers etc. They have finally concluded that the customers has perceived well towards the online advertisements

Srivatsava Priyanka (2012) in the research paper has discussed about the impact of e-mail advertising among the consumers. The paper has focused about the various types of email marketing .Survey was made to collect the data. The researcher has analysed the customer's attitude towards online advertising and their purchase behaviour after seeing online ads.chi square test was done to find out the relationship between ad viewers perception with age of the respondents. Finally the study concluded that online advertising is informative to all customers with different age groups and customer's response towards online advertisement is good.

Objectives

To study the factors that influence online advertisements.

To understand the e savvy customer's view towards online advertisement.

Scope of the study

The study was focused to understand Influence of online advertisements on e Savvy's buying behavior with special reference to Chennai customers only.

Research methodology

Research design used for the study is descriptive research. The researcher has used convenience sampling methods to collect data with a sample size of 120 respondents. Survey was conducted with respondents who are online savvy by using a structured questionnaire circulated through what's app, Face book, Instagram etc. Data collection was made using Google forms.

Analysis and Interpretation

Garrett's Ranking method has been applied to identify the significant factor which influences online advertisement.

Factors that influence the e savvy buyers towards online advertisement

Percentage positions and their corresponding Garrett's values

Rank	$100(R_{ij}-0.5)/N_j$	Percent position	Garrett value
1	$100(1-0.5)/5$	10%	75
2	$100(1-0.5)/5$	30%	60
3	$100(1-0.5)/5$	50%	50
4	$100(1-0.5)/5$	70%	40
5	$100(1-0.5)/5$	90%	25

Factors that influence the e savvy buyers towards online advertisement

Factors	1 (75)	2 (60)	3 (50)	4 (40)	5 (25)	Total	Average score = Total/120	Rank
Variety of Information and interaction	3750	1140	850	640	450	6830	56.91	I
Affordable cost	225	1380	400	2120	825	4950	41.25	IV

Purchase convenience	975	1260	2750	680	350	6015	50.12	II
Privacy and security	225	1380	400	2120	825	4950	41.25	V
Saves times	3375	360	450	440	1225	5856	48.80	III

Interpretation

By applying Garrett ranking method, it was found that variety of information with interaction is the factor which is ranked 1 followed by the purchase convenience which is the second preferred rank 2. saves time factor is ranked 3 and finally affordable cost & Privacy and security has got the rank 4 and 5.

Friedman ranking method

Understanding the e savvy buyer's views regarding online advertisement

E savvy buyer's Views regarding online advertisement

H0: There is no significant difference in the views regarding online advertisement

H1: There is a significance difference in the views regarding online advertisement

Test statistics

N	120
Chi square	162.218
df	6
Asymp sig	.000

Friedman test

As the asymp significant value is less than 0.005, H1 is accepted. Hence there is a significant difference in the views regarding online advertisement. It was concluded that views regarding the online advertisement with differ among e savvy buyers.

Ranking of views regarding online advertisement

Views	Mean	Rank
Useful for e savvy buyers	2.65	I
Irritative	2.93	II

Broad coverage	3.39	III
Social awareness	4.12	IV
Interference	4.74	V
Benefits company which promotes the product	4.90	VI
Risky	5.27	VII

Interpretation

By applying Friedman ranking test for finding out the views regarding online advertisement, the e savvy buyers has viewed advertisement as it was very useful to know about the product , which is ranked 1. And next majority of the buyers were seeing online advertisements as an irritative one and they perceive ads as a disturbance which is ranked 2. Few buyers have given their opinion that online advertisements creates social awareness, interference with a rank of 4 and 5 and very few has ranked online advertisement as it benefits company and risky with a rank of 6 and 7.

Findings of the study

The survey results shows that

- 75% of the e savvy buyers have told that they will browse more than 3 hours a day they rarely check online advertisements
- The respondent's feelings towards online advertisement methods (rectangular banner ads, e mail ads, pop up ads etc) is good.
- 85 % of the respondents have agreed that the online advertisements are useful to make purchase decisions.
- Majority of the respondents prefer buying through e commerce rather than buying through respective company websites.
- The respondents prefer real visuals than animated advertisements.
- Pop up advertisements are seems to be a disturbance and it irritates the customers

Conclusion

Today the online advertisements have proved its effects and impact on e savvy buyers. It is considered to be the quickest means to reach the potential customers. The study concludes that the views towards the online ads are good and it will be helpful in making purchase decisions in an easier way. Online advertising is a significant ingredient in predicting buyer behaviour which converts purchase intention to purchase behaviour.

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