# STUDYING THE IMPACT OF INTERNET ADVERTISING ON CONSUMER BUYING BEHAVIOR

## Dr.N.Priya,

MBA, M.Phil, Ph.D

Associate Professor, Lorven St.Xavier's College, Bangalore

## ABSTRACT

The present research report is focusing on quantifying the impact of internet advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviours. The purchasing behaviour is strongly influenced by the icon of the product which is built by the advertisers. The primary data on the field are collected through questionnaires and secondary data were collected through internet, journals and business magazines. This survey study was conducted in November, 2015.

A sample of 100respondents was taken, out of which 30 were in government or semi-government services, while 20were taken from business class and the rest 50 were private sector employees. The written report reports that creative online advertisement has always a great impact on the buying trends or purchasing behaviours of the consumers. At the same time ROI of the merchandise and premium are also admitted with their substantial impact on buying behaviour of consumers. Likewise to some extent the online celebrity endorsement also matters in the buying behaviour. Thus the study concludes that the positive shock of all these factors, on the buying behaviour of the consumer improves the loyalty of consumers towards brand which helps in forwarding of the advertised merchandise.

**Key words:** Internet advertising, buying behaviour,

I – INTRODUCTION

Consumer buying behavior is the subject area of internal and external factors acting in the decision making process and Consumer behavior is the study "of the processes involved when individuals or groups select, purchase, use, or dispose

merchandise, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995).

Advertising is a form of communication which is utilized to persuade a specific group of people to take some new action. Advertising is considered as a major and important element in the economic growth of the marketers and different companies in competition (Ryan's, 1996). Advertising is usually paid form of promotional material by some sponsor and reached through various traditional media such as television, commercial, radio ad, outdoor advertising, newspaper publisher, magazine mail or modern media such as blogs, websites and text messages. Furthermore the developments and technological advancement shave turned advertising to a more pervasive and strong in its impact and effect (Kriti Shah & Allen,2001). Early advertisers assumed that advertising is very powerful what is read "comes through and strongly achieves the intended and persuasive objectives as "the early bullet or "hypodermic needle" modes of communication which has given rise to the earliest concept of communication effects, "who tells what to whom through what medium with what effect" Effects of music on advertising effectiveness was studied by Gorn G J in1982. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could benow seen in many, parts of the universe as well (Kotler& Armstrong, 2008). Modern advertising is developed with the development of mass production in the late 19th and early 20th centuries. After the success of print advertising, the idea of radio advertising prevailed this was then passed out by the video advertising. In the late 1990s the private Television Network initiated the trend of getting ads. With the coming of the 21st century the online advertising has dominated the world marketplace and consumer community as well. Today thread has proved its effects and impact on consumers 'buying behaviors and marketer needs all over the world. Consumers buying behavior has always beefed so much importance and space in the literature study of the impact of advertising regarding its effectiveness.

Most of the time consumers buying behavior is influenced by liking or disliking of the consume towards the advertisement of the product, advertised.

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was conducted.. Along the base of annual income, 21 respondents earn30, 000, 51 have 35000-50000 annually and the rest has under this annually. Based on the review of the literature, some key indicators have been selected for the study of the impact of advertising on

Consumers' buying behavior.

· The quality of the product advertised
· Price of the product promoted
· Persuasiveness, information and entertainment
· Brand Image in advertising
· Celebrity endorsement

## II - REVIEW OF LITERATURE

After studying the available literature on internet advertising, one of the works of Ducoffe (1996)found that Internet advertising was perceived to be edifying, entertaining, useful, valuable, and important. While Korgaonkar and Wolin (2002)studied the differences between heavy, medium, and light web users and concluded that "heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent" Danaher and Mullarkey (2003)examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner adverts on both aided and unaided recall.

*Online Advertising:*
Several cases of online ad campaigns include, display advertising: the role of web banners or banner advertisements, which are the small boxes of ads that you attend on many sites. These banner ads increase product awareness and can also drive traffic to a company's web site. Standard ads are can be static, animated, dynamic, interactive, or television. Behavioral targeting, demographic targeting, geographic targeting, retargeting and site based targeting are all usual ways in which advertisers choose to target banner ads, the ability to effectively target a very specific consumer is a Online advertising is a selling strategy that involves the use of the Internet as a medium to generate website traffic and mark and present marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications. Since the former 1990s,there has been an exponential increase in the growth of online advertising, which has modernized into standard for small and big organizations.

Online advertising is also recognized as Internet advertising. A major advantage of online advertising is the quickest promotion of product information without geographical boundary limits. A major challenge is the developing domain of interactive advertising, which poses new challenges for online advertisers. Examples of online advertising include banner ads, hunt engine results pages, social networking ads, email spam, online classified ads, pop-ups, contextual ads and spyware.

Online Advertising encompasses all the features of offline advertising, it is more beneficial than offline or print media because its scope is too high and can reach all over the globe due to the internet. Customization is possible in online ad campaigns in content, time and targets. And it is less costly than print advertising.

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A major advantage of online advertizing is the ability to gain a broad audience for a fraction of what it would cost in traditional advertising. Another beneficial portion of online advertising is the ability to easily, accurately and inexpensively measure statistics. Analyzing online advertising campaigns have become somewhat of a science, as there are so many ways to trace, measure and test results. These analytics make it lots more comfortable to optimize online advertising campaigns and estimate return on investment (ROI). Kotwal (2008

Behavioural targeting or behavioural advertising can be thought of as the process of selecting prospects based on what they actually behave online. Such online activities can include search terms used, sites Visited and general shopping habits. The technique of behavioural targeting delivers advertisements to audiences who are actively looking for your offering or have a story of visiting web sites of similar content or composition of your product or service, in behavioral targeting you are sampling to accurately pick out or target prospects based onwhat they actually do online or have done online. Again, the technique of behavioral targeting delivers display ads to audiences who are actively looking for your

offerings. We can determine fromthe data shown in the graphs below, that the internet is growing and it's having huge potential for

Business and for customers. Now as days there is growth is a mobile phone market (smart phone) in India. This movement will be passing to stay till2020. (Graph: Internet users- scenario in India
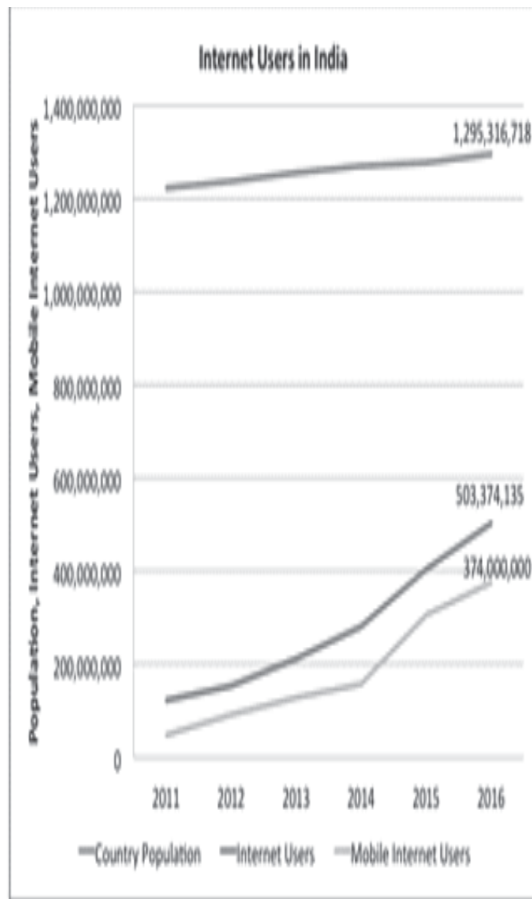


Consumer Buying Behavior: The term "consumer behavior" refers to natural processes and decisions that factor in a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, polish, personality, age and education Kotler, 2004).

Findings on consumer behaviour are practiced to develop methods and products that will boost company performance and gross revenue. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses according. Advertising to attract consumers, providing better environment, product, services and policies are important in improving today's consumer experience to keep jobs in retaining customers. This study tries to square up and explain the effectiveness of internet advertising in stimulating consumer

## III - RESEARCH METHODOLOGY

This is the descriptor type of research. In this paper attempt has been instituted to evaluate the internet advertising's impact on consumer buying behaviour, it's an empirical research which is based on primary and secondary data. The focal spot is on ROI, creativity in advertisement and celebrity endorsement. Sample size: 100 (stratified sample) Research Problem: Whether internet advertising is beneficial, cost effective than the traditional format of advertising?

Objectives:
i. To determine effectiveness of internet advertising on consumer buying behaviour
ii. To examine the relationship between celebrity endorsement and the purchase decision
This topic may benefit marketers, businesses, government and academicians. Questions were taken about the ad on TV, radio and the net.

## IV - FINDINGS AND DATA ANALYSIS

Basic statistical methods are employed for data analysis, like frequency and percentages of replies in favor and against the online advertisement. After evaluating, organizing, tabulation and interpreting data, the conclusions will be carried away. Roughly21% of the total respondents propose that they give second priority to the appeal of quality, 19% to persuasiveness and 15% to element of entertainment and information, while roughly 17%of the total respondent's have third priority to the appeal of celebrity endorsement, 14% of the price discounts and 14 % to prize schemes. Roughly 54 %of the total respondents are of opinion that prize scheme has impacted on the sale of the products to some extent, 24% say very much, 22 % say its impact is rare.

Approximately 40 % of the total respondents urged that they purchase advertised goods to a certain extent, 31 % say it's rare, 9% of the total respondents are of the opinion that they really purchase the product after seeing the advertisements very much, while 20% says it's really uncommon.

About 47% of the total respondents are of the view that they change the channel if the advertised products had not satisfied them, 18 % react in the form, to inform other with their dissatisfaction and 12 % annoyed at manufacturing organizations, 10 % switch off the TV and only 10% said they do nothing .About 66%of the total respondents are of the opinion that when they decide to purchase any thing they give first priority to quality, 23% to the price of the product and 11 % to celebrity in the product advertised.

Fig.1 is about appeal, 32% of the total respondents say that the appeal of quality impresses them more,19% say health and 18 % say celebrities in the advertising and 31 % said they like price discounts. About 76% of the total respondents are of the view that children impress with media advertisements and only 24 % say no. About 36% of the total respondents are of the opinion that some time they fulfill their children's desire of advertised product, 28% say to some extent and 36 % view rare to fulfill their children' s desire for advertised product. Fig. 2 is about the activities doing after seeing any advertisement on the TV , 47 % of the totalespondents are of the opinion that they will change the channel if the product in adz is of inferior quality. As 13% say that they do nothing. 10 % said they like to switch off TV. 18 % say they will inform others.
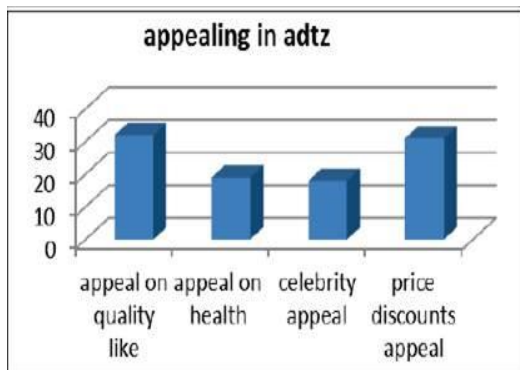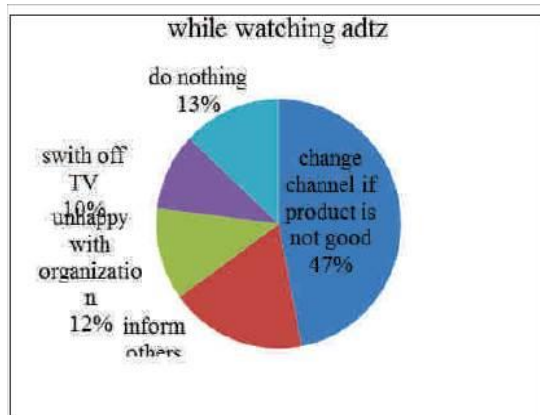


Fig.1 (what's appealing in adtz?)

Fig. 2 (while watching adtz)

## V - CONCLUSION ANDRECOMMENDATION

The study concludes that internet advertising influenced purchase decision of the customers to moderate extent as only nearly half of the respondents were influenced purchase decision. Nonetheless, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction level between them and the society from which they buy their products from. The survey likewise 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 ingredient in predicting the consumer behavior. For the image building of the product and better market share the advertiser should have to sustain the following things in mind. Beginning of all the adverts should be based on variety and reality. At that place should be more emphasis on character rather than glamour and price. While creating an advertisement effective it should be telecasted only3 or 4 times in a daylight, otherwise it produces boredom. The advertisers should bear to hold this thing in mind that an advertisement conveys direct information about the product rather than to show the fashion and panache of the model so it should perpetually have to present bare facts about the product rather glamour and exaggeration. At the same time, the advertisers should also have to state the price of a product for the sake of consumer's convenience.

The quality of ads should be attractive and beneficial because it keeps great impressing on the consumer's head. It is likewise an important gene that more prize schemes do not constrain the consumers to buy the goods until the quality is not in effect. Besides, celebrities leave a great impression, especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be deliberate, while playing in some particular advertisement.

Also there should be no sensationalism in the advertisement rather it should be simple but attractive. Later detailed and comprehensive study, the researcher has explored that factors of persuasiveness, brand image and celebrity endorsement are the most important contributing key elements in advertising which, if properly designed and utilized, then could change the consumers' purchasing behavior to purchasing intentions.

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