

A STUDY ON IMPACT OF VIRTUAL ADVERTISING FOR MARKETING

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ABSTRACT

Advertisements plays a vital role on marketing .many companies spends lot of amount for advertisement. The purpose of this study was to analyse the impact of virtual advertising for marketing. the research tool is ANOVA .the sample is collected from the peoples in Pappakudi a village located in Udayarpalayam taluk and Ariyalur district.

Keywords :Impacts of advertisement for marketing,virtual advertisement,effects of advertisement in rural area.

1.INTRODUCTION:

Virtual advertising is the use of digital technology to insert virtual advertising images in a live or pre recorded television show often in sports events. This techniques is often used to allow broad caster to replace the real advertising panel. Virtual is used in different field including movies, news, dramas, and entertainment shows and it currently act as a driving force of today's advertising market. The virtual advertising has been feasible for mobile games, digital outdoor advertising. Worldwide spending on advertising in 2015 amounted to an estimated US \$529.43 billion. Advertising's projected distribution for 2017 was 40.4% on TV, 33.3% on digital, 9% on newspapers, 6.9% on magazines, 5.8% on outdoor and 4.3% on radio. Internationally, the largest ("Big Five") advertising - agency groups are Dentsu, Interpublic, Omnicom, Public and WPP The purpose of this research paper is to identify the impact of virtual advertising for marketing and how the virtual advertising is affect the purchase intention of consumer.

2.LITERATURE REVIEW:

✚ Yun-seul at el (2016) "South korea",Explained that there has been an increasing interest in virtual advertising

in a variety of contents. The current research aims to identify the effect of engagement feature of advertising in soap operas and entertainment programs on advertising attitude and purchase intention. it was found that all the engagement culture-visibility, amusement and usefulness had positive effect on advertising attitude .data was collected from 234 peoples who had experience virtual advertising and analysis of covariance was conducted to collect the data.

- ✚ Fue zeng at el (2017), explored that hoe social communities of online communities affect user's perception and responses toward social media advertising.sample size was 327 .they used snowballing sampling approach.this study exploredsocial communication on user reaction.
- ✚ Violeta neza,Ervin myftaraj(2016) "Albania", explained impact of advertising and their different strategies in the insurance industry.sample size is 200.and they use narrative design. This study shows that advertising important for any business.
- ✚ Seyed rajab nikhshabi at el (2013) "Malaysia", Stated that the effectiveness of e- advertisement on customer purchase intention. Data collected

from 570 respondents .the result of the study is the effectiveness of e-advertisement is undoubtedly highlighted in this study.

- ✦ Shu chuan chu (2011), explained that the viral advertising in social media affect the facebook groups and responses among college aged users.

3.RESEARCH METHODOLOGY:

Objective of the research is to study the impact of virtual Advertising on marketing.

Total population: 90

Sample size : 75 (According to RAO Software)

Sample technique: simple random sampling

Area of research: The research based on the survey of peoples from Pappakudi village located on Ariyalur District.

Primary data: collected from Pappakudi peoples.

Secondary data: Collected from newspaper , article and journal.

3.1 HYPOTHESIS OF THE STUDY :

H0: There is no relationship between virtual advertisement and marketing.

H1: There is a relationship between advertisement and marketing.

4.DATA ANALYSIS

TABLE 4.1: Mean value for the impact of virtual advertisement for marketing

Variable	SD	D	N	A	SA
Purchasing behaviour	0	0	22	42	11
Better selection of product	3	1	22	45	4
Truthful and ethical	1	5	22	28	19
Portrait brands	2	4	26	35	8
Raise standard of living	0	5	20	32	18
No utility in society	2	7	27	30	9
Don't buy the product	3	10	22	29	11
Comple people to buy product	4	5	33	23	10
Promotes good values in society	0	10	22	30	13
Learn about fashion and products	2	5	24	34	10
Mean	1.7	5.2	24	33	11

The table 4.1 shows that the highest mean value is 33 that is most of the people give “Agree” and lowest mean value is 1.7 that is very low number of consumers give “Strongly disagree”.

TABLE: 4.2 ANOVA TABLE

ANOVA	Column1	Column2	Column3	Column4	Column5	Column6
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	9	0	0	1	2.12402926
Within Groups	7658	40	191.45			
Total	7658	49				

The table 4.2 shows that the calculated value of F is 0 which is less than the table value of F is 2.1240 and the P value is 1 which is greater than 0.05. This analysis accept the null hypothesis(H0) and reject the alternative hypothesis(H1).

5.CONCLUSION

From this analysis I conclude that the advertisement have no relationship on marketing but the advertisement have influence on the customer purchasing behavior .

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