

# “COMPARATIVE STUDY ONLINE ADVERTISEMENT AND CONVENTIONAL ADVERTISING STRATEGIES”

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**Abstract:** The study main focuses on relationship between online advertisement and conventional advertisement strategy. In modern time both advertisement plays a main role in market and help to the marketer to identify the consumer buying behavior. Internet and digital devices have increased online advertising use by the marketer. Conventional advertising strategies also influence the advertising through print media and radio.

## INTRODUCTION

Online advertisement is a promotion strategy that uses in internet and expressed World Wide Web for delivering any types of messages to attract customers. Online advertisement mostly delivered by and advertisement server. In this many of the search engine results pages, banner ads, click texts ads, Social network advertising and email advertising. Online advertising includes many of the advertising like email marketing, Search engine marketing and social media advertising also. Online advertising main role in the marketing in this both publisher and displayed advertisement content to attract customer.

There are the some most online advertisement

- Search Results
- Blogs
- Social Media
- Website
- Text Messages

Conventional advertising mainly focused in the advertising that have been done in the past. Conventional advertising is what is most commonly used by the consumer.

There are the some most conventional advertisement

- Newspapers
- Magazines
- Television
- Radio
- Outdoor Advertising

## LITERATURE SURVEY

The relationship between online advertising and conventional advertising there are large number of studies are already conducted with the aim of analyzing the consumer attitude towards online advertising and conventional advertising. Many of the scholar, author and research firm have done several empirical and descriptive studies in the field. The different conclusions provided by various studies are as follow:

**According to Ducoffe's (1996)** conducted a study of attitudes towards online advertising show about the entertainment and information in online advertising is determined about the consumer attitudes towards online advertising. It is positively related to understand value of the advertisement and irritation is negatively related to understand value of the advertisement. Many of the consumers do not see high entertainment and information in online ads.

**According to Bracket and Carr (2001), Edwards lee (2002) Prendergast & Huang (2003)** conducted a study to find out the positive advertising attitude is more effectiveness in online advertising study show. They find about irritable, they predict a stronger acceptance and favorable attitude to advertising over time. They show that attitudes towards advertising in a medium can change.

**According to Menon and Soman's (2002)** executed a study to understand the nature of consumer why consumer will click on the advertisement. What kind of propose consumer have it is awareness of a knowledge gap and essential in elaboration desire to seek knowledge. Their finding about the online advertising campaigns should develop consumer curiosity by highlighting a knowledge gap.

**According to Chang and Thorson's (2004)** determined about the experiment demonstrates the effect of synergies in facilitating information processing from an central route of offline advertising and without covering the advertising by repetition without synergy process the advertisement from a peripheral route.

**According to Dr. Parul Deshwal (2016)** found that today scenario is full of need in future, which is becoming a technically an inevitable part of every person. In modern time size and the range of online advertisement is increasing day by day. Through the online advertisement businesses are spending more on online advertisement. Understanding the factors that influences online advertisement effectiveness is crucial.

**According to Mydheen D.M and Damodaran G.R (2016)** find in their study on student towards attitude online advertisement purchasing and also determined that factors which influences them in selecting the online retailers. He find that in modern time students are generally used online services for various kind of purchase decision.

## OBJECTIVES

- To identify the factors of Online Advertisement that affects the buying behavior.
- To identify the factors of conventional Advertisement that affects the buying behavior.
- To assess the relationship between online advertisement, conventional advertisement and consumer buying behavior.

## HYPOTHESIS

- $H_{0=}$  There is no significant impact of online advertisement on consumer buying behavior
- $H_{0=}$  There is no significance impact of conventional advertisement on consumer buying behavior.

## RESEARCH METHODOLOGY

This purpose of research is to find the comparative study in online advertisement and conventional advertising strategies namely as cost, measurability, formatting, targeting, coverage, speed, billboards, newspaper, magazines, radio.

### Research Methodology

Since the proposed study will involve the measurement of phenomenon involving consumer perception, therefore a well-structured and rigid descriptive research design is selected by the investigator to describe the relationship between online advertising and conventional advertising strategies.

**Sampling design** sampling design of proposed study includes defining the target population, selection of sampling technique and determination of sample size as under. 180 participant is found to be appropriate in the light of above qualitative factors.

**Data Collection** The questionnaire was developed through in face to face or question will be included in two parts and totally 24 questions. At the beginning of the questionnaire some demographic questions from participants (name, gender, age, Education, Marital Status, Occupation, Income) were asked and in the second part were asked 16 likert scale question. As the question is based on the expectation which means it will help us to know that whether the respondents agree or disagree towards the statements, therefore, the level of agreement likert scale is being used (1- Strongly Disagree, 2- Disagree, 3-Neutral 4- Agree, 5 – Strongly Agree to record the perception.

### Analysis of data and statistical tools:

The data collected are tabulated and analyzed in such a way to make interpretations. The statistical tools such as regression and correlation used. The regression is show about the dependent and independent variables. Correlation indicates positive relationship between the two. IBM SPSS version 22 is used for data analysis.

## DATA ANALYSIS AND DISCUSSION

**Table 1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 <sup>a</sup>	.228	.223	.45099

a. Predictors: (Constant), conventional advertisement

**Table 2: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.680	1	10.680	52.512	.000 <sup>b</sup>
	Residual	36.203	178	.203		
	Total	46.884	179			

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), conventional advertisement

**Table : 3 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.755	.342		2.204	.029	.079	1.431
	Conventional advertisement	.711	.098	.477	7.247	.000	.518	.905

Dependent Variable: Consumer buying behavior

**Interpretation:** - The information presented in the above table show the model summary & overall fit statistics. We see from the table that the Adjusted R Square of our model is .223 with the R<sup>2</sup>= .228 that means the linear regression explains the 22.8% variance in the data.

The table above depicts the F test. The f test statistics is the regression sum of a square divided by the residual mean square. The liner regression F test has the null hypothesis that there is no linear relationship between the variables with F test 52.512 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between online advertisement as the independent variable and consumer buying behavior as the dependent variable with a value of .477. The significance of beta is tested using t-test and value found is 2.204 and 7.247 which is significant except indicating a healthy positive relationship between online advertisements and consumer buying behavior. The regression analysis helps to conclude that the online advertisements have a significant relationship with the consumer buying behavior

## CORRELATIONS

**Table 4: Correlations**

		Online advertise ment	Consumer buying behaviour	conventional advertisement
Online advertisement	Pearson Correlation Sig. (2-tailed) N	1  180	.462** .000 180	.166* .026 180
Consumer buying behavior	Pearson Correlation Sig. (2-tailed) N	.462** .000 180	1 .000 180	.477** .000 180
conventional advertisement	Pearson Correlation Sig. (2-tailed) N	.166* .026 180	.477** .000 180	1  180

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Interpretation:** The value of correlation (r) of online advertisement and conventional advertisement is .166 which indicates positive relationship between the two. The value of correlation of online advertisement and Consumer buying behavior .462 which is positive in relationship which define the perfect relationship in Correlation. Thus it is concluded that there is positive relationship between online, conventional and consumer behavior.

## CONCLUSION

In the present study, the comparative study between online advertisement and conventional advertisement strategies measured using Likert 5 point scale (5 = strongly agree 1 = strongly disagree). There are many drawbacks like irritating repeats advertisement and some doubts. The purpose of this research ascertain the relationship between both online and offline advertisement which influences the consumer buying behavior. Many researchers have indicated that online advertisement has more effective than offline advertisement. In modern time period internet based life is particularly famous and many of the clients are expanding all around fastly. now a days the people are utilizing Facebook, what's app, Instagram, LinkedIn and other media for stimulation reason as well as for socialization and business reason there are number of social site which give stage and chances to huge number of advertisement in internet and print media. In conventional advertising television and radio were highest. Future advertising campaigns can be developed based on the self-reported media channel preference of consumers. Research studies indicate that online advertisement have maximum availability than the conventional advertisement demographic characteristics of the respondents.

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