



A study on the effect of online advertisement with special reference to Google in Erode District

Dr. C.Kalamani

Assistant professor

Department of Business Administration with Computer Applications,
Kongu Arts and Science College (Autonomous).Erode.

ABSTRACT

The research work has been undertaken with a view to study on the online advertising effectiveness on customer . In the current scenario online advertising is the best method of promotion. It is also known as Internet advertising . Today, astonishing development of technology, rise of new media and communication channels are playing important factor in people's life. Advancement of technology have led to the significant growth of communication style through internet in the form of online advertising. Online promotional tools are increasing in the form of Mobile advertising, Email marketing, social media marketing and display advertising etc. ". The current study investigated the effect of online advertisement via google platform, analyze the customer's awareness towards google advertisements, analyze the the influence of google advertisements in consumer's buying behavior ,to know the satisfaction level of customers towards google advertisements and to the study also focus on usage of google advertisements by customers.

Keywords: online advertisement , google, customer awareness , customer satisfaction, usage in online advertisement

INTRODUCTION

The rapid growth of internet and incredible flow of information that the internet has made possible, has transformed the business of advertising. While surfing on web, it is difficult to unsee the advertisements.

Online advertising also called online marketing is a form of marketing and advertising uses the internet to deliver promotional marketing messages to consumer. Online advertising is now a significant business sector with an estimated global turnover of more than 200 billion dollars in 2017. Advertisements are places in banner with colorful and interactive characters, floating across the web pages, animated or sometimes visualized.

Consumer buying behavior is considered to be an inseparable part of marketing. According to Schiffman (2007), "consumer buying behavior is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they will satisfy their needs".

Internet and web advertising provided advertisers a way to make product globally recognized. Advertisements are changed from conventional to electronic advertisements in 21st century. Internet if providing a great channel for marketers to create a buzz through newspapers, chat rooms and blogs about products ranging from clothes to music .

Customers feeling of enjoyment are associated with the advertisement because the online advertisements are mostly visual and feature oriented (Chouhan, 2012). Online advertisements can be both effective and irritating in the same time. Web advertisements are sometimes unavoidable, they are compulsory or forced viewed.

Today consumer are changed from physical to virtual. Strategies are developed for cost reduction through online ads and online shopping (Ahmed & David, 2014). Web surfer leave the web with too many ads and entertaining websites has a positive influence on clicking on the ads to different website to gain pleasure and relevant information about the products (Ali, 2013).

Through internet companies can know instantly if their campaign is working or not, what company or user is interested in their products and from what cities or country they are. Internet advertising is a key determinant of purchase decision of the consumers as they consider it to be an interactive level between them and the society from which they buy their products.

Online advertisements helps to design marketplace by factors such as cost saving, convenience, customization of product and services for maintaining high loyalty of customers. The growing internet users and online advertisers influenced this research to be conducted.

OBJECTIVES OF THE STUDY

- To study the effect of online advertisement via google platform.
- To analyze the customer's awareness towards google advertisements.
- To analyze the influence of google advertisements in consumer's buying behavior.
- To know the satisfaction level of customers towards google advertisements.
- To study the usage of google advertisements by customers.

LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information collected from the respondents who are residing at Erode alone.
- The data has been collected only from 250 respondents. So, the results cannot be generalized.
- The study would give certain findings in response to the current advertising trends. In future, the advertising trends might evolve.

RESEARCH METHODOLOGY

Research is defined as a systematic effort to gain new knowledge. Research methodology is a systematic way of solving problem.

Research design

A research design constitutes the blueprint for the data collection measurement and analysis of data. The method followed for the study is descriptive method.

Sampling

The study was conducted in Erode city of Tamil Nadu state. Questionnaire has been framed as a tool for data collection and 250 samples of respondents have been drawn in total. The method of sampling was convenience sampling.

Data Analysis

For the purpose of the study the data collected were spitted to tabular form and a master table had been prepared. The data collected were converted onto desired tables to give the effect of online advertisements with special reference to google platform.

Sampling Technique

The sampling technique used was convenient sampling.

Data collection tool

In data collection, there are two methods viz., primary data collection and secondary data collection.

Primary data collection is the actual information, which are collected from actual field research. The data was obtained by questionnaires.

Primary data

collected by well-structured questionnaires

Secondary data

The information that was obtained indirectly is from published and unpublished materials. Sources of secondary data are books, journals, magazines, Internet etc.

STATISTICAL TOOLS USED IN THE STUDY

- Percentage method
- Chi-Square
- Ranking

REVIEW OF LITERATURE

G. Anusha (2016) has published a research paper on “Effectiveness of online advertising” on International research journal GRANTHAALAYAH. This research demonstrates the effectiveness and usefulness of online advertising and the reasons for using online advertising. To this end, the study used the percentages and methods in the Likert scale. The number of respondents who are online for one hour a day is the opposite of those who are online for two or more hours. Many respondents prefer advertised products over non-advertised products. Among many forms of advertising, online advertising is better than offline advertising.

P. Brintha, A. Yasmeeen, B. Indirapriyadharshini, N. Giri (2019) has published a research paper title “Millennials Attitude on Effectiveness of Online Advertisement” International Journal of Engineering and Advanced Technology (IJEAT). Online promotion method is best. Customers can understand extra approximately new up to date merchandise without problems and exciting statistics approximately specific product so it's miles beneficial to buy the product.

Pawar (2014) conducted a research on effectiveness of online marketing and found that major benefits of online marketing are its capability of interaction between consumers and advertisers online reviews (Murphy, 2015). Supporting this is the fact that in a study followed by availability of wide range of information and ease of shopping. Statistics have shown that 80% of online shoppers would change their minds based on online reviews (Murphy, 2015). Supporting this is the fact that in a study carried out in India of the influencers of online purchase decisions, 93% of the respondents indicated that they considered online word of mouth much more reliable than all the other sources of information including the typical online ads (Bakshi & Gupta, 2013).

Haider & Shakib (2017) studied the “Influences of internet advertisement on consumer buying behavior” with 544 respondents in Dhaka, Bangladesh. For this purpose four independent variables, Entertainment in advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Among the four independent variables, Familiarity had the most significant impact with 29.3%, followed by Entertainment (25.9%) Advertising Spending (12.1%) and Social Imaging in Advertisement (11.2%). Based on the analysis it was concluded that advertisement has significant impact on consumer buying behavior.

Singh & Singh (2016) studied the “Effectiveness of online advertising and its impact on consumer buying behavior” in Punjab, India with 100 sample size and found that 68% of respondent liked the online advertisements, 56% trusted the ads, 50% supported the brand quality and 65% agreed on the availability of online ads. Research concluded that majority of the respondents agreed that online advertisement are almost everywhere on internet. The internet play an important role in the consumer purchasing decision process than advice from friends/family and any other medium such as television, newspaper etc. It has inculcated various new and exciting dimensions to advertising provided advertisers with tools to capture attention of target

audiences with greater accuracy and efficacy. The internet have influence on consumers than any other mass media when it comes to making purchase decisions.

CHI SQUARE ANALYSIS AGE AND AWARENESS LEVEL OF THE RESPONDENTS

AWARENESS LEVEL AGE	HIGHLY AWARE	NEUTRAL	NOT AWARE	Total
21-30	55	83	6	144
31-40	5	8	0	13
Above 40	2	6	0	8
Below 40	26	50	9	85
Total	88	147	15	250

HYPOTHESIS:

Age and awareness level of the respondents are independent of each other

Degree of freedom = 6

Table chi-square value at 5% level = 12.59

Calculated chi-square value = 4.71

The result of the chi-square test reveals that the calculated chi-square value is less than the table value at 5% level of significance. So, the hypothesis is accepted. Therefore, there is no relation between the age and awareness level of the respondents.

AREA TO WHICH THE RESPONDENTS BELONG AND THE NUMBER OF PRODUCTS/SERVICES PURCHASED BY THE RESPONDENTS.

NO.OF PRODUCTS/SERVICES PURCHASED AREA	1-5	5-10	MORE THAN 10	NONE	TOTAL
Urban	32	52	18	14	116
Rural	44	40	29	21	134
Total	76	92	47	35	250

HYPOTHESIS:

Area to which the respondents belong and the number of products/services purchased by the respondents are independent to each other.

Degree of freedom = 3

Table chi-square value at 5% level = 7.815

Calculated chi-square value = 5.75

The result of the chi-square test reveals that the calculated chi-square value is less than the table value at 5% level of significance. So, the hypothesis is accepted. Therefore, there is no relation between the area to which the respondents belong and number of products/services purchased by the respondents.

FINDINGS OF THE STUDY

- It implies that the majority of the respondents (57.6%) belong to the age category of 21-30.
- This implies that the majority of the respondents 56.4% of the respondents are male
- It implies that majority of the respondents (79.2%) are unmarried.
- It implies that majority of the respondents (36.8%) come under the monthly income category of ₹15,000- ₹35,000
- It implies that majority of the respondents (63.6%) are students.
- It implies that majority of the respondents (53.6%) belong to urban area.
- It implies that majority of the respondents (73.2%) considers google advertisements for shopping.
- It implies that majority of the respondents (69.2%) prefer products over services on google advertisements.
- It implies that majority of the respondents (70.8%) recommends the products/services that they see on google advertisements to friends and families.
- It implies that majority of the respondents (30.4%) have purchased 1-5 products/services by seeing google advertisements.
- It implies that majority of the respondents (58.8%) are neutral in their awareness level on google advertisements.

- It implies that majority of the respondents trust the information provided by google advertisements.
- It implies that majority of the respondents (37.6%) are satisfied with the recommended advertisements on google.
- It implies that majority of the respondents (85.6%) think that google advertisements are useful.
- It implies that most of the respondents (51.6%) agree on the statement “Google’s massive reach” as a feature of google advertisement.
- It implies that majority of the respondents (54.5%) search multiple times a day on google.
- It implies that majority of the respondents (82%) are irritated by frequently seeing the pop-up advertisements on google.
- It implies that majority of the respondents (64.4%) agreed that the pop-up advertisements are relevant to their google search.

RANKING METHOD

- It is referred that majority of the respondents ranked attractiveness as first factor that influences the respondents to purchase by seeing google advertisement with the total score of 15482.
- It is referred that majority of the respondents ranked clothing as first type of advertisements that they see repeatedly on google with the total score of 1541.
- It is referred that majority of the respondents ranked irritating as first drawback with the total score of 15482.
- It is referred that majority of the respondents ranked trustable information as first according to their level of satisfaction with the total score of 15482

CHI-SQUARE ANALYSIS

The chi-square test has been applied to find the following results.

- There is no relation between the age and awareness level of the respondents.
- There is no relation between the area to which the respondents belong and number of products/services purchased by the respondents.

SUGGESTIONS

- The reliability of online advertising is low and therefore the study recommends that the management of companies using online advertisement should provide unique experience to its customers.

CONCLUSION

A study entitled "**The Effectiveness of Online Advertising with special reference to google platform in erode district**" shows that online advertising is the most effective form of advertising. Online advertising provides higher business awareness, simpler information dissemination methods, better ways to reach consumers, instant direct communication with customers, and lower costs. The main issues related to this are the interference of online advertising on people's work, their mental state and the fear of becoming a victim of fraud and bad online advertising practices.

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