IMPACT OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR: A STUDY IN TRIPURA, INDIA

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Abstract: An online advertisement model is the one that many major advertisers waiting for. They want to make online advertising more like television advertising & they want to make it better than television advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The intention of advertisers is to make their ads more involving and an interactive advertising always allows customers to become more involved because they initiate most of the action. The experience during this interaction enhances brand attitude. Effective advertisers often capture all the feedbacks from customers in a systematic way, which can be used in the strategic planning. This research work is concentrated on evaluating the impact of online advertising on consumer buying behaviour in Tripura, which establishes consumer expectations about online products and purchasing behaviour. The study is based on primary data, which have been collected through questionnaires & secondary data from internet, journals & business magazines. A sample size of 200 respondents are chosen for this study, out of which 25 respondents from each district (8) of Tripura has been covered. Collected data has analysed using SPSS software. Chi-Square test & Cronbach's Alpha (Reliability) analysis method has employed as the statistical tools for analysing the study. The final outcome of the study helps in understanding the real impact of online advertisement on the consumers buying behaviour in Tripura.

Index Terms – **Online advertisement, Online purchasing behaviour, Social media.**

I. INTRODUCTION

This topic has been selected because I believe that the topic will help me to understand how a consumer behaves in the market. It will surely help me to analyze the market about how the consumer purchases the goods. The internet has developed into an ongoing emerging origin that tends to enlarge more and more. The improvement of this particular communicative media attracts the consideration of advertisers as an extra productive source to bring in customers. A clear advantage, customer has with online advertisement is the control they have over the item, choosing whether to check it out or not. Online advertisement may also offer various forms of animation. In its most common use, the word "Online advertising" build all form of banner, e-mail, in-game, and keyword advertising, on the stages such as Face book, Twitter, Instagram, WhatsApp has received majority of young adults interviewed for the purpose of this research tend to be active information seekers. A high level of technological confidence within the group tends to be an encouraging factor when it comes to product information research through online. Online marketing also known as web marketing, webvertising, or electronic marketing referred to as services over internet. I-marketing is used as a short form for internet marketing. Internet marketing is reflected to be broad in scope because it is not only mention to marketing on the internet, but also comprise prospects into customers and customers into repeat buyers.

II. Literature Review:
There are some studies related to the Impact of online advertisement on consumer behavior:

- After studying the available literature on online advertising, one of the works of Ducoffe (1996) found that online advertising was perceived to be edifying, entertaining, useful, valuable, and important.
- Korgaonkar and Wolin (2002) studied the differences between heavy, medium, and light online users and concluded that heavy users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent.

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  - Analysing 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)
  - Online advertising began in 1994 when Hotwired, the digital counterpart to the hip wired magazine, started a web with about a dozen sponsors who paid to have advertising banners embedded throughout the sites" (Mathew & peter, Segun, 2013).
  - The behaviour of the online consumer is fundamentally different from the consumer of physical world. Consumer find easy to shop online and this trend is gradually increasing. (Ahmed & David, 2014) [12].

III. Objectives of the study:

- To examine the impact of online advertisement on customer's behaviour in Tripura.

IV. Hypothesis of the study

H_1 : There is a significant relationship between age and different perception about online advertisement.
H_0 : There is no significant relationship between age and different perception about online advertisement.

H_1 : There is a significant relationship between living standards area and influential advertisement.
H_0 : There is no significant relationship between living standards area and influential advertisement.

V. Methodology

Types of research: Quantitative Research.

Data Collection:

Types of Data:
Primary data: This data has been collected through survey questionnaire.

Sources of data:
The primary data has been collected from the most visited malls as well as the most crowdy place in Tripura.

Sampling Technique: Stratified Random Sampling.

Sample Size: In this research, the sample has included of 200 people (N=200). The sample has been structure for both the gender. Age level has constant ranging 18 to 60 years. They were the genuine viewers of online advertising.

Statistical Tool:

Percentage analysis through table, pie chart and bar diagram.
Chi-Square test & Cronbach's Alpha (Reliability analysis applied to test the observing data.

Data analysis & Interpretation
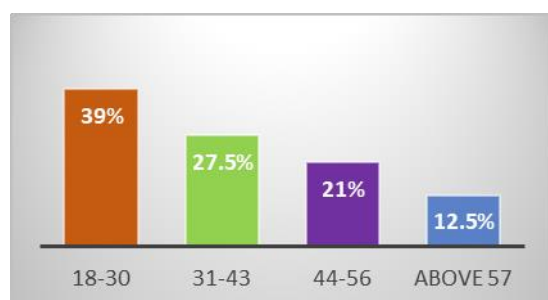
Age:

| 18-30	31-43	44-56	Above 57
78	55	42	25

Source: Field Survey

Interpretation: The demographic graph shows that 39% of the respondents belong from the age group of 18-30, 27.5% is in between 31-43, 21% from the age 44-56 and rest 12.5% is above 56.

Income:

Below 1,00,000	1,00,000-1,50,000	1,50,000-2,00,000	2,00,000-2,50,000	Above 2,50,000
37	53	41	47	22

Source: Field Survey

Interpretation: Above graph shows the yearly income level of the respondents. Where the chart indicates that majority of the respondents that is 26% income level is in between 100000-150000, 24% has 200000-250000, 21% has 150000-200000, 18% has below 100000 and rest 11% has above 250000.
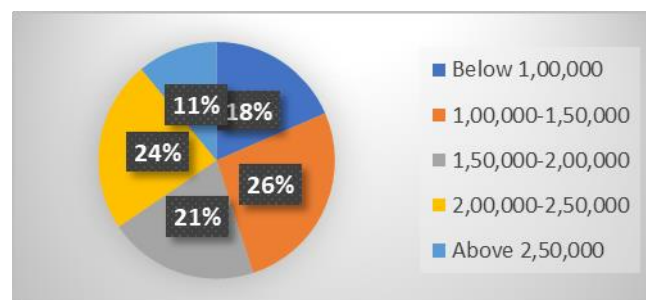
Living in:

| Rural	Semi-urban	Urban
79	35	86
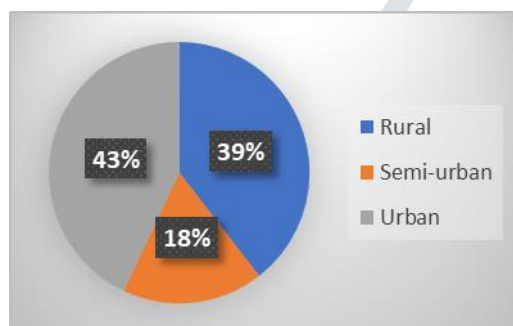
Source: Field Survey

Interpretation: Above pie chart shows the area of the respondents belonging. Where 43% of the respondents belong from urban area, 39% is from rural area and rest 18% respondents belong from semi-urban area.

Occupation:

| Govt. job	Private job	Businessman	Student	Other
17	58	89	7	29

Source: Field Survey

Interpretation: Above chart shows responds of occupation. From the respondent's majority with 44% is business man, 29% do private job, 8% related to govt. Job, 4% are students and rest 15% related to other professions.
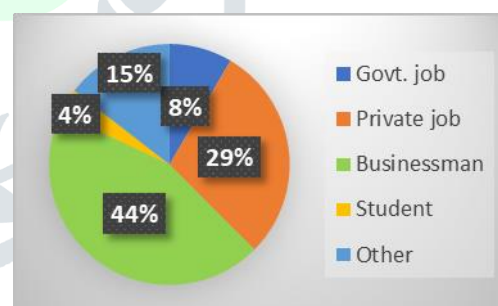
What mode of advertising influences you to buy any product?

Magazines and newspaper	Friends and relatives	TV Commercial	Online advertisements	Social Media
17	2	37	93	51

Source: Field Survey

Interpretation: Above pie chart shows that 47% respondents agreed to influence for purchasing any product through online advertisements, whereas 26% agreed for social media post, 18% agreed for TV commercial add, 8% influence through magazine and newspaper add and only 1% go with friends and relative's opinion.
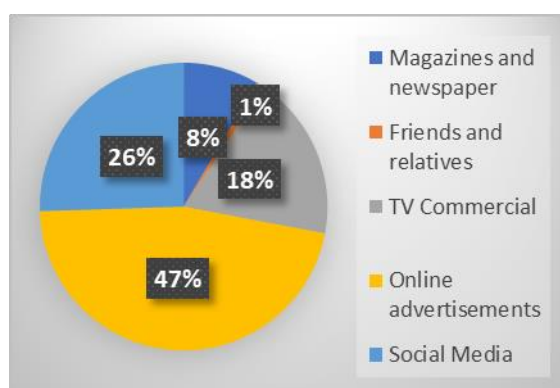
Which mode of advertisement would you prefer?

Magazines and newspaper	Friends and relatives	TV Commercial	Online advertisements	Social Media
17	1	31	107	48

Source: Field Survey

Interpretation: Above pie chart shows that 52% respondents prefer others about online advertisements, whereas 24% prefer for social media post, 15% prefer for TV commercial add, 8% prefer for magazine and newspaper add and only 1% prefer for friends and relative's opinion.
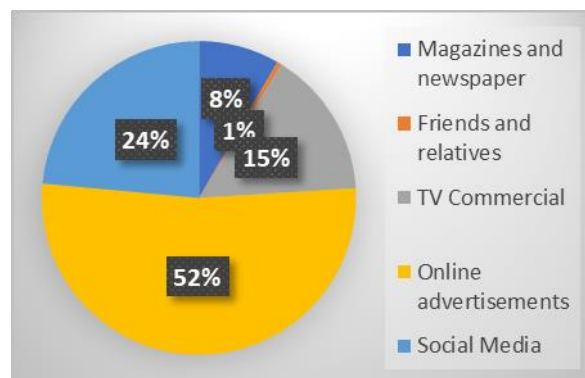
**What type of online advertisement you like the most in any website?**
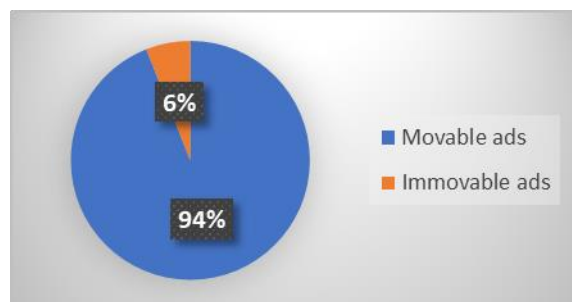
Movable ads	Immovable ads
188	12

Source: Field Survey

Interpretation: Above pie chart shows that 94% of the respondents strongly attracted with moveable ads in any website where as a less percentage that is only 6% respondents put their views with immovable ads.

How often do you click on advertisement?

Interpretation: Asking for clicking on advertisement, majority with 43.5% agreed that they watch advertisement if it looks interesting and 14% agreed that they don't like to watch advertisement that's why they don't see. 18.5% and 13% of the respondents says that sometimes they watch advertisement if that is related to their very interested topic. Rest 11% agreed that they watch advertisement all the time whenever one gets their attention.
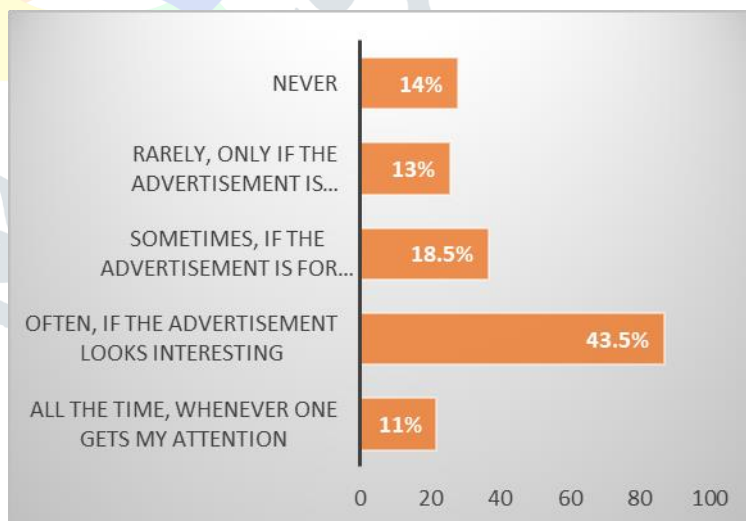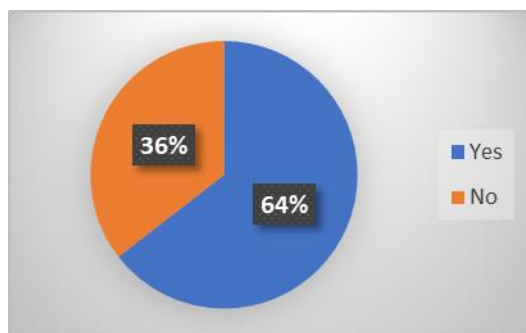
All the time, whenever one gets my attention	Often, if the advertisement looks interesting	Sometimes, if the advertisement is for something, I am very interested in	Rarely, only if the advertisement is particularly interesting	Never
22	87	37	26	28

Source: Field Survey

Have you made any purchases after seeing online ads?

Yes	No
129	71

Source: Field Survey

Interpretation: Above graph shows that 64% of the respondents agreed of purchasing product after seeing add whereas 36% completely denied.

What do you think is most important in an online advertisement when drawing your attention?

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
The amount of information it provides	90	45	17	32	16
The product itself	130	60	0	7	3
The price	145	15	0	29	11
Any deals mentioned in the advertise	97	33	35	24	11
The headline or tittle of the advertisement.	54	77	45	14	10

- **The amount of information it provides**
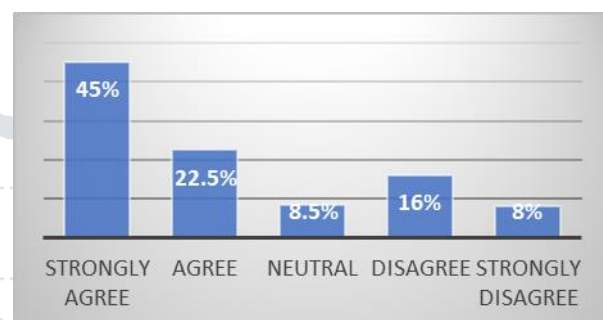
- **The product itself**
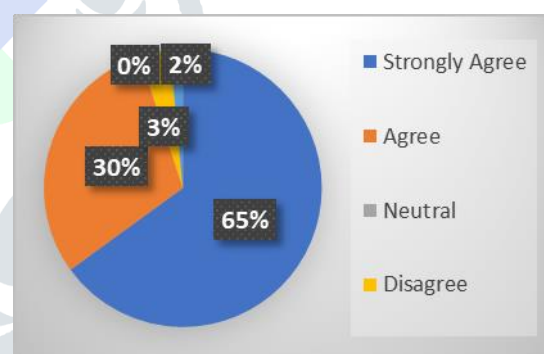
- **The price**
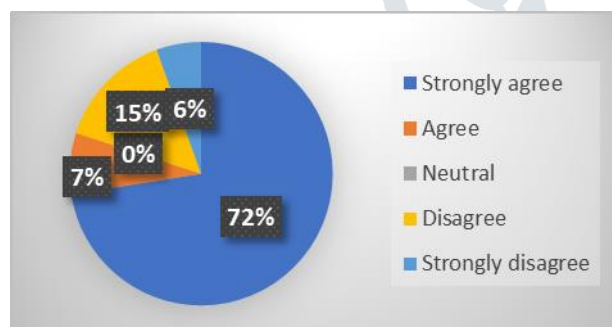
- **Any deals mentioned in the advertise**

- **The headline or tittle of the advertisement**
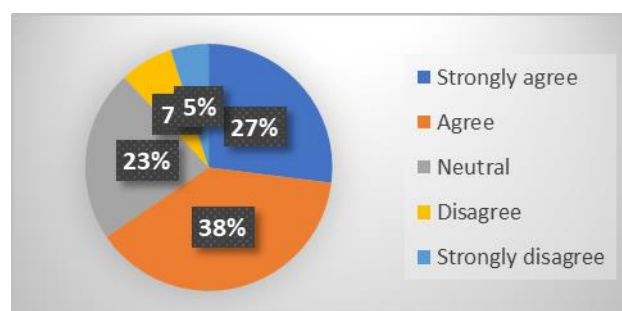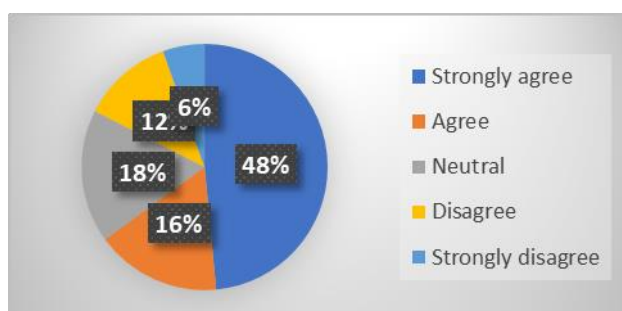
Where do you check online advertisement?

Personal mail	Wikipedia	Social networking sites	YouTube
1	3	169	27

Source: Field Survey

Interpretation: From the above chart it can be identified that 84% respondents check online advertisement through social networking sites, 14% respondents check online advertisements through YouTube, 2% talked about Wikipedia & rest of the 1% goes with the personal mail.
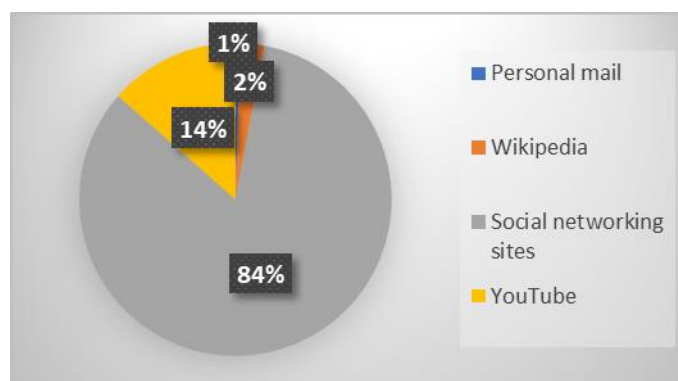
Overall, do you think online advertisement has a positive or a negative impact on your online browsing experience?
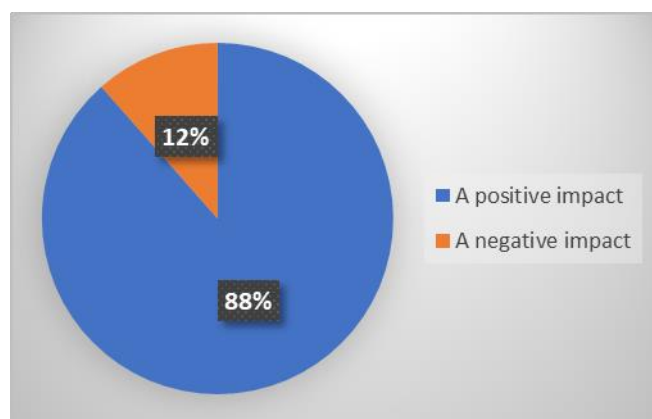
A positive impact	A negative impact
177	23

Source: Field Survey

Interpretation: From the above pie chart it has found that 88% respondents thinks that online advertisements has a positive impact to their online browsing experience & remaining 12% said that online advertisements has a negative impact to their browsing experience.

Hypothesis Testing:

H_1 **:** There is a significant relationship between age and different perception about online advertisement.
H_0 **:** There is no significant relationship between age and different perception about online advertisement.

Age * Do you think online advertisements generate offline sales Crosstabulation

		Do you think online advertisements generate offline sales			Total
		SA	A	D	
Age	18-30				
		Expected Count 89.7	55.5	6.8	152.0
		% within Age 57.9%	36.8%	5.3%	100.0%
		% within Do you think online advertisements generate offline sales 74.6%	76.7%	88.9%	76.0%
	21-43				
		Expected Count 18.9	11.7	1.4	32.0
		% within Age 53.1%	43.8%	3.1%	100.0%
		% within Do you think online advertisements generate offline sales 14.4%	19.2%	11.1%	16.0%
	44-56				
		Expected Count 4.1	2.6	.3	7.0
		% within Age 71.4%	28.6%	0.0%	100.0%
		% within Do you think online advertisements generate offline sales 4.2%	2.7%	0.0%	3.5%
	Above 57				
		Expected Count 5.3	3.3	.4	9.0
		% within Age 88.9%	11.1%	0.0%	100.0%

	% within Do you think online advertisements generate offline sales	6.8%	1.4%	0.0%	4.5%
	Expected Count	118.0	73.0	9.0	200.0
Total	% within Age	59.0%	36.5%	4.5%	100.0%
	% within Do you think online advertisements generate offline sales	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.992ᵃ	6	.545
Likelihood Ratio	6.111	6	.411
Linear-by-Linear Association	2.614	1	.106
N of Valid Cases	200		

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.158	**.545**
	Cramer's V	.112	**.545**
N of Valid Cases		200	

Analysis: The P value = 0.545 which is higher than .05, hence it is not statistically significant. Therefore, alternative hypothesis is rejected, hence there is no association between age and different thinking about online advertisement which generates offline sales.

H_1 : There is a significant relationship between living standards area and influential advertisement.
H_0 : There is no significant relationship between living standards area and influential advertisement.

Living in * Influential advertisement Crosstabulation

			Influential advertisement			Total
			Magazines and newspaper	TV Commercial	Online advertisements	
Living in	Rural	Expected Count	.9	1.3	9.8	12.0
		% within Living in	0.0%	58.3%	41.7%	100.0%
		% within Influential advertisement	0.0%	33.3%	3.0%	6.0%
	Semi-Urban	Expected Count	5.0	7.0	54.9	67.0
		% within Living in	4.5%	3.0%	92.5%	100.0%
		% within Influential advertisement	20.0%	9.5%	37.8%	33.5%
	Urban	Expected Count	9.1	12.7	99.2	121.0
		% within Living in	9.9%	9.9%	80.2%	100.0%
		% within Influential advertisement	80.0%	57.1%	59.1%	60.5%
Total		Expected Count	15.0	21.0	164.0	200.0
		% within Living in	7.5%	10.5%	82.0%	100.0%
		% within Influential advertisement	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.788[a]	4	.000
Likelihood Ratio	25.047	4	.000
Linear-by-Linear Association	.510	1	.475
N of Valid Cases	200		

Analysis: The P value = 0.000 which is lower than .05, hence it is statistically significant. Therefore, alternative hypothesis is accepted, hence there is an association between living standards area and influential advertisement.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.423	.000
	Cramer's V	.299	.000
N of Valid Cases		200	

Analysis: The alpha coefficient for the nineteen items is

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.766	.748	19

0.766, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 is higher is considered "acceptable" in most social science research situations.)

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42.95	60.641	7.787	19

Conclusion

According to the research conducted, it can be concluded that, the current study investigated the impact of online advertisement on consumer buying behaviour. The research work found that online advertisement was effective on reach and creation of awareness due to different usage. Online advertisement used by providing them information about the product benefits, price, quality, quantity, features. Overall in this study on impact of online advertising on consumer behavior, the outcomes which came from the survey which is conducted over the 200 number of people from all over Tripura, it has been found that the internet users (all age groups people) has no association with the perception towards the online advertisements. But the majority of age group people agreed that the online advertising is very informative, & it founds that there is a relationship between living standards area and influential advertisement.

Suggestions

Advertising is effective in reach and creating awareness among consumers and also suggest that the companies should invest more in online advertising. Advertisement should be updated at regular intervals.

Social media is a majestic place to advertise because in this platform there are so many customers. Social media sites like Facebook, Twitter, and Instagram present huge opportunities to reach and connect with the target audience.

Recommendations

Online advertising instrument is one of the most efficient ways for the companies of all sizes to stretch their reach, it helps in finding new consumers, and diversify their revenue flow. With so much options from paid social to online display advertising can be terrify to newcomers. To design good company's website and it is one of the most essential parts of the companies. Company's website is where we can find many potential customers. The customers will come for information about your products or services.

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