



A STUDY ON IMPACT OF INTERNET ADVERTISING TOWARDS PURCHASE BEHAVIOUR OF CONSUMER DURABLE GOODS IN THOOTHUKUDI CITY

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ABSTRACT:

Online advertising is otherwise known as internet advertising or digital advertising which makes use of the cyberspace to communicate the promotional marketing message to the customers. Today, even an ingenious marketer is familiar with the fact that none of the conventional advertising format is as diffusive, disruptive, and decisive as the Digital Advertising. Therefore, the study was conducted among the consumers who make purchases by viewing online advertisement of consumer durable goods in Thoothukudi City. This study used administrated questionnaire and adopted convenience sampling technique among 130 respondents, as a sample size from various parts of Thoothukudi City. The study results high impact level in internet advertising and in purchase of consumer durable goods.

Key Words: online advertising, internet, digital, purchase, consumer, durable, goods,

1.1 INTRODUCTION:

Advertising originates from the Latin word 'advertise', which means "to turn people's attention to a specific thing." It serves as a means of communication aimed at promoting the sale of a product or service, distinguishing itself from other forms of communication. The advertising message is conveyed to its audience through diverse media channels such as newspapers, magazines, television, radio, billboards and direct mail. Advertising is often described as art and science of capturing human intelligence long enough to generate profit from it. Its objectives may extend to altering attitudes. At its core, advertising requires an inventive concept, a profound understanding of the market and consumer behaviour, a keen sense of timing and an intuition for what will be effective. It is a field encompassing both the art and science of brand-building. Serving as a cornerstone of marketing, advertising constitutes a form of mass communication. Every business or seller aspires to maximize sales and profit, seeking to establish a lasting image for their product or service. This image can be crafted through various means, with advertising being a prominent one. Commercial enterprises employ advertising to stimulate the consumption of their products, while non-profit organizations may employ it to raise awareness or encourage shifts in behaviour or perception. Advertising caters to a wide demographic including children, youth and adult, utilizing a diverse range of media types, techniques and methods tailored to each target audience.

1.2 SCOPE OF THE RESEARCH:

India is expected to have around 600 million internet users that in the end create an absorbing business opportunity to sell services and products to a rising population of tech-savvy internet user. Therefore, the scope for this title is very wider. This study was conducted among the consumers who make their purchase by viewing the online advertisement of consumer durable goods in Thoothukudi City.

1.3 STATEMENT OF THE PROBLEM:

Advertising has become a common practice in order to influence the buying decision of consumers in a highly competitive environment. The final aim of every advertising strategy is to instigate the actual behaviour of the targeted audience, whether purchase intention or actual consumption. If an advertising strategy fails to achieve the same, the million dollars spent are not worth it. This study was an attempt to measure the effect of advertising on consumer behaviour in the consumer durables market. In fact, this study helps to know the major impact and satisfactory level of customers towards the purchase of consumer durable goods through online marketing in Thoothukudi City.

1.4 OBJECTIVES OF THE STUDY:

- To ascertain the major impact of online advertising among consumers.
- To examine the satisfaction level of customers towards the purchase of consumer durable goods through online marketing.

1.5 REVIEW OF LITERATURE

✚ **Li-Ming et al. (2013)**, stated in the article, "Predictors of consumers' attitude towards online advertising". Respondents were chosen from students studying in private educational institutions in Malaysia since past and the studies indicate that most of these online users are young consumers. Three constructs have been identified to predict consumers' attitude towards online advertising which are usability, trust and information. The research approach in this study is a survey method using purposive sampling. The data was collected through self-administered distribution and received 207 valid responses. The findings of this research reveal that all the three predictors which are usability, trust and information had the positive significant influence on consumers' attitude towards online advertising.

✚ **Raja Lakshmi & Uma Rani Purusothaman (2016)**, revealed in their study to explore "Impact of online advertising on consumers' attitude towards the purchase of electronic gadgets". This study is developed in structural equation modelling approach. The results of correlation analysis indicate that there is sufficient interrelationship between the constructs of online advertisement on constructs of consumers' attitude. The Structural Equation Modelling (SEM) results also confirmed that there is a strong relationship between the online advertisement characteristics and consumers' attitude towards the purchase of electronic gadgets.

✚ **Mahsa Abayill (2016)**, explained in the article, "Impact of advertising on online shopping tendency for airline tickets by considering motivation factors and emotional factors". This study shows that the impact of advertising on consumers has caused them to gradually change their buying behaviours and re- think of the products they buy. Good advertising can cause consumers' tendency for online purchases in the marketing process by making use of proper expertise and technologies. The population of this study consists of all the members of the society. The results of the analysis showed that emotional and motivational factors are effective in online purchase. Also, appropriate advertising adjusts the impact of motivational and emotional factors when shopping online. And also, the presented model has a good fit and finally, several are presented based on the obtained results.

1.6 RESEARCH METHODOLOGY:

This study carried out of how online advertising has reached the people. Both descriptive and analytical method has been used to explore the effectiveness of online advertising. Primary data was collected by means of administering questionnaire to people who use internet. The study is conducted on internet advertising towards the purchase of durable goods in Thoothukudi City.

1.7 SAMPLING DESIGN:

Data collection is original in nature. By adopting convenience sampling technique 130 respondents were selected from various parts of Thoothukudi city and the questionnaire was distributed to get the primary data from them. The collected data was analysed by using Excel. Statistical tools like Percentage analysis, Likert's scaling techniques and chi-square analysis were used for analysis.

1.8 LIMITATIONS OF THE STUDY:

1. The study area was limited only to Thoothustud city.
2. Some responses may be biased.
3. Due to time constraints, only the most important data are taken for consideration in Thoothukudi City.

1.9 ANALYSIS & INTERPRETATIONS OF THE STUDY:

1.9.1 OPINION BASED ON INFORMATIVE ASPECT OF INTERNET ADVERTISEMENT

STATEMENTS	TOTAL	MEAN SCORE	RANK
It provides knowledge about latest products/service available in e-commerce brands.	502	3.86	I
It tells about features of the brand for which I look for.	497	3.82	II
It helps to compare various brands on various parameters such as price, specifications and features before purchase.	476	3.66	III

It acts as the most trusted source of information.	475	3.65	IV
It acts as decision aid tool by providing complete information required for decision making process.	403	3.1	V

It is observed from the results of Likert scale technique that the statement "Internet advertising provides knowledge about the latest products/services available in e-commerce brands" have the highest mean score of (3.86) and is therefore ranked first, followed by various opinions such as 'Internet advertising tells about the features of the brand for which I am look for' as second, the statement 'It helps to compare various brands on various parameters such as price, specification and features before purchase' as third, the opinion 'It acts as the most trusted source of information' as fourth and the statement 'It acts as decision aid tool by providing complete information required for decision making process' secured the last rank as fifth.

1.9.2 OPINION BASED ON CREDIBILITY ASPECT OF INTERNET ADVERTISEMENT

STATEMENTS	TOTAL	MEAN SCORE	RANK
The online advertisements are trust worthy.	532	4.09	I
Offers, discounts and promotions using advertisements are believable.	530	4.07	II
It contains lot of excitement and surprises.	746	3.66	III
The products and services are sold through online advertisements in conformance to the specifications and quality needed.	465	3.57	IV
The customers complain/ guarantee and warrantee claims for the product purchased by online advertisements has to be handled in an appropriate manner	417	3.20	V

It is observed from the results of Likert scale technique that the statement 'Online advertisements are trustworthy' have the highest mean score of (4.09) and is therefore ranked first, followed by various opinions such as 'Offers, discount and promotions using online advertisement are believable' as second, the statement 'It contains a lot of excitement and surprises', as third, the opinion 'The products and services are sold through online advertisements in conformance to the specifications and quality assured', as fourth and the statement 'The customers' complaint/guarantee and warrantee claims for the product purchased by online advertisements has to be handled in an appropriate manner' secured the last rank as fifth.

1.9.3 OPINION ABOUT NEED OF RECOGNITION IN INTERNET ADVERTISEMENT

STATEMENTS	TOTAL	MEAN SCORE	RANK
An online advertisement creates awareness about various products/ services available in e-market place.	554	4.26	I
Introduction of new innovative products are available to different parts of the country/ world.	531	4.08	II
Creates a need in mind to purchase the newly introduced product.	459	3.53	III
Gives clarity in the kind of product/ brand suits the purchase of use ad budget.	458	3.52	IV
Helps to know the variety of products and features in rest of the world.	442	3.4	V

It is observed from the results of Likert scale technique that the statement 'An online advertisement creates awareness about various products and services available in e-market place' have the highest mean score of (4.26) and is therefore ranked first, followed by various opinions such as 'Introduction of new innovative products are available to different parts of the country/world' as second, the statement 'It creates a need in mind to purchase the newly introduced product s' as third, the opinion 'It gives clarity in what kind of products/brand suits my purpose of use and budget' as fourth and the statement 'It helps to know the variety of products and its features in the rest of the world' secured the last rank as fifth.

1.9.4 OPINION BASED ON INFORMATIVE SEARCH AND EVALUATION ASPECT OF INTERNET ADVERTISEMENT

STATEMENTS	TOTAL	MEAN SCORE	RANK
Online advertising promotes awareness on branded goods.	539	4.14	I
It helps to get product complaints/reviews and feedback through online.	535	4.11	II
Online advertisements adds the products /brands/models as option for purchase decisions	495	3.80	III

It helps to access more product information with minimal effort and time through single click.	489	3.76	I V
It clearly communicates all the information about advertised products.	479	3.68	V
Online advertising was able to raise interest towards the advertised product.	467	3.59	V I
Online advertisement gives information about exclusive products which are available for sales in specific online shopping portal only.	420	3.23	V I I

It is observed from the results of Likert scale technique that the statement 'Online advertising promotes awareness on branded goods' have the highest mean score of (4.14) and is therefore ranked first, followed by various opinion such as 'It helps to get product complaints/reviews and feedback through online' as second, the statement 'Online advertisements adds the products/brands/model as options for purchase decisions' as third, the opinion 'It helps to access more product information with minimal effort and time through single click' as fourth, the opinion 'It clearly communicates all the information about advertised products' as fifth, the opinion 'Online advertising able to raise interest towards the advertised product' as sixth and the statement 'Online advertisement gives information about exclusive products which are available for sales in specific online shopping portal only' secured the last rank as seventh.

1.9.5 OPINION ON PURCHASE DECISION OF INTERNET ADVERTISEMENT

STATEMENTS	TOTAL	MEAN SCORE	RANK
An internet advertisement stimulates or encourages to purchase the product.	567	4.36	I
It creates an interest in purchasing the product or service mentioned in the text message or taking part in the event.	516	3.96	II
Internet advertisement motivates to shift from one brand to another.	512	3.93	III
Internet advertising influence customers purchase decision.	485	3.73	IV
Most of my clicks through online advertisements were ended with purchase.	479	3.68	V
Online advertising able to arouse my desire towards advertised products.	433	3.33	VI
Companies should aim to strengthen customer interactions with advertisements on the web.	383	2.94	VII

It is observed from the results of Likert scale technique that the statement 'Internet advertisement stimulates or encourages to purchase the product, has the highest mean score of (4.36) and is therefore ranked first, followed by various opinion such as 'It creates an interest in purchasing the product or service mentioned in the text message or taking part in the event' as second, the opinion 'Internet advertisement motivates to shift from one brand to another' as third, the opinion 'Internet advertising influence customers purchase decision' as fourth, the opinion 'Most of my clicks through online advertisements were ended with purchase' as fifth, the opinion 'Online advertisement able to arouse desire towards advertised products' as sixth and the statement 'Companies should aim to strengthen customer interactions with advertisements on the web' secured the last rank as seventh.

1.9.6 RELATIONSHIP BETWEEN INCOME AND LEVEL OF SATISFACTION TOWARDS THE PURCHASE OF CONSUMER DURABLE GOODS

O	E	(O-E) ² /E
4	6.53	0.980
10	4.70	5.976
1	2.48	0.88
2	3.26	0.48
10	14.23	1.257
14	10.24	1.379
3	5.40	1.066
10	7.11	1.174
30	21.15	3.703
8	15.23	3.432
10	8.03	0.483
7	10.57	1.205
4	4.61	0.080
2	3.32	0.524
2	1.75	0.034
4	2.30	1.256

2	3.46	0.615
2	2.49	0.096
3	1.31	2.175
2	1.73	0.040
		$\Sigma[(O-E)^2/E]= 26.83$

Degree of Freedom = 12

Since the calculated value (26.83) is less than the table value (21.0), the null hypothesis is rejected. Hence it is concluded that, there is a significant relationship between income earned and the level of satisfaction towards internet advertisement.

1.10 FINDINGS OF THE STUDY:

- Likert scale technique found out that internet advertising to provide knowledge about the latest products/services available in e-commerce brands with the highest mean score of (3.86) as high rank.
- Likert scale technique found out that online advertisements are trustworthy with the highest mean score of (4.09) as high rank.
- Likert scale technique found out that online advertisements creates awareness about various products and services available in e-market place with the highest mean score of (4.26) as high rank.
- Likert scale technique indicates online advertising to promote awareness on branded goods with the highest mean score of (4.14) as high rank.
- Likert scale technique indicates internet advertisements to stimulate or encourage the purchase of product with the highest mean score of (4.36) as high rank.
- Chi-square test indicates that there is a significant relationship between income earned and the level of satisfaction towards internet advertisement.

1.11 SUGGESTIONS OF THE STUDY:

- ❖ Online advertisements must provide cost effective products so that it reaches every corner of the world without any difference in race and money.
- ❖ Many online advertisements are misleading. Websites which are exploiting consumers' internet must be avoided.
- ❖ The standard of advertisement has to be improved to cover the attention of majority of people.

1.12 CONCLUSION:

Business advertising present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus, The main goal of advertising certain product or service is to attract the consumers' attention and analyse the impact of advertising on consumer behaviour, which is determined by multiple aspects such like psychological, emotional and behavioural-ones as most important one. Advertisements definitely help the customers in knowing about the existence of various products/ brand and guide them in their decision making process. Advertising provides the general public with information about new goods and trying to increase overall sales, which increases the efficiency of the nation's economy. It is supposed to be a significant way of getting the point across about a product and create motivation for people to buy. Advertising alone however, does not get Customers. It simply catches consumers' attention, gets them to walk up to a shelf, and make an impulsive purchase. However, getting the customer back requires a more creative marketing approach.

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