A RESEARCH ON THE ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISING IN AMBEDKAR NAGAR

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Abstract: *Online advertisement is proven to be the most effective ways of advertisement. Companies almost of all kind and all sizes are taking advantages of online advertisement to expand their network of customers. The objective of this research was to find out the attitude of customers towards online advertisements. The research instrument used was a structured questionnaire The size of the sample was 150. Likert five point scale was used to collect the responses of customers. Appropriate statistical tools such as percentage analysis were used to draw logical conclusion from the data. From the research it has been inferred that most of the customers have positive attitude towards online advertisement as they find it more relevant, creative and interactive than traditional type of advertisements.*

Key Words: *Online advertisements, customers, attitude, Likert Scale.*

1. INTRODUCTION:

Internet has evolved as a popular source of advertisement. The continuous rise in internet speed, cheaper data packs and rapid growth of smart phone users are the chief reason behind this expansion of internet advertisement. From the point of view of publishers also, it is a vital source of advertisement because it has global reach and people can access it while travelling in metro train, sitting on bus- stand and everywhere, just the need is of an internet connection and a smart phone. Everyone, at least once, would have noticed that the advertisement of similar products, for which they were looking for over internet few hours ago, is appearing on the screen when they are doing some other searches. This shows how online advertisement can match customer's taste. As the time spend on internet by users is inexorably rising, online advertisement is getting more importance and has become an unavoidable advertisement media. According to Ericsson Mobility report of 2016, the data consumption is expected to reach 7GB/month (per active user) by 2021. GroupM Media in its report named "This Year, Next Year" reported that digital media grew 43% in 2016 over 2015. According to Dentsee Aegis Network, online medium is expected to reach 24% of total advertisement pie by the end of 2020. Every internet user must be familiar with the different video adds, pop up adds over YouTube, Facebook, instagram and similar platforms. The belief, emotional feelings and behavior about different products, services, companies and institutions is termed as customer attitude. This study has been conducted to analyze the attitudes and behavior of customers in Ambedkar Nagar.

2. REVIEW OF LITERATURE:

D.S Chaubey, L.S Sharma & Mayank Pant(2013), concluded that "Online Advertising if implemented properly can be an effective tool. Analysis indicates that there was a close association between Animated advertisement and Banner plain text followed by Floating Advertisement Pop up Advertisement and Embedded video. It is also significant to note that online advertisement is considered important to majority of the respondents and majority of the respondents are of the opinion that they recall the product by seeing the advertising of the product online. The study also found that there are several factors that motivate consumers' ability to recall online advertisements. The study showed sufficient evidence that the respondents agreed that embedded video advertisement has high recollection ability. The study is concluded with the finding that advertisers need to advertise their product or service on the basis of the needs and wants of the consumers. Among the various modes of online advertisement viz., Banner advertisement, floating advertisement, pop-up advertisement, and music advertisements are not as effective as embedded video advertisement."

Scott McCoy, Andrea Everard, Dennis Galletta, Peter Polak (2004) concluded that it is also clear that pop-up ads are considered to be more intrusive than in-line ads. Users seem to prefer not to be interrupted from their searching task, diverting their attention towards closing the pop-up windows containing the ads. They found in their study that ads affect the online experience of user. Ads reduces the person's of site and its contents.
Bohdan Pikas & Gabi Sorrentino concluded in their research that Businesses have expanded their marketing campaigns to reach consumers through online platforms. Facebook, Twitter and YouTube have become more popular and businesses are paying to advertise on these popular social networking sites. If a business' online advertising

strategy is formulated correctly, marketers can effectively target a large segment of the population. Marketing on Facebook, Twitter and YouTube can be effective advertising techniques.
Dr Parul Deshwal (2016) concluded that with the increased adoption ad fission of the Internet, World Wide Web is becoming gradually a standard advertisement platform. The Web is offering business advertisement world with more rich media tools, interactive services, and global reach. The need is to understand the target consumers and then strategize wisely in order to gain maximum out of this new medium. Broadcast advertising is fundamentally inefficient because of its redundancy. It sends messages regardless of whether people are interested, receptive, or relevant to the product. In comparison, selecting an audience and verifying the number of people who received a message is relatively easy on the Internet.

3. STATEMENT OF PROBLEM:

In the era of digitalization and hi-tech generation, people want everything online. We very commonly see online advertisements of various products and different services on websites. As consumer is the king of market, companies try their best to lure consumers. Different forms of advertisement are used by business people and one of these forms is online advertisement. It is essential to know the attitude of customers towards online advertisements. This will help the advertisers to make strategic use of online advertisement.

4. RESEARCH OBJECTIVES:

- To study the economic and demographic status of respondents of the study area
- To study the attitude of customers towards online advertisements
- To study the influence of online advertisements on customer's purchase decision
- To offer valuable suggestion on the basis of the study

5. RESEARCH METHODOLOGY:

Sources of Data
Primary and secondary data is taken for the study.
Primary Data
A set of structured questionnaire is used to collect primary data from the respondents.
Secondary Data The secondary data have been collected from various books, journals and magazines, related research report and online resources.
Sampling Design
To study the attitude of customers towards online advertisement 150 sample respondents were selected in Ambedkar Nagar (New Delhi) by using Convenience sampling method.

6. DATA ANALYSIS:

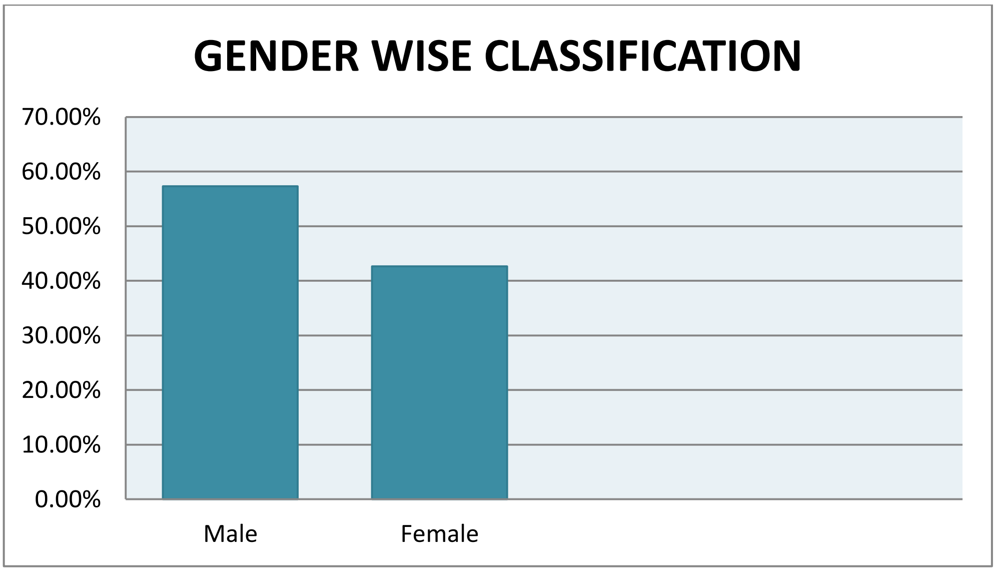

Figure 1 Source: Primary Data

In figure 1, we can see that 86 (57.34%) respondents out of 150 are male and 64(42.66%) are female. So, majority of respondents are male.

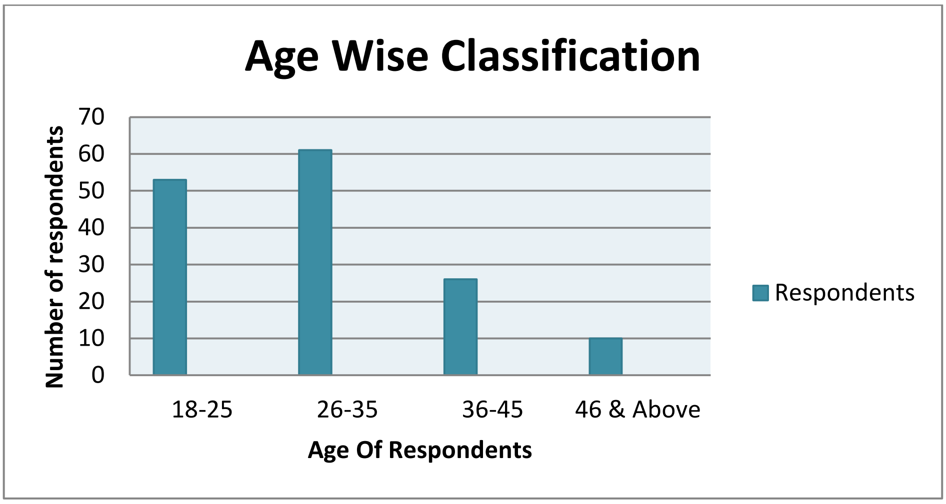

Figure 2 Source: Primary Data

Figure 2 shows the age wise classification of respondents, in which out of 150 respondents 53(35.33%) respondents are in age group 18-25,61 respondents i.e. 40.66% are in age group 26-35, 26 respondents i.e. 17.33% are in age group 36-45 years and only 10 respondents(6.66%) are in age group 46 and above. So, the majority of people belong to the age group 26-35 years.

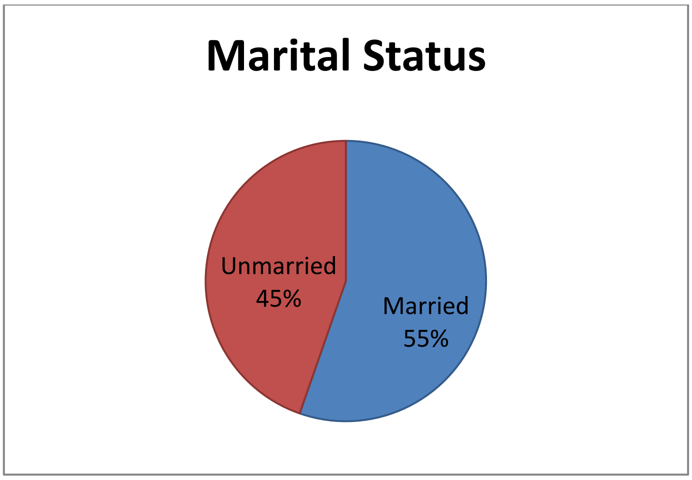

Figure 3 Source: Primary Data

Figure 3 tells about the marital status of customers. In this out of 150 respondents, 83(55.34%) are married and 67(44.66%) are unmarried.

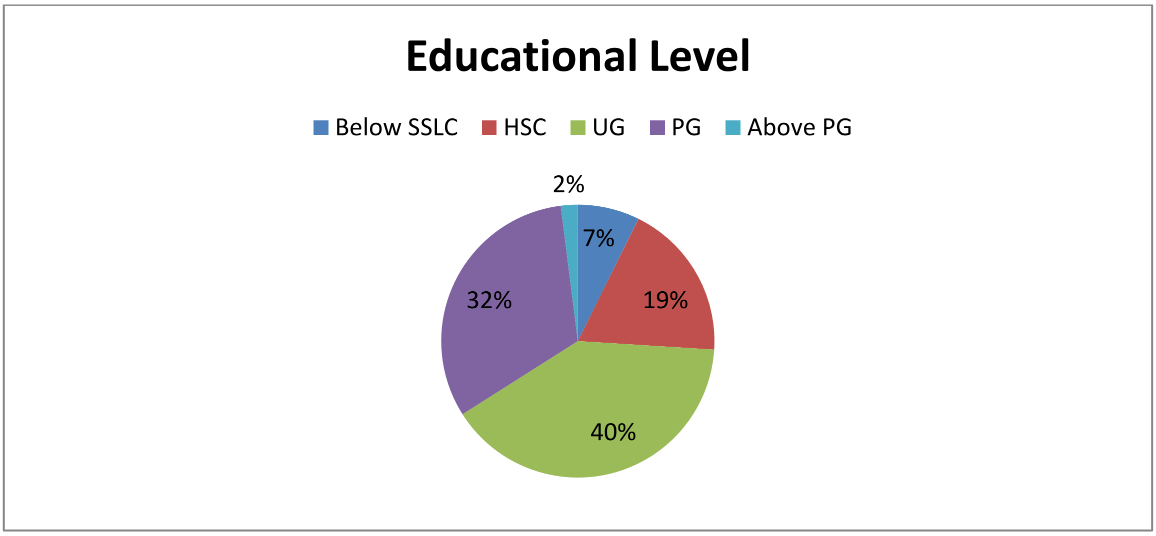

Figure 4 Source: Primary Data

Figure 4 indicates about the educational background of respondents. From the total of 150 respondents 11 respondents(7.33%) are educated up to SSLC, 28 respondents(18.66%) are educated up to HSC, the majority of 60 respondents(40%) have completed their graduation,48 respondents(32%) have education up to post graduation and 3 respondents(2%) have their doctoral.

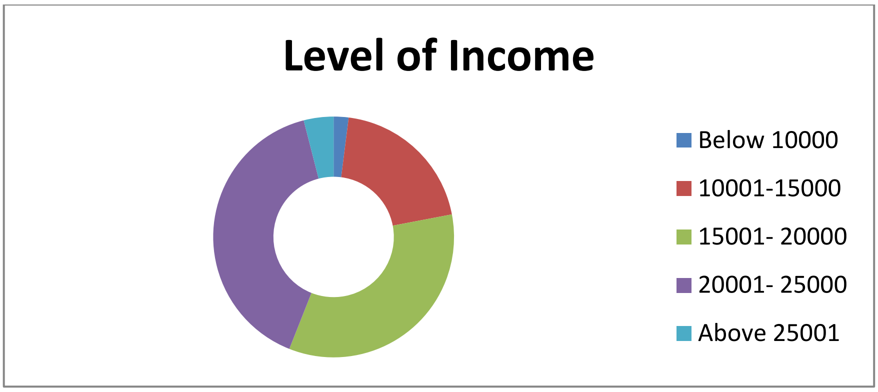

Figure 5 Source: Primary Data

Figure 5 explicates that out of 150 respondents, 3 respondents (2%) are earning income up to Rs. 10000 per month, 30 respondents' (20%) earn between Rs. 10001-15000 per month, 51 respondents (34%) earn between Rs. 15001- 20000 per month, 60 respondents (40%) have earn 20001-25000 per month and the remaining 6 respondents (4%) above 25001and above per month. Most of the respondents (40%) earn Rs. 20,001-25000 per month.

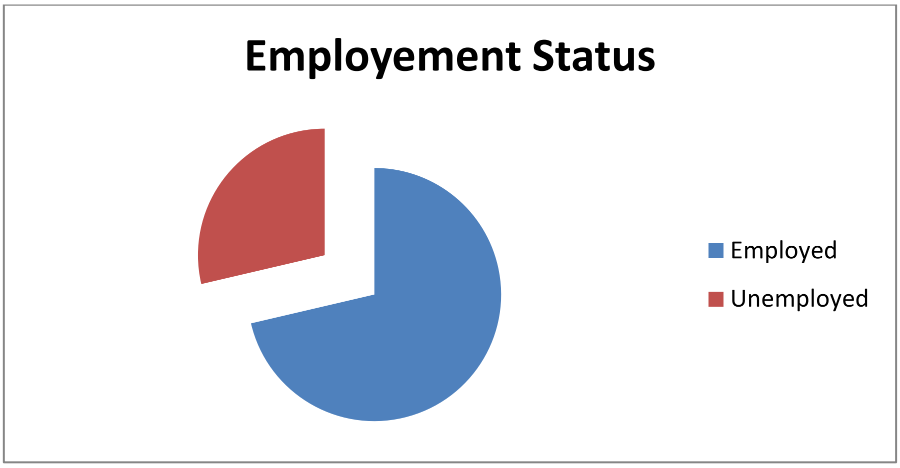

Figure 6 Source: Primary Data

Figure 6 shows the employment status of the respondents. Out of 150 respondents, 107 are employed which is 71.34% of total respondents and remaining 43 respondents (28.66%) are unemployed.

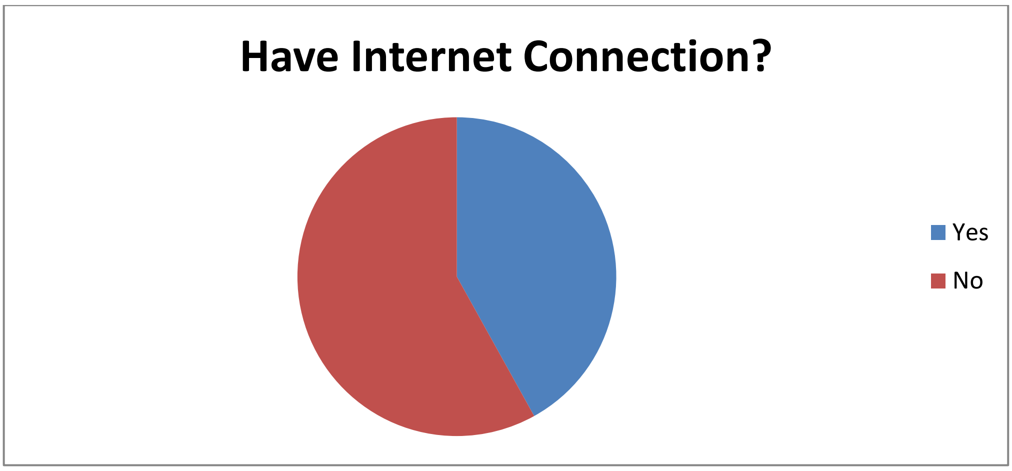

Figure 7 Source: Primary Data

When the respondents were asked whether they have a personal internet connection ,78 respondents (52%) answered Yes and 72 respondents (48%) answered no.

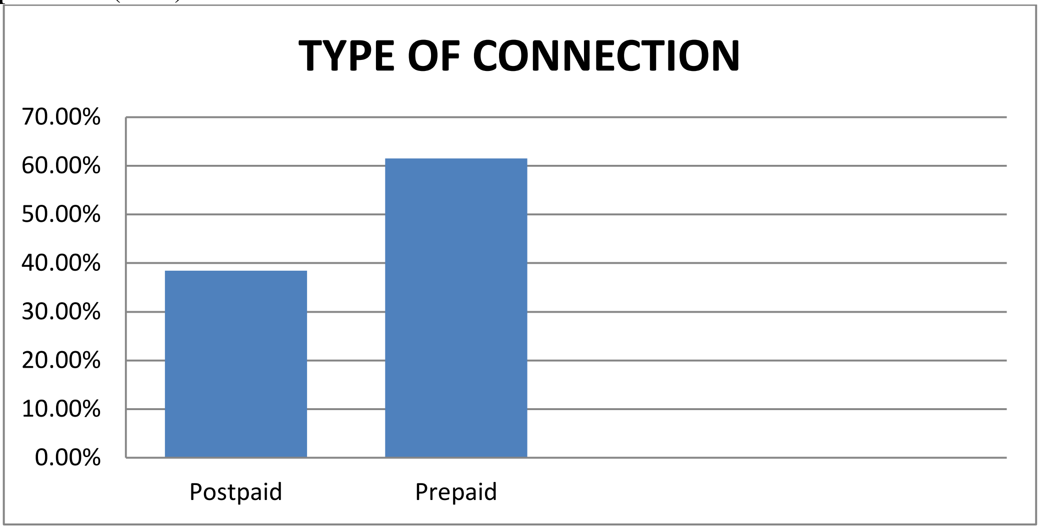

Figure 8 Source: Primary Data

Among the 78 respondents who have internet connection, 30 respondents (38.46%) have post paid connection and 48 respondents (61.53%) have prepaid internet service.

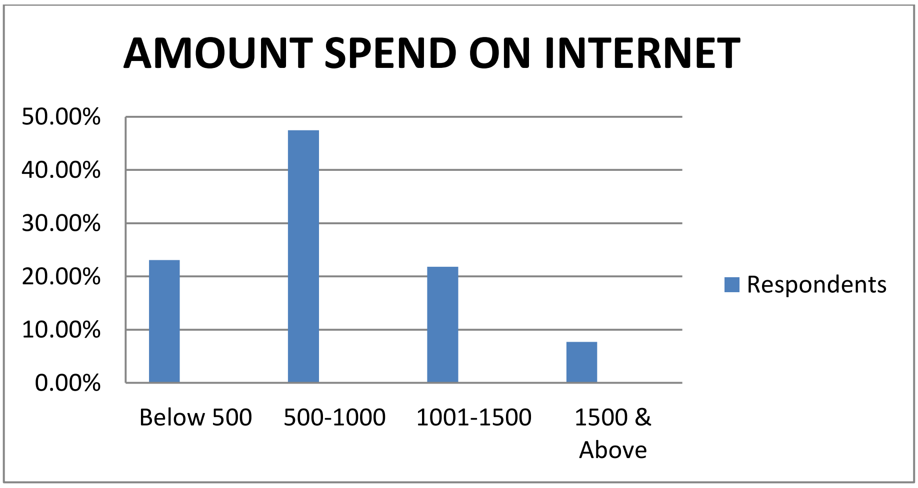

Figure 9 Source: Primary Data

The 78 respondents who are subscribed to internet service were asked how much they spend on internet in a month, to which 18 respondents(23.07%) spend up to Rs. 500, 37 respondents(47.43%) spend in the range of Rs 501-1000, 17 Respondents(21.79%) spend in the range of 1001-1500,and 6 respondents spend more than Rs. 1500.

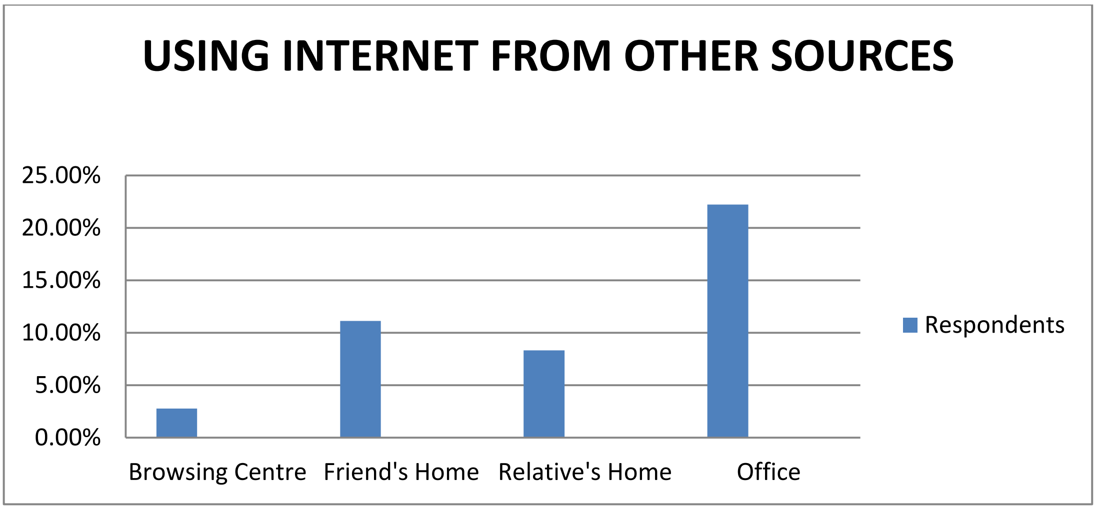

Figure 10 Source: Primary Data

Out of the 72 respondents who do not have their internet service subscription, 16 respondents (22.22%) use internet service from the internet facility of their office, 8 respondents(11.11%) use internet services at their friend's home, 6 respondents(8.33%) from their relative's place and 2 respondents(2.77%) from browsing centre. So a majority of respondents take benefit of internet from their office.

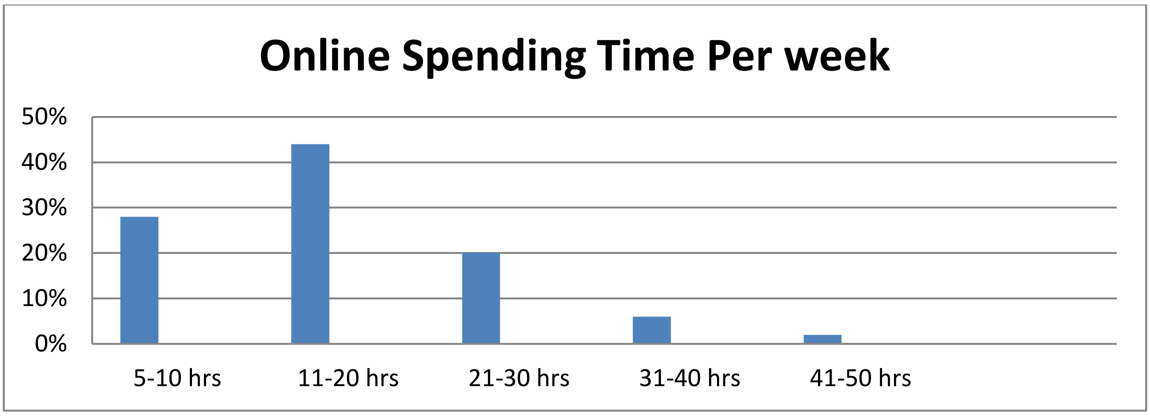

Figure 11 Source: Primary Data

On asking "how time in a week you spend on internet?" a majority of 66 respondents (44%) answered 11-20 hrs. in a week, 42 Respondents (28%) spend 5- 10 hrs, 30 respondents (20%) spend 21-30 hrs, 9 respondents (6%) answered 31-40 hrs and 3 respondents (2%) spend 41-50 hrs in a week.

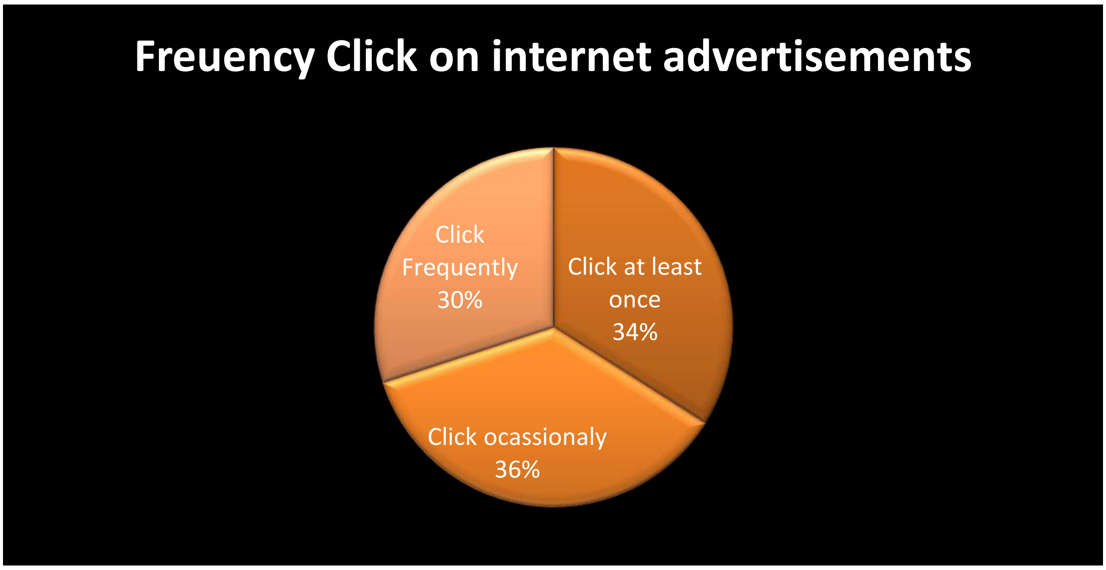

Figure 12 Source: Primary Data

In the survey it is found that out of the total of 150 respondents 51 respondents(34%) click on internet advertisement at least once in a day, 54 respondents (36%) click on internet advertisements occasionally and 45 respondents (30%) respondents are those who click on internet advertisements frequently.

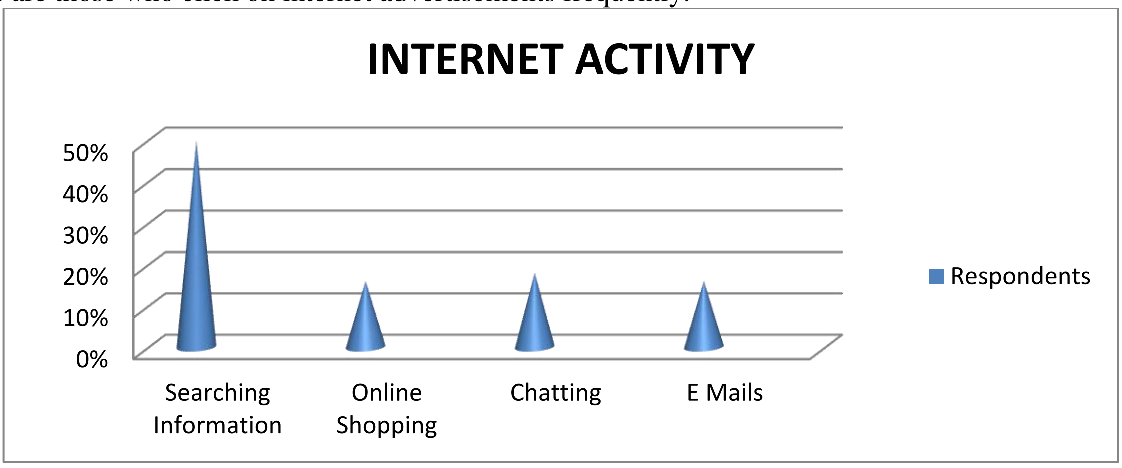

Figure 13 Source: Primary Data

On asking about the nature of activity users perform over internet, 75 respondents (50%) answered for "searching information", 24 respondents (16%) do online shopping, 27 respondents(18%) for chatting and 24 respondents(16%) for the purpose of e-mails.

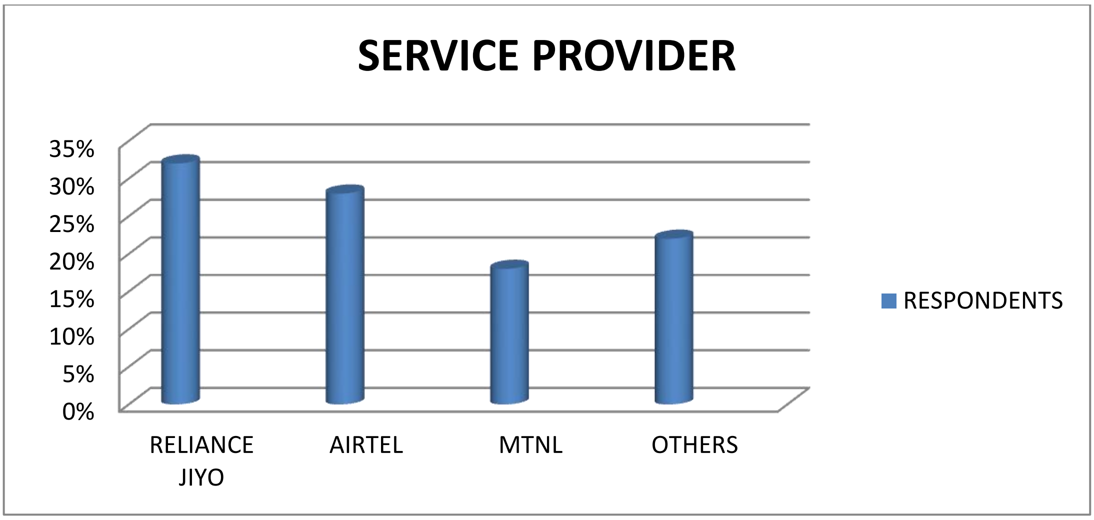

Figure 14 Source: Primary Data

Asking about the service provider company, 48 respondents (32%) answered that they are subscribed to Reliance Jiyo, 42 respondents (28%) are subscribed to Airtel, 27 respondents (18%) on MTNL and remaining 33 respondents(22%) answered as "others".

PARTICULARS	SA	A	N	D	SD	TOTAL
Online advertisement is effective than other forms of advertisements	42(28%)	93(62%)	6(4%)	6(4%)	3(2%)	150
I find online advertisement more interactive	33(22%)	69(46%)	42(28%)	3(2%)	3(2%)	150
Online advertisement is good because it keeps me up-to-date about new products	57(38%)	36(24%)	45(30%)	9(6%)	3(2%)	150
I find online advertisement useful	45(30%)	48(32%)	27(18%)	24(16%)	6(4%)	150
Online advertisement is relevant to our taste	42(28%)	39(26%)	33(22%)	30(20%)	6(4%)	150
I prefer online advertisements to other mediums of advertisements	33(22%)	45(30%)	51(34%)	18(12%)	3(2%)	150
I use add blocking software in my mobile	3(2%)	3(2%)	42(28%)	69(46%)	33(22%)	150
I can relate online advertisements positively with online shopping	69(46%)	42(28%)	33(22%)	3(2%)	3(25%)	150

Figure 15 : Impact of online advertisement- Lickert 5 point scale[1]

Response to statement 1

1. "Online advertise is effective than other forms of advertisements"

Inference

Row 1 of Figure 15 shows customer's response for the comparison of effectiveness of online advertisements with other medium of advertisements. It can be seen that 62%, that is more than half of the respondents agree with the statement and 28% strongly agree. Small pies of 7% strongly disagree or disagree. So, it can be inferred that customers find online advertisement as an effective form of advertisement medium.

Response to statement 2

[1] Strongly Agree(SA) – 5 points; Agree(A) – 4 points; Neutral(N) – 3 points; Disagree(DA) – 2 points; Strongly Disagree(SD) – 1 points

2. “I find online advertisement more interactive”

Inference

In the response to statement 2, 46% of the respondents which is nearly half agree with the statement, 28% are neutral, 22% strongly agree and only 4% respondents are disagree or strongly disagree.

Response to statement 3

3. “online advertisement is good because it keeps me up-to-date with new trends and products”

Inference

Row 3 of Figure 15 shows the response for statement “online advertisement is good because it keeps me up to-date with new trends and products”. We can see that 62% respondents are either agree or strongly agree with this statement, 30% are neutral and 8% are either disagree or strongly disagree.

Response to statement 4

4. “online advertisement is useful in one or the other ways”

Inference

Row 4 of Figure 15 shows the response for “online advertisement is useful in one or the other ways”. 30% respondents strongly agree with this statement, 32% agree, 18% are neutral i.e. they neither agree nor disagree, a portion of 20% either disagree or strongly disagree.

Response to statement 5

5. “online advertisement matches our need most of the time”

Inference

Row 5 of Figure 15 shows that 28% respondents are strongly agree and 26% are agree with this statement. 22% are neutral, 20% disagree and 4% strongly disagree with this statement.

Response to statement 6

6. “I prefer online advertisements to other media of advertisements”

Inference

We can see in row 6 of Figure 15 that 22% respondent strongly agree and 30% respondents agree with this statement. 34% are neutral,12% disagree and only a portion of 2% strongly disagree with this statement.

Response to statement 7

7. “I use add- blocking software”

Inference

1. Row 7 of Figure 15 shows that only a small portion of 4% either agree or strongly agree with the statement ““I use add- blocking software”. 28% remain neutral, 46% disagree and 22% strongly disagree.

Response to statement 8

2. “ I can relate online advertisement positively with online shopping”

Inference

A large segment of 74% respondents agree or strongly agree that they can relate online advertisement positively with online shopping. 22% remain neutral and only 4% of respondents either disagree or strongly disagree with this statement.

7. CONCLUSION:

Online advertisement has a flourishing future in multiple aspects. In this research a survey is conducted to study the attitude of customers toward online advertisements. It was found that most of the respondents take online advertisement as more effective, interactive and useful than other forms of media. Most of the respondents are of the opinion that online advertisements stimulates towards online shopping. However there were some respondents who were annoyed with online advertisements and they use add blocking apps to block advertisements. It can be concluded from this research that the strategic use of internet advertisement can be favorable for the advertisers. As the future era will be the internet era, online advertisement cannot be left unutilized.

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