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A study on consumer perception towards online advertising

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Abstract

This study focuses on role of consumer attitude towards online advertising. Consumer's attitudes are about an individual's personal perception, feeling, behaviour and belief towards online advertising. The purpose of this project report is to study the factors that affect consumer's attitude towards online advertising and their influence on consumer's informational responses. The study followed the descriptive research and the population size chosen for the study is 150 respondents with convenience sampling method and the area chosen for the study is Idukki District, Kerala. The study concluded that it is a forced choice from the side of consumers, since the online commerce has become prevalent and user friendly so many customers are willing to go with online advertising for their product purchased and reliability also extended through the factors like reviews and star ratings.

Keywords: Personal perception, feeling, behaviour, online advertising

Introduction

In this virtual intensified world, online advertising has become an important one for the purchase intention. It has gained popularity in the recent past and it is important to understand the consumer's attitude and perception. It is a form of advertising which uses internet via promotional messages to consumers. This can be done with eye catching videos and personal touch based advertising with queries and answers. This is presented in the various forms as blogs and social networks. Mostly 18-30 people are encountering this form of advertisement. Young people total more than 1.8 billion, or 23.7 per cent of the world's population. Eurostat (2020) revealed that almost 94 per cent of young people in Europe surf the Internet daily. Advertisers can reach and influence many target users at a significantly lower marketing cost, making this tool one of the most powerful and persuasive of all forms. Internet accessibility has made online advertising a vital tool for many marketers to generate awareness, instil desire, provide information, and influence customer attitudes. Online advertising involves many types of marketing messages shown by or on the Internet, via a search engine, on social media sites, websites, mobile devices, or email, among others. The various examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Statement of the problem

The study describes the facts about online advertising in the town called Idukki. This place is developing in the short span with all the technological developments. So the researcher found it wise to study about the ecommerce area particularly in online advertising. In the present scenario the advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. Internet advertising broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, email messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games.

Objectives of the study

- To check out whether they use online advertisement as a medium for buying a product on internet.
- To study on the consumer's perception towards online advertising
- To examine factors influencing consumer's attitudes

Research methodology

In the study, the descriptive research design was used to identify the perception of online advertising. The sample size chosen for the study is 150 customers. The primary data was collected with a structured questionnaire and the area chosen for the Idukki district, Kerela. The tools in the study are frequency, chi-square and Anova.

Review of literature

Adeline Kok Li-Ming*, Teoh Boon Wai, Mazitah Hussin, Nik Kamariah Nik Mat (2013) [2], in their study titled “The Predictors of Attitude towards Online Advertising” had used 207 Malaysian students as the respondents. The survey conducted through purposive sampling method and self administered questionnaire using Likert-7 point scale with three constructs like usability, trust and information. It was arrived from the research the stated three constructs significantly influence the consumer’s attitude towards online advertising. The study concludes that while developing online advertising the marketers must give emphasis on usability, information and also trust in mind and based on that they have create innovative ads to attract the consumers.

Abdul Azeem and Zia ul Haq, 2012 [4], “Perception towards Internet Advertising: A Study with Reference to Three Different Demographic Groups”. Purposive sampling method was used in three different stratas called students, employers and entrepreneurs. This sample was used as a representation of the population. The study helped to understand the various impacting factors in online advertising like entertainment, information credibility, economy and value. The study also tested ATOA (Attitude towards online advertising) model along with culture. The conceptual model included Beliefs → Attitude towards advertising → Behaviour responses proved with positive attitude helps online advertising. On the outset, this study proved that there is a difference in the demographic group’s attitude based on their profession.

Dr. M. Saravanan, Sajitha. S, 2016 [5], had opined in their study titled “Consumer Perception Towards Online Advertisement” discuss the shift towards mass media to the growth of internet. The sample taken for the study is 50 college students with the help of structured questionnaire which included the information about awareness, views of online advertising, influence of online advertising on purchase, and the reliability of online advertising. From the study it was concluded the students are very much happy and comfortable with online advertising, and they need even more security policies related to online advertising.

Ivan De Battista*, Franco Curmi, Emanuel Said 2021, analyzed about “Influencing Factors Affecting Young People’s Attitude towards Online Advertising: A Systematic Literature Review”. For their work they chosen the empirical studies from 1994- 2020 and analyzed the facts with PRISMA Flow chart. The study identified six principal factors as the most influencing one from the different reviews. They are Informativeness, Entertainment, Irritation, Credibility or Trust, Personalization and Interactivity.

Preetham D, 2021 [9] “Consumer Perception towards Online Marketing”, discussed about online marketing in Karnataka with 1500 sample size and the area is divided in to six divisions and each division with sample size of 250. The data was collected through primary data and the sampling technique adopted was judgmental. The findings are majority respondents found availability of internet product and service information as excellent. They also said that online shopping helps in simple purchasing methods and quick access to broad choices with a content based research on their own and even the highly expensive goods also be purchased in simple way with high credibility.

Analysis

Demographic Variables

Age		
Age (in Years)	Frequency	Percent
18-30	115	76.7
31-40	21	14.0
41-50	12	8.0
51-60	2	1.3
Gender		
Male	84	56.0
Female	66	44.0
Marital Status		
Single	106	70.7
Married	44	29.3
Educational Qualification		
Schooling	5	3.3
Diploma	27	18.0
UG	48	32.0
PG	60	40.0
Ph.D.	10	6.7
Occupation		
Businessman	27	18.0
Student	67	44.7
Agriculture	5	3.3
Salaried Person	45	30.0
Others	6	4.0
Monthly Income IN Inr		
Below 10000	54	36
Between 10000- 30000	53	35.3
Between 30000- 50000	32	21.3
Between 50000- 70000	9	6
Above 70000	2	1.3

Source: Primary data

Cross tabulation for variables

Awareness	Creating Awareness									
	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	P	F	P	F	P	F	P	F	P
Brands	52	34.7	51	34.0	41	27.3	6	4.0	0	0
Products	52	34.7	78	52.2	14	9.3	3	2.0	3	2.0
Services	32	21.3	61	40.7	52	34.7	4	2.7	1	7
Ideas	35	23.3	78	52.0	20	13.3	14	9.3	3	2.0

Perception Towards Different Online Advertisements

Reasons	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	P	F	P	F	P	F	P	F	P
Entertainment	42	28.0	52	34.7	49	32.7	2	1.3	5	3.3
Informativeness	50	33.3	77	51.3	19	12.7	2	1.3	2	1.3
Irritation	32	21.3	31	20.7	70	46.7	9	6.0	8	5.3
Credibility	29	19.3	61	40.7	49	32.7	9	6.0	2	1.3
Interactivity	34	22.7	56	37.3	49	32.7	5	3.3	6	4.0
Purchase	31	20.7	77	51.3	34	22.7	4	2.7	4	2.7
Service Provider	35	23.3	69	46.0	37	24.7	6	4.0	3	2.0
Types of Advertisements										
Reasons	Very Much Like		Somewhat Like		Neutral		Not Much like		Not at all like	
	F	P	F	P	F	P	F	P	F	P
YouTube	42	28.0	52	34.7	49	32.7	2	1.3	5	3.3
Face book	50	33.3	77	51.3	19	12.7	2	1.3	2	1.3
Along the side of websites	32	21.3	31	20.7	70	46.7	9	6.0	8	5.3
Simple text ads	29	19.3	61	40.7	49	32.7	9	6.0	2	1.3
A trailer for a game or movie)	34	22.7	56	37.3	49	32.7	5	3.3	6	4.0
Effective Browsing Experience										
Reasons	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	P	F	P	F	P	F	P	F	P
Search engine	44	29.3	47	31.3	52	34.7	2	1.3	5	3.3
Display ads	42	28.0	62	41.3	34	22.7	7	4.7	5	3.3
Mobile advertising	37	24.7	60	40.0	46	30.7	5	3.3	2	1.3
Social media ads	35	23.3	74	49.3	31	20.7	8	5.3	2	1.3
E-mail marketing	32	21.3	69	46.0	33	22.0	5	3.3	11	7.3
Social Media Platforms										
Reasons	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	P	F	P	F	P	F	P	F	P
Instagram	42	28.0	46	30.7	49	32.7	9	6.0	4	2.7
Facebook	48	32.0	80	53.3	15	10.0	3	2.0	4	2.7
Twitter	26	17.3	60	40.0	51	34.0	8	5.3	5	3.3
LinkedIn	29	19.3	59	39.3	38	25.3	17	11.3	7	4.7
Snapchat	26	17.3	62	41.3	39	26.0	15	10.0	8	5.3
Credibility of the Ads										
Reasons	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	F	P	F	P	F	P	F	P	F	P
Ads by the celebrities	43	28.7	49	32.7	47	31.3	7	4.7	4	2.7
Ads appear in the famous websites	41	27.3	74	49.3	27	18.0	5	3.3	3	2.0
Brands	36	24.0	60	40.0	47	31.3	2	1.3	5	3.3
Ads with more Content	30	20.0	79	52.7	25	16.7	12	8.0	4	2.7

Source: Primary data

Chi-Square

Age * kind of advertising you like most

Null hypothesis H₀₁: There is no significant relationship between the age and kind of advertising

Age	Which kind of advertising you like most				Total
	Newspaper	YouTube	Magazines	TV	
18-30	18	36	14	47	115
31-40	12	3	3	3	21
41-50	3	4	4	1	12
51-60	2	0	0	0	2
	35	43	21	51	150

Chi-square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.467 ^a	9	.000
Likelihood Ratio	29.154	9	.001
Linear-by-Linear Association	11.124	1	.001
N of Valid Cases	150		

Interpretation

P value is 0.000 which is less than 0.05. Hence null hypothesis is rejected. Hence there is no significant relationship between the age and kind of advertising.

Gender * content in online advertisement influence

Null hypothesis H₀₂: There is no significant relationship between the gender and the content of the online advertisement.

Gender	Which kind of advertising you like most					Total
	Price of the product	Information on sale	Free shipping	Special offers	Discount	
Male	23	23	16	18	4	84
Female	8	25	12	16	5	66
Total	31	48	28	34	9	150

Chi-square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.069 ^a	4	.194
Likelihood Ratio	6.292	4	.178
Linear-by-Linear Association	2.032	1	.154
N of Valid Cases	150		

Interpretation

P value is 0.194 which is greater than 0.05. Hence null hypothesis is accepted. Hence there is no significant relationship between the gender and the content of the advertisement.

Anova

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

Null Hypothesis: There is no significant difference in age and the social media platform provides reliable information about the ads.

Particulars	ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Which social media platform gives you the reliable information about the ads from the following? [Instagram]	Between Groups	1.855	1	1.855	1.806	.181
	Within Groups	152.018	148	1.027		
	Total	153.873	149			
Which social media platform give you the reliable information about the ads from the following? [Facebook]	Between Groups	.351	1	.351	.475	.492
	Within Groups	109.149	148	.737		
	Total	109.500	149			
Which social media platform give you the reliable information about the ads from the following? [Twitter]	Between Groups	.050	1	.050	.056	.814
	Within Groups	133.043	148	.899		
	Total	133.093	149			
Which social media platform give you the reliable information about the ads from the following? [LinkedIn]	Between Groups	.468	1	.468	.407	.524
	Within Groups	170.225	148	1.150		
	Total	170.693	149			
Which social media platform give you the reliable information about the ads from the following? [Snapchat]	Between Groups	.006	1	.006	.006	.941
	Within Groups	167.067	148	1.129		
	Total	167.073	149			

Interpretation

Hypothesis	Sig value	Accept/Reject
There is no significant difference in age and the social media platform that getting the reliable information about the ads from Instagram.	.181	Accept
There is no significant difference in age and the social media platform that getting the reliable information about the ads from Facebook.	.492	Accept
There is no significant difference in age and the social media platform that getting the reliable information about the ads from Twitter.	.814	Accept
There is no significant difference in age and the social media platform that getting the reliable information about the ads from LinkedIn.	.524	Accept
There is no significant difference in age and the social media platform that getting the reliable information about the ads from Snapchat.	.941	Accept

Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.126 ^a	.016	-.018	.959

Predictors: (Constant)

Which mode of online advertisement is more effective in your browsing experience? [E-mail marketing], which

mode of online advertisement is more effective in your browsing experience? [Search engine], which mode of online advertisement is more effective in your browsing experience? [Display ads], which mode of online advertisement is more effective in your browsing experience? [Social media ads], which mode of online advertisement is more effective in your browsing experience? [Mobile advertising]

Interpretation: R square value=0.016, which means 1.6% is explained by model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.147	5	.429	.466	.801 ^b
Residual	132.527	144	.920		
Total	134.673	149			

a. Dependent Variable: Educational qualification

- b. Predictors: (Constant), which mode of online advertisement is more effective in your browsing experience? [E-mail marketing], which mode of online advertisement is more effective in your browsing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
(Constant)	3.297	.266		12.386	.000
Which mode of online advertisement is more effective in your browsing experience? [Search engine]	.073	.091	.076	.803	.423
Which mode of online advertisement is more effective in your browsing experience? [Display ads]	-.117	.092	-.122	-1.275	.205
Which mode of online advertisement is more effective in your browsing experience? [Mobile advertising]	-.049	.115	-.046	-.428	.670
Which mode of online advertisement is more effective in your browsing experience? [Social media ads]	.066	.109	.061	.609	.544
Which mode of online advertisement is more effective in your browsing experience? [E-mail marketing]	.020	.089	.023	.227	.821

a. Dependent Variable: Educational qualification

Interpretation

From the coefficients table the significant value of constant is 0.000 is lesser than 0.05. Therefore there is significant relation between education and the mode of online advertisement in browsing experience.

Findings

- Majority (52.2%) of the respondents agree with the statement that advertisement create awareness about the products
- Majority (51.3%) of the respondents agree with informativeness as the perception towards different modes of online advertisement
- Most (49.3%) of the respondents agree with social media ads that is a mode of online advertisement which is more effective
- Most (41.3%) of the respondents agree with the Snapchat which is a social media platform that gives the reliable information about the ads
- Most (49.3%) of the respondents agree that they are credible about the ads appear in the famous websites
- Majority (52.7%) of the respondents agree that they are credible about the ads with more content
- Most (48.7%) of the respondents agree most of the their purchases are influenced by an advertisements

Suggestions

- The number of companies advertising online is pouring, but even then fraud and deception may reduce consumer confidence. Therefore, it should be ensured that products and services are described truthfully in online advertisements.
- All age group are getting awareness of online advertising it will gives boost for online advertising media. So the companies may come up with new strategies to make online advertising simple.

experience? [Search engine], which mode of online advertisement is more effective in your browsing experience? [Display ads], which mode of online advertisement is more effective in your browsing experience? [Social media ads], which mode of online advertisement is more effective in your browsing experience? [Mobile advertising]

Interpretation

From ANOVA table, significance value is .801 since the significance value is greater than 0.05, which indicates that the regression model do not statistically significantly predicts the outcome variable.

- Use of multi-media' and use of banner advertisements give viewers a chance to interact with banners which helps in online advertising.

Conclusion

From the study we have witnessed a depth and very comprehensive picture on 'consumer perception towards online advertisement'. Through the survey we try to study the perception of the customers towards online advertisement. Since most company's target audience includes people with money to spend, the internet is the perfect place for any advertisement. Even if the audience does not go to the advertisement site immediately, the audience will remember having seen advertisement and hopefully visit another time. Moreover, the touch and feel buying process dramatically changing with the rapid advancement of technology.

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