

**THE EFFECTIVENESS OF INTERNET ADVERTISING ON THE CUSTOMERS OF HUBLI-DHARWAD REGION**

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*Abstract*

*Online adverting is one of the major boom in today's technological jungle; Companies today are coming with innovative advertising strategy where in they are attracting customers on the go. Internet is one of the major tool today for the organizations to reach the customers at no seconds. People are getting attracted towards internet today, a report from the Internet and Mobile Association of India and market research firm IMRB International says "In Indian towns and cities today the estimation with the number of inhabitants of 44.4 crores already 26.9 crores round about to 60% of the inhabitants use internet , when compared to villages in India the estimated inhabitants of 90.6 crores has only 16.3 crores of users who use internet , the information was been procured from the census report 2011. Round about 75 crores inhabitants are yet to become internet bugs, if they can only be reached out in a proper strategy"*

*By the information and communication of the latest technologies, it has created the new visibilities & logical bodies, that has really created a challenge towards the people. When it comes to commercial advertising people are implicating symbols, color combination that gives special importance towards the concept of internet advertising that can enhance the usage of latest communicative media technologies to attract the people towards products and services, they are trying to reach with the wide audience, by getting familiar about their likes via various ways, and currently trying to reach them by operating such strategies. When successful marketing and advertising strategies implemented then it would be easy to understand the consumer behaviour, where in it involves peoples with the question in mind why, what and how their purchasing factor relies on.*

*Keywords - Online Advertisement, Innovative Advertising Strategy, commercial Advertising.*

**I. INTRODUCTION**

Internet advertising is one of the most effective ways for business of all sizes to expand their reach, find new customer and diversify their revenue streams, there are number of options available like pay per click, paid social to online display advertising and in application advertisement.

In the day generation people talk about advertisement, and they probably refer to internet or online advertisement. Internet advertising is a leading and most profitable for both small business and large business."Google is such a company where its majority of revenue comes from online advertising."

The major trends today which is driving the boom of Internet advertising is

- Due to increase in web usage that strengthens the role of internet in recommending and preparing consumers to engage with their purchase decisions.
- Creating the advertisement format by making them more communicative and relevant online campaign.

In today's competitive world, it is however fair to say online advertisement a very important role, the growing area of interactive advertising plays, presents new challenges for advertisers to motivate customer.

The major advantage of online advertisement is it increases efficiency, reduces costs, provide more flexibility. It enables the buyers and sellers to interact and manage business transaction 24\*7.

Methods of Internet Advertising

Display advertising, Sponsored search, Web banner advertising, Social media marketing ,Online classified advertising ,Text ads ,Search Engine Marketing ,Mobile advertising, Email advertising ,Adware.

## **II. EXECUTIVE SUMMARY**

Internet is fast emerging as a powerful medium of advertising in the new millennium. With the number of internet users increasing manifold, the new medium is viewed as the advertiser's dream. The internet is the fastest growing medium in the 2000's with millions of users. Internet advertising is becoming a part of some companies marketing strategy-however it requires new strategies and thinking. The benefits of internet advertising is its ability to cover people from different geographical area with varied tastes and preferences.

Online advertising refers to the type of marketing strategy that involves the use of internet for promotion of products by delivering the marketing messages to the larger consumers. It includes delivering ads to internet users via websites, e-mail, ad supported software's, and text messaging and internet enabled cell phones.

Research of effectiveness of online advertising show the absence of agreed factors of effectiveness. Focus has been placed on the click-through rates, rather than on attitudinal responses, and it is necessary to evaluate the effectiveness of online advertising from a more comprehensive perspective. -**Vida Davidavičienė.**

Advertising has come a long way today. More and more new medium is being explored each day to make a successful advertising campaign. Internet that has in recent times picked up as advertising medium has become the favorite of the advertiser in no time. Online advertisement, also called internet advertising uses the internet to deliver promotional marketing messages to consumers. -**G. Anusha**

Effectiveness of advertisement in the context of Internet. Effectiveness is a category, presenting the achieved result, compared to the resources invested for its achievement. Each manager wants to know what income will be achieved as a result of the advertisement. In the brick and mortar world it is extremely difficult to measure the effect of certain advertisement. - **SILVENA DENCHEVA**

The Internet advertising offers increased awareness of companies an easy method to distribute information, advanced method of targeting consumers, an immediate and direct to the customers, and reduced costs in performing these tasks. The study would help the advertisers to understand

to what extent the online advertising is beneficial. This study will bring facts that how advertiser's use social sites to make their products popular. This study will also be beneficial for the research scholars to analyze as to how consumers perceive the online advertisements and what are their parameters for purchasing stuff from the online sites.

### **Internet Advertising and Consumer Behaviour**

The evolution of the Internet as a global communication infrastructure (Cae, 2000) has created a new advertising channel for advertisers and advertising agencies to utilize and will provide advertisers with the means to more cost effectively target their promotional messages to consumers. Think, feel, sense and understand are the important psychological factors that relates with the customers. Organization should concentrate on making a strong approach through online advertising. Companies share general experience to all customers rather than knowing and analyzing the customer to deliver personalized experience. They are Unsuccessful to share online advertisement experience to the new level of interconnectivity and combination that would take them towards effective communication.

When consumers inculcate Experience and responsiveness among the advertisement then the gate for the emotions towards the advertisement arise, their reactions turn into physiological changes as the feelings. For Example- An online advertisement – customer can evoke a specific emotional feeling at the early stage of an advertisement done, but he starts ignoring if the same stimuli occur various times and then his emotions towards that advertisement decreases, and people tend to ignore the advertisements on internet.(Wolhandler, 1999).

### **III. OBJECTIVES OF THE STUDY**

- To study the effectiveness about internet advertising and know the importance of Online Advertising.
- To analyze time span of Consumer or users engaging in online activities and to study which type of online advertising is preferred by consumers.
- To ascertain if online advertising influence consumer buying behavior

### **IV. RESEARCH METHODOLOGY**

The data was generated through extensive use of structured Questionnaire with the sample size of 100; Research was conducted in Hubli & Dharwad city.

Market research requires two kinds of data, i.e., primary data and secondary data. Data gathering will involve usage of both primary and secondary data.

#### **1. Primary data**

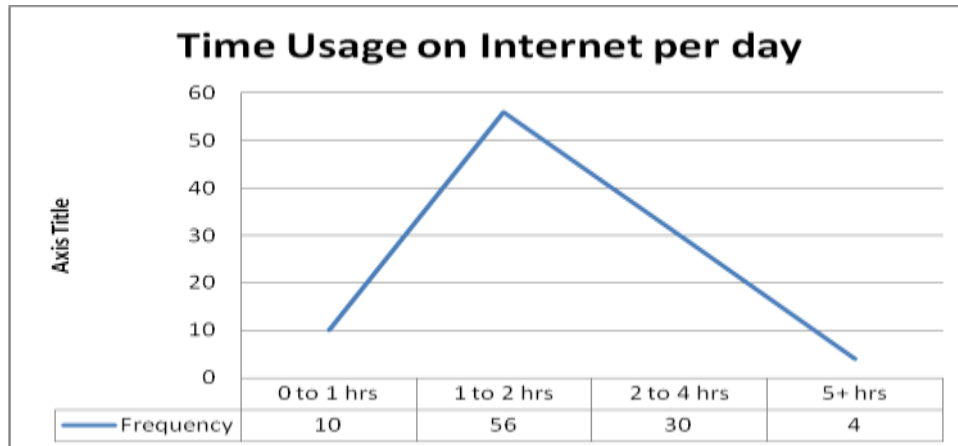
Primary data will be generated through extensive use of structured Questionnaire. survey will be conducted in hubli & dharward city.

#### **2. Secondary data**

Secondary sources were websites, books and internet and company data.

## V. DATA ANALYSIS

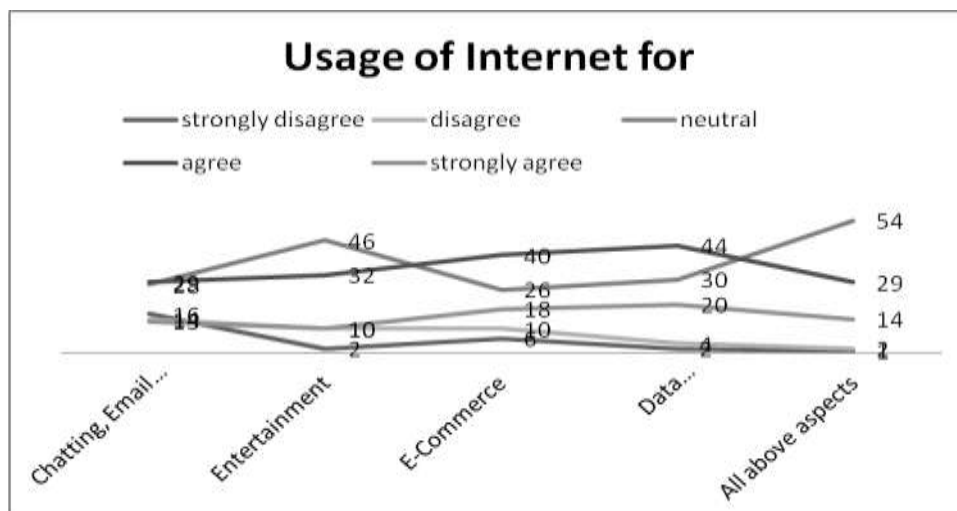
### ANNEXURE 1



#### **Interpretation:**

The above graph indicates that normally respondents spend on internet daily and there are 10% of the respondents who spend 0-1 Hour of their time on internet in a day, 56 % of the respondents spend 1-2 hours of their time in a day, 30% of the respondents spend at least 2-4 Hours in a day and remaining 4 % respondents spend more than 5 hours on Internet on their daily basis.

### ANNEXURE 2



#### **Interpretation:**

The above graph indicates 5 aspects that is 1) Chatting, Emailing and Social Media, 2) Entertainment 3) E-Commerce, 4) Data Procurement (Downloading), 5) All of the above aspects. The graph states that 16 % of the respondents strongly disagree, 14% of the respondents disagree,

28 % of the respondents are somewhat neutral, 29 % of the respondents agree and remaining 13% strongly agree for the Internet being used only for chatting, emailing and social media.

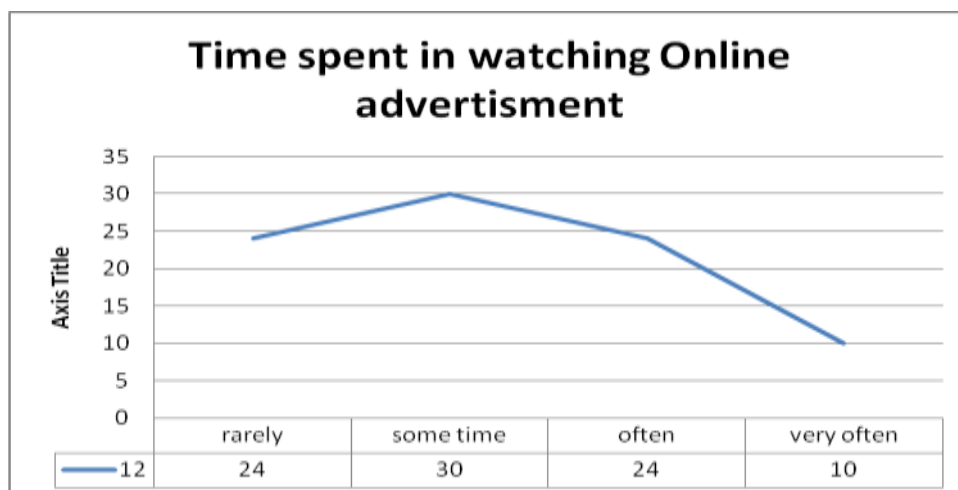
The graph states that 02 % of the respondents strongly disagree, 10% of the respondents disagree, 45 % of the respondents are somewhat neutral, 32 % of the respondents agree and remaining 10% strongly agree for the Internet being used only for Entertainment purpose.

The graph states that 06 % of the respondents strongly disagree, 10% of the respondents disagree, 26 % of the respondents are somewhat neutral, 40 % of the respondents agree and remaining 18% strongly agree for the Internet being used only for E-Commerce purpose.

The graph states that 02 % of the respondents strongly disagree, 04% of the respondents disagree, 30 % of the respondents are somewhat neutral, 44 % of the respondents agree and remaining 20 % strongly agree for the Internet being used only for Data Procurement (Downloading) purpose.

The graph states that 01 % of the respondents strongly disagree, 02% of the respondents disagree, 54 % of the respondents are somewhat neutral, 29 % of the respondents agree and remaining 14 % strongly agree for the Internet being used for all of the above aspects.

### **ANNEXURE 3**

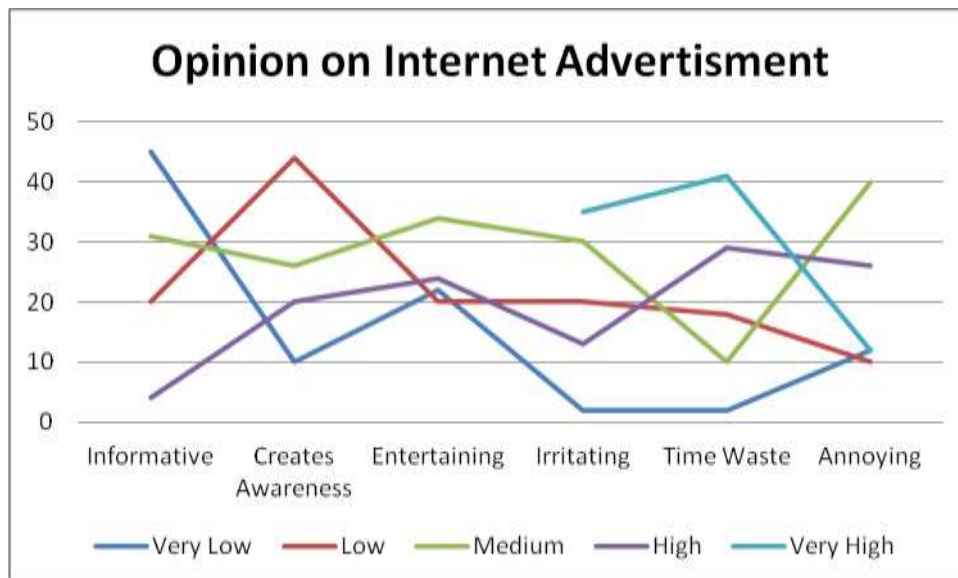


#### **Interpretation:**

The above graph indicates that time spent by the respondents in watching online advertisement daily and 20% of the respondents watch advertisements casually, 40% of the respondents say they watch advertisements which convey the message in 0-10 seconds, 30% of the respondents watch complete advertisement and remaining 10% are not serious about advertisement.



#### ANNEXURE 4



#### **Interpretation:**

The above graph indicates 6 aspects that speaks on opinion on Internet advertisement that is 1) Informative, 2) creates awareness, 3) Entertaining, 4) Irritating, 5) Time waste, 6) Annoying. The graph states that 45 % of the respondents say Very Low Informative, 20% of the respondents say low Informative, 31 % of the respondents are somewhat say neutral Informative, 04 % of the respondents say its Highly Informative.

The graph states that 10 % of the respondents say Very Low awareness creation, 44% of the respondents say low awareness creation, 20 % of the respondents are somewhat say neutral awareness creation, 26% of the respondents say High Awareness creation 09 % of the respondents say its Highly awareness creation.

The graph states that 22 % of the respondents say Very Low Entertaining, 20% of the respondents say low Entertaining, 34 % of the respondents are somewhat say neutral Entertaining, 24% of the respondents say High Entertaining.

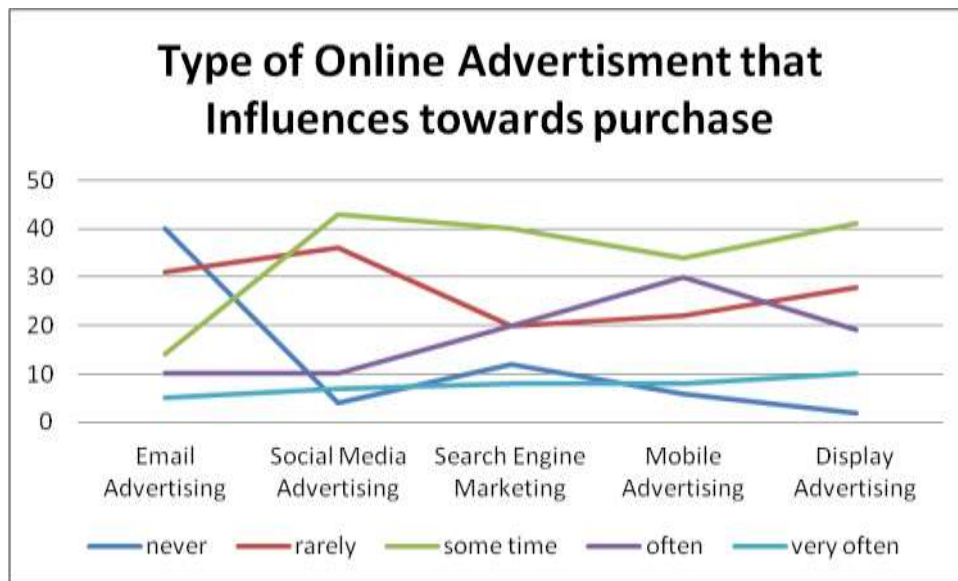
The graph states that 02 % of the respondents say Very Low Irritating, 20% of the respondents say low Irritating, 30 % of the respondents are somewhat say neutral Irritating, 13% of the respondents say High Irritating 35 % of the respondents say its Highly Irritating.

The graph states that 02 % of the respondents say Very Low Wastage of time, 18% of the respondents say low Wastage of time, 10 % of the respondents are somewhat say neutral Wastage of time, 29% of the respondents say High Wastage of time 41 % of the respondents say it's Very High Wastage of time.

The graph states that 12 % of the respondents say Very Low Annoying, 10% of the respondents say

low Annoying, 40 % of the respondents are somewhat say neutral Annoying, 26% of the respondents say High Annoying 12 % of the respondents say it's Very High Annoying.

#### ANNEXURE 5



#### **Interpretation:**

The above graph indicates 5 aspects that speaks on types of online advertisement that influence towards purchase, that is 1) Email Advertising, 2) Social Media Advertising, 3) Search Engine Marketing, 4) Mobile Advertising, 5) Display Advertising.

The graph states that 40 % of the respondents say Email advertising never influence towards purchase, 31% of the respondents say Email advertising rarely influence towards purchase, 14 % of the respondents say Email advertising sometimes influence towards purchase ,10% of the respondents say Email advertising often influence towards purchase 05 % of the respondents say Email advertising very often influence towards purchase.

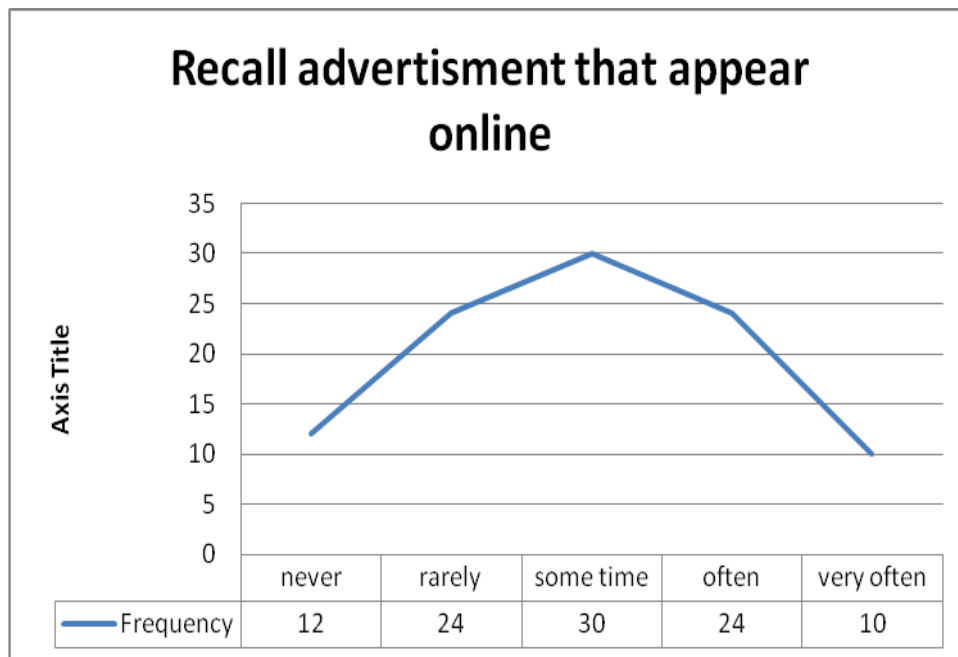
The graph states that 04 % of the respondents say Social Media advertising never influence towards purchase, 35% of the respondents say Social Media advertising rarely influence towards purchase, 43 % of the respondents say Social Media advertising sometimes influence towards purchase, 10% of the respondents say Social Media advertising often influence towards purchase 07 % of the respondents say Social Media advertising very often influence towards purchase.

The graph states that 12 % of the respondents say Search Engine advertising never influence towards purchase, 20% of the respondents say Search Engine advertising rarely influence towards purchase, 40 % of the respondents say Search Engine advertising sometimes influence towards purchase, 20% of the respondents say Search Engine advertising often influence towards purchase 08% of the respondents say Search Engine advertising very often influence towards purchase.

The graph states that 06 % of the respondents say Mobile advertising never influence towards purchase, 22% of the respondents say Mobile advertising rarely influence towards purchase, 34 % of the respondents say Mobile advertising sometimes influence towards purchase, 30% of the respondents say Mobile advertising often influence towards purchase 08% of the respondents say Mobile advertising very often influence towards purchase.

The graph states that 02 % of the respondents say Display advertising never influence towards purchase, 28% of the respondents say Display advertising rarely influence towards purchase, 41 % of the respondents say Display advertising sometimes influence towards purchase, 19% of the respondents say Display advertising often influence towards purchase 10% of the respondents say Display advertising very often influence towards purchase.

#### ANNEXURE 6

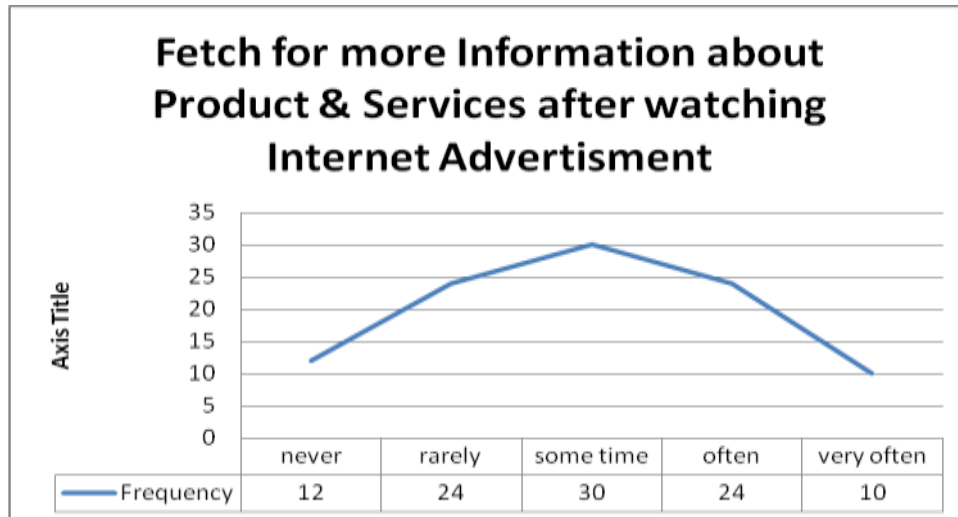


#### **Interpretation:**

The above graph indicates that number of respondents recall advertisements that appear online that is 14 % of the respondents say they never recall advertisements that appear online, 12% of the respondents say they rarely recall advertisements that appear online, 50 % of the respondents say they sometimes recall advertisements that appear online, 20% of the respondents say they often recall advertisements that appear online 04% of the respondents say they very often recall advertisements that appear online.



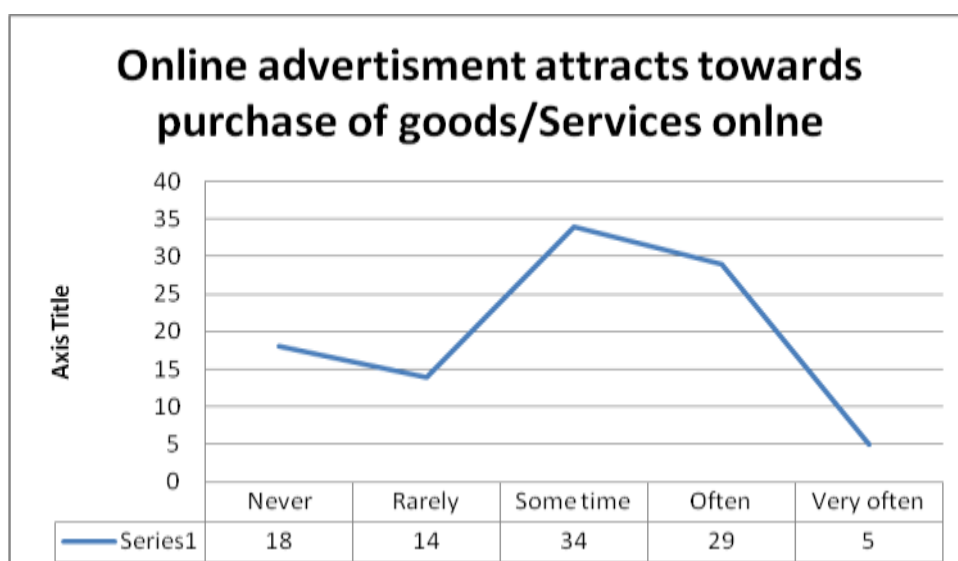
#### ANNEXURE 7



#### **Interpretation:**

The above graph indicates that intend to get more information of Products/Service after watching online advertisement that is 12% of the respondents say they intend to get more information of Products/Service, 24% of the respondents say they rarely intend to get more information of Products/Service, 30 % of the respondents say they sometimes intend to get more information of Products/Service, 24% of the respondents say they often intend to get more information of Products/Service, 10% of the respondents say they very often intend to get more information of Products/Service.

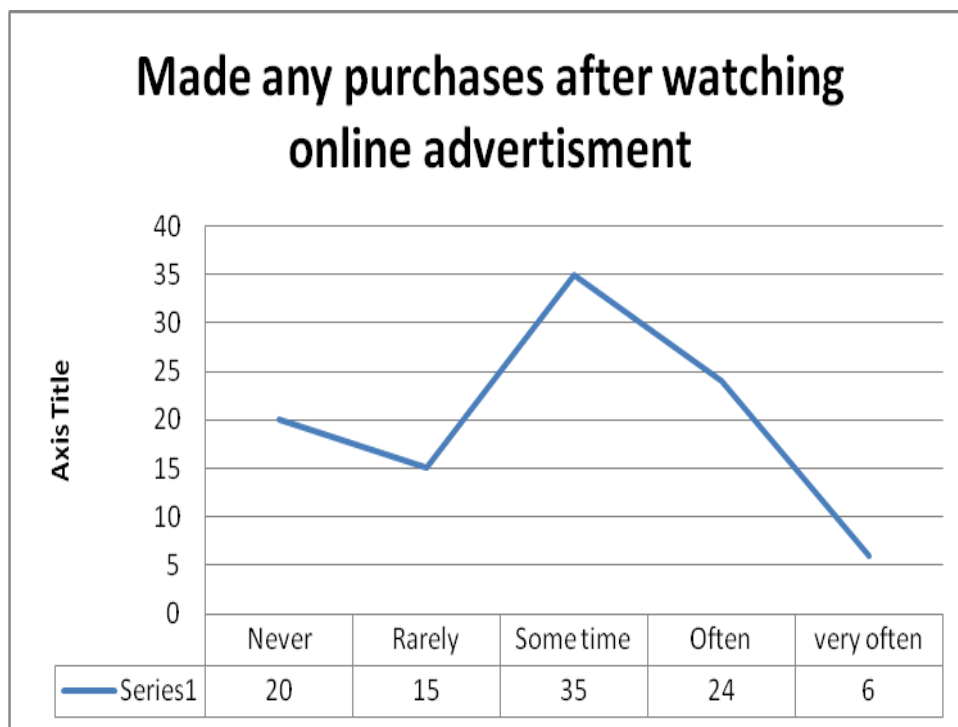
#### ANNEXURE 8



**Interpretation:**

The above graph indicates that Online Advertisement attracts towards purchasing of goods/services online, that is 18% of the respondents say they never attract towards purchasing, 14% of the respondents say they rarely attracts towards purchasing, 34 % of the respondents say they sometimes attracts towards purchasing, 29 % of the respondents say they often attracts towards purchasing, 05% of the respondents say they very often attracts towards purchasing.

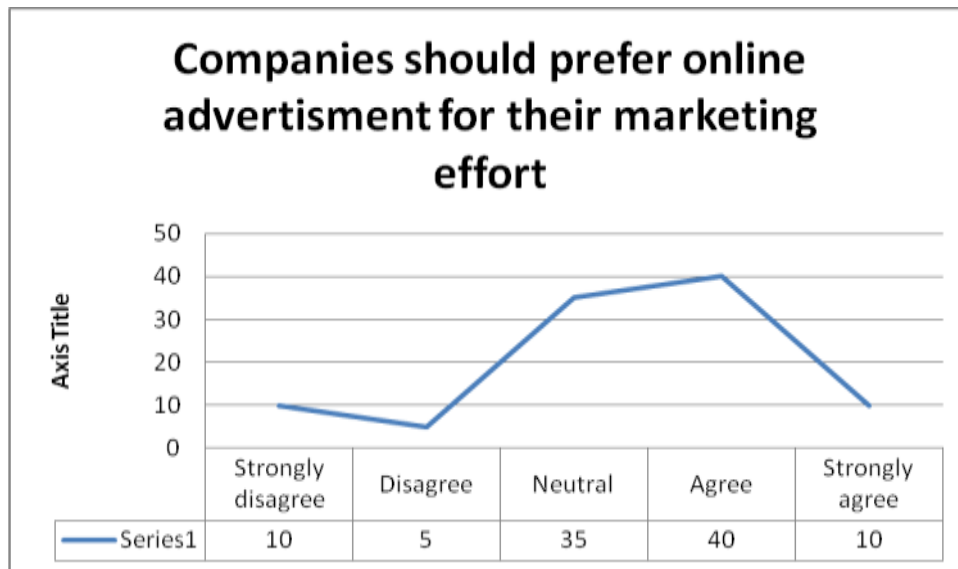
**ANNEXURE 9**



**Interpretation:**

The above graph indicates that made any purchases after watching online advertisement, that is 20% of the respondents say they never made any purchases after watching online advertisement, 15% of the respondents say they rarely made any purchases after watching online advertisement, 35 % of the respondents say they sometimes made any purchases after watching online advertisement, 24 % of the respondents say they often made any purchases after watching online advertisement, 06% of the respondents say they very often made any purchases after watching online advertisement.

## ANNEXURE 10



### **Interpretation:**

The above graph indicates that companies should prefer online activities in their marketing efforts, that is 10% of the respondents say they strongly disagree that companies should prefer online activities in their marketing efforts, 05% of the respondents say they disagree that companies should prefer online activities in their marketing efforts, 35 % of the respondents are somewhat neutral that companies should prefer online activities in their marketing efforts , 40 % of the respondents say they agree that companies should prefer online activities in their marketing efforts, 10% of the respondents say they strongly agree that companies should prefer online activities in their marketing efforts.

## **VI. CONCLUSION**

- The study has been conducted to know the effectiveness of Internet advertising on the customers of Hubli-Dharwad region people now a days are very much habituated towards Internet, assuming on the research study done more than half of the people today use Internet at least for 1-2 hours in a day.
- More than or equal to 30 % of the people use Internet for Emailing, Chatting or to be updated in social media sites.
- People today prefer advertisements which are short that can take time of less than or equal to 10 seconds, as there is no time for the people in today's fast generation, short advertisements hold people to watch the advertisement as it will be less than or equal to 10 seconds human minds sets itself and prepares to wait and watch the advertisement that appears online, and also it makes the people to fetch more Information about the product/service. For Example: - "Hyundai has come up with the new product Xcent, it's a very short advertisement but it grabs the customer with its stylish design better than the previous design" People immediately click on the link to

fetch more information regarding its specification and its pricing, so short advertisements attract the customers very quickly.

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