

IMPACT OF E-ADVERTISING ON NEW GEN CONSUMERS

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ABSTRACT

The study brings the fact that how online advertising are used to make any product popular and it also helps to analyze how consumer perceive the online advertising and what are their parameters for purchasing stuff from the online sites. A survey method was used for collecting the data and questionnaire was used as a tool for conducting a survey among 68 respondents who are net savvy

Keywords: online advertising, ads, product

INTRODUCTION

E-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. Philip Kotler in marketing management millennium edition mention that the internet population is younger, more affluent and better educated and they easily find their way onto the internet, the cyberspace population is becoming more mainstream and diverse.

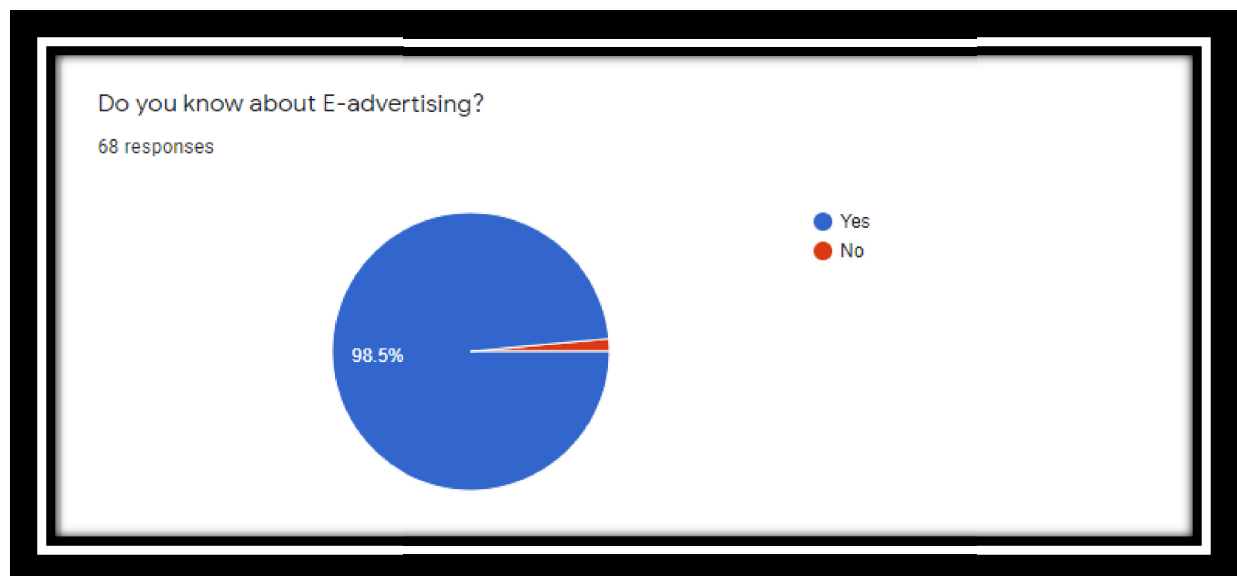
Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser

RESEARCH METHODOLOGY

Questionnaire was used as a tool for conducting a survey among 68 respondents who are net savvy. For designing questionnaire was designed using google forms. The options in the questionnaire are based on the data collection from the content analysis to study the respondents of netizens towards them. Therefore the graphically presentation has also been derived from the google forms.

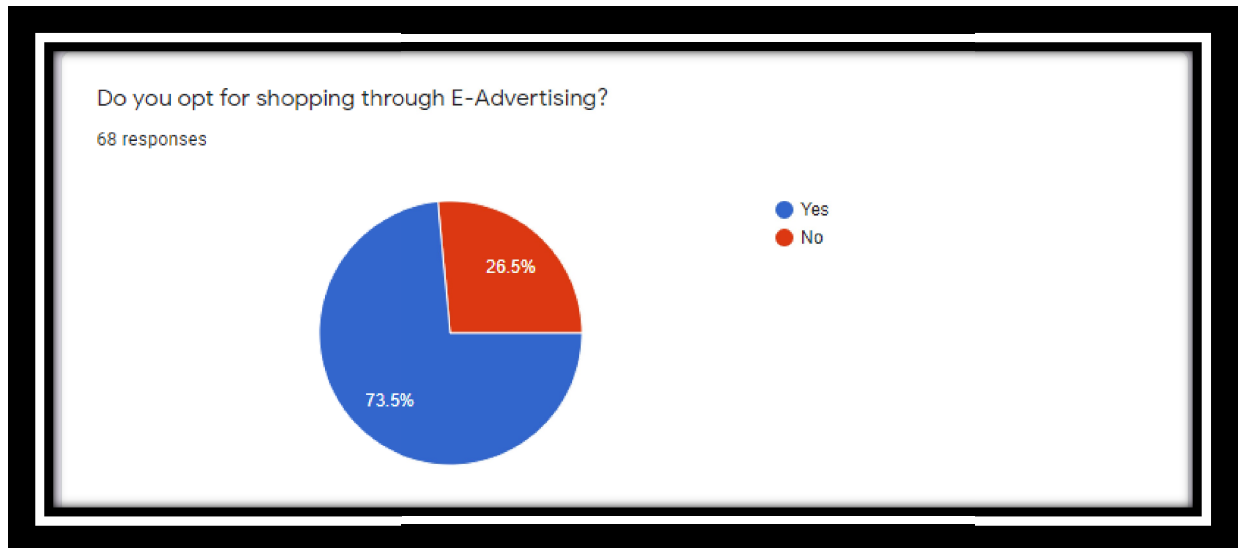
DATA ANALYSIS

Graph 1



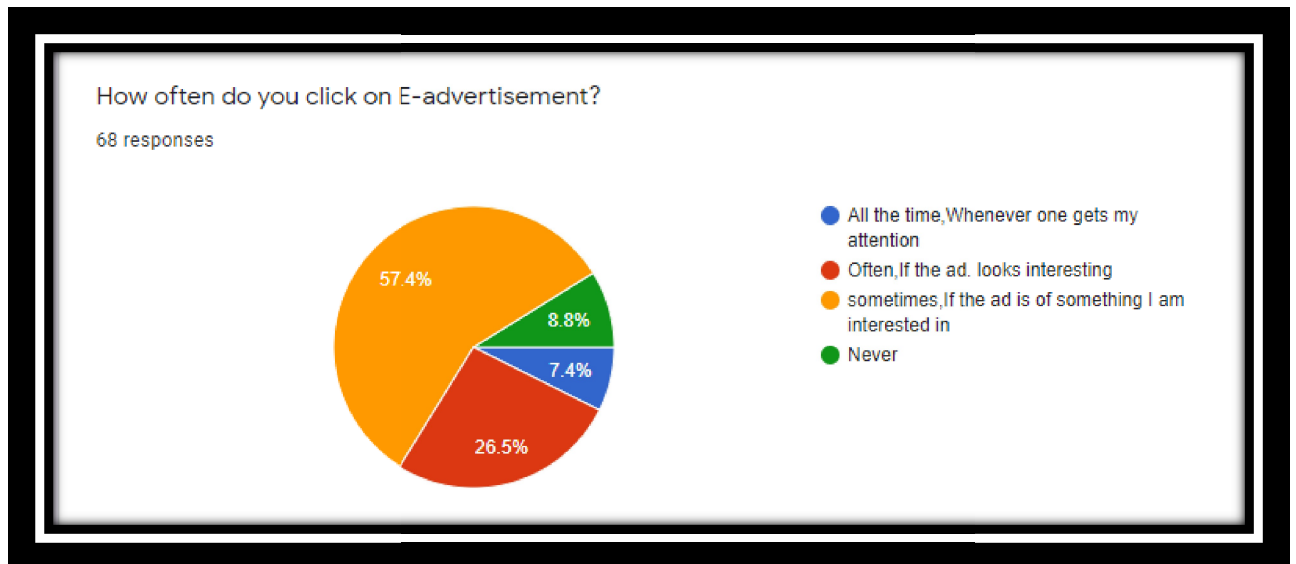
Graph 1 shows that 98.5% netizens know about e-advertising where as there is still 1.5% respondents who still know about only traditional advertising

Graph 2



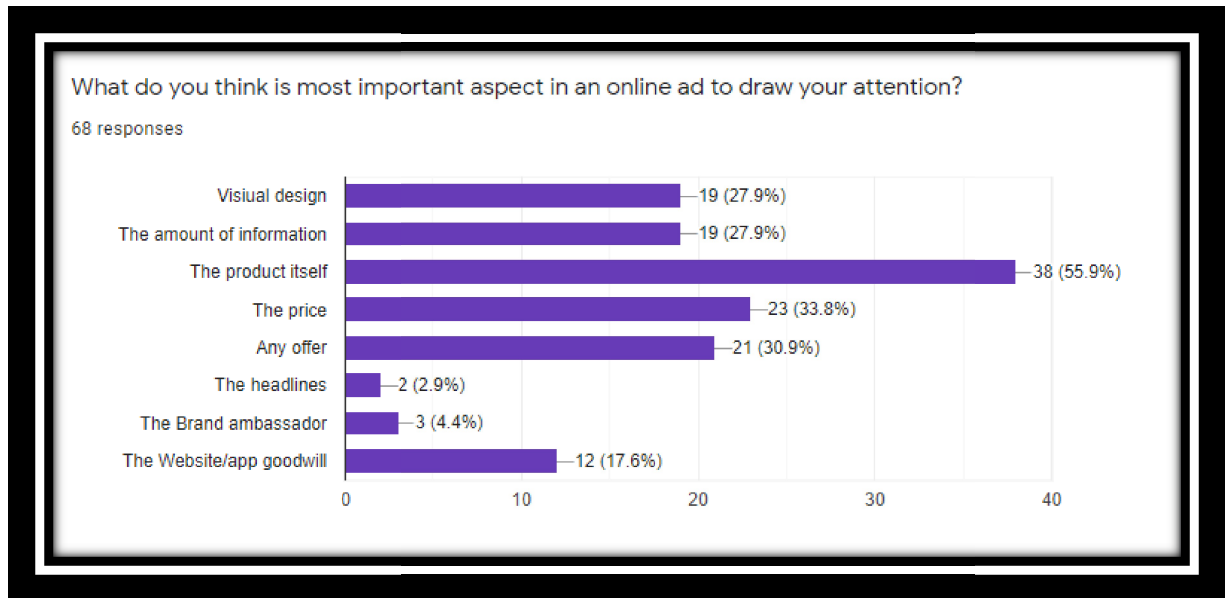
Graph 2 shows that 73.5% netizens shop through e-advertising whereas 26.5% respondents still shop because of only traditional advertising

Graph 3



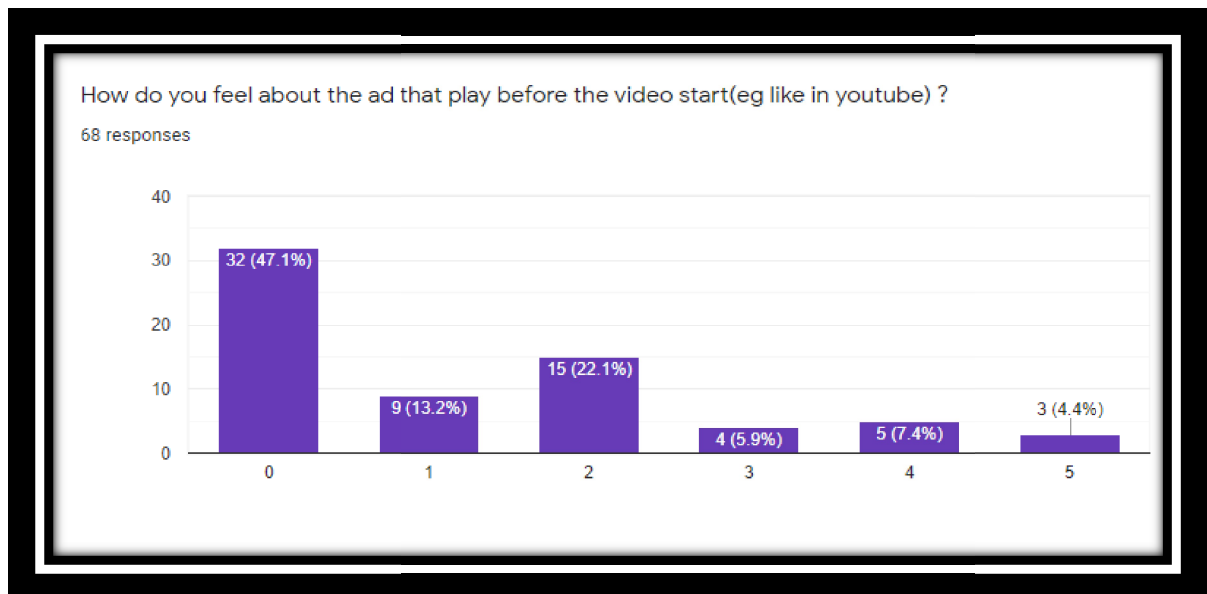
Graph 3 shows that 57.4% netizens prefer e-advertising only if the ad is something they are interested in whereas 26.5% respondents prefer e-ad only if it looks interesting

Graph 4



Graph 4 shows that 55.9% netizens think that the most important aspect of e-ad is product itself whereas 33.8% respondents think price is an important factor.

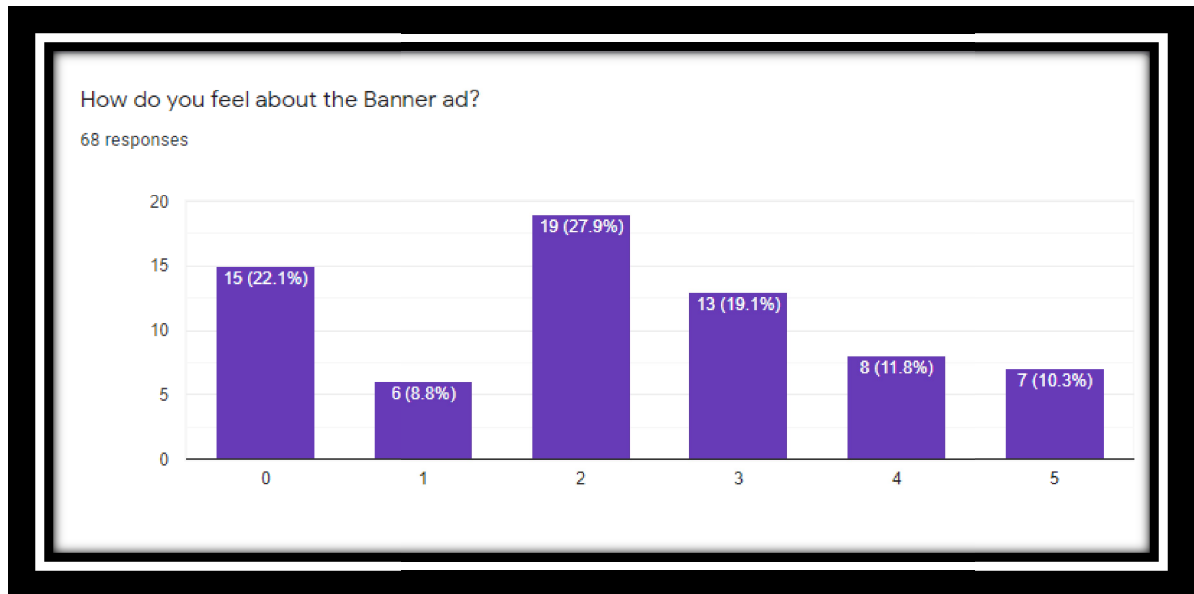
Graph 5



(Strongly Dislike 0 1 2 3 4 5 Strongly like)

Graph 5 shows that 47.1% netizens strongly disliked e-ad that is played before the video start whereas only 4.4% respondents strongly like it.

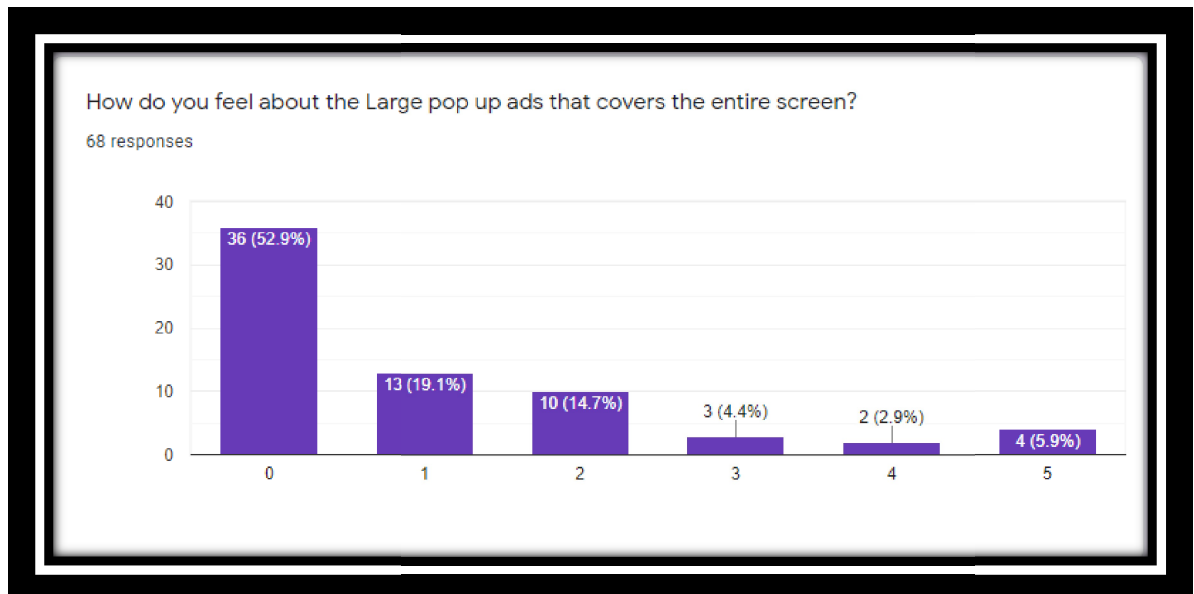
Graph 6



(Strongly Dislike 0 1 2 3 4 5 Strongly like)

Graph 6 shows that 27.9% netizens disliked banner ad whereas only 10.3% respondents strongly like it.

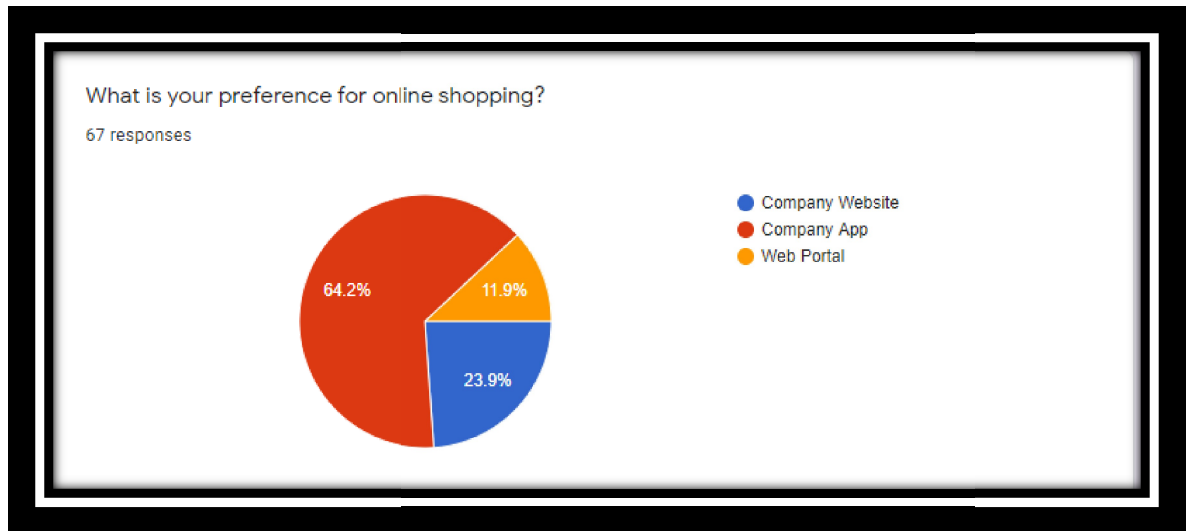
Graph 7



(Strongly Dislike 0 1 2 3 4 5 Strongly like)

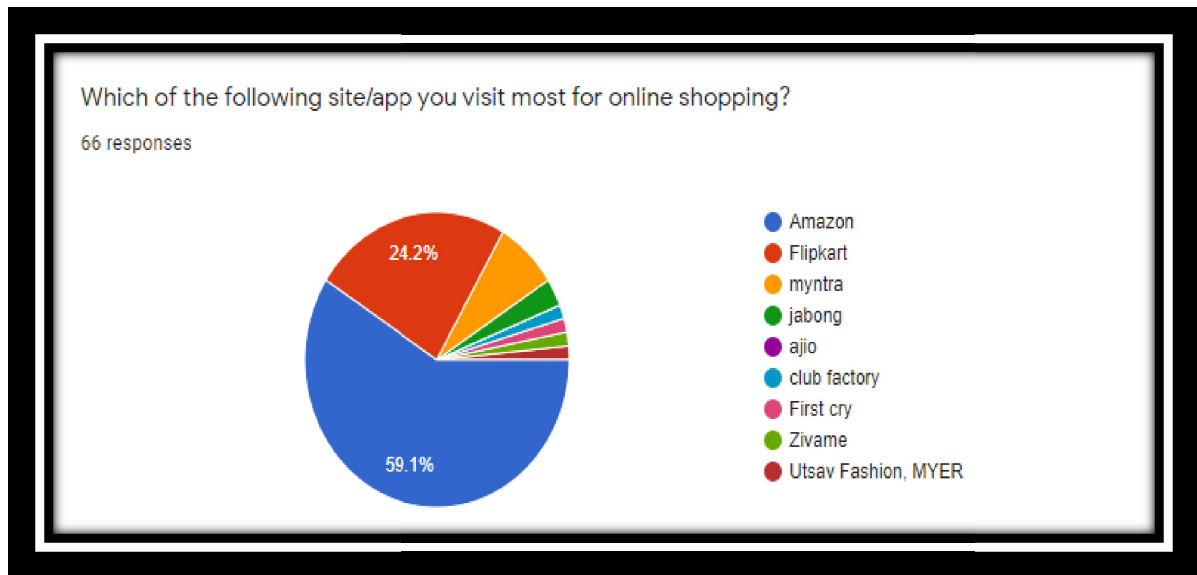
Graph 7 shows that 52.9% netizens strongly disliked large pop up e-ad that cover entire screen whereas only 5.9% respondents strongly like it.

Graph 8



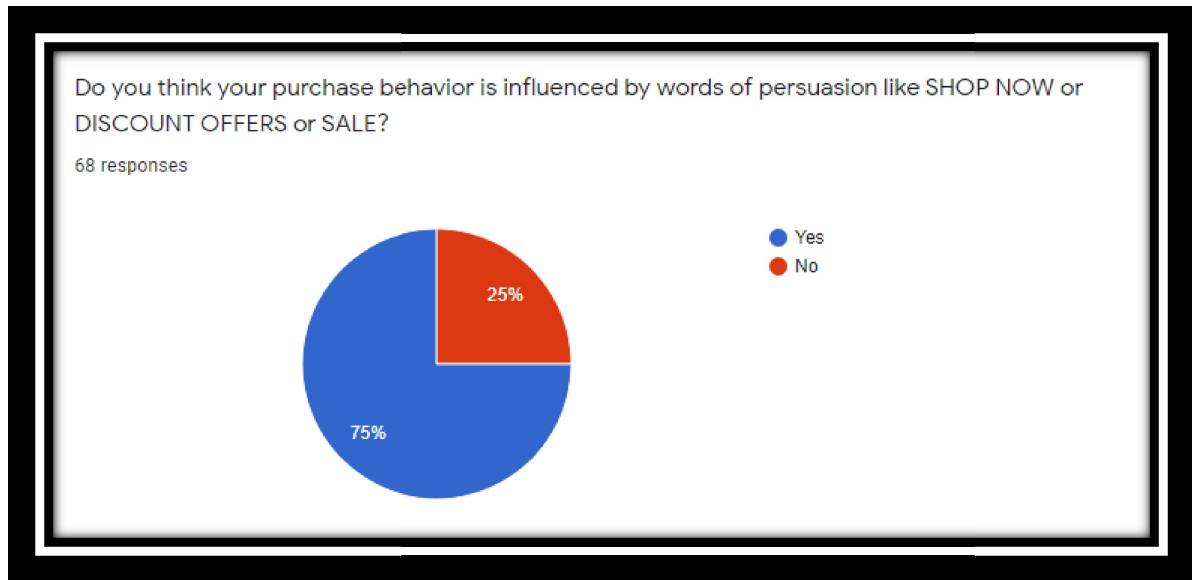
Graph 8 shows that 64.2% netizens shop through company's app where 23.9% respondents still shop through company's website.

Graph 9



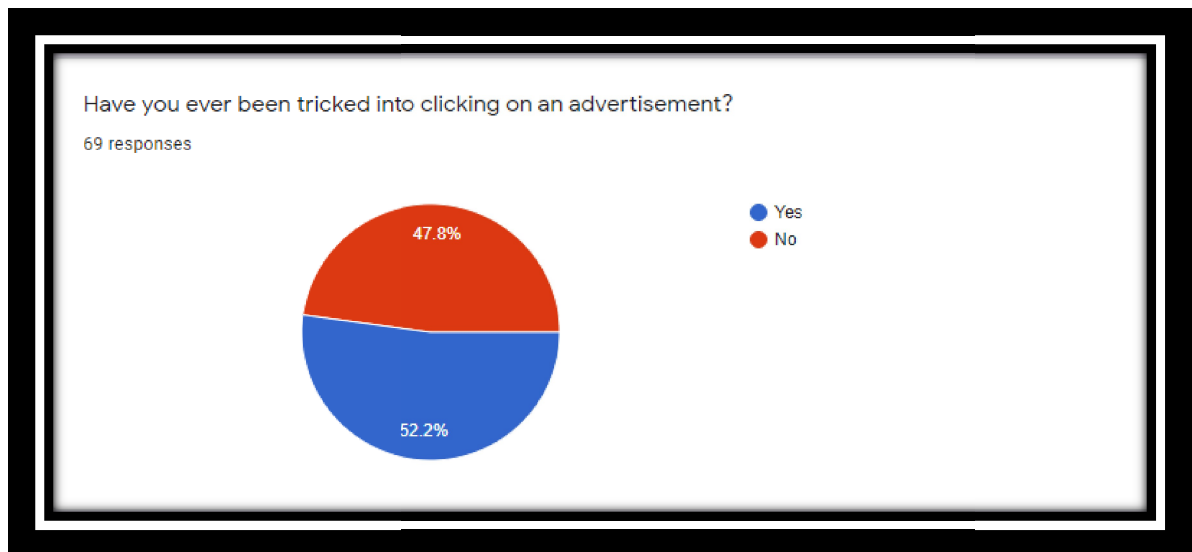
Graph 9 shows that 59.1% netizens prefer Amazon whereas 24.2% respondents prefer flipkart

Graph 10



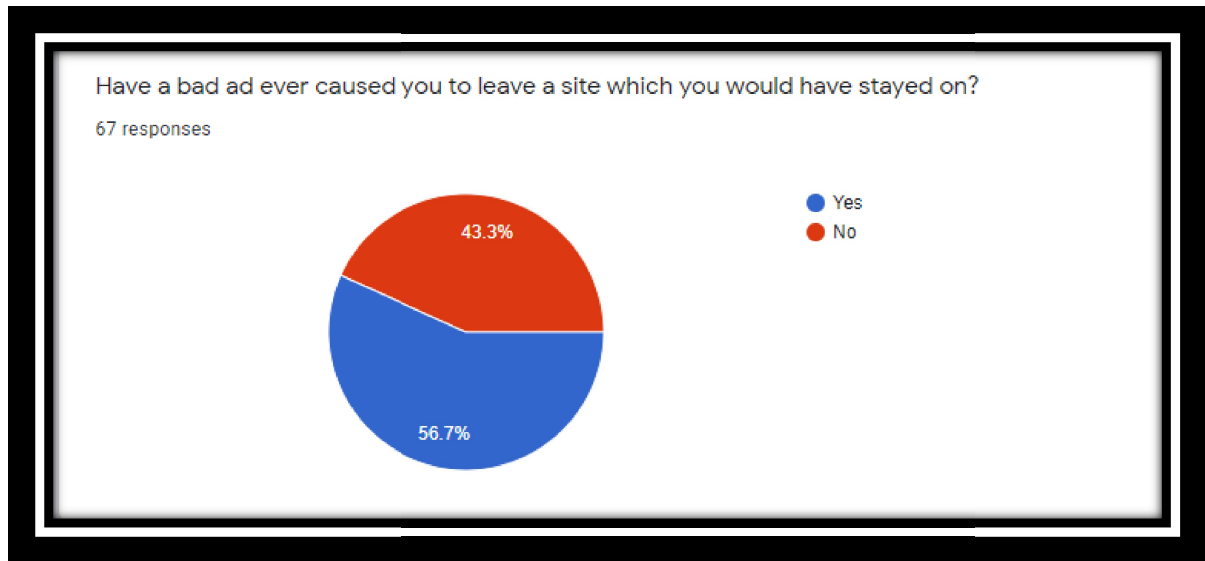
Graph 10 shows that 75% netizens are persuaded by the words like SHOP NOW or DISCOUNTS OFFERS or SALE whereas 25% respondents are still indifferent about it

Graph 11



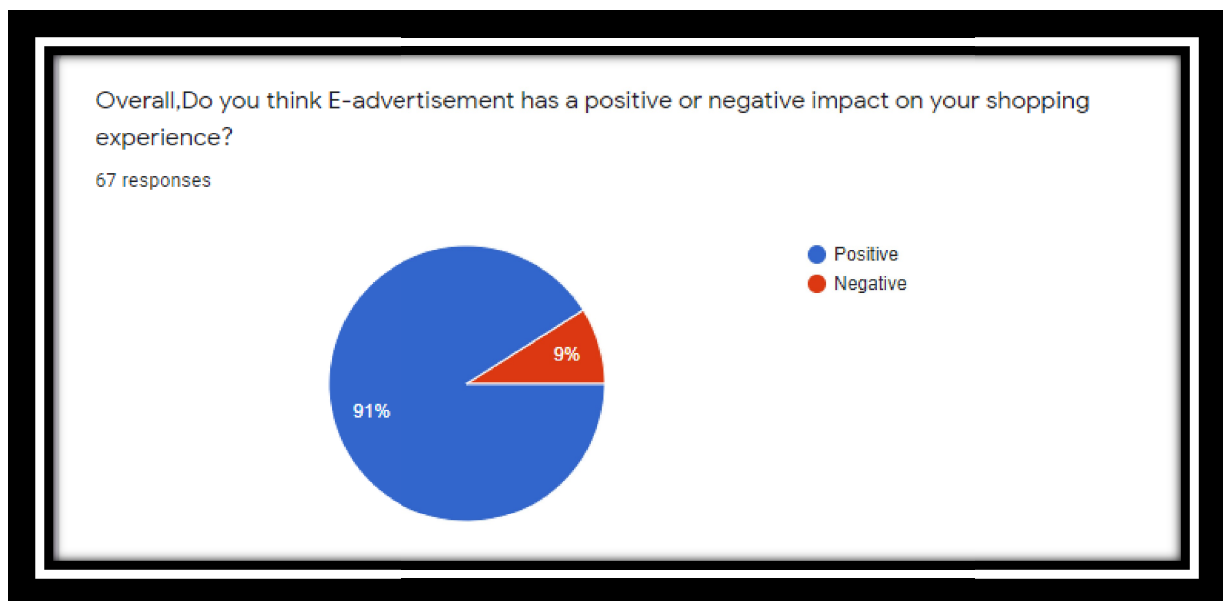
Graph 11 shows that 52.5% netizens are tricked into clicking an e-advertisement whereas 47.8% respondents are smart enough to not get tricked by any e-ad

Graph 12



Graph 12 shows that 56.7% netizens has been forced to leave a site because of a bad e-advertising whereas 43.3% respondents never leave any site

Graph 13



Graph 13 shows that 91% netizens are in the opinion that e-advertising has a positive impact on their shopping experience whereas 9% respondents still prefer traditional advertising

CONCLUSION

- 98.5% netizens know about e-advertising where as there is still 1.5% respondents who still know about only traditional advertising
- 73.5% netizens shop through e-advertising whereas 26.5% respondents still shop because of only traditional advertising
- 57.4% netizens prefer e-advertising only if the ad is something they are interested in whereas 26.5% respondents prefer e-ad only if it looks interesting

- 55.9% netizens think that the most important aspect of e-ad is product itself whereas 33.8% respondents think price is important factor
- 47.1% netizens strongly disliked e-ad that is played before the video start whereas only 4.4% respondents strongly like it.
- 27.9% netizens disliked banner ad whereas only 10.3% respondents strongly like it
- 52.9% netizens strongly disliked large pop up e-ad that cover entire screen whereas only 5.9% respondents strongly like it.
- 64.2% netizens shop through company's app where 23.9% respondents still shop through company's website
- 59.1% netizens prefer Amazon whereas 24.2% respondents prefer flipkart
- 75% netizens are persuaded by the words like SHOP NOW or DISCOUNTS OFFERS or SALE whereas 25% respondents are still indifferent about it
- 52.5% netizens are tricked into clicking an e-advertisement whereas 47.8% respondents are smart enough to not get tricked by any e-ad
- 56.7% netizens has been forced to leave a site because of a bad e-advertising whereas 43.3% respondents never leave any site
- 91% netizens are in the opinion that e-advertising has a positive impact on their shopping experience whereas 9% respondents still prefer traditional advertising

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