A STUDY ON CONSUMERS PERCEPTION TOWARDS INTERNET ADVERTISING WITH SPECIAL REFERENCE TO CHERPULASSERY, KERALA

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ABSTRACT

Advertisements can target people with particular interests or hobbies or they can even focus on customers in a specific country or state. With the tremendous growth in technology the internet is becoming an important tool and companies are started to shift their advertising efforts to internet advertising than traditional advertising medias such as Television, Print ads etc. The study used descriptive research design. The target population was the consumers in Cherpulassery area. The study used convenient sampling technique to select 50 consumers. Primary data was collected from respondents by using structured questionnaires and secondary data from books and websites. Simple percentage analysis and weighted average method was used for analyzing the collected data from respondents. The study found that most of the respondents have a positive attitude or perception towards internet advertising. But still security and reliability of internet advertising is less than traditional methods of advertising. By ensuring more security and enhancing e- literacy among consumers will helps to improve internet advertising effectiveness.

Keywords: consumer perception, Internet advertising

INTRODUCTION

Advertising is a form of promotion used to persuade audience to purchase product and services of organizations. The term advertisement comes from Latin word "Advert ere" which means "to turn towards". There are various ways to establish an advertisement to reach the largest audience such as Television radio, print advertisements and more recently social media and online advertisements. The emergence of internet and progress of digitization contributed a revolutionary change which has a major impact on the daily lives. Online advertising or Internet advertising is a form of advertising which uses internet and World Wide Web for the purpose of delivering promotional marketing message to attract customers. Companies are using various online advertising tools aimed at developing attractive and interactive advertisement that can draw consumers' attention and through which increasing their sales and brand through online. Internet advertising has grown tremendously than traditional methods of advertising. It is due to its unique characteristics of internet advertising such as flexibility, accessibility, and interactivity. Internet advertising has been   very useful communication or promotional tool in all areas such as entertainment, education, business etc. There are various modes internet advertising such as   banner advertisement, floating advertisement, interstitials, unicast advertisement, takeover advertisement, contextual advertisement, rich media advertisement, advertorials, e-zines, newsletters, press releases, pop up advertisements, spam email, tageted email etc. This study analyses the attitude consumers' towards internet advertising.

STATEMENT OF THE PROBLEM

With the rapid growth in technology, the internet is becoming an important tool for consumers in finding most of their needs. In the area of communication, entertainment, shopping, information search etc. the internet serves as a useful tool. The current study sought to determine perception of consumers' towards internet advertising.

SCOPE OF THE STUDY

Thus study attempts to understand the perception of consumers' towards internet advertising with special reference to Cherpulassery. And this study identifies the awareness of consumers about internet advertising. It also involves understanding the effectiveness of internet advertising.

SIGNIFICANCE OF THE STUDY

Current study provides information relating to perception of consumers towards internet advertising and whether internet advertising would be effective in reaching and increasing awareness of consumers.

This study is relevant because the study would understand the Influence of consumer decision which impacts on electronic trade.

DEFINITION OF KEYWORDS

Consumers' perception: The Business dictionary defines consumer perception as "a marketing concept that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Typically, a customer perception is affected by advertising, reviews, public relations, social media, personal experiences and other channels."

Internet advertising: The Business dictionary defines Internet advertising as " Use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software(browser) reveals sufficient information about the site's visitors, online advertising can be custom tailored to match user preferences."

OBJECTIVES OF THE STUDY

1. To know consumers' perception towards Internet advertising.
2. To know consumers awareness about internet advertisements.
3. To analyse the effectiveness of internet advertising on consumers.
4. To verify whether online advertisements provides more services than traditional advertisements.

RESEARCH METHODOLOGY

The research design is descriptive in nature. Both primary and secondary sources of data are utilized for the study. Primary data collected from consumers through a structured questionnaire and secondary data was gathered from books and websites. Simple random sampling is used for the study. Sample size was limited to 50. Percentage analysis and weighted average method are used for analyzing the collected data.

LIMITATIONS OF THE STUDY

➢ An extensive study was not possible due to time constraints

➢ The sample size was confined to only 50 consumers. So accuracy may not be up to the mark

➢ The findings of the study are based on consumers' responses. It may include bias.

ANALYSIS AND INTERPRETATIONS

Table 1. Awareness about internet advertisement among respondents

Sl.No	Category	Number of respondents	Percentage of respondents
1	Aware	40	80
2	Moderately aware	8	16
3	Slightly aware	2	4
4	Not at a all aware	0	0
	Total	50	100

Interpretation: from the above table we can conclude that 80% of the respondents are aware about internet advertisements.16% of the respondents are moderately aware and 4% of the respondents are slightly aware about internet advertisements. There are no respondents who are not at all aware about the internet advertisements.

Table 2. Respondents purchase of products with the influence of internet advertisement

Sl.No	Category	Number of respondents	Percentage of respondents
1	Yes	40	80
2	No	10	20
	Total	50	100

Interpretation: From the above table indicates 80% of the respondents are purchases products with the influence of internet advertisements. Remaining 20% of the respondents didn't purchase any products with the influence of internet or online advertisements.

Table 3. Factors influence to inernet advertisement

Attributes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Convenience	7	32	8	3	0	50
Ease of find products	23	20	7	0	0	50
Reliability	4	20	21	4	1	50
Security	3	14	25	8	0	50
Attractiveness	20	24	25	1	0	50

Table 4. Weighted average of factors influence to online advertisement

Rank	Weighted Average	Factors
1	4.32	Ease of find products
2	4.26	Attractiveness
3	3.8	Convenience
4	3.44	Reliability
5	3.24	Security

Interpretation: from the above table we can infer that the factor ease of find products is the first preference in online advertisements. Second preference is to attractiveness, third preference is to convenience and fourth preference is to reliability. Last preference is given by respondents to security.

Table 5. Effectiveness of internet as medium for purchasing a product

Sl.No	Category	Number of respondents	Percentage of respondents
1	Strongly Agree	6	12
2	Agree	30	60
3	Neutral	12	24
4	Dis Agree	2	4
5	Strongly Disagree	0	0
	Total	50	100

Interpretation: from the above table indicates that 12% of the respondents are strongly agree that online or internet advertisements is an effective medium for purchasing products.60% of the respondents are agree with this opinion, 24% of the respondents are have neutral opinion and only 4% of the respondents are disagreeing with this opinion. There are no respondents who are strongly disagreeing with this opinion.

FINDINGS

80% of the respondents are aware about internet advertising. And they purchase product with the influence of internet advertising. 60% of the respondents are checks online advertisement while surfing internet. Sometimes internet advertisement create disturbance to internet users. 80% of respondents say that Internet advertisement influence in purchase of products. By analyzing the respondents' responses electronics products are the mostly purchased by consumers with the influence of internet advertisements. 64% of the respondents agree that the price of products in online advertisement is economical.48% of the respondents agree with the reliability of internet advertising. But in certain cases respondents feel that internet advertisements are fake and they skip those advertisements. Most of the respondents feel that internet advertisement is an effective medium for purchasing products. The factors such as easily finding products, attractiveness, and convenience are make internet advertising effective on consumers. Internet advertising provides more services than traditional advertising methods like interactivity, convenience, less time to purchase etc.

SUGGESTIONS

Provide e-literacy to public so that they will be more aware about internet advertisement. Advertise the product in simple message and it will helps to consumers catch the message easily. More Security and reliability must be bringing in transactions which increase the number of consumers.

CONCLUSION

The objectives of the study titled "A study on consumers' perception towards Internet advertising with special reference to Cherpulassery" were to know the perception and awareness of consumers' about

internet advertising. After the analysis of findings of this study, concludes that most of the consumers are aware about internet advertising. Internet advertising was effective in providing higher reach and creation of awareness. But still some people are not ready to purchase products by watching advertisement through internet because of security and reliability of traditional advertisement methods is more than internet advertising. The study also concludes that online advertising influenced consumers' purchase decision because of through internet advertising ease of finding products, convenience, interactivity with the company etc are possible.

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