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## Consumer Attitude towards Internet Advertising in Kurnool City

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### **Abstract:**

*The internet advertising is emerging as an important advertising media which has wide coverage and is accessed by customers spread all over the Globe. As a new media of advertising, it is very important to the marketers, to know the attitude towards Internet Advertising. The study was undertaken with the objectives like to find the demographic variables using the internet and to know the place and purpose of using the internet and to examine the attitude of customers towards internet advertising. The survey was conducted in Kurnool city. Both primary and secondary data are used for the study. The Sample size is 100 internet users. Questionnaire is used as a research instrument and convenience Random Sampling is adopted for the study. Chi – Square test is used to test the relationship between demographic factors and attitude towards internet Advertising. The Data collected reveals that only matured customers are using the internet and majority of them are using the internet in internet cafes and mainly for the purpose of checking E-mails and searching for information. And majority of respondents like Internet Advertising and agree that Internet Advertising is informative and are very frequently exposed to Internet Advertising. Most of them never felt misled by I.A and use I.A to make purchase Decisions. In General, it shows the Positive Attitude towards IA. The chi-square test also shows the significant relationship between Demographic variables and Attitude toward I.A. (I.A = Internet Advertising)*

**Key words:** Online Advertising, Consumer Attitude, Demographic variables

### **1. Introduction**

The rapid developments of information technology have made it necessary for e – Marketing and web – Advertising to integrate with the fast developing global information infrastructure. In the Modern era of liberalization, Globalization and privatization, many concerns are finding hard to sell their products in the local market and Global markets. This situation makes the organizations to spend huge amounts of money on advertisements for their stability and growth in the market. To keep pace with the developments in information technology Internet Advertising is emerging rapidly as an important advertising media which has wide coverage and is accessed by customers spread all over the Globe. Internet Advertising refers to giving advertisements on websites, through e-mails, popup windows newsletters etc.

Internet advertising as a medium of advertising is very new to us as it has completed about 7 years till now as compared to Radio and TV as a Medium of advertisement which are 40 years and 15 years old respectively. The internet is growing at a tremendous speed in all the niches of the world as reflected by the figure of 1.4 million users which are added every month. According to an estimate, In India, in 2000 the number of internet users was 3.1 million it is expected that there will be 243 million internet users by June 2014. Indian advertisement market which is of Rs. 45 million today is expected to be Rs. 900 million by the end of the year 2006.

Online advertising/IA in India is riding on the back of enhanced Internet penetration and with active users heading northward; the sector is only poised to grow even further. So these figures show the potential of Internet advertisers and marketers. The internet is being used to bring about increase inefficiency in the existing business models all over the world areas like web services are expected to grow rapidly in India.

Online advertising is a kind of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract prospective customers. Online ads are delivered by an ad server. 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. Good internet advertising serves the purpose of creating brand awareness, stimulating the viewer to purchase the product in person or through online. As mentioned by the marketing gurus “customer is the king and he is the person who decides the success or failure of the business”. So without knowing the customers’ attitude, the marketers may not attain success. Marketers spend huge amount of money on advertisements. Generally people swap for channels when any advertisement is telecasted. So the whole expenditure on ads go waste. To confront this problem

web advertising is the best media. So the study has been undertaken to know the attitude of consumers towards Internet advertising in Kurnool city.

## 2. Advantages of Internet Advertising

- Advertisements on the Internet are targeted to the particular audience type. For example advertisement of baby products can be placed on exclusive sites for newborns or babies.
- Demat and other finance related advertisements can be placed on the finance related websites, gift items advertisements can be placed on the sites relating to a greetings etc.,
- The Internet advertisement is more Interactive than any other form of advertisement. Here the viewer can probe in for more details on the parameters of their choice.
- Internet advertisement provides the net surfer with the virtual experience of not only watching the audio and listening to the visual effects but also to feel and experience the product.
- Internet is one medium which has an exposure across the national boundaries. Portals like Yahoo, Google, Rediff, have the viewer ship across different countries. Thus advertisers on the Internet have an opportunity to spread awareness about their product/service at the global level.
- The behavior of the Internet users while watching the advertisement can be measured by the number of clicks through, page hits and movement of the eyeballs etc., which give an idea to the advertiser about the viewer accessing on the net. This helps in designing attractive advertisement messages.
- Internet advertising can be a great way to get the world out there about a company's service or product in a cost-effective, efficient way and at the same time at a very faster rate.

## 3. Objectives of the Study

The present study is aimed to achieve the following objectives.

- To find out which income segment, age group and gender are using the Internet.
- To know the place and purpose of using the Internet.
- To examine user's attitude towards Internet Advertising.

## 4. Review of Literature

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower – about 2.4 percent.<sup>[1]</sup>

The model of Clow and Baack<sup>[2]</sup> clarifies the objectives of an advertising campaign and for each individual advertisement. The model postulates six steps a consumer or buyer moves through when making a purchase: Awareness, Knowledge, Liking, Preference, Conviction and Purchase

## 5. Research Design and Methodology

For this study, a survey was conducted in places of Kurnool like Kurnool, Nandyal, Yemmiganur, and Panyam . For the purpose of collecting information, both primary and secondary data was used. To collect primary data, a detailed questionnaire was distributed to the users of Internet. For secondary data text books, journals, newspapers and various web sites were used. For collecting primary data 100 internet users 25 in each place of Kurnool were selected through convenience random sampling.

Demographic Factors of the respondents using Internet are

- Age
- Gender
- Marital Status
- Educational Qualifications
- Income level
- Place and purpose of using Internet
- Frequency of watching IA
- Likeness towards IA
- Reasons for watching IA

For Demographic factors of Age, Gender, Marital status, Educational qualifications and Income level of the respondents, Percentage analysis was done.

For finding out the relationship between other demographic factors and attitude of the respondents towards Internet Advertising, Chi-Square test is adopted.

**6. Data Analysis and Interpretation**

The Data's collected from the survey shows

- 45% of the respondents using the Internet are of 20-30yrs of age, 35% are 31-40 yrs of age, 15% are 41-50 yrs of age and only 5% are more than 50yrs of age.

S. no	Age of Respondents	No of Respondents	%
1	20-30	45	45
2	31-40	35	35
3	41-50	15	15
4	More than 50	5	5

Table 1

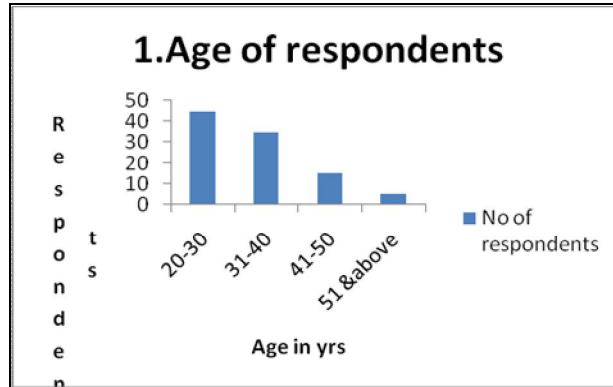


Figure 1

- 56% of respondents are male and 44% are female

S. no	Gender	No of Respondents	%
1	Male	56	56
2	Female	44	44

Table 2

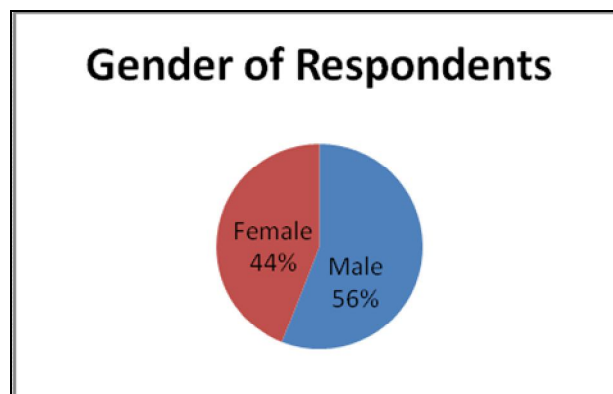


Figure 2

- 40% of respondents are married and 60% are unmarried.

S. no	Marital Status of Respondents	No of Respondents	%
1	Married	40	40
2	Unmarried	60	60

Table 3

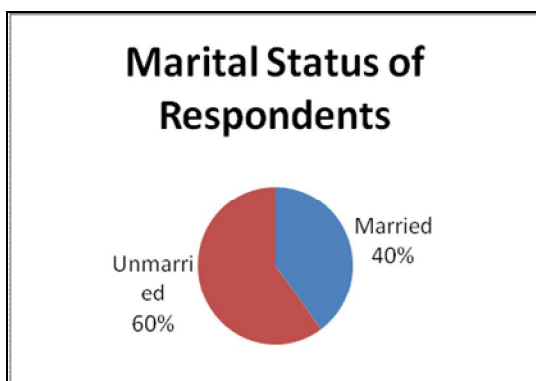


Figure 3

- 59% of the respondents Educational qualifications are Bachelor degree and 32% are qualified as masters degree and 10% are other qualifications like diploma etc.,

S. no	Educational qualifications	No of Respondents	%
1	Bachelors Degree	59	59
2	P. G. Degree	32	32
3	Others(Diploma etc)	9	9

Table 4

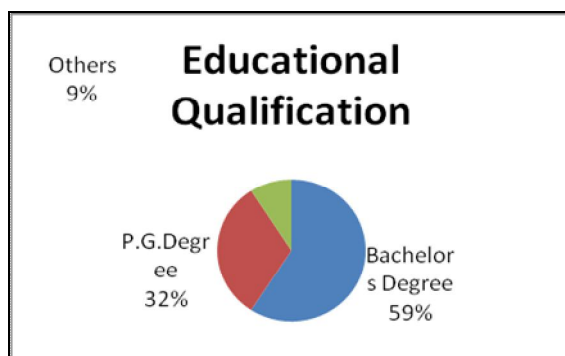


Figure 4

- 32% of the respondent's income is 6-12 thousand rupees per month and 23% of the respondent's income are less than 6 thousands and 12-20 thousand per month rupees respectively. 22% of the respondent's income is above 20 thousand rupees per month.

S. no	Income level (in Thousands) per month	No of Respondents	%
1	5-6	25	25
2	7-10	30	30
3	10-15	40	40
4	Above 15	5	5

Table 5

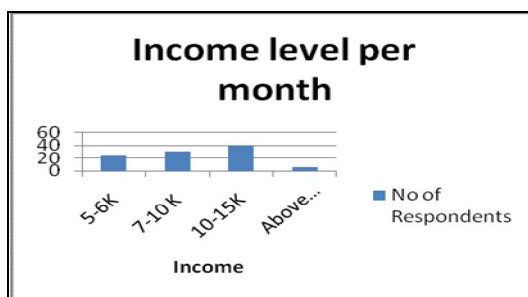


Figure 5

- Place of using Internet: 45% of the respondents use internet in the Internet centers and 15% are using in the house and only 40% are using in office.

S.no	Place of Internet Usage	No of Respondents	%
1	Internet Café	45	45
2	Office	40	40
3	Home	15	15

Table 6

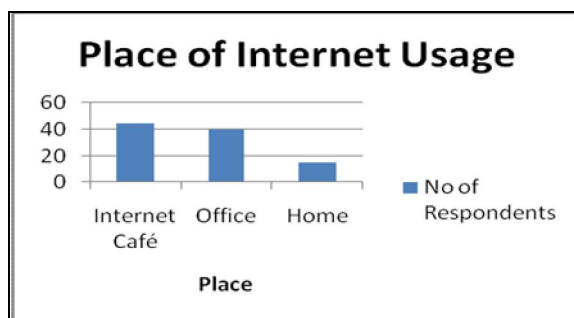


Figure 6

- Purpose of using Internet: 62% of the respondents are using the internet for the purpose of E-mail and 24% of them using for seeking information and only 14% using for other purpose.

S. no	Purpose of Internet Usage	No of Respondents	%
1	Checking Mails	62	62
2	Browsing for Information	24	24
3	Other Purposes	14	14

Table 7

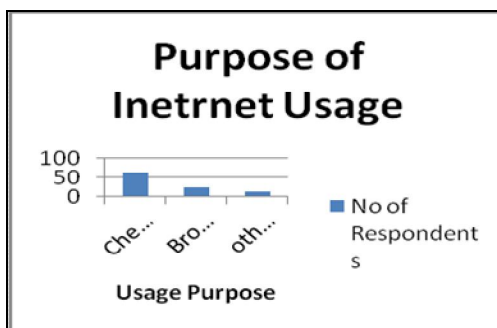


Figure 7

- Frequency of watching IA: 33% of the respondents looks internet advertising several times a week and 26% looks every day and 23% looks several times a month. This results shows majority of them looks interact advertising.

S. no	Frequency of Watching IA	No of Respondents	%
1	Several times a week	33	33
2	Everyday	26	26
3	Several times a month	23	23

Table 8

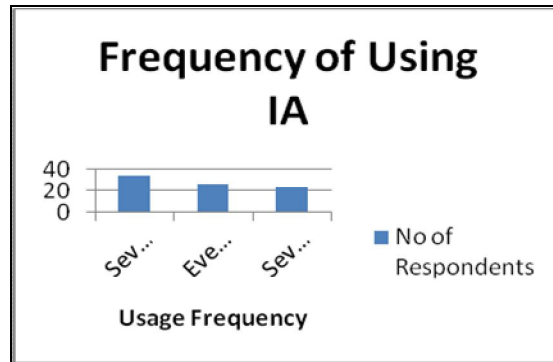


Figure 8

- Likeness towards IA: 63% of the respondents like the internet advertising and 24% of them dislike and 13 % neither are neutral that is neither like nor dislike.

S. no	Likeness towards IA	No of Respondents	%
1	Like	63	63
2	Dislike	24	24
3	Neutral	13	13

Table 9

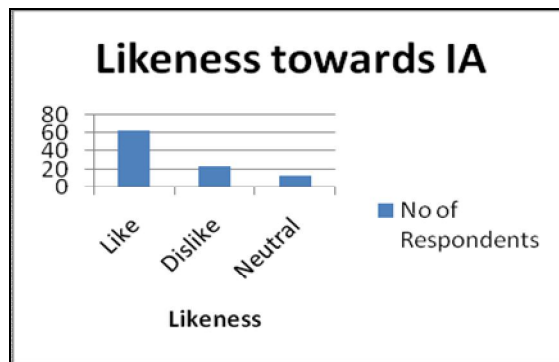


Figure 9

- Reason for watching IA: 60% of the respondents agree that internet advertising is informative. 25% of the respondents like to see the advertisement that they are exposed at the time of using internet and 15% of the respondent's opinion that sometimes they use internet advertising, to help to make their purchase decisions.

S. no	Opinion towards IA	No of Respondents	%
1	Informative	60	60
2	While using Internet	25	25
3	For purchasing Decisions	15	15

Table 10

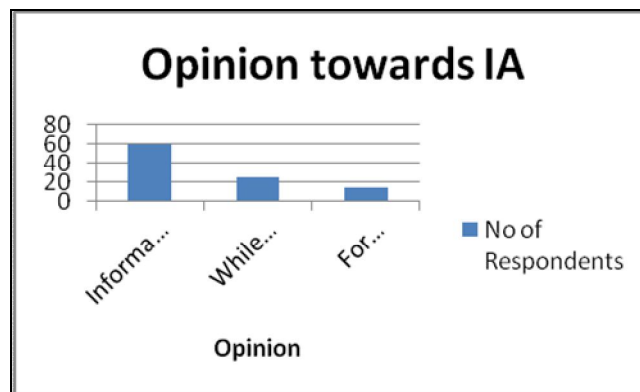


Figure 10

## 7. Statistical Analysis

Chi – square test was used to find the relationship between the demographic factors and attitude towards interest advertising.

- The calculated value of  $\chi^2=16$  is greater than the table value of 5.991 (DF=2) (at 5% level of significant) hence null hypothesis is rejected and it was concluded that the respondents prefer internet cafes more when compared to office and homes.
- The calculated value of  $\chi^2=38.2$  is greater than the table value of 5.991 (DF=2) (at 5% level of significant) hence null hypothesis is rejected and it was concluded that the respondents prefer Internet for purpose of checking mails and next for information.
- The calculated value of  $\chi^2=4.53$  is less than the table value of 5.991 (DF=2) (at 5% level of significant) hence null hypothesis is accepted and it is concluded that frequency of watching Internet happens several times a week.
- The calculated value of  $\chi^2=41.75$  is greater than the table value of 5.991 (DF=2) (at 5% level of significant) hence null hypothesis is rejected and it was concluded that the respondents attitude towards IA is very positive.
- The calculated value of  $\chi^2=33.51$  is greater than the table value of 5.991 (DF=2) (at 5% level of significant) hence null hypothesis is rejected and it was concluded that the respondents attitude towards IA is they use IA for information in many cases and sometimes use for their purchasing decisions.

## 8. Findings

- Regarding the demographic factors 45% of the people using internet belongs to 20-30 years of age, and 56% of them are male and 60% of them are unmarried and 59% are having bachelor Degree and 40% are having the income of 10000 – 15000 rupees per month.
- 48% of the respondents using the Internet in internet centers and 53% of the respondents using the internet only for the purpose of E-mail.
- 33% of them are looking the internet advertising several times a week and 63% of them are like the internet advertising and 60% of them are feeling interest advertising is informative.
- 15% of them feel they never misled by advertisement and use interest advertising to make purchase decision.

## 9. Conclusion

The world is getting smaller day by day due to information explosion and technological up gradation and advancement. Internet is one such technology which has the potential to increase the net return on business by minimizing the cost of acquiring customers as well as retaining them at a faster rate and it creates entirely new value propositions for the prospective customers. Most of the marketers use internet as a medium to advertise their products and or services to reach the customers effectively and efficiently.. From this study we can understand that the middle aged, married and bachelor degree holders in the income segment of 10-15 thousand rupees a month are using the internet. This shows that only matured demographic are using the internet. The study reveals that majority of them

are using internet at Internet cafes and at homes checking mails and for seeking information. The study also reveals positive attitude towards various questions asked related to internet advertising. The chi-square test also shows a significant relationship between demographic factors and attitude towards internet advertising. So in general, from this study, we may conclude that majority of them are having positive attitude and opinion on online/ internet advertising.

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