



**Research Article**

**THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR: A CASE STUDY OF MAHARAJAH'S COLLEGE (AUTONOMOUS), VIZIANAGARAM OF ANDHRA PRADESH STATE, INDIA**

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**ARTICLE INFO**

**Article History:**

Received 15<sup>th</sup> March, 2020

Received in revised form 7<sup>th</sup>

April, 2020

Accepted 13<sup>th</sup> May, 2020

Published online 28<sup>th</sup> June, 2020

**Key words:**

Advertisement, Consumer Behaviour, Newspaper/Magazine, Television, Radio

**ABSTRACT**

Media advertising is one of the effective tools to influence the buying behaviour of consumers. There are many types of media advertising such as television, internet, radio, etc. prevailing in the Market. It depends on the company's choice for which source of advertising they use. This paper investigates the Impact of media advertising on consumer buying behaviour. For this purpose the research had been conducted with the help of both primary and secondary database. In primary source the data is collected by the researchers own observations at different media sources. The Data is collected with the help of comprehensive literature available in the form of secondary data i.e. Magazines, Journals, e-journals, Websites, Books, and Newspapers etc. After conducting a deep review of collected data findings are presented to understand the new dimensions emerging in telecom sector. Nowadays, advertisement is considered as one of the most message medium to influence buying habit of the consumer. This study aims to answer the questions that whether the demographic background of ultimate consumer i.e. age, gender, education and occupation has a varying effect on the media preference due to advertisements. The sample of 115 questionnaires were distributed and out of these 110 responses recorded and compared. The result indicated that respondents like preferred TV advertisements have been found more popular as compared to Radio, Print and other media. Keyword: Advertisement, Consumer behavior, Newspaper/Magazine, Television, Radio.

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**INTRODUCTION**

Advertisement refers to all the activities involved in presenting to a group through oral or visual, a openly sponsored message regarding a product, service idea or organization .Normally this is disseminated through one or more media and is paid for by an identified sponsor. Advertising consists of all the activities involved in presenting to an audience, a non-personal, sponsor identified paid for message about a product or organization. (Stanton, et., al., 1994). 'Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 2006). An advertisement is an announcement to the public of product, service or idea through a medium to which the public has access. The medium may be print (such as newspapers, banner and hoardings), electronics (radio, television, cable phone), or any other. An advertisement is usually paid for by an advertiser at fixed rate or negotiated with the media. It is a form of persuasive communication with the public.

The communication is usually one sided, in one direction from the advertiser and to the public. Advertising is the most visible marketing tools which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising, unlike salesmanship which interacts with a buyer face to face, is non-personal. It is directed at a mass audience; and not an individual, as in personal selling. Advertising aims at drawing attention to a product or service. It seeks to create an awareness about the existence of advertised product or services. It passes on the information about the product and service in such a way that interest is created in the mind of the prospective customer about the product or service. Advertising is the main tool of informing, convincing, influencing and persuading to the targeted segment and plays significant role on brand choice of consumer products. The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behaviour. Advertising is a major form of promotion in international as well as domestic marketing. People ~ 158 ~ NCC JOURNAL - 2019 generally buy a

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product only after knowing about it. That is why: advertising plays a vital role in marketing especially in purchasing and providing information to a large number of scattered masses in different regions of the country. Advertising as a tool of mass selling is an indispensable medium. It can bring the message to millions of people at the same time, while it is not possible in the personal selling, store display etc. Today business organization, social organization, political organization and government and nongovernment organization are also using advertising as a major tool promoting and presenting goods and services as well as political candidates for votes.

### **Literature Review**

Advertising is micro-managerial function of any organization to send the information to other members of the society he added that it is a macro concept representing the entire advertising industry and is an institution (Sontakki, 1999). Television has become a very effective media and the best possible media for mass communication which is being extensively used for business purpose, such as to communicate to the mass through the advertisement. Television has a significant role to play in the field of business as media for advertising. It is observed that advertising in newspaper transmitted through television is found to be most effective. It is due to the impact made by both audio and video and its wide coverage. The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. However, the effectiveness of the advertising depends upon many things but mostly it depends upon the popularity and coverage of the channel it is being transmitted through. Hence, it should of great concern to the advertisers that the channel through which their products are advertised has a wide coverage area and is popular among the viewers.

Niazi and Hunjra (2012) defined that advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. This paper examines the relationship between environmental response and emotional response which are independent variables with dependent variable i.e. consumer buying behavior.

Dhaliwal (2016) explained that advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour. Any business can get on the road of success when it attracts and retains the consumers with profit and this goal is achieved when company builds a strong consumer perception for its product or service. All the big guns have made significant attempts to ensure quality advertisement and fabrication of strong consumer perception through suitable ways that positively affects the consumer buying behavior because people get knowledge about product through advertisement and other promotional tools and develop perception through company's activities and his previous experience with that company and past purchase accordingly.

Shrestha (2019) revealed that advertisement is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor via print media (newspaper and magazines), broad cast media (radio, and television) network media (telephone, cable, satellite, wireless), electronic

media (audiotape, videotape, web-page) and display media (bill board, signs, poster).

Dr. Payal Upadhyay and Mr. Jayesh Joshi (March, 2014) said in their study that literate people are completely aware about the brands but if we talking about less educated people, they are not aware about the brands. That's why complete promotion and advertisement is necessary in these untapped areas by which each and every consumer can know about the branded products and the company's sale automatically increase.

Harshini C.S. (2015) found that the Social media changes the tradition of peoples rapidly. People are increasingly using social media to search for information instead of other media such as television, magazines, radio. So the Companies, need to create effective online advertising strategies because internet is now the best platform to capture large number of consumers. Therefore online advertisement plays an important role in current scenario.

Ali Hassan (2015) and Geeta Sonkusare (2013) found that Television advertising is one of the main source advertising to interact with target audience. This is an effective way to give information about the product with audio and video both. Hence Television advertising is an important medium to make people aware about any product.

Muhammad Aqsa and Dwi Kartini (2015) found that the continuous development of technology increases the internet users dramatically. The internet is operated by the gadgets like PC, laptop, mobile phones, tablets and other media. So to capture this large strength of consumers online advertising is very compulsory. The study also found that although online advertising is effective but it can only be targeted to those only who used the internet continuously.

Dr. P. Sadhasivam and A.Nithya Priya (2015) found in their study that there is a rapid growth in new communication technologies. Mass media and social media has been influencing the individual level of thinking, feeling and acting towards the various issues. In this study the researchers also found that television advertising and online advertising both plays an important role for the expansion of any product and services.

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## MATERIALS AND METHODS

The study had adopted descriptive and analytical research design. Population of the study are Under graduate students of Vizianagaram of Andhra University area of Andhra Pradesh. The data has been collected from 100 respondents based on purposive sampling method. Semi structured questionnaires has been framed that contained 25 questions which has been asked to consumers of different Colleges. 125 formats were distributed to sample respondents and 100 responses were usable ones. The administered questionnaires were collected after completion by the respondents and their responses used for analysis. The questionnaire had both open ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information. The study applied both nominal and ordinal scale to measure a range of factors establishing the effectiveness of internet advertising on consumer behaviour and an interval scale in determining the relationship between internet advertising and consumer behaviour. To test the preferences of advertisement media percentage analysis was carried out with the help of descriptive statistics. The mean responses, standard deviation and other relevant statistics were computed to better understand the data. The data collected was compiled and edited to check for logical inconsistencies. The data was then coded according to the responses. Relationships between responses was assessed and presented using tables and graphs and analysis was done using SPSS. Regression and Correlation analysis was applied in this study to reveal relationships among variables in the findings from the data.

## DATA ANALYSIS, RESULTS AND DISCUSSION

The study targeted 100 respondents so 115 out of which 100 were responded and returned their questionnaires contributing to a response rate of 100%. This response rate was sufficient and representative and stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good while a response rate of 70% and over is excellent. This commendable response rate was due to extra efforts that were made via courtesy calls made to remind the respondents to fill-in and return the questionnaires.

### Background information

The study initially sought to ascertain the general information on the respondents involved in the study with regards to the year of study, age, and gender. The demographic information points at the respondents' suitability in answering. The respondents were asked to indicate their year of study. The study findings are illustrated in Tables 1 and 2

**Table 1** Distribution of the respondents by year of study

	Frequency	Percentage
First year	20	20
Second year	29	29
Third year	33	33
Outside the campus	33	18
Total	115	100.0

[Source: Field data]

**Table 2** Distribution of the respondents by age bracket

Age bracket	Frequency	Percentage
17- 19 years	82	82
20-22 years	18	18
Total	100	100.0

[Source: Field data]

**Table 3** Gender distribution of the respondents

	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100.0

[Source: Field data]

**Effectiveness of internet advertising on reach and creation of awareness:** The first objective of the study was to determine the effectiveness of internet advertising on reach and creation of awareness. The study sought to establish whether the respondents were aware of various forms of advertisements adopted by various companies. Majority of the respondents (98%) attested to being aware of various forms of advertisements adopted by various companies. This illustrates that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in countries. The respondents were asked to indicate their attitude towards advertisements. Table -4 illustrates the study findings.

**Table 4** Attitude towards Advertisements

	Frequency	Percent
Informative	35	35
Creates awareness	31	31
Entertaining	25	25
Irritating	3	3
Annoying	3	3
Waste of time	3	3
Total	100	100

[Source: Field data]

As shown in Table 4, most of the respondents (35%) indicated that advertising was informative, with a closer percentage indicating creation of awareness. 3% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. In order to further identify the effectiveness of internet advertising on research and creation of awareness, the respondents were requested to indicate the amount of time spent on various platforms of advertising. The responses were rated on a five point Likert scale where: 1=less 1hr, 2=1 - 2hrs, 3=2 - 4hrs, 4=4 - 6hrs while 5=over 6hrs.

**Table 5** Time spent on various platforms of advertising

	Mean	Standard deviation
TV, Movies	2.42	1.241
Newspaper, Mags	1.11	1.372
Radio	1.03	0.927
Internet	4.21	0.515

[Source: Field data.]

According to the findings in Table 5, on an average, a person spends more than 4 hours on the internet during his free time which is more than that of TV and movies, radio and print medium. Hence, on an average the exposure of internet to an individual is around 40% more than that of other mediums i.e. the reach of medium internet is much better than that of others. The study sought to establish whether the respondents

watched the TV/ or listened to Radio commercials during commercial break. The findings are as shown in Table 6.

**Table 4.6** Watching the TV commercials during commercial break

	Frequency	Percent
Yes	70	70
No	30	30
Total	100	100

[Source: Field]

According to the findings, the majority of the respondents attested to watching the TV/ commercials during commercial break. This implies that for television commercials, around 70% of consumers had a positive perception towards advertising on TV.

**Table 7** Change the channel during commercial breaks

	Frequency	Percent
Never	26	26
Sometimes	17	17
Depends On Ad	33	33
Often	13	13
Every Time	11	11
Total	100	100

[Source: Field data]

Respondents were asked to indicate if they changed channels during commercial and the results were tabulated. Table 7 shows that the degree of attractiveness of the advert and its relevance to the respondents determined their attention to the advert. The viewers would see the advertisement if the ad is attractive and appealing. Hence there is a probability of 0.75 of a consumer viewing the particular advertisement (for creating awareness and information) on television making it an effective mode of communication.

**Reliability of internet advertising through recall**

The second objective of the study was to establish the reliability of internet advertising through recall. First, the respondents were asked whether they would check an online advert and the findings presented in the Table 8.

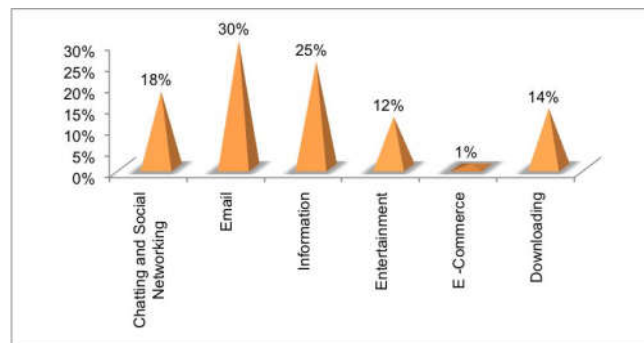
**Table 8** Checking an online advert

	Frequency	Percent
Yes	21	21
No	79	79
Total	100	100

[Source: Field data].

In case of online advertising, majority (79%) of consumers ignored the advert completely while 21% indicated that they would check an online advert. Further the study found out that, out of the 21% respondents, 15% said that the intention was not to see the ads, but they didn't have any option but to see them as they were Interstitial Adverts, Pop – up ads or Floating ads. These ads either block the view of the content, or appear right in the middle of the page, or keeps on floating (moving) around which is considered to be very irritating for the consumers. Checking the ads determined the level of interaction with the online ads. Therefore, even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low. The respondents were further asked to indicate their purpose of using internet.

The study findings are illustrated in Figure 9



**Figure 9** Internet usage [Source: Field data]

As shown in Figure 9 about 30% of the respondents used internet for E-mail, 25% for information, and others for chatting and social networking, indicating that communications has been the fundamental value of the internet to consumers. There was a higher chance of interaction with various online ads as reflected by the diverse usage of internet. To establish the reliability of internet advertising through recall, the respondents were asked to indicate whether they would recall the last three TV and online ads.

**Table 10** Ad recall

		Recall	
		Frequency	Percent
TV	Yes	84	84
	No	16	16
Online ads	Yes	30	30
	No	70	70
Total		100	100

[Source: Field data]

This is for the last three ads that they had seen consciously or unconsciously. In case of TV ads, 84% remembered their last three ads which is a very good score in terms of creating awareness. In case of Online ads, only 54% could remember their last three interaction with the online ads. Therefore, one can easily make out the reliability of online and TV ads recall values. The study found out that TV ads are much reliable than internet advertising and other forms of advertising.

**Relationship between internet advertising and purchase decision**

The third objective of the study was to determine the relationship between internet advertising and purchase decision. Respondents were asked to indicate the mode advertising that mostly influenced their decision to purchase a product. The results were tabulated in Table 11.

**Table 11** Mode of advertising influencing intention to buy product

	Frequency	Percent
Magazines and newspaper	17	17
Friends and relatives	40	40
TV Commercial	29	29
Online advertisements	6	6
Social Media – Blogs, forums, Social Networking sites	8	8
Total	100	100

[Source: Field data]

Based on Table 11, the highest number of students, 40% of the respondents were influenced to buy a product based on

information provided by friends and relatives, with TV commercials being second. Online advertisements was least in influencing their decision at 6%. Therefore, friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over internet advertising in terms of consumer preference to mode of advertising. Traditional mode got over 86% preferences than that of internet advertising which is a huge margin.

Secondly, the respondents were also asked to indicate whether the internet ads they came across influenced their purchase decision. 52% of the respondents indicated that the internet ads they came across never influenced their purchase decision while 48% posited that the internet ads they came across influenced their purchase decision. This depicts that the internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision.

In order to further determine the relationship between internet advertising and purchase decision, the respondents were requested to indicate their level of agreement on relevant statements on effects of internet advertising on purchase decision. The responses were rated on a five point Likert scale where: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent. The mean and standard deviations were generated from SPSS and presented in Table 12.

Statements on Internet advertising and purchase decision	Mean	S.D
Internet advertising influences customers' purchase decision	4.21	0.513
duration of page viewing is a strong determinant of the ability to recall banner ads	4.13	0.746
Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall	3.92	0.841
Companies should aim to strengthen customer interactions with advertisements on the Web	4.11	0.62
Most companies provide a generic experience to all	4.01	0.738
When customers weigh benefits, they become emotionally involved with advertising and promotion	4.05	0.673
Repeated advertising messages affect consumer behavior	3.98	0.847

Source: Field data.

The study established that Internet advertising influences customers' purchase decision (Mean=4.21) and duration of page viewing is a strong determinant of the ability to recall banner ads. Other factors as repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer (Mean=3.98), and that animation content, the shape of the banner ad, and frequency of the ad repetition leads to higher advertising recall. This implies that the internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from.

### **Inferential statistics**

In determining the effectiveness of internet advertising on consumer behaviour, the study conducted a multiple regression analysis to determine the nature of relationship between the variables.

The regression model specification were as follows

$$Y = \alpha + \beta_1 X_1 + \epsilon$$

Where Y= consumer behavior, X<sub>1</sub>= internet advertising, ε= error term, β=coefficient, α= constant

The study further applied multiple regressions to determine the predictive power of the internet advertising on consumer behaviour. The researcher conducted a multiple regression analysis so as to test relationship among variable (independent) on the consumer behaviour. The researcher applied the statistical package for social sciences (SPSS V 17.0) to code, enter and compute the measurements of the multiple regressions for the study.

Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (consumer behaviour) that is explained by the independent variable (internet advertising).

**Table 12** Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.919	0.845	0.789		0.6273

[Source: Field data]

The independent variable that was studied, explain only 84.5% of the consumer behaviour as represented by the R<sup>2</sup>. This therefore means that other factors not studied in this research contribute 15.5% of the consumer behaviour. Therefore, further research should be conducted to investigate the other factors that affect consumer behaviour.

**Table 13** ANOVA of the Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.534	50	1.267	9.475	.000 <sup>a</sup>
	Residual	9.307	200	2.327		
	Total	11.841	250			

[Source: Field data]

The significance value is 0.000 which is less than 0.05 thus the model is statistically significance in predicting how internet advertising affects the consumer behaviour. The F critical at 5% level of significance was 3.23. Since F calculated is greater than the F critical (value = 9.475), this shows that the overall model was significant.

**Table 14** Coefficient of determination

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	0.2235		5.132	0.000
2	Internet advertising	0.752	0.1032	0.1032	7.287	.000

[Source: Field data]

Multiple regression analysis was conducted as to determine the relationship between consumer behaviour and the one independent variable (internet advertising). As per the SPSS generated table, regression equation ( $Y = \alpha + \beta_1 X_1 + \epsilon$ ) becomes: ( $Y = 1.147 + 0.752 X_1 + \epsilon$ )

According to the regression equation established, taking all factors into account (internet advertising) constant at zero, consumer behaviour will be 1.147. The data findings analyzed also shows that taking all other independent variables at zero, a unit increase in internet advertising will lead to a 0.752 increase in consumer behaviour; This infers that internet advertising contribute most to the consumer behaviour. At 5% level of significance and 95% level of confidence, internet advertising was a significant, factor in predicting the consumer behaviour.

To quantify the strength of the relationship between the variables, the study used Karl Pearson’s coefficient of correlation. The Pearson product-moment correlation coefficient (or Pearson correlation coefficient for short) is a measure of the strength of a linear association between two variables and is denoted by  $r$ . The Pearson correlation coefficient,  $r$ , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association, that is, as the value of one variable increases so does the value of the other variable. A value less than 0 indicates a negative association, that is, as the value of one variable increases the value of the other variable decreases. The data presented before on internet advertising was computed into single variables per factor by obtaining the averages of each factor. Pearson’s correlations analysis was then conducted at 95% confidence interval and 5% confidence level 2-tailed. The Table 15 below indicates the correlation matrix between the internet advertising and consumer behaviour.

**Table 4.15** Correlation matrix and the coefficient of determination

	Consumer behaviour	Internet advertising
Consumer behaviour (r)	1.000	
(p) Sig. (2 tailed)		
Internet advertising (r)	0.894	1.000
(p) (2 tailed)	0.018	

Source: Field data.

According to the Table 15, there is a positive relationship between consumer behaviour and internet advertising of magnitude 0.894. The positive relationship indicates that there is a correlation between the consumer behaviour with internet advertising. This not with standing, all the factors had a significant p-value ( $p < 0.05$ ) at 95% confidence level. The significance values for relationship between consumer

behaviour and internet advertising was 0.018. This implies that internet advertising was a significant factor on consumer behaviour.

## DISCUSSION OF FINDINGS

The study established that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in countries like India. Most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. The findings augment the findings of the study indicated that marketing is perceived by the internet users as a major source of information on available product in the market as reflected by their positive attitude in the world over. According to the study internet advertising is an effective channel for marketing as the ad is attractive and appealing which changes from time to time.

The study established that even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low. The study concludes that the reliability of internet advertising through recall was low as only a small percentage of the respondents could recall the online ads they had seen. The study found that TV ads are much reliable than internet advertising and other forms of advertising. The findings are corroborated with Danaher and Mullarkey (2003) who posited that TV ads are much reliable than internet advertising.

The study established that friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over internet advertising in terms of consumer preference mode of advertising. Traditional mode got high preferences than that of internet advertising which is a huge margin. According to Cho (2003) in the developing economies the traditional form of advertising has a greater market share compared with the internet advertising in terms of consumer preference mode of advertising.

The study established that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. The study established that internet advertising is a key determinant of purchase decision of the customers. The study also established that internet advertising has significant relationship with purchase decision of the consumers. The findings augment earlier findings of Goldsmith and Lafferty (2002) that internet advertising is a key determinant of purchase decision by the customers and that internet advertising has an association with purchase decision of the consumers.

### Summary of the Study

The study found that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements and time spent on these media. On average, a person spent more than 4 hours on the internet during his free time than that of TV and movies and print medium and therefore the reach of internet medium is much better than that of other media. A higher percentage indicated that they were

made aware of existence of various products through internet advertising and therefore it was effective in creating awareness. The study revealed that the ability of the respondents to recall the internet ads was low compared to TV, and therefore even though the reach of internet is much higher than other forms, TV ads are much more reliable than internet advertising. Internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also established that internet advertising has significant relationship with purchase decision of the consumers. From the Pearson's correlations analysis, the study established that there is a positive relationship between consumer behaviour and internet advertising

## CONCLUSION

The conclusions were drawn on the basis of the presentation and analysis of above mentioned data. According to the survey, large percentage of respondents specified television as the most persuasive medium of advertisement. This without doubt indicates television to be the most preferred medium of advertisement. Though the four types of media spread awareness but television advertisement plays a vital role in buying behavior of consumer. This is because advertisement of TV is more glamorous, and more specialized it provides scientific synchronization of sound, color, light, and other feature that that no other medium does it. This indicates that television is the popular medium.

**Scope of the further research:** This study has opened the ground for the further study. This study can also be extended with additional variables such as quality price time, reliability and so on. However as the advancement of technology is ever changing and the internet is easily accessible to the public at an affordable tariff because of the growing competition among the providers ,people may inclined to the use of internet for decision making of purchasing the commodities after watching advertisements on line instead of in their TVs at home.

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### How to cite this article:

P.Kondababu, V.V.S.S.V.Prasad Rao Patnaik, and S. Govinda Rao, (2020) 'The Effectiveness of Internet Advertising on Consumer Behaviour: A Case Study of Maharajah's College (Autonomous), Vizianagaram of Andhra Pradesh State, India', *International Journal of Current Advanced Research*, 09(06), pp. 22595-22601.  
DOI: <http://dx.doi.org/10.24327/ijcar.2020.22601.4463>