

IMPACT OF E-ADVERTISING ON CUSTOMER PURCHASE DECISION

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Abstract

E-advertising is a new platform for marketers to create awareness and influence purchase decision of the consumers. It provides a way to entice people to visit the advertiser's site by clicking on the banner or button on the web site. Purchase decision is that decision making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service. In this study, we focus on the use of e-advertising for online purchasing.

The aim of this paper is to examine the impact of e-advertising on purchasing decision. This research is based on study involving a survey of 100 professionals and college going students. Firstly, factors affecting E-advertising are identified using factor analysis and then the impact of these factors on purchase decision is presented using percentage method.

INTRODUCTION

E-Advertising is a form of promotion that uses the World Wide Web to deliver marketing messages to attract customers. Examples of E-advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Purpose of e-advertising

E-advertising provides a brand reminder message to people who are visiting a Web site. It works like an ad in traditional media and delivers an informational or persuasive message. It also provides a way to entice people to visit the advertiser's site by clicking on the banner or button on the Web site. This is called driving traffic to the Web site.

Types of e-advertising

E- Advertising can be delivered as a traditional ad just like the ones seen in a magazine or can be presented in the following format.

a) Banner Ads

Banner ads are small ads on other Web pages on which people can click to move the advertised Web site

b) Other formats

i) Skyscrapers- The extra-long, skinny ads running

down the right or left side of a Website.

- ii) Pop-Ups and Pop-Behinds- Pop-up ads open on the computer screen either in front of or behind the opening page of the web site they may present games or sports.
- iii) Mini-Sites- Mini-sites allow advertisers to market their products without sending people away from the site they are visiting.
- iv) Superstitials- It is designed to work like TV ads. When you go from one page on a Web site to another, a 20 seconds animation in a window
- c) Interactive Formats
 - Originally banner ads were jazzed up using relatively simple animation techniques to make elements move.
 - New technologies including plug-ins, Java script, Flash, and media streaming provide even more active components

Benefits of e-advertising

- a). Cheaper than Print advertising--Traditional advertising is still a quality form of marketing; however it is not always cost effective, especially for small businesses. Print advertising can get expensive as there may be a need to update regularly, which requires new work be planned and generated. It is much quicker and more cost effective to update and maintain e Commerce.
- b). Interactive Ads-The ability to develop and improve a number of interactive advertising or marketing campaigns designed to reach out and engage shoppers. Videos, flash, presentations, graphics, moving animations all can be used as interactive devices to help entice shoppers to drop in and shop around for the products or services offered.
- c). Helps build brand credibility- E-Commerce advertising may increase brand awareness and credibility among shoppers looking for what is sold online.

Introduction to Customers Purchasing Decision

In general there are three ways of analyzing consumer buying decisions. They are:

- Economic models - These models are largely quantitative and are based on the assumptions of rationality and near perfect knowledge. The

consumer is seen to maximize their utility. See consumer theory. Game theory can also be used in some circumstances.

- Psychological models - These models concentrate on psychological and cognitive processes such as motivation and need recognition. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences.
- Consumer behavior models - These are practical models used by marketers. They typically blend both economic and psychological models.

Advertisements played a vital role in buying decision. Through advertisement, consumers come to know about the product, its uses, benefits, availability, and brand name of products. At the time of buying a product, they recall the advertisement and then they take their buying decision in many cases. Online stores tend to provide large numbers of products with a variety of features. Consumers making purchase decisions are often unable to evaluate all available alternatives in great depth, and so seek to reduce the amount of information processing involved.

Research suggests that customers go through a five-stage decision-making process in any purchase. This is summarized in the diagram below:

Consumers Purchase Decision Process

Source: - <http://www.yigitoglu.org/read/?art=3872&t=buyer+behaviour+-+decision-making+process>

A customer can obtain information from several sources

- Personal sources: family, friends, neighbors etc
- Commercial sources: advertising; salespeople; retailers; dealers; packaging; point-of-sale displays
- Public sources: newspapers, radio, television, consumer organizations; specialist magazines
- Experiential sources: handling, examining, using the product

LITERATURE REVIEW

The emergence of technology has made online advertising the major channel of commercial communication around the world. For a long time, television, radio, newspapers, and magazines have dominated the advertising media. Now, online advertising is becoming the driving force in many advertising initiatives and efforts (Kotler & Armstrong; 2010). The internet is widely considered

the most measurable of advertising media, but those easily tracked click-throughs and e-commerce sales don't tell the whole story. Internet advertising stimulates off-line sales, too - in most cases, our firm finds that online campaigns increase sales more at advertisers' retail cash registers than on their websites. Data like that should embolden executives to shift ever more dollars to online advertising (Magid Abraham; 2008). The advertising portals, ad networks and specialist niche sites all contribute to online campaigns at every stage of a consumer's online journey to purchase, but the key is to look at the complete picture rather than measuring each channel in isolation. The Atlas Institute has shown that when it comes to paid search conversions, customers exposed to display ads beforehand are 22% more likely to purchase. Other opinions are presented (Louise Jack; 2010). Not only may an individual shopping orientation influence purchase intention, but it is likely that intention to purchase online will vary for different products. Economists have often distinguished between search, experience, and credence goods. Search products are those that can be evaluated from externally provided information. Experience products, on the other hand, require not only information, but also need to be personally inspected or tried. Credence products are those that are difficult to assess, even after purchase and use. In their incisive discussion of whether search, experience, or credence products are more prone to online purchase (Brown & Pope & Voges; 2001).

Quality of information and a consumer's ability to predict post-purchase satisfaction with products will be more accurate predictors of a product's suitability for online purchase. Their message is clear - certain products are more likely to be bought online than others. Very few studies of Internet purchase have empirically examined the role of product type in online purchasing. In other product classification, the lack of physical contact and assistance in shopping on the internet is one factor that influences this suitability. Another factor is the need to feel, touch, smell or try the product, which is not possible when shopping online. On the other hand, in case of familiar and standardized goods the intention to buy online is higher than those that are unfamiliar (Monuwe & Dellaert & Ruyter; 2004). Banner advertisements (ads) are text and graphical displays hyperlinked to the uniform resource locator (URL) of the advertiser. The purpose of the banner ad is to grab the attention of the web surfer and encourage clicking on the ad. Hofacker and Murphy

(1998) highlighted that click-through rate and the percentage of visitors to a Web page clicking on a banner advertisement can vary according to the advertisement copy. They found that "Click here" has a positive effect on customer interest. Their findings, using a new research method with a new medium, open the door to further advertising and communication research on Web advertisement banners (Dreze & Hussherr; 2003). In an approach for measuring the efficiency of banner advertisements using data envelopment analysis (DEA), accommodates multiple inputs and multiple outputs and estimates a relative measure of efficiency. With the help of illustrative example, the authors have evaluated the efficiency of banner advertisements using click-through data and respondent recall and attitude data (Lohtia et al.;2007). Online advertising could reduce the effectiveness of attempts to regulate offline advertising channels because online advertising substitutes for offline advertising (Goldfarb & Tucker; 2010). The purchase expenditure model investigates the effect of advertising on consumer spending during purchase visits. Results suggest that there are three segments of consumers in the data. These segments are differentially affected by the frequency and recency of banner advertising as well as monetary value of their past purchases (Manchanda, Dube, Goh & Chintagunta; 2002).

Internet advertising stimulates off-line sales, too – in most cases, online campaigns increase sales more at advertisers' retail cash registers than on their websites. Data like that should embolden executives to shift ever more dollars to online advertising (Abraham; 2008). The expansion of internet-based advertising is transforming the advertising business by providing more efficient methods of matching advertisers and consumers and is transforming the media business by providing a source of revenue for online media firms that compete with traditional media firms. The precipitous decline of the newspaper industry is one manifestation of the symbiotic relationship between online content and online advertising (David S. Evans; 2009). An advertiser pays the search engine only when the consumer clicks on the advertiser's ad. The cost per click (CPC) is determined using a generalized second price auction mechanism; i.e. whenever a user clicks on an ad in position k , the advertiser pays an amount equal to the minimum bid needed to secure that position. After clicking on the ad, the consumer is redirected to the advertiser's website, and then chooses whether to purchase a product or register for a service (which

we define as conversions) (Lahaie et al.; 2007). Search behavior is also dictated by the consumer's purchase intent. Consumer search can be goal directed or exploratory (Janiszewski; 1998). Online consumers include both buying consumers and information seekers. Consumers with high purchase intent tend to be very focused in their search, targeting a few products and categories versus consumers with low purchase intent, who have broad search patterns targeting a higher variety of products (Moe; 2003). A similar pattern can be expected in sponsored search i.e. consumers may be heterogeneous in terms of their purchase intent and resulting search behavior (Moe; 2003); (Moe & Fader; 2004); (Montgomery, Li, Srinivasan, & Lietchy; 2004).

RESEARCH METHODOLOGY

This exploratory study highlights the impact of e-advertising on purchase decisions. To provide the convenience of the study, response from 100 professionals and college going student was taken from Indore Region. Primary Data was collected from a self made questionnaire based on a 5 Point likert scale. Convenience sampling is used for this study. SPSS software is used to identify factors using factor analysis and percentage method is used for the study of impact of e-advertising on purchase decision through pie charts.

Kaiser Meyer Olkin (KMO) & Bartlett's Test

In order to find out the appropriateness of factor analysis for the set of statements (variables), Kaiser Meyer Olkin (KMO) and Bartlett's test was used. KMO measures the magnitude of observed correlation coefficients to the magnitude of partial correlation coefficients. A value greater than 0.5 is desirable. Bartlett's test measures the correlation of variables. A probability of less than 0.05 is acceptable. The KMO measure is observed to be 0.582 and Bartlett's test shows 0.000 as the level of significance which is less than 0.05 hence it is desirable and acceptable. Thus, the data collected for the study is appropriate for factor analysis.

Reliability Test

The reliability test is conducted to ensure the consistency or stability of the items (Sekaran, 2000). The measurement of reliability showed through Cronbach's Alpha (α). The Cronbach's Alpha test was used to analyze the reliability of the instruments. According to Maholtra (2007), the reliability acceptance level should be more than 0.60. The value of Cronbach's Alpha Test is found to be 0.894 which is greater than 0.60 which is desirable. Hence, the

items used for the analysis are reliable.

Factor Analysis

On applying factor analysis on the data collected through the self prepared questionnaire, the component matrix was rotated using Varimax Rotation method with Kaiser Normalization in Principal Component Analysis as the extraction method. The Rotations were converged in 12 iterations.

Factor 1: Awareness (factor load 3.597): This factor consisted of six sub factors viz., Fashion(0.780), Variety(0.693), Information (0.552), Decision Making (0.548), Impulse Buying (0.514), Suitability (0.480). This shows that Fashion influences Awareness the most since it has the highest factor load followed by Variety, Information, decision making, impulse buying and suitability.

Factor 2: Services (factor load 2.923): This factor consisted of four sub factors viz., Special Offers (0.822), Facilities (0.854), Security (0.721), & Suggestion (0.526). This shows that Facilities influences Services the most since it has the highest factor load followed by Special offers, security and suggestion.

Factor 3: Discounts (factor load 2.094): This factor consisted of three sub factors viz., position (0.737), type (0.722) and attention (0.635). This shows that Position influences Discounts the most since it has the highest factor load followed by type and attention.

Factor 4: Experience (factor load 1.978): This factor consisted of three sub factors viz., trust (0.788), feeling (0.665) and unplanned Purchase (0.525). This shows that trust influences experience the most since it has the highest factor load followed by feeling and unplanned purchase.

Factor 5: Physical Appearance (factor load 1.566): This factor consisted banner size(0.840) and design (0.726). This shows that Banner size influences Physical Appearance the most since it has the highest factor load followed by design.

Factor 6: Preference (factor load 1.516): This factor consisted focus (0.812) and exploration (0.704). This shows that focus influences preference the most since it has the highest factor load followed by exploration.

Factor 7: Guiding Purchase (factor load 1.405): This factor consisted Independence in decision making (0.722) and reference group (0.683). This shows that independence in decision making influences guiding purchase the most since it has the highest factor load followed by reference group.

Factor 8: Promotion (factor load 1. This factor

consisted of two sub factors viz., Frequency of visit (0.748) and e-advertising (0.692). The total factor load of Promotion is 1.440. This shows that frequency of visit influences promotion the most since it has the highest factor load followed by e-advertising.

Factor 9: E- Shopping (factor load 1.673): This factor consisted of three sub factors viz., Online Purchase (0.748), real life pictures (0.475) and Shopping Cart (0.450). This shows that online purchase influences promotion of the most since it has the highest factor load followed by real life pictures and shopping cart

Interpretation by Percentage Method

1. Big banner advertising attracts me more than small size banner: 47 % agreed and 15% strongly agreed with the statement. Hence, majority of respondents agree that big banner advertisements attract them more.
2. I often purchase products suggested online: 25% respondents agree and 2% respondents strongly agree to the statement. Hence majority of the respondents don't buy products which are suggested to them online.
3. Online I care more about the information that ad provides the size of ads does not matter: 34% respondents agreed and 2% respondents strongly agreed that online advertisement information matters but not the ads size. Majority of the respondents think that the information which ads provide them is important and not the size of the advertisement.
4. I prefer web ad that use real life picture to get my attention: 44% respondents agree and 3% strongly agree and 32% are uncertain that's why we can say that more than 50% respondents agree with this statement. Thus, most of the consumers prefer ads which take their attention and show real pictures. That means the ads that show truth catch attention of the consumers.
5. I prefer browsing picture web ads rather than text product discretion: 39% respondents agree and 4% strongly agree meaning that 43% respondents prefer browsing picture web ads rather than text which shows in ads. This shows that pictures attract more customers by which they can make their purchasing decision.
6. I prefer web ads that directly lead me to products that are on sale: 29% respondents agree and 30% disagree. On combining the figures of strongly agree and strongly disagree,

- 33% are in favor and 30% opine against the statement. Thus majority of the respondents prefer web ads that directly lead them to products that are on sale. These chart shows us that 33% respondents are agree that they prefer web ads that directly lead them to products which are on sale.
7. I prefer product suggestion ad displays to be positioned next to shopping cart: 45% respondents agree and 9% strongly agree that means 54% respondents approve of this statement. Whenever they see online ads which are suitable to them and if they don't have to purchase it at that time they put it in their shopping list and buy afterwards.
 8. I prefer product suggestion ad displays to be positioned next to current looking item: 28% respondents agreed and 3% strongly agreed and 45% were uncertain that means that 31% approve of the statement. Most of the respondents are uncertain which poses uncertainty in the position of product suggestion ad with respect to the position of current item.
 9. I think the online advertisements are true: 33% respondents agree and 11% strongly agree that means 44% respondents believe that the advertisements shown online are true.
 10. When I see something new promoted on the website frequently, I prefer to buy it to see what it is like: 22% respondents agree and 29% disagree that means more of the respondents believe that whenever they see new product online than they do not buy it frequently.
 11. Online ad provide useful information: 41% respondents agree and 16% strongly agree which means more than 50% agree that online ads provide them useful information by which they can make their decision.
 12. Online I can get idea about fashion suit me from ads: 36% agree and 5% strongly agree which means that 41% respondents are those which agree that online ads provide them information about the fashion which suits them and 34% respondents are uncertain which means that they can give idea about fashion.
 13. Online I can get idea about products suit me from ads: 41% respondents agree and 8% respondents strongly agree which means that approx. 50% respondents are agree with these that online ads can give idea about the products which suits them most.
 14. Web advertisements make me feel good: 45% respondents agree and 6% strongly agree which means that 51% respondents approve of the statement. Thus majority of the respondents feel good whenever they see the web advertisement. This proves the positivity of the respondents about web ads.
 15. Online advertisement assists me to make purchase decision: 33% respondents agree and 13% strongly agree which means that 46% respondents believe that online advertisements assist them to make their purchase decision. Only 19% disagree to the statement proving that online ads assist in purchase decision of consumers.
 16. I usually pay attention on web ads: 30% respondents agree that they pay attention on web ads and only 23% respondents disagree that means more people pay attention on the web ads. Attention of consumers on e-advertisements frames their purchase decision.
 17. I buy online products, which are not planned by me: 21% respondents agree and 35% respondents disagree which means that they buy products which are planned by them and do not purchase the unplanned product.
 18. During online shopping, I feel the excitement of the hunt: 27% respondents agree and 8% strongly agree that they feel the excitement when they see online advertisement and when they purchase online.
 19. Online I buy things that really interest me without considering the security (financial): 20% respondents agree and 33% respondents disagree which means that most of the people believe that the products which they buy online are very interesting without considering the financial security.
 20. Online I buy things that really interest me without considering the exchange and offers: 21% people agree and 23% disagree which means that most of the customers think that products which they see online are not really interesting without considering the exchange and offers. This emphasizes the role played by exchange and offers related to products advertised online.
 21. Online I buy things that really interest me without considering the Services: 19% agree and 32% disagree which means that the consumers consider the services offered with

- the product advertised online and then only buy the product.
22. I make only planned purchases online: 38% respondents agree that they do only planned shopping and 12% strongly agree which means 50% respondents perform planned e-shopping. By these chart, we can say that most of the respondents are make planned purchasing decision. E-advertising only provides information to them to influence the purchase decision.
 23. I buy products that are advertised online: 22% respondents agree and 26% respondents disagree which means that more of the customers don't buy the product on being influenced by just the e-advertisement.
 24. I prefer buying those products online that are suggested by my family/ friends / relatives: 36% respondents agree and 11% strongly agree which means that 47% respondents agreed that they buy only those products which are suggested by their relatives or friends or family. This means reference groups play a vital part and e-advertisements provide further information about a pre-decided purchase.
 25. I am informed of the variety of products of my choice through e-advertising: 29% respondents agree and 5% strongly agree that means 34% respondents say that online advertisement introduces them to s variety of products of their choice
 26. I can make my own purchase decision while I purchase online: 43% respondents agree and 7% strongly agree which means that 50% respondents are those which can make their purchase decision by their own. And 31% are uncertain which means that they can make their decision by their own or by the suggestion of someone else.
 27. E-advertising encouraged me to buy a new product that had not planned earlier: 38% agree and 5% strongly agree which means that 43% respondents are those which agree that e-advertising encouraged them to buy a new product that they had not planned earlier. 43% say that e-advertisements help them gain information about a new product and make an unplanned purchase.

Impact of e-advertising on Customer Purchase Decision

1. Awareness: The first factor is awareness in which fashion has 22%, variety has 19%,

information has 16%, Decision Making has 15%, Impulse Buying has 14% and suitability has 14% load. Thus, awareness regarding the latest trends/fashion is of greatest priority for the customers for purchase decision.

2. Services: The second factor is Services in which Special offers has 28%, facilities has 29%, security has 25% and suggestion has 18% load. Thus, information about special offers, and facilities in e-advertisements is regarded more by the consumers when they decide to purchase a product online
3. Discounts: The third factor is Discounts, which includes the position of discount information on e-advertisement (35% loads), type of discounts (35% load) and Attention having 30% load. Consumers prefer the product whose e-advertisement display discounts on an item.
4. Experience: Interpretation: - The fourth factor is Experience in which 40% load is of trust, 34% is of feeling and 26% is of unplanned purchase. The customers buy those products online that they have already purchased before and based on their post purchase satisfaction, they indulge in e-buying.
5. Physical Appearance: The fifth factor is physical appearance in which 54%load is of banner size and 46% of design. Thus, when e-advertisement is seen by the consumers at that time they always get attracted towards the size of the banner and design.
6. Preference: The sixth factor is preference in which focus has 54% load and 46% load of exploration. E-advertisement that focus more on the product and which encourage exploration about the product influence purchase decision of a consumer.
7. Guiding Purchase: The seventh factor is Guiding Purchase in which 51% load is of purchase decision and 49% is of suggestion. When customers want to make purchase decision regarding some product they always take some suggestion for the particular product before making purchase decision. Purchase decision always takes a step ahead on seeing the e-advertisement and then they ask for suggestions.
8. Promotion: The eighth factor is Promotion in which frequency of visit has 52% and e-advertising has 48% load. Impact of E-advertising on purchase depends on the

frequency of visit of the customers who view the advertisement by which they can make purchase decision. The regular customers of a particular product frequently visit their web sites in search for offers and better deals.

9. E-Shopping: The ninth factor is E-Shopping in which 45 % is of online purchase, 28% is of real life pictures and 27% is of shopping cart. The e-advertising show the real pictures of the product by which the customers can get attracted and make their purchase decision and make their own purchasing shopping cart. Online purchase is done when they see regular advertisement of a product and of which they are in need and which they can get in lower price.

Impact of Factors of e-advertising on Purchase Decision

The factors of e-advertising affects purchase decision by awareness, services, discounts, experience, physical appearance, preference, guiding purchase, promotion and e-shopping.

Among all these factors awareness is most important because it have 20 % loads out of 100% load. This shows that whenever customer buy products online and whenever they see online advertisement they are aware of a certain product and they gather knowledge about the product. And e-shopping and physical appearance has less effect in purchase decision that is 9%. It is not necessary that customers buy products online only. They can also see e-advertisement of a product and may or may not purchase it.

And E-shopping have very less impact to purchase decision that means customers do not do online shopping but they always see the advertisement shown online and influence them for making a purchase decision.

DISCUSSION

The conventional study data provides information on the factors that have an impact on e advertising. One factor that had a significant impact on e-advertising was awareness. A strong group that is 88% people feels that online advertisement is good promotional tool for awareness of the global brands and local brands also. Thus they think that online advertisement should be more promoted. (Consumer Behaviour towards Online Advertising; Koshik Garg, Nitish Bhardwaj, Anil Sharma & Sameer Taneja).

Second factor that had a significant impact on e-advertising was discounts. There are many purposes for discounting, including; to increase short-

term sales, to move out-of-date stock, to reward valuable customers, to encourage distribution channel members to perform a function, or to otherwise reward behaviors that benefit the discount issuer. Some discounts and allowances are forms of sales promotion. (Beatty and Ferrell; 1998)

Third factor that had a significant impact on e-advertising was purchasing decision. According to the eMarketer "Women's Survey," even though more than one-half of women are active in social media, 74.8% reported not being influenced by it when it came to purchase decisions and just over one-fifth said they were somewhat influenced and only 3.3% reported greater influence. Additionally, female internet users said they were much more likely to say online purchase decision were affected by coupons and discounts, product ratings, and online advertisements, than by online communities (Are Women really Ignoring Social Network; 2009)

Another research conducted by (Cobb & Hoyer; 1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of (Kollat & Willett; 1967). In another research by Rook; 1987) reported that impulse buying usually takes place, when a consumer feels a forceful motivation that turns into a desire to purchase a commodity instantly. (Beatty & Ferrell 1998) defined impulse buying as instantaneous purchase having no previous aim or objective. They showed that there is a positive relationship between pre-decision stage of consumer purchase and impulse buying behavior which can be supported by the study of (Piron; 1993), where they found high significance difference and association for the total of nine items combining pre-decision and post-decision stage of consumer purchasing with impulse buying..

CONCLUSION

Awareness influences impact of e-advertising on purchasing decision the most with total factor load of 3.597. this is followed by fashion (0.780), variety (0.693), information (0.552), decision making (0.548), impulse buying (0.514) and suitability (0.480) this implies that e-advertising should pay more attention towards the awareness, fashion, variety and decision making to increase the e-advertising in purchasing decision of consumers. Impulse buying and suitability of online interface also play a significant role in determining e-advertising and should be taken of. Thus as per our study we found that online advertisement is good and trustworthy and convenient tool for promotion as well as shopping in this modern era. Thus companies are putting more emphasis on

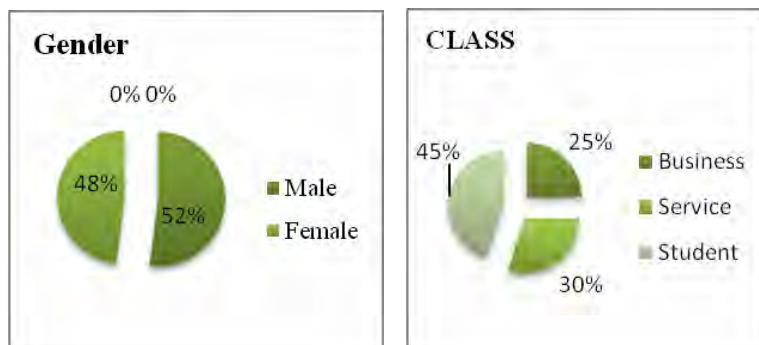
online shopping as the cost per exposure is much less for these advertisements. Also various tie ups with the social networking sites are enhanced as online advertisement regarded as much effective promotional tool.

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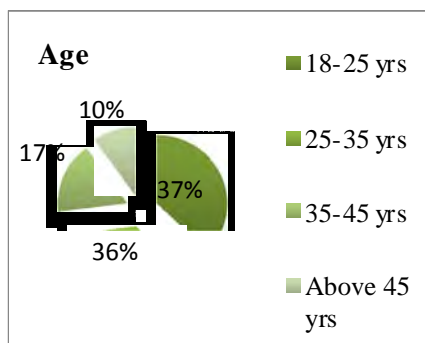
ANNEXURE

Demographic Detail



Questionnaire

Gender: M <input type="checkbox"/> F <input type="checkbox"/>	Marital Status: Married <input type="checkbox"/> Unmarried <input type="checkbox"/>	
Educational Qualification <input type="checkbox"/> Graduate <input type="checkbox"/> Post-Graduate <input type="checkbox"/> Other	Age <input type="checkbox"/> 18-25 <input type="checkbox"/> 25-35 <input type="checkbox"/> 35-45 <input type="checkbox"/> Above 45	Income Range <input type="checkbox"/> < or = Rs. 1 lakh <input type="checkbox"/> Above Rs.1 lakh but less than Rs.1.40 lakh <input type="checkbox"/> Above Rs. 1.40 lakh but less than Rs. 2.20 lakh <input type="checkbox"/> Above Rs. 2.20 lakh but less than Rs. 3.60 lakh <input type="checkbox"/> > Rs. 3.60 lakh



Scale: 5- Strongly Agree 4- Agree 3-Uncertain 2-Disagree 1- Strongly Disagree						
S.No	Questions	Response				
		1	2	3	4	5
1	Big banner advertising attracts me more than small size banner					
2	I often purchase products suggested online					
3	Online I care more about the information that ad provides the size of ads does not matter					
4	I prefer web ad that use real life picture to get my attention					
5	I prefer browsing picture web ads rather than text product discretion					
6	I prefer web ads that directly lead me to products that are on sale					
7	I prefer product suggestion ad displays to be positioned next to shopping cart					
8	I prefer product suggestion ad displays to be positioned next to current looking item					
9	Online I think the advertisement are true					
10	When I see something new promoted on the website by me frequently visit, I prefer to buy it to see what it is like					
11	Online ad provide useful information					
12	Online I can get idea about fashion suit me from ads					
13	Online I can get idea about products suit me from ads					
14	Web advertisements make me feel good					
15	Online advertisement assists me to make purchase decision					
16	I usually pay attention on web ads					

17	I buy online products, which are not planned by me					
18	During online shopping, I feel the excitement of the hunt					
19	Online I buy things that really interest me without considering the security (financial)					
20	Online I buy things that really interest me without considering the exchange and offers					
21	Online I buy things that really interest me without considering the Services					
22	I make only planned purchases online					
23	I buy products that are advertised online					
24	I prefer buying those products online that are suggest by my family/ friends / relatives					
25	The variety product offered online enhanced me through e-advertising, I am informed of the variety of products of my choice					
26	I can make my own purchase decision while I purchase online					
27	E-advertising encouraged me to buy a new product that had not planned earlier					

KMO and Bartlett's Test

Cronbach's Alpha Test

Reliability Statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.582
Bartlett's Test of Sphericity	Approx. Chi-Square	1075.247
	Df	351
	Sig.	.000

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.897	27

Details of Factor Analysis

S.No	Factor	Sub Factor	Factor Load	Question No.
1	Awareness	Fashion	0.780	12
		Variety	0.693	25
		Information	0.552	11
		Decision Making	0.548	15
		Impulse Buying	0.514	27
		Suitability	0.480	13
		Total Factor Load	3.597	
2	Services	Special Offers	0.822	20
		Facilities	0.854	21
		Security	0.721	19
		Suggestion	0.526	2
		Total Factor Load	2.923	
3	Discounts	Position	0.737	8
		Type	0.722	6
		Attention	0.635	16
		Total Factor Load	2.094	
4	Experience	Trust	0.788	9
		Feeling	0.665	14
		Unplanned Purchase	0.525	17
		Total Factor Load	1.978	
5	Physical Appearance	Banner Size	0.840	1
		Design	0.726	5
		Total Factor Load	1.566	
6	Preference	Focus	0.812	3
		Exploration	0.704	18
		Total Factor Load	1.516	
7	Guiding Purchase	Independence in decision making	0.722	26
		Reference group	0.683	24
		Total factor Load	1.405	
8	Promotion	Frequency Of Visit	0.748	10
		E-Advertising	0.692	23
		Total Factor Load	1.440	
9	E-Shopping	Online Purchase	0.748	22
		Real Life Pictures	0.475	4
		Shopping cart	0.450	7
		Total Factor Load	1.673	

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
Decision	.722								
Information	.682								
Feel	.520				-.411				
New Product	.497		-.446						
Planning	.495								
Choice	.473								
Attention	.452								
Purchase Decision	.434								
Purchase		.685							
Product		-.576							
Security	.418	.569							
Services	.456	.569							
Fashion	.450	-.561							
Browsing		-.532							
Offers		.496		-.436					
Ads		.414		.409					
Shopping Cart									
Sale			.659						
Real	.447		.457						
Shopping			.445						
Item				-.529					
Advertized Product				.529					
Online Purchase				.497			.440		
Suggestion					.406				
Size						.614			
Banner							-.457	.448	
Promotion							.457		

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

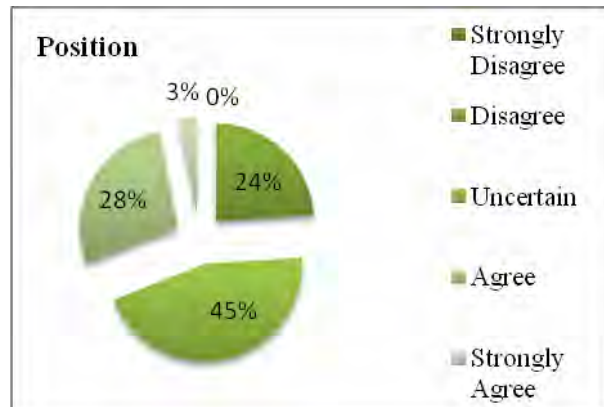
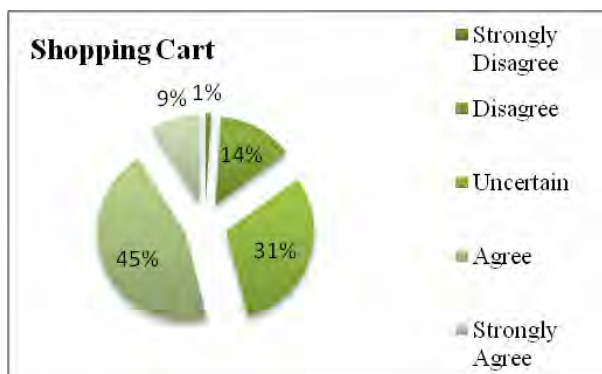
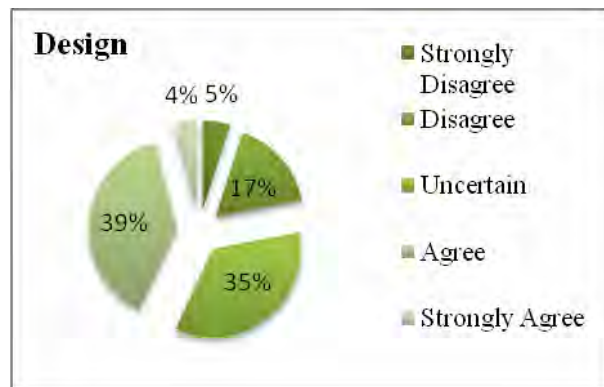
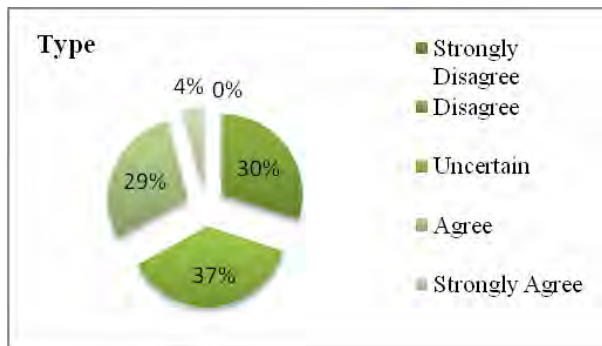
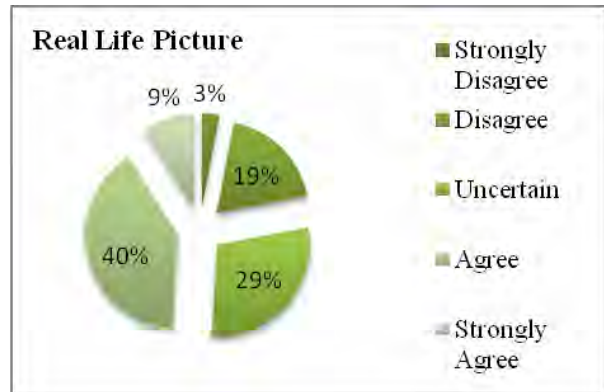
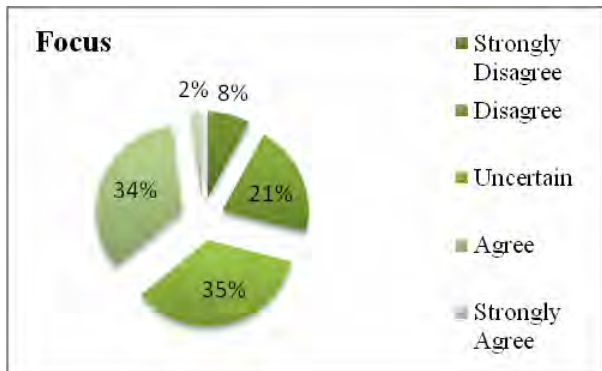
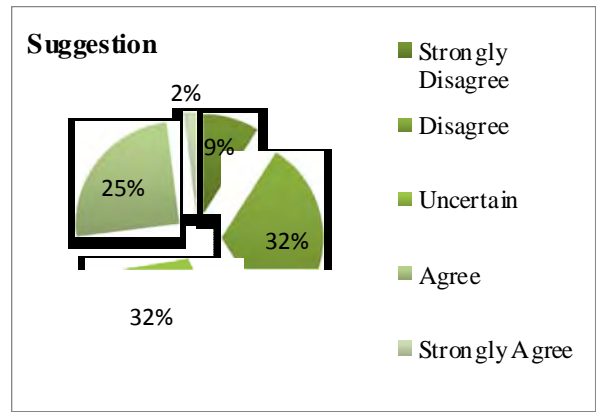
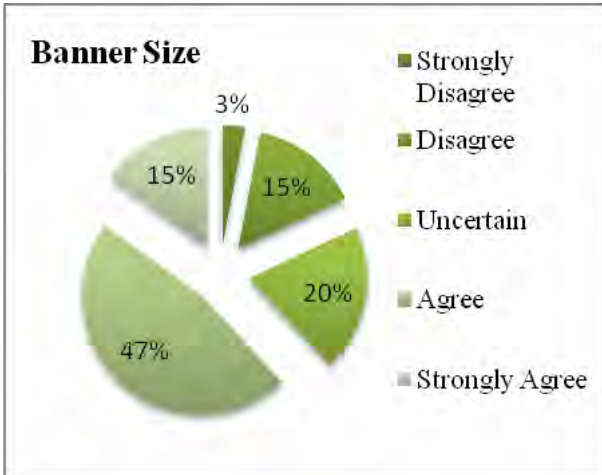
Rotated Component Matrix^a

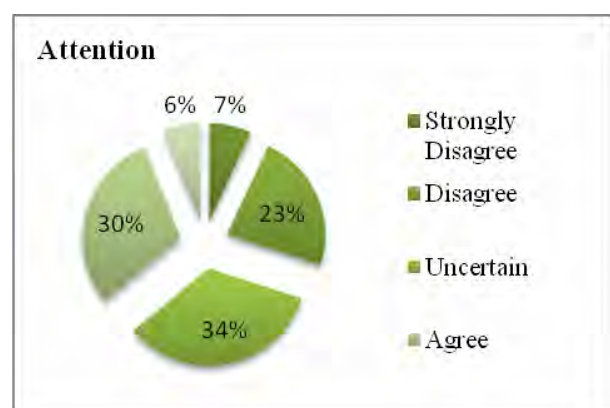
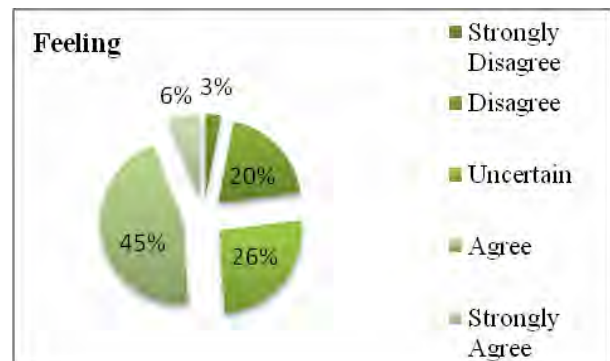
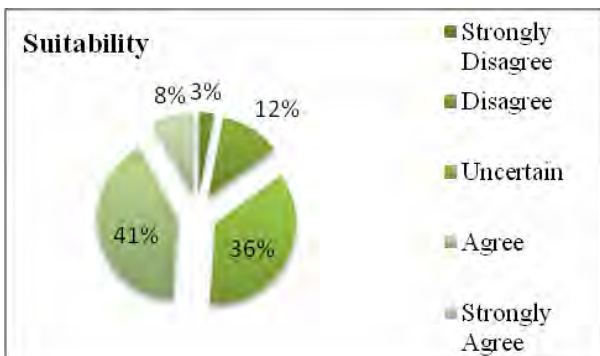
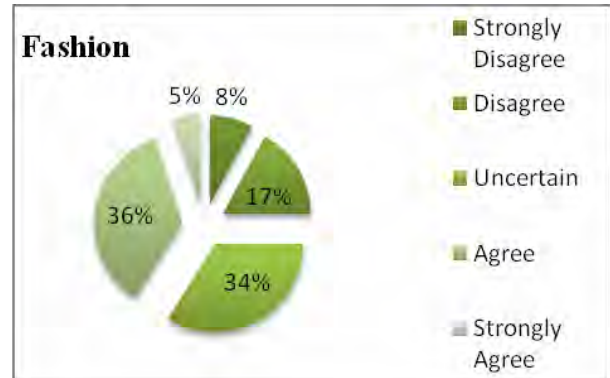
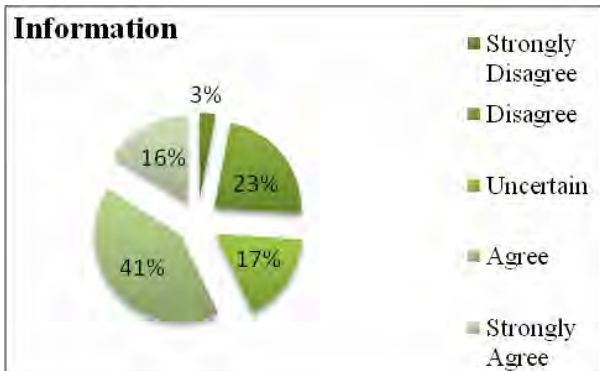
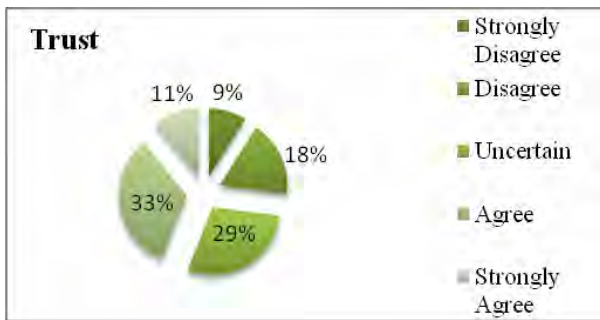
	Component								
	1	2	3	4	5	6	7	8	9
Fashion	.780								
Choice	.693								
Information	.552			.515					
Decision	.548								
New Product	.514								
Product	.480								
Services		.854							
Offers		.822							
Security		.721							
Purchase		.526							
Item			.737						
Sale			.722						
Attention			.635						
Ads				.788					
Feel				.665					
Planning		.484		.525					
Banner					.840				
Browsing					.726				
size						.812			
Shopping						.704			
Purchase Decision							.722		
Suggestion							.683		
Promotion								.748	
Advertized Product								.692	
Online Purchase									.748
Real						.442			.475
Shopping Cart	.406								.450

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

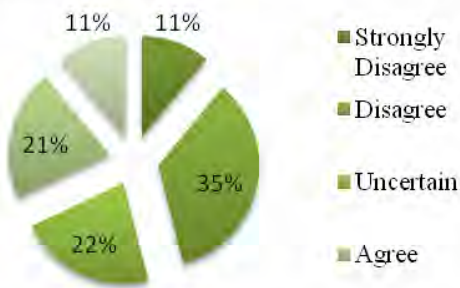
a. Rotation converged in 12 iterations.

Percentage Method

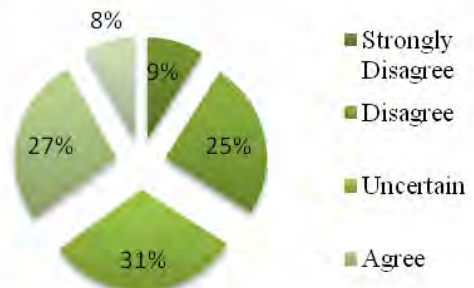




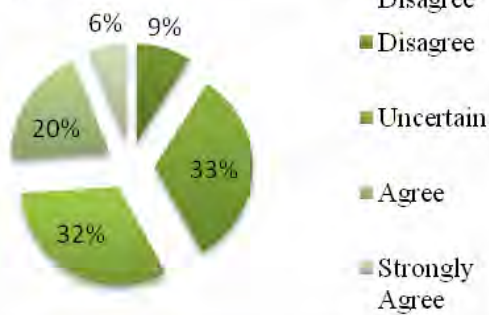
Unplanned Purchase



Exploration



Security



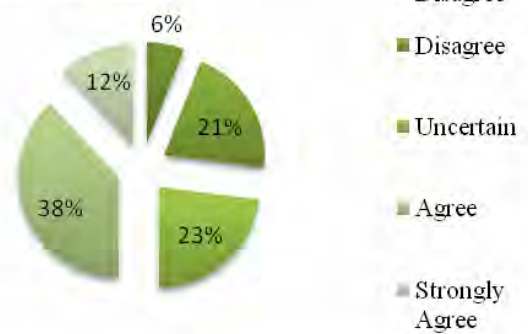
Special Offers



Facilities



Online Purchase

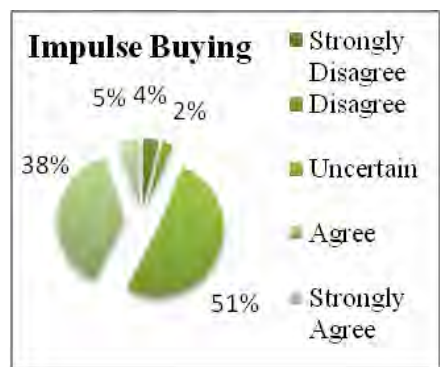
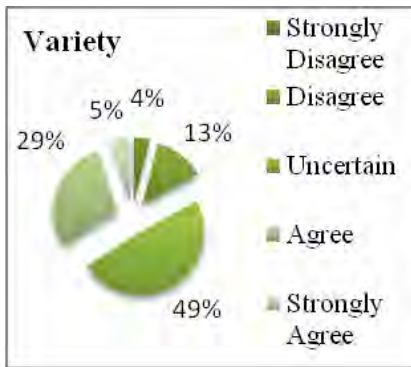


E-Advertising

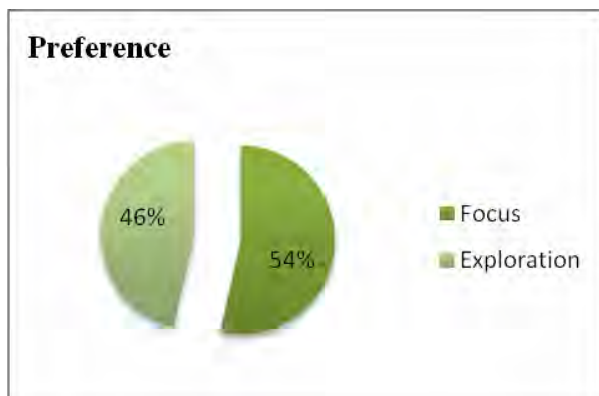
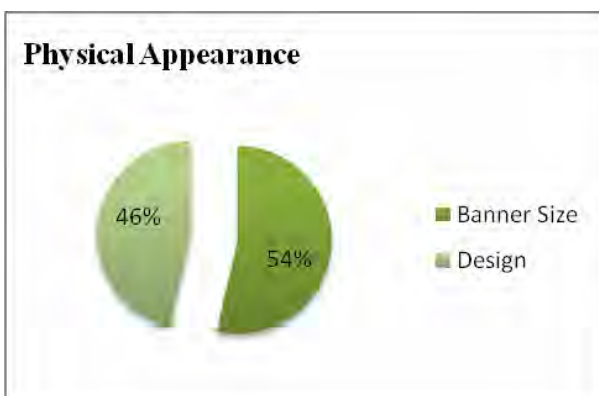
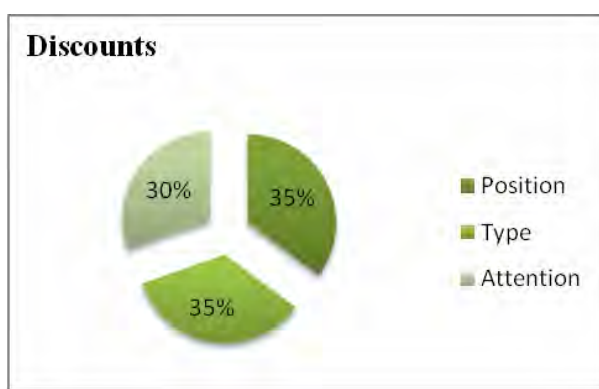
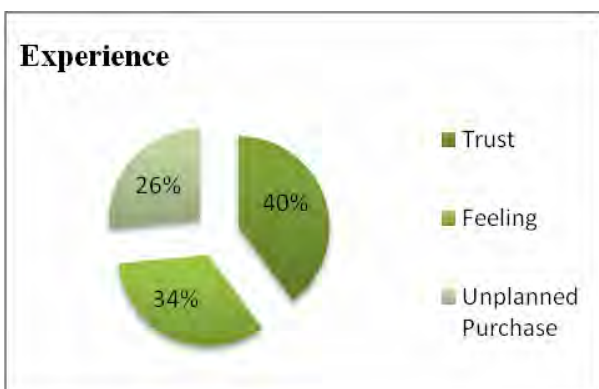
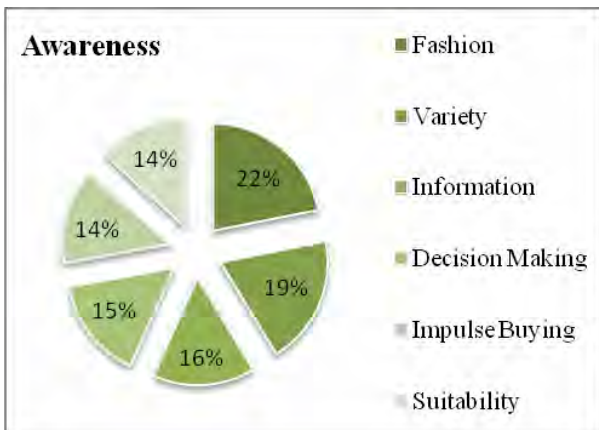


Reference Group





Impact of e-advertising on Purchase Decision



Guiding Purchase



Promotion



E-Shopping



Impact of Factors of e-advertising on Purchase Decision

Factors

