

A STUDY ON CUSTOMER PERCEPTION AND ATTITUDE TOWARDS INTERNET ADVERTISING IN M.P 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 about Internet Advertising. The study has undertaken with the objectives like to find the demographic variables using internet and to know the place and purpose of using the internet and to examine attitude towards internet advertising the survey was conducted in M.P city. Both primary and secondary data are used for the study. The Sample size is 200 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's collected reveals that only matured Demographic using the internet and majority of them are using the internet in internet centers and for the purpose of E-mail and seeking information. And majority of respondents like, I.A. and agree I.A is informative and 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. The chi-square test also shows the significant relationship between Demographic and Attitude Toward I.A. (I.A = Internet Advertising)

INTRODUCTION TO INTERNET ADVERTISING:

The rapid developments of information technology has 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 amount of money on the advertisements for their stability and growth in the market. To keep pace with the developments in information technology Internet Advertising is fastly emerging 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 news letters 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 the year 2000 the number of internet users was 3.1 million and this figure is expected to touch 35 million mark by the year 2003. Indian advertisement market which is of Rs. 45 million today is expected to be Rs. 900 million by the end of the year 2006. So these figures shows 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.

A good internet advertising serves the purpose of creating brand awareness, stimulating the internet 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 change the T.V. channel if any advertisement comes. So the whole of the cost goes waste. To confront this problem web advertising is the best media. So the study has been undertaken to know the attitude of consumer towards Internet advertising in M.P city.

ADVANTAGES OF ADVERTISEMENT ON THE INTERNET

- (a) Advertisement place on the Internet are targeted to the particular audience type. For example advertisement of baby products can be placed on the baby centre site. Demating and other finance relating advertisements can be placed on the financial advertisements, gift items advertisements can be placed on the sites relating to a greetings etc.,
- (b) 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 his choice.
- (c) 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.
- (d) Internet is one media which has an exposure across the national boundaries. Portals like Yahoo, Alta vista have the viewer ship across different countries. Thus advertisers on the Internet have an opportunity to spread awareness about their product at the global level.
- (e) The behavior of the Internet users while watching the advertisement can be measured the number of click through, page hits and movement of the eyeballs etc., give an idea to the advertiser about the internet of the viewer on the net. This helps in designing attractive advertisement messages.

OBJECTIVES OF STUDY

The study is aimed to achieve the following objectives.

- (1) To find which income segment and age group and gender using the Internet.
- (2) To know the place and purpose of using the Internet.

- (3) To Examine attitude towards Internet Advertising.

RESEARCH DESIGN AND METHODOLOGY:-

For this study a survey was conducted in places of Bhopal, Indore, Sagar, Jabalpur and Gwalior.

For the purpose of collecting information both primary and secondary data was used. To collect primary data a detailed questionnaires were distributed to the users of Internet. For secondary data text books, journals, newspapers and various web sites were used. For collecting primary data 200 internet users 40 in each place of M.P were selected through convenience random sampling. For Analyzing the data's demographic factors place of purpose and attitude towards Internet advertising percentage analysis is used and to test the relationship between demographic factors and attitude towards Internet Advertising chi-square test is adopted.

ANALYSIS AND INTERPRETATION DEMOGRAPHIC FACTORS OF THE RESPONDENTS USING INTERNET

The Data's collected from the survey shows 35% of the respondents using the Internet are of 31-40yrs of age and 29% of them are less than 30yrs of age and 23% are 41-50yrs of age and 13% are more than 50yrs of age.

52% of responders are male and 48% are female. 58% of responders re married and 42% are unmarried.

43% of the responders Educational qualifications are Bachelor degree and 32% are qualified as masters degree and 23% are other qualifications like diploma etc., and 2% are of doctorate degree

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

PLACE AND PURPOSE OF USING INTERNET:

48% of the responders use internet in the Internet centers and 32% are using in the house and only 20% are using in office.

53% of the responders are using the internet for the purpose of E-mail and 44% of them using for seeking information and only 3% using for other purpose.

ATTITUDE TOWARDS INTERNET-ADVERTISING

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.

63% of the respondents like the internet advertising and 24% of them are neutral that is neither like or nor dislike.

60% of the respondents agree that interest advertising is informative. 55% of the respondents like to see the advertisement that they are exposed at the time of using interest.

73% of the respondents opinion that they never been misled by interest advertisement. 67% of the respondents opinion that same times they use internet advertising to help to make there purchase decisions.

STATISTICAL ANALYSIS:

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

The calculated value of $c^2 = 28.04$ is greater than the table value 5.991 (DF = 2) (at 5% level of significant) hence hull hypothesis is rejected and it was concluded that the respondents like and dislike about interest advertising differ among different marital Status.

- (1) The calculated value of $c^2 = 7.084$ is greater than the table value 3.841 (DF=1) (at 5% level of significance) hence null hypothesis is rejected and it was concluded that there is relationship between gender and felt misled by internet advertisement.
- (2) The calculated value $c^2 = 18.693$ is greater than the table value 7.815 (D.F=3) (at 5% level of significance) hence null hypothesis is rejected and it was concluded that there is relationship between income and using internet advertising to make purchase decisions.
- (3) The calculated value of $c^2 = 10.919$ less than the table value 12.592 (D.F.=6) (at 5 % level of significance) hence null hypothesis is Accepted and it was concluded that there is no relationship between income and most internet advertising is informative.
- (4) The calculated value of $c^2 = 81.05$ is greater than the table value 5.991 (D.F=2) (at 5% level of significance) hence null hypothesis is rejected and it was concluded that the gender

may influence to look at most advertisement that they are exposed.

- (5) The calculated value of $c^2 = 3.93$ is less than table value 12.592 (D.F=6) (at 5% level of significant) hence null hypotheses is accepted and it was concluded that there is no relationship between age and interest advertising is informative.

FINDINGS

- 1) Regarding the demographic factors 35% of the people using interest belongs to 31 -40 years of age, and 52% of them are male and 58% of them are married and 43% are having bachelor Degree and 32% are having the income of 6000 – 12000 rupees per month.
- 2) 48% of the respondents using the Internet in internet centres and 53% of the respondents using the internet only for the purpose of E-mail.
- 3) 67% 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 feel interest advertising is informative and 55% of them are like to look at most advertisement that they are exposed to. And 73% of them feel they never misled by advertisement and 67% of them use interest advertising to make purchase decision.

CONCLUSION :

The world is getting smaller day by day through technology revolution. Internet technology is one such technology which has the potential to increase the net return in business by minimizing the cost of acquiring customers as well as retaining them, it creates entirely new

value propositions for the ever hungry customer most of the markers use the interest as medium to advertise there products and reach the customers effectively. From this study we can able to understand the middle aged, married and minimum qualification of bachelor degree and having the income of 6-12 thousand rupees are using the interest. This shows that only matured demographic are using the internet. The study reveals that majority of them are using internet is internet centers and house and for the purpose E-Mail and seeking information and also the study shows positive attitude towards various questions asked relating to internet advertising. The chi-square test also shows the 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 the positive attitude about internet advertising.

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