

A STUDY ON BUYING BEHAVIOUR OF CONSUMER AT INTERNET ADVERTISING IN COIMBATORE CITY

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ABSTRACT

In Coimbatore, Online advertising means of promoting a product on the Internet using various Internet features. With the arrival of the Internet, the business world has become digitalized, and people prefer to buy stuff online, which is easier and faster. Online advertising, otherwise known as e-advertising, gives a new dimension and unique charm to the product, which is an added advantage. The primary benefit of online advertising over traditional form of advertising is that it surpasses all geographical boundaries, which cannot be gained locally. This leads to great progress in business, which is the ultimate aim of any businessman. Online advertising offers a wide spectrum of recognition, which is incomparable to any other mode of advertising. Online advertising has no time limitations and can be viewed day and night throughout the globe. Certainly, online advertising is one step ahead over others, and helps to keep pace with the fast-changing world. The researcher has adopted the exploratory and descriptive study. Based on the convenience sampling techniques, 100 customers were chosen from the Coimbatore city.

Keywords: Advertising, E-Advertising, Spectrum

1. INTRODUCTION

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade. The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads .The Internet has given consumers more

control in accessing information on products and services. Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements. With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies.

2. LITERATURE REVIEW

A Literature Review is a scholarly paper, which includes the current knowledge including findings, as well as theoretical and methodological contributions to this title. **Rashid Saeed, et al (2013)** have examined that the dimensions of internet advertisement on consumer attitude. Data was collected through the questionnaire. The sample size was 150 and the respondents were chosen through Convenience sample technique were used or analyzing the data collected. **Thamaraiselvan Natarajan (2013)** investigated the students' belief towards social media advertising. Seven factors viz, Pleasure, Product Information, Social Image, Good For Economy, Materialism, Falsity, And Value Corruption was considered for the research. The study revealed that working people showed a negative attitude towards falsity of advertisements while a high positive attitude was shown towards the social role, good for the economy, hedonic. **Senthil. M. Dr. N.R.V Prabhu S.Bhuvaneshwari (2013)** have been explored the customer's perceptions towards advertising in the online shopping and social networking web sites by distributing both physical and online questionnaires as well as conducting in-depth interviews. Consumers believe that advertisements on the Internet are more believable as compared to other mediums and very few people believe in magazine advertisements. The study suggested that most reputable and well-known companies may be more likely to meet these expectations, and may help to lend credibility to the medium. **Louise Kelly B bus (2008)** had studied that the teenagers' perceptions of advertising in the online social networking environment. The findings of the study showed that teenagers have very high levels of advertising avoidance and are skeptical towards advertising on their online social networking sites.

3. STATEMENT OF THE PROBLEM

The internet advertising is an important tool to capture the expectations of the customers about advertising in online to purchase the products. The customers have faced many problems while purchasing a product through online. So, the researcher has focused to solve the defects faced by customers in Coimbatore city.

4. OBJECTIVES

The main objectives of the study are given below

1. To study the socio economic factor of the consumer.
2. To identify various factors influence on buying behaviour of consumer at the internet advertising towards Coimbatore City.

5. SCOPE OF STUDY

The scope of the study is given below

1. The study highlights the purchase influencing factors of consumers.
2. The present study has been carried out to find out the preference criteria of the consumers.
3. The study has provided suggestions to the internet advertising, to help them retain their consumers in the market.

6. METHODOLOGY

The Investigator has adopted the exploratory and descriptive study. Based on sampling techniques, 100 customers were chosen in Coimbatore city. The primary data has been evolved and collected through questionnaire. The Simple percentage analysis and Chi-Square analysis were used for the analysis process in research work

7. RESULT AND DISCUSSIONS

The data collected has to be processed and analyzed with the research plan. The primary data has measured with the help of tools & techniques.

Table 1: Demographic variables of the Respondents

Variables	Particular	No. of Respondents	Percentage
Age	Below 25 years	30	30
	26-35 years	23	23
	36-45 years	42	42
	Above 55 years	5	5
Gender	Male	55	55
	Female	45	45
Education Qualification	School	18	18
	Graduate	29	29
	Post Graduate	26	26
	Professional Qualification	20	20

	Others	7	7
Occupation	Agriculture	14	14
	Business	25	25
	Profession	20	20
	Students	15	15
	Government Employees	26	26
Monthly Income	Below Rs.15,000	31	31
	Rs.15,001-Rs.25,000	15	15
	Rs.25,001-Rs.40,000	24	24
	Above Rs.40,000	30	30
Mode of Advertisement	E-Mails	15	15
	Face book	35	35
	You tube	20	20
	Online Games	30	30
Favorite Advertisement	Mobile Phone	29	29
	Cosmetics	18	18
	Vehicle	20	20
	Other Products	33	33
Features to purchase product	Offers and Discount	45	45
	Quality	30	30
	Price	15	15
	More Collection	10	10

Source: Primary Data

Table-1 provided the demographic details of the sample respondents who have experienced through Internet advertising in Coimbatore City. Majority of the customers were male with (55%) mostly under the age of 36-45 with (42%) and were earning under Below 15,000 with (31%) and their mode of advertisement where they are gathering the knowledge about the products is through face book with (35%) and they came to know the features of the products and the customers are mostly attracted towards the offers & discounts with (45%).

CHI-SQUARE ANALYSIS

The chi-square analysis is used to measure the significant influences between the expectations of internet advertising of the customers in Coimbatore city. The framed hypothesis was given below.

H₀: There is a no significant relationship between the customer's personal details with an perceptions of customers about internet advertisement

H_a: There is a significant relationship between the customers personal details with an perceptions of customers about internet advertisement

Table 2: Chi-Square Analysis

	Variables	Calculated Value	Table Value	DF	Sig.
1.	Age	2.531	16.91	9	Significant
2.	Gender	0.286	7.81	3	Significant
3.	EducationQualification	1.674	21.03	12	Significant

Source :Computed Value

Table-2 measured the chi square analysis result for the significant influences between the customers perceptions about internet advertisement. The null hypothesis was rejected in this study.

8. CONCLUSION

It was inferred from the study that consumer were satisfied with the shop. They prefer all types of dresses on rare occasions a few of them buy bulk dresses. The buying behavior was influenced by price, quality, design and fashion etc. The Internet advertising is growing popular among the men and women and people from neighboring districts also visits the shop for purchases of all types of dresses on social functions and festivals. It was observed that in general, most of the respondents visit the online many times in a year. Most of the people are satisfied with the online advertisement.

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