

A Study on Effectiveness of E-Advertising in Trichy Town

Dr. S. Dhilshathunnisa

Assistant Professor

PG and Research Department of Commerce

Jamal Mohamed College, Tiruchirappalli

Dr. A. Mehathab Sheriff

Assistant Professor

PG and Research Department of Commerce

Jamal Mohamed College, Tiruchirappalli

Abstract

This study examines the effectiveness of e-advertising in Trichy Town, focusing on its impact on consumer awareness, engagement, and purchasing behavior. With the rapid growth of digital platforms and internet usage, electronic advertising has emerged as a key strategy for businesses to reach and influence local consumers. The research employs a mixed-method approach, including surveys and interviews, to gather insights from consumers and business owners in Trichy. The findings indicate that e-advertising has significantly contributed to heightened awareness of brands and products, with social media and online advertisements playing a pivotal role. Furthermore, the study identifies the challenges faced by businesses in leveraging e-advertising effectively, including the need for personalized content and targeted campaigns. The results suggest that while e-advertising is widely accepted and influential in driving consumer behavior, businesses must optimize their strategies to improve customer engagement and achieve higher conversion rates. This research provides valuable recommendations for marketers in Trichy Town seeking to enhance the impact of e-advertising on their target audience.

Keywords: E-advertising, Consumer behavior, Digital marketing, Trichy Town, Social media, Online advertising, Marketing strategy.

I.INTRODUCTION

Advertising is one of the means of promotional mix which has its ultimate function setup channels of information and persuasion to sell goods and services or to promote an idea. As an integral part of social and economic system and one of the rapidly growing industries, advertising determines the GDP, of a country to a considerable extent during 1980s. Advertising is considered to be one of the marketing communication tools which connect both consumers and business. Advertising is “The non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”. Advertising communication can be conveyed through various mass media which include traditional media such as TV, broadcasting, magazines, and newspapers. In addition, the internet industry becomes a new medium for business, and provides living space for the growth and development of enterprises. Therefore, online advertising which is a new type of advertising has been explored since the information explosion dynasty is coming. It is also one of the marketing communication tools. When it comes to the effects of advertising, they are considered to be an investment in a long term process. The Internet offers marketers the spectrum of advertising tools. Broadly E-Advertising is about delivering advertisements to internet or online users via websites, email, advertisements supported software and internet enabled smartphones. Examples of E-Advertising include contextual advertisements on search engine results pages, banner advertisements, rich media advertisements; social network advertising, interstitial advertisements, online classified advertising, advertising networks and email marketing include email spam. This study seeks to determine and explain the effectiveness of E- Advertisement in stimulating consumer responses.

Statement of the Problem

The advertising industry is shifting towards internet advertising, expected to outpace traditional media like TV and print. Internet ads include various formats such as videos, emails, pop-ups, banners, and interactive games. With technological advancements, the internet serves as a one-stop shop for communication, entertainment, shopping, and information, attracting daily users. However, while consumers frequently encounter online ads, the question remains whether they notice and act on them.

Internet advertising aims to inform, remind, and influence purchasing decisions, making it vital in marketing. Social media further supports businesses in promoting products, building customer relationships, and understanding consumer needs.

While many studies focus on internet advertising, fewer explore its impact on consumer behavior. This study aims to bridge that gap by evaluating the effectiveness of online advertising in influencing consumer minds in Trichy Town.

Significance of the Study

Advertising on the internet is almost a necessity for modern business, especially those that do business outside their local community. Consumers use the internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted advertising messages. Thus, the present study entitled “A Study on E- Advertisement gains significance in this context. It attempts to explore the varied opinion of the respect, towards the effectiveness of E-Advertising and suggests suitable measures for improvement.

Review of Literature

Lim & Rasul (2022), what knowledge do we have about behavioural advertising, how do we gain knowledge about it, and what is the future direction for behavioural advertising research.

Kumar, Vikram; Raman, Ramakrishnan; Meenakshi, R. (2021), This paper tries to understand CTR in the context related to the type of content embedded in these digital advertisements; the structure of this content; and hence identify and suggest new strategies. This paper identifies and proposes the right E-Advertising strategy. The survey was conducted s Statistical Suite (SPSS). There was only access to publicly available and publicly displayed advertisements with no access to user profile data. And they concluded that the analysis reflects that Click through Ratio differs for different formats of advertisements, the information that they contain and for the time and day that they appear. Strategies based on these findings are suggested along with discussion, limitations and further scope of research Students. The study sought and determined the effectiveness of E- advertisements, using a stratified sampling technique to select 100 studies of respondents. The primary data was collected using questionnaires.

They found E - advertisement was effective in reaching and creating awareness due to diverse usage and established that its reliability as an advertising media was low compared to TV. They concluded that it determined that there is a positive relationship between consumer purchase decision and E- advertising.

Chen and Wang's study (International Journal of Advertising, 2020), investigated the role of augmented reality in enhancing user engagement with online ads. These works collectively highlight the diverse facets of online advertising, ranging from ad formats to user trust and emerging technologies, shaping the field.

Objectives of the Study

The following objectives have been aimed to be satisfied in the present study,

- To determine the socio economic background of the Respondents.
- To study the awareness level of respondents towards E-Advertising.
- To analyse the effectiveness of E-Advertising among consumers in Trichy Town.

Hypothesis of the Study

Correlation Analysis

H₀₁: There is no significant correlation between the Opinion of the Respondents towards the Safety, Reliability of E- Advertisements, and Reason for Online Purchase, Purchase Intent Trigger Factor and their Overall Opinion towards the Effectiveness of E-Advertising.

Chi-Square Test

H₀₂: There is no significant relationship between the Demographic Characteristics of the Respondents and their Overall opinion towards the Effectiveness of E-Advertising.

ANOVA Test

H₀₃: There is no significant difference between the Means of the Male Respondents and the Female Respondents regarding their Opinion towards the Overall Effectiveness of E- Advertising.

Research Methodology

A Research has to come under a 'Descriptive' type of research. Convenient sampling was selected for this study to find out effectiveness of E-advertising in Trichy Town. The Questionnaire was prepared to collect the data. The size of the samples for the present study comprises of 150 Respondents covering areas in Trichy Town. Primary data was collected from the customer through a questionnaire. Secondary data is collected from past research, journals and websites.

The collected data has been analyzed through SPSS Percentage analysis and Chi Square test has been applied to find the result of the study.

Analysis And Interpretation**Table No. 1Demographic Profile of the Respondents**

Demographic variables	Category	Frequency	Percentage
Gender	Male	68	45.33
	Female	82	54.67
	Total	150	100
Age (in years)	Upto 20	10	6.66
	21-30	100	66.6
	31-40	22	14.66
	41-50	11	7.33
	Above50	7	4.66
	Total	150	100
Educational qualification	SSLC	16	10.66
	UG	45	30.00
	PG	54	36.00
	Others	35	23.33
	Total	150	100
Occupation	Student	62	41.33
	Private Employee	34	22.67
	Government Employee	15	10.00
	Business	39	26.00
	Total	150	100
Monthly Income (in ₹)	Upto Rs. 10000	54	36.00
	Rs.10000-Rs.20000	33	22.00
	Rs.20000-Rs.30000	28	18.67
	Rs.30000-Rs.40000	24	16.00
	Above Rs.40000	11	7.33
	Total	150	100

Source: Primary data

The above table indicates that majority of the respondents i.e., 54.67 percent of them were Female, 66.6 percent of them were age between 21-30 years, 36 percent of them educational qualification is PG, 41.33 percent of them were occupation is Student and 36percent of them monthly income is upto ₹10,000.

Correlation Analysis

H₀: There is no significant correlation between the Opinion of the Respondents towards the Safety, Reliability of E-Advertisements, Reason for Online Purchase, Purchase Intent Trigger Factor and their Overall Opinion towards the Effectiveness of E-Advertising.

Correlation Matrix							
		Overall Opinion about E-Adverti Sement	Safetyin Online Purchase	Reliability Of E- Advertisement	Type Of Product Purchased	Reason For Online Purchase	Purchase Intent Trigger Factor
Overall Opinion About Effectiveness of E-Advertis ement	Pearson Correla tion	1	0.106	0.172*	0.175*	0.173*	0.112
	Sig.(2- tailed)		0.196	0.036	0.032	0.034	0.173
	N	150	150	150	150	150	150
*.Correlation is significant at the 0.05level (2-tailed).							
**.Correlation is significant at the 0.01level (2-tailed).							

Result

1. There is a **significantly positive linear relationship** between the Opinion of the Respondents towards the **Reliability of E- Advertisements, Reason for Online Purchase** and their **Overall Opinion** towards the Effectiveness of E-Advertising.
2. There is **no significant correlation** between the Opinion of the Respondents towards the **Safety and Purchase Intent Trigger Factor** and their **Overall Opinion** towards the Effectiveness of E-Advertising.

Chi-Square Test

H₀₂: There is no significant relationship between the Demographic Characteristics of the Respondents and their Overall opinion towards the Effectiveness of E-Advertising.

Chi-Square Test Results Using SPSS				
Variables	Pearson Chi-Square Value	df	Sig. (p-Value)	Inference of H ₀ (Accept/Reject)
Gender & Opinion Effectiveness of E-Advertising	3.235 ^a	4	0.519	Accept
Age & Opinion Effectiveness of E-Advertising	17.826 ^a	16	0.334	Accept
Educational Qualification & Opinion towards Effectiveness of E-Advertising	8.595 ^a	12	0.737	Accept
Occupation & Opinion towards Effectiveness of E-Advertising	21.723 ^a	12	0.041*	Reject
Monthly Family Opinion towards Effectiveness of E-Advertising	15.177 ^a	16	0.512	Accept

Result

There is no significant relationship between the Gender of the Respondents and their Overall Opinion towards Effectiveness of E-Advertising.

Anova

H₀₃: There is no significant difference between the Means of the Male Respondents and the Female Respondents regarding their Opinion towards the Overall Effectiveness of E- Advertising.

ANOVA Results						
Source	Sum of Squares	df	Mean Square	F	Sig.	Inference of H0(Accept/Reject)
Between Groups	14.206	4	3.552	2.756	0.030	
Within Groups	186.867	145	1.289			Reject
Total	201.073	149				

Result

There is a significant difference between the Means of the Male Respondents and the Female Respondents regarding their Opinion towards the Overall Effectiveness of E-Advertising.

Major Findings

- The majority of the respondents i.e., 54.67 percent of them were Female
- 66.6 percent of them were age between 21-30 years
- 36 percent of them educational qualification is PG
- 41.33 percent of them were occupation is Student
- 36 percent of them monthly income is upto ₹10,000
- There is a significantly positive linear relationship between the Opinion of the Respondents towards the Reliability of E-Advertisements, Reason for Online Purchase and their Overall Opinion towards the Effectiveness of E-Advertising.
- There is no significant correlation between the Opinion of the Respondents towards the Safety and Purchase Intent Trigger Factor and their Overall Opinion towards the Effectiveness of E-Advertising.
- There is no significant relationship between the Gender of the Respondents and their Overall Opinion towards Effectiveness of E-Advertising.
- There is a significant difference between the Means of the Male Respondents and the Female Respondents regarding their Opinion towards the Overall Effectiveness of E- Advertising.

Suggestions

In order to make E-Advertising more effective, the following suggestive measures have been forwarded by the Researcher:

- Target based E-Advertising goes a long way in reaching out and retaining a huge number of audience effectively.
- Short and catchy captions and messages would surely influence the audience.
- The security and reliability regarding the E-Advertisement and its content must be improved to secure the users and thus trigger their purchase in turn towards an effective online purchase and favourable feedback.
- Innovations and use of animations in E-Advertising plays a key role to attract the audiences.
- To keep away from interference in work, classified ads must be designed to satisfy the alternative of goal clients or goal users.
- Questionnaire type of E-advertising could be avoided in order to attract more and more customers.
- Following of Advertising Ethics is also an essential feature for an online Advertisement.

II.CONCLUSION

Online advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reducing costs in performing these tasks. The negative aspect is that customers have to conquer their fear of the internet, the fear that ordering through an online advertisement will get lost in the void of cyberspace. Fear always comes with new technology, but it does not take long for people to adjust. As people become more accustomed to finding their product information on the web, more and more readers will actively seek out internet advertising sites. Another important aspect of online advertisement is that the advertiser should be aware of his target audience. The advertiser should use good graphics and attractive texts so as to capture the attention of his customers.

III. REFERENCES

- Philip Kotler & Kevin Lane Keller, Sales and Advertising, New Delhi, Pearson Education, 2006.
- Warren J. Keegan, Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., 2002.
- Philip Kotler & Kevin Lane Keller, Advertising Management, New Delhi, Pearson Education, 2006.
- Belch, G.E. and Belch, M.A., 2004. Advertising and Promotion - An Integrated Marketing Communications Perspective. 6th ed. New York: Tata McGraw-Hill.
- S.P. Gupta "Statistical Method", Sultan Chand and Company, New Delhi.