

A study on Effectiveness of Internet Advertisement on Customer Behaviour at Flipkart, Hyderabad.

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ABSTRACT

In today's digital world, the Internet serves as a significant platform for businesses to interact with consumers through numerous advertising strategies. This study intends to explore the effectiveness of online advertising on consumer behaviour, concentrating on its impact on customer attitudes, purchase intentions, and decision-making processes. This study uses a mixed-methods approach, combining qualitative and quantitative analysis to provide a thorough understanding. Surveys sent to a wide range of internet users are used to collect quantitative data, and consumer and marketing expert interviews are used to get qualitative data.

The content, positioning, interaction, and targeting strategies used in internet advertising are important aspects that are being examined. The study evaluates their impact on brand recall, consumer perceptions, and purchase patterns across a range of product categories and demographic groupings. The findings show how important internet advertising is in influencing customer behavior, with interactive and tailored ads outperforming others in terms of eliciting favorable reactions and increasing sales. The survey also emphasizes how crucial authenticity, relevance, and transparency are to establishing credibility and trust with customers in online advertising. All things considered, this study adds to the body of knowledge by offering empirical data and useful advice for marketers looking to maximize their online advertising campaigns and improve customer loyalty and engagement in the digital sphere.

INTRODUCTION

The internet has altered the landscape of marketing for companies. In our increasingly interconnected world, internet advertising has become an essential tool for businesses to reach customers. The effectiveness of online advertising in shaping customers' thoughts and

decisionmaking is the main emphasis of this study. The way individuals connect with brands, find information, and make decisions is greatly influenced by the virtual world. Understanding how internet advertising functions in this cutthroat market is crucial for businesses to succeed. Our study delves further into how online advertising and consumer behavior are related. We are interested in the effects of online campaigns on consumers' perceptions, interactions, and responses to goods and services. We will be examining several internet advertising tactics, such as search engine marketing, display adverts, and social media campaigns. Finding patterns and trends that can help us understand what influences consumers' emotions and purchase decisions is the aim.

REVIEW OF LITERATURE

Donthu (2020) explored the relationship between advertising and brand loyalty across different industries. The findings indicated that advertising positively influenced brand loyalty in diverse product categories, highlighting its universal effectiveness.

Shrestha (2019) presented that advertisement is each paid mode of non-personal presentation also promotion of ideas, goods and services by a classified sponsor through print media (i.e. newspaper and magazines), broadcast media (i.e. radio, and television) network media (i.e. telephone, cable, satellite, wireless), electronic media (i.e. audiotape, videotape, webpage) and display media (billboard, signs, poster).

Gorav (2017) The study explored that a creative and well-executed advertisement holds always a great influence on the marketing trends or purchasing behaviours of the consumers. At the equal time first-rate of the product and charge also are blanketed with their robust effect on shopping for behaviour of the consumer. The advertisements must be based on reality and variety. There should be more importance on quality rather than price and glamour.

Dhaliwal (2016) defined that commercial plays an crucial position withinside the contemporaryday length because it will become the perceptions and attitudes of the purchaser way of life that strikingly impacts the purchaser shopping for behaviour. Any commercial enterprise can tackle the street to advantage whilst it draws and keeps the clients with income and this purpose is reached whilst a agency builds a sturdy customer interest for its product and service.

NEED FOR THE STUDY

This study is crucial as companies shift to digital platforms and rely increasingly on online advertising. A thorough grasp of its impact on consumer behavior is essential for gaining a competitive edge, making the most of advertising expenditures, and modifying plans in response to shifting consumer preferences. This study provides important insights that assist businesses in making data-driven, educated decisions that ensure effective, customer-focused internet advertising strategies that result in long-term success in a rapidly evolving digital landscape.

SCOPE OF THE STUDY

The scope of this study involves a detailed examination of the ways in which internet advertising influences consumer behavior in the contemporary digital environment. It involves an examination of these strategies to identify trends and patterns in the effectiveness of various online tactics, which include search engine marketing, display adverts, and social media campaigns. Based on user behavior and demographics, this study will explore the topic of tailored advertising and ascertain the extent to which customized approaches impact client responses. It will also consider how the effectiveness of internet advertising has changed as a result of technological improvements, especially the growing use of smartphones. A more complex picture will be provided by accounting for variations based on industry and geography. The study's findings will assist businesses in more than just optimizing their internet marketing strategies.

OBJECTIVES OF THE STUDY

1. To Evaluate Various Internet Advertising Strategies at Flipkart.
2. To Assess Consumer Perceptions and Responses at Flipkart.
3. To Investigate Personalized Advertising Impact of Flipkart.
4. To Identify Patterns and Trends of Flipkart.
5. To Enhance Decision-Making for Businesses at Flipkart.

RESEARCH METHODOLOGY

Discuss the studies layout, studies problems, vital of the look at, scope and importance of the look at, supply of data, questionnaire, pattern layout statistically strategies used, and goal of the look at and boundaries of the look at.

RESEARCH DESIGN:

A studies layout is an association of situations for series and evaluation of facts in a way that pursuits to mix relevance to the studies.

SOURCE OF DATA:

The relevant data has been collected from the primary sources and secondary sources. The primary data is collected by a questionnaire from the employees. For this reason of statistics collection, the questionnaire turned into circulated a number of the personnel to accumulate information. The secondary records is accrued with the aid of using newspaper organization journals, magazines web sites etc.

QUESTIONNAIRE ADMINISTRATION:

The questionnaire changed into organized after counselling with the officer. Employee relations of the HR department of A leap industries. The researcher prepared a set of questionnaires. A four-point scale “strongly agree to strongly disagree” was used for this purpose.

LIMITATIONS OF THE STUDY

1. The study may have limitations related to the representativeness of the sample. If the sample is not diverse or is too small, the findings may not be generalized to a broader population.
2. Consumer behaviour is subject to change over time. The study's findings may be timesensitive and may not capture long-term effects.

3. Importance of considering age, gender, income, and cultural background to ensure comprehensive insights.
4. Factors like ad content, platform, and competitive landscape influencing consumer responses.
5. Consideration of varying impact based on digital literacy levels and access to technology.
6. Need to balance focus on immediate metrics with consideration of enduring effects on consumer behaviour.

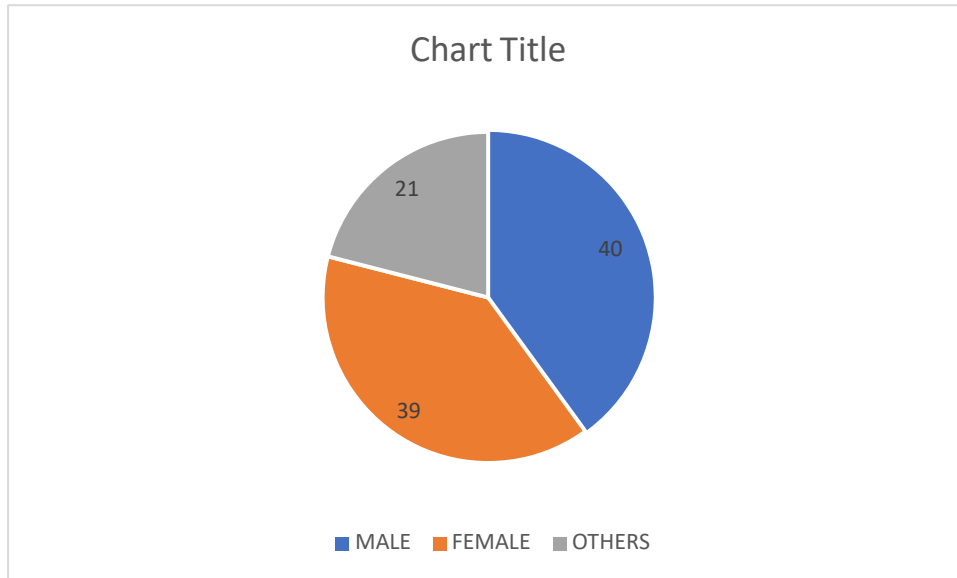
METHODOLOGY OF DATA INTERPRETATION:

1. GENDER DISTRIBUTIONN AMONG RESPONDENTS.

TABLE 1

GENDER	FREQUENCY	PERCENTAGE
MALE	40	40%
FEMALE	39	39%
OTHERS	21	21%
TOTAL	100	100%

GRAPH 1



INTERPRETATION:

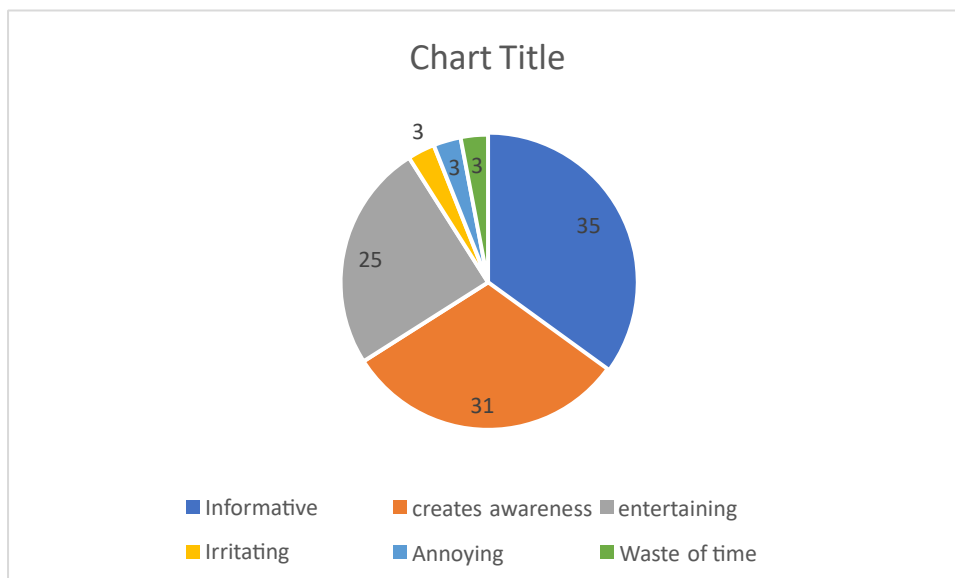
The breakdown of genders among students shows that 40% are male and 39% are female, others 21% comprising a total of 100 students.

2. OPINION TOWARDS ADVERTISEMENTS.

TABLE 2

ATTRIBUTES	FREQUENCY	PERCENTAGE
Informative	35	35%
creates awareness	31	31%
entertaining	25	25%
Irritating	3	3%
Annoying	3	3%
Waste of time	3	3%
total	100	100%

GRAPH 2



INTERPRETATION:

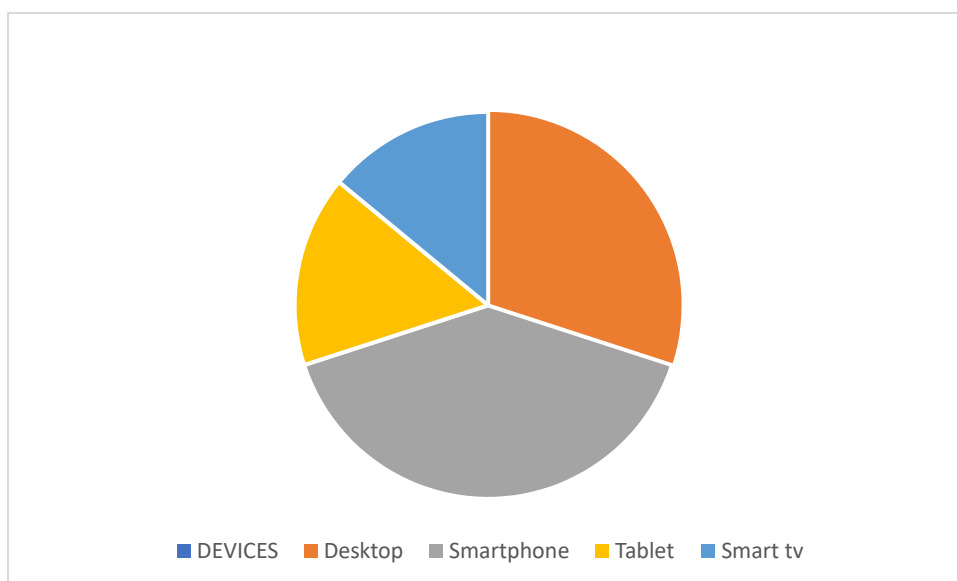
The distribution of attributes among respondents indicates that 35% find the content informative, 31% believe it creates awareness, 25% find it entertaining, while 3% each find it irritating, annoying, or consider it a waste of time, with a total of 100%.

1. WHICH DEVICES DO YOU USE TO ACCESS THE INTERNET?

TABLE 3

DEVICES	RESPONSES	PERCENTAGE
Desktop	30	30%
Smartphone	40	40%
Tablet	16	16%
Smart tv	14	14%
TOTAL	100	100%

CHART 3



INTERPRETATION:

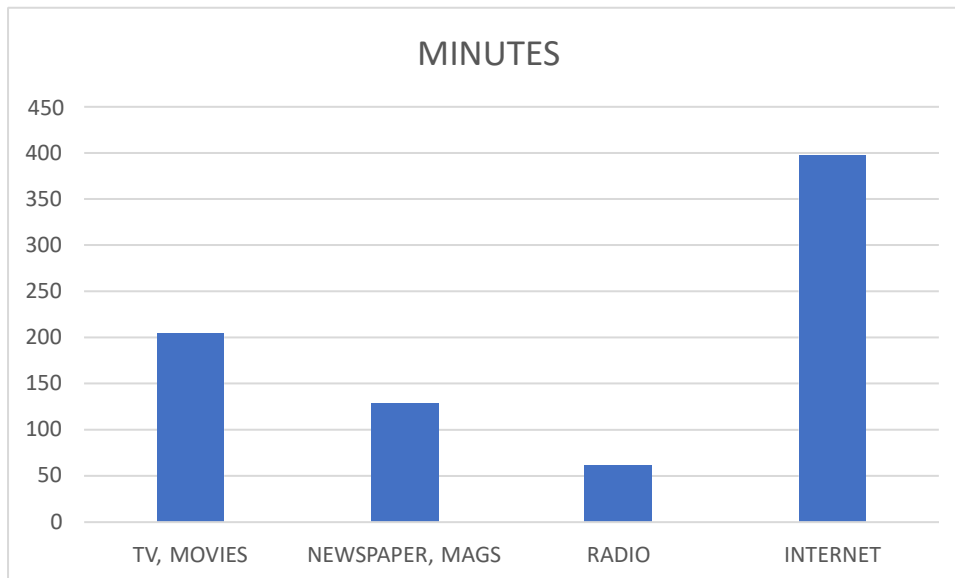
This distribution provides insight into how respondents engage with various devices, highlighting the prevalence of smartphones and desktops, with tablets and smart TVs being used by smaller but still notable segments of the respondents.

2. TIME SPENT ON VARIOUS PLATFORMS OF ADVERTISEMENTS.

TABLE 4

ATTRIBUTES	MINUTES
TV, MOVIES	205
NEWSPAPER, MAGS	129
RADIO	61
INTERNET	397

CHART 4



INTERPRETATION:

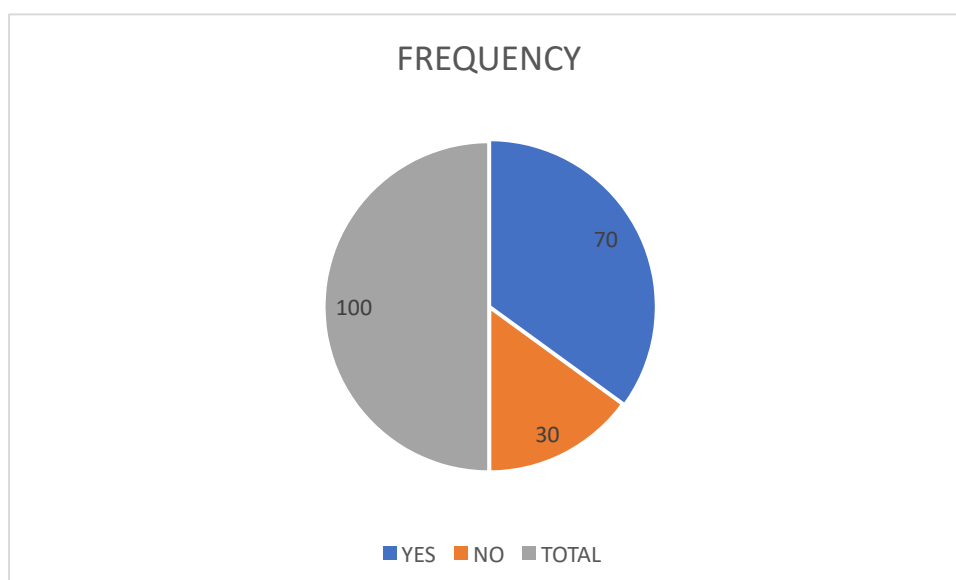
The time spent engaging with different media sources is as follows: 205 minutes on TV and movies, 129 minutes on newspapers and magazines, 61 minutes on radio, and 397 minutes on the internet.

3. DO YOU WATCHING COMMERCIAL BREAK DURING WATCHING TV?

TABLE 5

RESPONSE	FREQUENCY	PERCENTAGE
YES	70	70%
NO	30	30%
TOTAL	100	100%

GRAPH 5



INTERPRETATION:

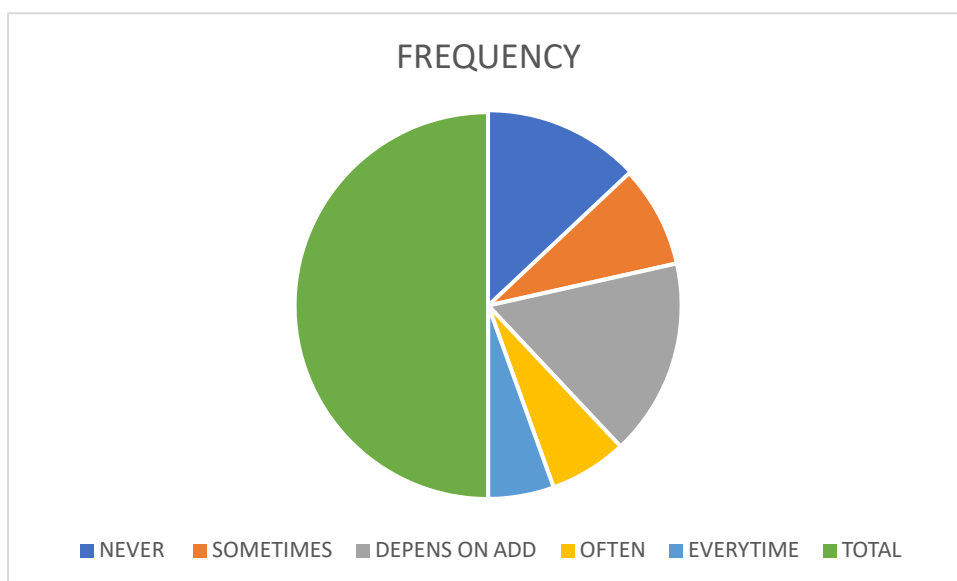
It seems that most respondents (70%) answered "YES," while the rest (30%) answered "NO." In essence, the majority agreed, with a significant portion dissenting.

4. DO YOU CHANGE THE CHANNEL DURING COMMERCIAL?

TABLE 6

ATTRIBUTES	FREQUENCY	PERCENTAGE
NEVER	26	26%
SOMETIMES	17	17%
DEPENS ON ADD	33	33%
OFTEN	13	13%
EVERYTIME	11	11%
TOTAL	100	100%

GRAPH 6



INTERPRETATION:

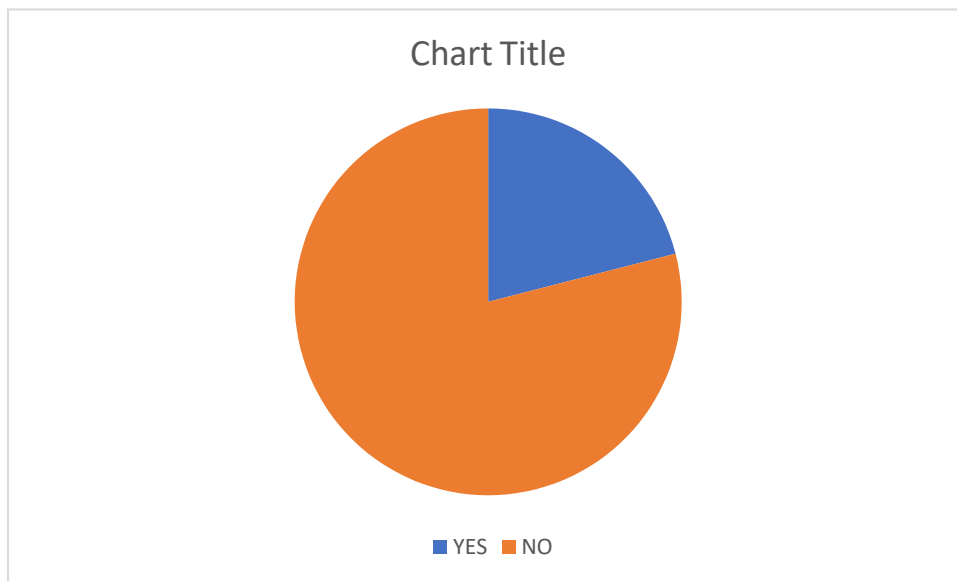
The data reveals a range of responses regarding frequency or agreement: 26% indicated "NEVER," 17% opted for "SOMETIMES," 33% stated "DEPENDS ON ADD," 13% chose "OFTEN," and 11% selected "EVERY TIME."

5. CHECKING AN ONLINE ADVERT?

TABLE 7

RESPONSE	FREQUENCY	PERCENTAGE
YES	21	21%
NO	79	79%
TOTAL	100	100%

GRAPH 7



INTERPRETATION:

The data indicates that a significant majority (79%) of respondents do not engage with online adverts, while a smaller portion (21%) do. This suggests a prevailing lack of interest or scepticisms towards online advertising within the surveyed group.



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FINDINGS

1. 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 Students of Hyderabad.
2. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers.
3. 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.
4. Internet advertising is an effective channel for marketing as the ad is attractive and appealing which changes from time to time.
5. 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.

SUGGESTIONS

1. **Focus on Specific Types of Internet Advertising:** Consider narrowing down to specific types of internet advertising such as display ads, social media ads (e.g., Facebook, Instagram), search engine marketing (SEM), influencer marketing, etc. Each type may have different impacts on consumer behaviour due to their unique formats and targeting capabilities.
2. **Case Studies and Comparative Analysis:** Conduct case studies or comparative analyses of different brands or industries that have implemented internet advertising campaigns. Compare their strategies, outcomes, and impacts on consumer Behaviour to identify patterns or best practices.
3. **Survey and Questionnaire Design:** Develop surveys or questionnaires to gather primary data from consumers. Ask about their perceptions of internet advertising, whether they find it effective, how it influences their purchase decisions, and what factors (e.g., relevance, frequency, content) affect their responses to online ads.
4. **Impact on Purchase Intentions and Decision-making:** Investigate how internet advertising influences consumers' purchase intentions and decision-making processes.

Explore factors such as brand perception, product information, credibility of the advertising source, and emotional appeal.

CONCLUSION

Businesses in the current digital era mainly rely on online advertising, yet it is still unclear how well these ads work to change consumer behavior. The purpose of this study is to determine how online advertising affects brand perceptions, online engagement, and purchase decisions. The study looks at a variety of online ad kinds, targets, and placements in an effort to provide useful information that companies can use to improve their online advertising tactics. The study investigates how internet advertisements influence the behaviors and ideas of consumers while taking age, culture, and technology into account. Understanding these characteristics is essential for businesses hoping to successfully negotiate the complexity of online advertising in the ever changing digital market. For long-term success, firms must optimize their advertising costs, obtain a competitive advantage, and modify their methods in response to shifting consumer preferences, according to the report.

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