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**" A STUDY ON CONSUMER AWARENESS AND SATISFACTION
TOWARDS ONLINE ADVERTISEMENT"**

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ABSTRACT

This study aims to find out the consumers awareness on online advertisement, to ascertain the consumer's level of opinion and the variables that are associated with consumer's opinion about online advertisement. To analyze the satisfaction level of the consumers in using the online advertisement, a sample of 120 respondents were selected and a structured questionnaire was issued and collected. The study reveals that most of the respondents are using online advertisement for promotion. Majority of the respondents are using online advertisement for the discount offers, designs and other offers. Majority of the respondents agree with the reliability of the online advertisement.

Introduction:

Online advertisements are also known as **online marketing or web advertising**. Online advertisements are very important these days as it is promotional marketing messages to consumers. Online advertisements' includes **search engine marketing, email marketing**, various types of display advertising, web banner marketing and mobile marketing or advertising. **Online advertisements** are extremely helpful in increasing revenues and also in spreading awareness about their particular product. Like other advertising media, online advertising frequently involves both a publisher, the one who integrates advertisements into online content and an advertiser who provides the advertisements to be displayed on publisher's content. Online advertising has become a crucial part of many business companies. Online advertisements are also much more interactive than offline advertising. While both online and offline advertising can be disruptive, interactive online advertising can be designed to be perceived as less so. Online display advertising began as simple hyperlinked images shown on a Web site and has since progressed

to include video, sound, and many other modern technologies. Today, messages and interactions can be contained within the advertising display without ever taking consumers to a landing page

As internet has become common these days and the consumers are interested to gather information about all by sitting in at home itself has made every businessman to go for this online advertisement. They have come out with the idea that the consumers can be reached easily by this online advertisement and the marketing process have become easy. In this context there arise questions like, Whether the consumer are having awareness about internet and online advertisement? Which factors influence them towards online advertisement.? What is the reason for choosing online advertising. How for the online consumer satisfied with online advertising

OBJECTIVES OF THE STUDY

The following are the objectives of the study:.

- ❖ To find out the socio-economic profile of online consumer
- ❖ To find out consumer awareness of online advertising
- ❖ To analyze the satisfaction level of consumers towards online advertisement

METHODOLOGY

The present study is mainly based on primary data which is collected from the 120 sample respondents in Pollachi Taluk selected through convenient sampling method. The structured questionnaire which contains questions relating to the personal profile of sample respondents, awareness and satisfaction level on online advertisement were issued and collected.

The collected data is analysed using Simple percentage and Chi-square test

FINDINGS OF THE STUDY

The findings of this study are namely, personal profile of sample respondents, awareness of online advertisement, satisfaction level of online advertisement and suggestion for online advertisement

The findings relates to area of residence, age, gender, marital status, educational qualification, occupation, number of members in your family, monthly income, annual income are given here.

- Majority of 72(60%) consumers , who are residing in rural area
- Majority of 109(90%) consumers are age between 15 – 25 years
- Majority of 78(65%) consumers are males of using online advertisement
- Majority of 52(43%) the consumers are post graduates
- Majority of 98(81%) the consumer's are students who are using online advertisement.
- Majority of 79(66%) the consumers family income are less then 100000Rs
- Majority of 55(46%) the consumers are known about online advertisement through friends or relatives.
- Majority of 97(81%) the consumers spend time 5 – 10 Hours in online.
- Majority of 53(44%) the consumers are click at least once.
- Majority of 66(55%) the consumers are aware about online advertisement.

- Majority of 70(58%) the consumers are visiting online advertising for discount offer.
- Most of 41(34%) the consumers are get awareness of brands from print advertisements.
- Most of 48(40%) the consumers are purchasing electrical products.
- Most of 45(37.50%) the consumers are strongly agree the given statement of the online advertisement is promotion through social networking sites
- Majority of 54 (45.00%) the consumers are agree with the reliability of online advertisement
- Most of 46(38.33%) the consumers are agree the online advertisement attracts for purchases.

OPINION ABOUT ONLINE ADVERTISEMENT

From the following table1 explain about opinion about online advertisement

TABLE 1 CONSUMER'S OPINION ABOUT ONLINE ADVERTISEMENT

FACTORS	SA	A	N	D.A	SDA	Total
Online advertisement is a disturbance	89(74%)	16(13%)	11(10%)	3(2.5%)	1(0.833%)	120(100.00%)
Respondents skip online advertisement	23(20%)	68(57%)	23(19%)	4(3.33%)	2(1.67%)	120(100.00%)
Online advertisement is economical	36(30%)	34(28.3%)	42(35%)	7(6%)	1(0.833%)	120(100.00%)
Effective medium of purchase	23(19%)	48(40%)	29(24%)	17(14%)	3(74%)	120(100.00%)
Online advertisement saves times	30(15%)	38(31%)	26(21%)	8(7%)	18(15%)	120(100.00%)
Save cost	27(22.5%)	43(36%)	25(21%)	17(14%)	8(7%)	120(100.00%)
Save money	30(25%)	37(31%)	33(27.5%)	17(14%)	3(2.5%)	120(100.00%)
Convenience	19(16%)	54(45%)	27(22.5%)	16(13.3%)	4(3.3%)	120(100.00%)
Easy way	27(22.5%)	45(37.5%)	32(26.6%)	13(10.8%)	3(2.5%)	120(100.00%)
Awareness	31(26%)	45(37.5%)	21(17.5%)	8(7%)	15(12.5%)	120(100.00%)

From the above table observed that, 89(74%) consumer are strongly agreed the online advertisement is a disturbance, 68(57%) consumer are agreed by skipping the online advertisement, 42(35%) consumer are neutral with the statement of online advertisement is economical, 48(40%) consumer are agreed the online advertisement is a effective medium of purchase, 38(32%) consumer are agreed that online advertisement saves times, 42(35%) consumer are agreed online advertisement saves cost, 37(31%) consumer are agreed online advertisement saves money, 54(45%) consumer respondents are agreed online advertisement is

convenience, 45(38%) consumer are agreed that online advertisement is easy way and 45(38%) consumer are also agreed and get awareness of online advertisement.

CONSUMER SATISFACTION LEVEL ON ONLINE ADVERTISEMENT

The following table 2 explains about consumer satisfaction level on online advertisement.

TABLE 2 SATISFACTION LEVEL ON ONLINE ADVERTISEMENT

STATEMENT	SA	A	N	DA	SDA	Total
Availability of goods you want in local or close by store.	69(58%)	31(26%)	12(10%)	3(2.5%)	5(5%)	120(100.00%)
Quality of goods available in local or close by store	16(13%)	73(61%)	26(22%)	5(5%)	0	120(100.00%)
Prices charged in local or close by store	26(22%)	41(34%)	44(37%)	7(8%)	2(2%)	120(100.00%)
Hours that the stores are open	26(22%)	47(39%)	28(23%)	13(11%)	5(5%)	120(100.00%)
Consumers electronics (e.g. Mobile Phone, TV etc)	30(25%)	40(33%)	35(30%)	11(9%)	4(12%)	120(100.00%)
Saving and investment	24(20%)	44(37%)	35(30%)	10(8%)	7(7%)	120(100.00%)
Attractiveness or ambience/close by store.	27(23%)	49(41%)	28(23%)	7(8%)	9(8%)	120(100.00%)

From the above table 2 observed that, 69(58%) consumer are strongly agree the satisfaction of availability of goods in local or close by store, 73(61%) consumer are agree the satisfaction of quality of goods available in local or close by store, 44(37%) consumer satisfaction level is neutral on price charged in local or close by store, 47(39%) consumer are agree the satisfaction of hours that stores are open, 40(33%) consumer are agree the satisfaction of consumer electronics products, 44(37%) consumer are agree the satisfaction of saving and investment and 49(41%) respondents are also agree that satisfaction of attractiveness or ambience close by store

Table – 3 Association between Select Variables and Level of Awareness – Chi-Square test

Variables	Level of Awareness			Total	Df	Calculated χ^2 value	Table value @5% level	Result
	Low	Medium	High					
AGE								
15-20	27(25%)	60 (55%)	22(20%)	109(100.00%)	6	54.437	12.592	S
26-35 Years	24(75.00%)	825.00%)	0(0.00%)	32 (100.00%)				
36-45Years	3(33.30%)	333.3%)	3(33.30%)	9 (100.0%)				
Above 45 Years	9 (90.00%)	110.00%)	0(0.00%)	10(100.00%)				
OCCUPATION								

Student	30(34.90%)	8(9.30%)	48(55.80%)	86(100.00%)	8	10.247	15.507	NS
Self-employed	0(0.00%)	0(0.00%)	3(100.00%)	3(100.00%)				
Agriculturist	7(29.20%)	5(20.80%)	12(50.00%)	24(100.00%)				
Private Employee	0(0.00%)	1(33.30%)	2(66.70%)	3(100.00%)				
Government Employee	0(0.00%)	0(0.00%)	4(100.00%)	4(100.00%)				
ANNUAL INCOME								
Below 50,000	0(0.00%)	40(93.00%)	3(7.00%)	43(100.00%)	3	14.336	7.815	S
50,001-100000	0(0.00%)	24(58.50%)	17(41.50%)	41(100.00%)				
100001 - 300000	0(0.00%)	20(69.00%)	9(31.00%)	29(100.00%)				
Above 3,0,000	0(0.00%)	4(57.10%)	3(42.90%)	7(100.00%)				
GENDER								
Male	22(51.20%)	9(20.90%)	12(27.90%)	43(100.00%)	2	17.982	5.991	NS
Female	16(20.80%)	46(59.70%)	15(19.50%)	77(100.00%)				

S - Significant, NS – Not Significant

Out of four variables three variables are found that significant namely Age, gender and annual income and explained in the following paragraphs.

VARIABLES INFLUENCING THE LEVEL OF AWARENESS.

(a) AGE

Chi-square results disclose that there not exists a significant association between age and level of satisfaction about online advertisement. The high level of satisfaction is between 15 – 25 Years.

(b) GENDER

Chi-square results reveals that there not exists a significant association between gender and level of satisfaction. It's found that using of online advertisement for high level of satisfaction is female consumers.

(c) AREA OF RESIDENCE

Chi-square results reveals that there not exists a significant association between area of residence and satisfaction level. The level of satisfaction is high level from rural area consumers.

(d) EDUCATIONAL QUALIFICATION

Chi-square results reveals that there exists a significant association between educational qualification and satisfaction level. The high level satisfaction is from the Post graduate consumers

(e) OCCUPATION

Chi-square results reveals that there does not exists any significant association

between occupation and level of satisfaction. The high level satisfaction is from the students.

(f) ANNUAL INCOME

Chi-square results shows that there does not exists a significant association between annual income and level of satisfaction. The high level of satisfaction is less than 100000Rs. .

SUGGESTIONS OF THE STUDY

Based on the findings, the suggestions of the study and given by the students at the time of collection of data, the following suggestions are put forth.

- Awareness should be created on the features and use of the online advertisement.
- The applications are developed for the purpose of online advertisement only.
- Multi-language ads are useful to all areas.
- Good to enrich society
- It is easy to use and easy to purchase products

CONCLUSION

The present study is undertaken with a motto to ascertain the consumer's awareness, satisfaction level and suggestions for online advertisement. The study reveals most of the respondents are using online advertisement for promotion. Majority of the respondents are using online advertisement for the discount offers, designs and other offers. Majority of the respondents agree with the realability of the online advertisement. Majority of the respondents are attracted by the online advertisement and make purchases on the particular websites. Most of the respondents are purchasing through online mainly because of the offers and discounts given in the advertisement.

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