

A STUDY ON IMPACT OF ONLINE ADVERTISEMENT AT VIGNESH MOTEURX PRIVATE LIMITED LAWSPET PONDICHERRY

Nivedha G

Ragavi R

Harini M

I-MBA Ragiv Gandhi College Of Engineering and Technology Kirumampakkam Puducherry

ABSTRACT

The emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted interruptive strategies. This study explores various online advertisement factors that motivate consumers to recall online advertisements. A data-driven model and quantitative approach was applied to over 50 participants who provided responses to a questionnaire. The collected data was filtered and 25 respondents met the predefined categories. Several factors and their effectiveness were examined. Both primary and secondary data were used in the study. Primary data were collected from the 25-sample customer at Vignesh motors. The results revealed Customers feedback & satisfaction, purchase intentions, Brand recall and recognition, Advertisement creativity, effectiveness in recalling online advertisements and eventually making business transactions.

The research concluded that advertisers need to advertise their product or service based on what the consumers want in their advertisement. Banner plan text advertisement, floating advertisement, pop-up advertisement, and music advertisements are not as effective as embedded video which enhance online advertisement and motivate consumers. Data processing was done statistically by applying the descriptive methods by using SPSS software and the statistical correlation tool according to the hypothesis. The result of this research study provides useful tools for both the consumer and the business own.

I. INTRODUCTION

There is a growing need for knowledge and information regarding the online purchasing behaviour of consumers due to radical change in e-commerce, which is also known as electronic commerce (Bhakar et al., 2019). In the current era, it becomes a dynamic concept of how organizations manage their customer relationships and what kind of marketing strategy should be adopted for the customer (Ahmad et al., 2022). Nowadays, the internet is not only used for information purposes but also as a platform for buying and selling goods and services between the buyer and seller (Danish et al., 2016). To survive in this highly diverse market, it becomes essential for organizations to adopt different marketing tools through the internet to attract their customers. The preference level of the customer is continuously changing due to the higher technological influence on their living pattern (Islam and Rahman, 2017).

Being a seller, it becomes crucial to consider the importance of technology in their operating, marketing, and sales department (Gul et al., 2022). Thus, in the current digital era, online shopping has become a fascinating variable for the management and entrepreneurs to gain market share and customer satisfaction in the competitor's market and also to secure the future of a company (Nwokah and Ngirika, 2017). Some researchers also depicted that the perfect knowledge regarding customer preference data plays an important role in creating a direct and long-term relationship with them. Thus, most multinationals and SMEs worked on making online advertisements to attract many customers in a short period (Mehmood and Sabeeh, 2018).

Most of the customers are not only searching the products on the internet for purchasing but most of them are interested to gain some important information about the specific products (Rabeea Fatima et al., 2019). Unfortunately, most products advertised on social media, differ from their actual look. There are many scamming advertisements on social media that negatively affects the reputation of the company (Rabeea Fatima et al., 2019). Also, it affects badly the confidence level of the customers and, as a result, a high dissatisfaction level exists among the consumers regarding online buying and fake advertisements (Ismail and Alawamleh, 2017). People usually purchase goods or services online and enter their personal information on web sites, which increases the numbers of cybercrimes (Ismail and Alawamleh, 2017).

II REVIEW OF LITERATURE

Many researchers have worked to elaborate on the direct relationship between online advertisement and customer satisfaction levels. Hanif and Asgher (2018) [1] an online advertisement depicts that now, the majority of the advertisements are occurring through the internet by using different platforms, like Email, YouTube, Facebook, Instagram, Daraz.com, and other advertisement supporting websites (Hanif and Asgher, 2018). According to them, an online advertisement is one of the most significant marketing tools in today's digital world, even though most organizations do not think of capturing the market share without advertisement.

They stated that in the current era, the style of marketing research is becoming modernized because of the impact of upgraded communication technology on the advertisement factor which adds value to the buyer's choice (Hanif et al., 2018a). They concluded this one is hard for an advertiser to maintain the effectiveness of online advertisements to get a positive reaction from consumers (Ahmad and Gul, 2021; Bukhari et al., 2021b).

Nazli et al. (2018) [2], the growth of media and communication networks has altered the business landscape of advertising, so now an online advertisement becomes an essential approach to increase the profit margin of a company (Nazli et al., 2018). Advertising properties, such as the design, quality, duration, or location of an advertisement, can affect the effectiveness of such ads. The scholars concluded that such an attractive source of marketing helps a company to maintain its position in the market.

Phillips et al., 2017[3], e-commerce promised a "perfect" arrival in the market by introducing product and price comparison websites, the so-called shopping robots (Phillips et al., 2017). They stated that technology is about to achieve what economists could only undertake in the past: "near-perfect information." Nunan et al. (2018) stated that customer satisfaction is an accumulated attitude based on his or her experiences. They stated that there must be a feeling of a customer that can be gauged directly. Customer satisfaction is directly related to a firm's profitability. Customers may be satisfied by different factors, e.g., product design, product advertisement, etc. (Nunan et al., 2018). These researchers point out the three obstacles to online shopping namely failure to buy, security, and service fear hindrances. At the end of their critical analysis, they concluded that more and more people have to shop online or indeed provide information to web providers for access to information (Ali et al., 2021; Gul et al., 2021b).

Ghazali et al. (2016) [4] stated that a deprived account of the online customer experience is based on a 24% loss in annual online revenue, more than \$50 billion losses in the United States, and a £14 billion lost in the United Kingdom each year (Ghazali et al., 2016). According to them, a basic strategic aim for many firms is to upgrade the customer's experience level and the perception level regarding the company's products and services will ultimately affect the firm's profitability. For this purpose, customer satisfaction is a crucial factor in any firm's existence.

III OBJECTIVES OF THE STUDY

1. To find the effectiveness of online advertisement at Nissan company limited.
2. To find the significant relationship between demographic variable and online advertisement at Nissan company limited.

IV HYPOTHESIS OF THE STUDY

H0 -There is no significant relationship between Demographic variable of customers and online advertisement.

H1 -There is a significant relationship between Demographic variable of customer and online advertisement.

V RESEARCH METHODOLOGY

The study at Vignesh Motors seeks the knowledge and information about the five factors customers feedback & satisfaction, purchase intentions, brand recall recognition, advertisement creativity, effectiveness in recalling online advertisements. It consists of 60 customers among them a sample of 25 respondents were selected at random. Both the primary and secondary data has been used for the study. Primary data was collected with the help of the questionnaires distributed to the customers of Vignesh Motors Private Limited at Puducherry, by using the questionnaire. This data was analysed using the SPSS software.

VI ANALYSIS AND INTERPRETATION

The table 1 shows the allotment of the socioeconomic variable of the employees for this study

TABLE 1 SHOWS DEMOGRAPHIC VARIABLE

SlNo	Demographic Variable	Frequency	Percentage	
1.	Gender	Male	13	52
		Female	12	48
		TOTAL	25	100
2.	Age	18-25 year	17	68
		26-30 year	3	12
		31-40 year	1	4
		Above 40 years	4	16
		TOTAL	25	100
3.	Marital status	Married	8	32
		Unmarried	16	64
		TOTAL	25	100
4.	Qualification	Diploma	1	4
		Under graduate	7	28
		Post graduate	12	48
		Other	5	20
		TOTAL	25	100
5.	Level of Income	Below 20000	18	72
		20000-30000	4	16
		30000-40000	3	12
		TOTAL	25	100

Source: primary data

The customers at the age group 18-25 and less than 18. The study disclosed 48% of the customers are post graduate and 72% of the customers level of income is below 20000.

Table 2 shows the relationship between Demographic variable of customer and online advertisement.

H1-There is a significant relationship between Demographic variable of customer and online advertisement.

By using correlation test it was found that there is a significant relationship between Demographic variable of customer and online advertisement since, the P value is 0.029 which is lesser than 0.05 significant level.

		Marital status	Educational qualification	Level of income	Experince	AD
Marital status	Pearson Correlation	1	-.589**	-.348	-.215	-.198
	Sig. (2-tailed)		.002	.088	.303	.342
	N	25	25	25	25	25
Educational qualification	Pearson Correlation	-.589**	1	.265	.113	-.046
	Sig. (2-tailed)	.002		.200	.591	.828
	N	25	25	25	25	25
Level of income	Pearson Correlation	-.348	.265	1	.320	.437*
	Sig. (2-tailed)	.088	.200		.120	.029
	N	25	25	25	25	25
Experince	Pearson Correlation	-.215	.113	.320	1	.034
	Sig. (2-tailed)	.303	.591	.120		.871
	N	25	25	25	25	25
AD	Pearson Correlation	-.198	-.046	.437*	.034	1
	Sig. (2-tailed)	.342	.828	.029	.871	
	N	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

VI DISCUSSION AND CONCLUSION

The customers at the age group 18-25 and less than 18. The study disclosed 48% of the customers are post graduate and 72% of the customers level of income is below 20000. By using correlation test it was found that there is a significant relationship between Demographic variable of customer and online advertisement since, the P value is 0.029 which is lesser than 0.05 significant level.

The effectiveness of Online Advertisement is there which is not necessary to club with the age groups. All are independent. Any of the factor can persuade individuals with no distinctive barriers. As strong the effectiveness of online advertising, as more will be the purchase and accordingly be the relation between E-Commerce and advertisement.

Thus, advertisement can be termed as an infotainment which is very intense, accessible, feasible and reliable as well by creating its own credibility with being economic and stands up to be trustworthy by avoiding negativity which may lead to annoyance.

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