

A Study On The Effectiveness Of Internet Advertisements

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“Advertising research is one-half frustration, one-half exclamation point, and one-half question-mark. If this adds up to more than 100 percent, it proves that mathematics and research sometimes give confusing results.”

- Michael Ryan (1968)

INTRODUCTION

The evolution of the Internet has provided a new communication tool for people all over the world to access a vast amount of data and resources from any geographical location. The internet has experienced widespread adoption. The advent of new technology and the internet has introduced new and interactive opportunities for integrated marketing communication into the company-customer relationship. Traditional advertising agencies are being forced to adopt interactive marketing strategies in order to fulfill their clients' online marketing needs. With the adoption and use of interactive technology within the advertising industry, this study investigates the difference between traditional advertising and internet-based advertising, and explores the potential of the internet as a promotional tool.

Online advertising is the 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. It also reduces the transaction cost and contributes to the profit of the company and is secure in competition against international marketing. The owner is much more satisfied because a secure business is more beneficial and reliable. Certainly, online advertising is one step ahead over others, and helps to keep pace with the fast-changing world.

'Pay- per- click' advertising is one form of advertisement and is a very cost-effective way of getting advertised for the price of a half page advertisement in a regional newspaper. Another form of online advertising, which is gaining popularity, is the e- mail, and it has enjoyed tremendous growth in the last few years. Since there is a change in trend of shifting from print to online, online advertising will continue to grow as long as the technology advances. Small businesses find online advertising to offer maximum exposure for a minimal cost. Small businesses target their ideal clients and find that online advertising is an affordable way of advertising. Online advertising gives a direct response, making it profitable to both the consumer and the seller. Banner advertisements depict in pictorial form and are commonly viewed on high-traffic sites, and also give a hyperlink back to the advertiser's own site. The price varies according to the number of advertisements shown. Sponsorship advertisements are larger than banner advertisements, and contain a considerable amount of text and are placed on e-zones or online newsletters. The price varies according to the number of readers of the newsletter.

Across the product categories, the share of internet advertising in marketing budget has been on a continuous increase. The Internet is a new medium for interacting and communicating with partners, customers, and suppliers locally and globally (Fink and Laupase, 2000) and Internet advertising can enhance an efficient use of advertising dollars

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(O'Connor and O'Keefe, 1997). Internet advertising has rapidly become a new popular communication medium (Luk, Chan and LI, 2002); firms have been exploring the possibility of usage of the Internet in marketing because of its core advantage in the capacity of fast, integrated and interactive exchange of information (Avlonitis and Karayanni, 2000). The importance of successful communication was highlighted in Sheth's conceptual framework of a buyer-seller interaction, which suggested that a satisfactory sales outcome is dependent on the degree to which the parties involved are compatible regarding the style and content of their communication.

Advertising is an important aspect of the brand communication to connect with the consumers, there are several modes to communicate with the consumers, and Digital advertisement is one of them. It is a relatively new mode to promote brands by using the Internet, mobile and other channels. It is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Digital advertising includes many of the techniques and practices contained within the category of Internet Marketing. With the internet becoming accessible by mobile phones now, the Internet is becoming all pervasive to the consuming class. Previously seen as a stand-alone service in its own right, it is frequently being seen as a domain that can and does cover most, if not all, of the more traditional marketing areas such as Direct Marketing by providing the same method of communication with an audience, but in a digital fashion. Some companies like Amazon and Dell created success stories through the usage of the Internet in marketing, that it has made a large number of organizations motivated to harness the potential of Internet Marketing. Advertising on the Internet is distinctive because of its ability to be interactive (Hoffman, Novak and Chattergee, 1995) and enables potential and existing customers to customize their viewing behavior (Luk et.al, 2002). In some product categories, which are digital in nature, the usage of the Internet is well documented.

OBJECTIVES OF THE STUDY

The objectives the study is to measure the effect of internet advertising on consumers. It aims to find the role of internet advertising in creating awareness among the consumers and to find out the role of internet advertisements on consumers' decision making in today's scenario. The objectives of the paper are to :

1. To study the role of Internet advertising in creating awareness among consumers.
2. To study the role of Internet advertising in consumers' decision making process.
3. To study the perception of consumers regarding the reliability of advertisements being broadcasted on the Internet.
4. To find out the relevance of internet advertisements for consumers.

LITERATURE REVIEW

"It is insight into human nature that is the key to the communicator's skill. For whereas the writer is concerned with what he puts into his writings, the communicator is concerned with what the reader gets out of it. He, therefore, becomes a student of how people read or listen." (Bill Bernbach cited in Richards 1996, p. 10).

A national survey conducted by the Pew Memorial Trust in 2000 (Rainie & Packel, 2001) reported that 66% of the households with children under 18 had Internet access. A national telephone survey conducted by the National School Boards Foundation (2000) reported that 70% of the households with children had Internet access at home. An analysis of the Internet use by the National Telecommunications and Information Administration (U.S. Department of Commerce, 2002) based on a national Current Population Survey conducted by the U.S. Bureau of the Census in 2001 reported that 51.1% of the youth 10 to 13 years of age and 61.4% of the youth 14 to 17 years of age had Internet access at home. A national survey conducted in 2002 for the Corporation for Public Broadcasting (2003) reported that 78% of the youth aged 2 to 17 years had Internet access at home.

Although there are variations among these estimates of household access to the Internet for youth, due to differences in the time frames of the surveys and according to the age limits of youth, these surveys demonstrate that a considerable majority of the youth have Internet access at home. In addition, nearly all youth have Internet access at school. As early as 2002, it was estimated in a survey conducted by the National Center for Educational Statistics (Kleiner, Lewis, & Greene, 2003) that 99% of the public schools had Internet access and that 92% of the instructional rooms in these schools had access. These studies have also reported that youth, in general, use the Internet primarily for communicating with friends, for playing games, and engaging in other kinds of recreational activities, and for

searching for information both for personal use and for school-related activities (see, e.g., Lenhart, Rainie, & Lewis, 2001). Before the 'dotcom' bust in late 2000, few had ever pondered on whether there was a need for increasing corporate profits by customizing marketing communications for different segments of Internet users (J.W. Kim et al., 2001). According to the market-tracking firm Webmergers.com (2003), at least 4854 Internet companies were either acquired or declared bankrupt in the three years following the investment boom in the first quarter of 2000. As dotcoms accounted for two-thirds of the advertising dollars spent online in 2000 in the USA (Rosner, 2002), it is important for advertising practitioners and researchers to identify the factors affecting the effectiveness of Internet advertising. Many factors have been found to influence the effectiveness of Internet advertising. For example, Rodgers and Thorson (2000) proposed the interactive advertising model in which Internet advertising effectiveness was influenced by consumer-controlled factors (e.g. the motives and modes for using the Internet and cognitive tools) and advertiser-controlled factors (e.g. advertisement types, advertisement formats and advertisement features). Consumers' attitudes towards Internet advertising were included as a critical consumer-controlled factor influencing advertising effectiveness.

In order to explain better whether and how clusters of Internet users differ in their attitudes towards Internet advertising, a study proposed a lifestyle segmentation approach to understand the relationships between these variables. Earlier studies (Ducoffe, 1996; Kamakura and Wedel, 1995; Mehta and Sivadas, 1995; Schlosser et al., 1999) mainly employed demographic variables for classifying Internet users. However, the advertising literature has repeatedly pointed out the limited explanatory power of these traditional demographic criteria (Plummer, 1974; Wells, 1975; González and Bello, 2002). Despite the availability of lifestyle segmentation literature, only a few studies (K.H. Kim et al., 2001; Schiffman et al., 2003) have investigated the applicability and predictive power of lifestyle segmentation for understanding Internet users' attitudes towards Internet advertising.

Recent interest in Internet advertising has produced a plethora of literature in marketing and advertising areas. While marketing researchers have often employed consumer behavior variables for studying Internet advertising (Pavlou and Stewart, 2000; Dholakia and Bagozzi, 2001; Stewart and Pavlou, 2002), advertising researchers have followed the advertising research traditions in order to focus on media characteristics (Shamdasani et al., 2001), message characteristics (Rodgers and Thorson, 2000; Kim and Leckenby, 2002) and the processing of advertising information (see Rodgers and Thorson, 2000 for a review).

Internet advertising has been perceived by many consumers to be intrusive (Li et al., 2002) and disturbing (Reed, 1999). As a result, consumers rely on cognitive, behavioral and mechanical solutions for avoiding Internet advertisements (Speck and Elliott, 1997). Li et al. (2002) summarized earlier studies on advertisement avoidance and argued that such behavior occurred as a result of users' general attitudes towards advertising. Although scholars (Rust and Varki, 1996) have posited that interactive advertising should be less intrusive because of its interactivity, many advertisers have found that forced exposure may be the most effective way of ensuring consumer awareness. Green and Elgin (2002) found that banner advertisements on the Internet produced dismal results, with the click-through rate being as low as 0.3%. In addition, software for stopping pop advertisements on the Internet or filtering spam e-mails completely has been widely available.

The current interest in internet advertising gives the advertising researchers region to reconsider the fundamental ways brands are communicating in the established mass media (Philport & Arbittier, 1997). Abernethy and Frank's (1996) data analysis of studies of advertising content provides an extensive review of variation in information levels across media. Resnik & Stern's (1937) content analytic procedure for measuring types of information has been widely used in cross media and within the medium study. It would be prudent to address several research issues that question the relevance of these norms in today's and tomorrow's media environment (Philport & Arbittier, 1997). It provides us an outline that up to what extent internet advertising is useful for the organization and what is the importance of brand communication. Internet advertising helps market products, services, and the company (Van Doren et al., 2000; Fink and Laupase, 2000) by showing colorful product catalogues and by providing potential and existing customers with detailed product information and online order forms around the world (Herbig and Hale, 1997; Quelch and Klein, 1996).

METHODOLOGY

"Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals."

(David Ogilvy cited in Richards 1996, p.45).

The overarching research question in this study is “*How will the introduction of the internet as a promotional tool impact the consumers?*” This study adopts a non-probabilistic and convenience sampling method for analysis. Qualitative and quantitative data analysis was also utilized in this study to explain opinions and attitudes in the research participants' own words, in particular, regarding the value of the internet as a promotional tool.

The internet is not restrained by boundaries. The survey tool developed gathered both qualitative and quantitative data. A web- based survey approach was selected for this study because sending the questionnaire via email allowed respondents to receive and answer the questionnaire, without any time restrictions, and at a time most convenient to them and the submission of the questionnaire via email and internet access was an inexpensive method of data collection.

A sample of 300 respondents was selected by following non-probabilistic convenience sampling technique, as it suits the exploratory study like this (Tull et.al, 2001, p. 544). A non disguised structured questionnaire was used for the study. The study was done on a population of youth in the National Capital Region (NCR) of India. An attempt was made to take a good cross-section of the population. Through this methodology, the intent was to stay focused to ascertain the impact of internet advertisement on effectiveness of consumer decision-making and purchase behavior of the consumers.

TECHNIQUES USED

The Chi-Square test was used for the analysis for the data to know the significance of the study.

✿ **Chi-Square Variate** : The Square of a standard normal variate is known as a Chi-Square variate with 1 degree of freedom.

$\chi^2 \sim N(\mu, \sigma^2)$, then $Z = (X - \mu) / \sigma$ is $N(0, 1)$.

And $Z^2 = (X - \mu / \sigma)^2$ is Chi-Square Variate with 1 degree of freedom.

In general If X_i ($i=1, 2, \dots, n$) are n independent normal variates with mean μ_i and variance σ_i^2 , ($i=1, 2, \dots, n$), then

$\chi^2 = \sum (X - \mu / \sigma)^2$ $i=1, 2, \dots, n$, is a Chi-Square variate with n degrees of freedom.

The sum of independent Chi-Square variates is also a Chi-Square variate. More precisely, if χ_i^2 , ($i=1, 2, \dots, k$) are independent Chi-Square variates with n_i degree of freedom respectively, then the sum $\sum \chi_i^2$, $i=1, 2, \dots, k$, is also a chi-square variate with $\sum n_i$, $i=1, 2, \dots, k$, degree of freedom.

✿ **Application of Chi-square Distribution**- Chi-square Distribution has a large number of applications in statistics, some of which are enumerated below:

- 1) To test if the hypothetical value of the population variance is $\sigma^2 = \sigma_0^2$.
- 2) To test the goodness of fit.
- 3) To test the independence of attributes.
- 4) To test the homogeneity of independent estimates of the population variance.
- 5) To combine various probabilities obtained from independent experiments to give the single test of significance.
- 6) To test the homogeneity of independent estimates of the population correlation coefficient.

✿ **Chi-Square Test of Goodness of Fit** : A very powerful test for testing the significance of the discrepancy between theory and experiment is known as the “*Chi-Square test of goodness of fit*”. It enables us to find if the deviation of the experiment from theory is just by chance, or it is really due to the inadequacy of the theory to fit the observed data.

If O_i , ($i=1, 2, \dots, n$) is a set of observed frequencies and E_i , ($i=1, 2, \dots, n$) is the corresponding set of expected frequencies, then Karl Pearson's chi-square, given by

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i]$$

$$\sum O_i = \sum E_i$$

Where, $i=1, 2, \dots, n$, follows chi-square distribution with $(n-1)$ degree of freedom.

HYPOTHESES

Inferential statistics allow marketing researchers to make suggestions or draw conclusions from a sample to the

population of respondents (Neuman, 1994). Such statistics infer that the pattern of behavior exhibited by a sample, are likely to be the same in the greater population from which the sample was drawn (de Vaus, 1995). In inferential statistics, probability theory is utilized in order to test the hypothesis formally (Neuman, 1994). Firstly, hypothesis testing involves predictions being developed from a review and understanding of relevant theory, and then data being collected and interpreted based on an understanding of the theory in order to test a hypothesis (de Vaus, 1995).

In order to examine the hypotheses for this research study, so as to explore whether a relationship exists between customer awareness and internet advertising, survey data was calculated and analyzed using the chi-square statistic. The chi-square statistic can be employed as either a test for statistical independence: which tests whether there are associations between 2 or more variables in the study; or as a test of goodness of fit: which tests to reveal whether there are any significant differences between and observed frequency distribution and a theoretical distribution?

Ticehurst and Veal (1999) stated that the Chi-Square statistic compares the difference between the observed values and the expected values, and the greater the difference between the observed and expected values, the greater is the contribution to a greater value of the Chi-Square. Furthermore, Chi-Square has no upper bound, which makes it difficult to ascertain the feel for its value, and the chi-square does not indicate exactly how 2 variables may be related (Aaker et al., 2001). When measuring the association between two variables, the chi-square is also viewed as being flawed, in that even though chi-square may reveal an association or a relationship between two variables, it only provides a weak indication of the strength of the association (Aaker et al., 2001). The following hypotheses are examined using statistical analysis :

H₀₀: There is no significant effect of internet advertising in creating awareness among consumers.

H₀₁: There is significant effect of internet advertising in creating awareness among consumers.

H₁₀: There is no significant role of internet advertising on consumer decision making.

H₁₁: There is significant role of internet advertising on consumer decision making.

RESULTS AND DISCUSSION

Descriptive statistics have been useful in this study to assist in describing the survey data collected from the sample. The survey data has been used to categorize information to reveal trends and patterns in usage of the internet value and other marketing factors from consumer perspectives.

Table 1 : Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.920	34

Cronbach's alpha is a test for a model or survey's internal consistency called a '*scale reliability coefficient*' sometimes. Cronbach's alpha assesses the reliability of a rating summarizing a group of test or survey answers which measure some underlying factor. A score is computed from each test item and the overall rating, called a '*scale*' is defined by the sum of these scores over all the test items. Then reliability is defined to be the square of the correlation between the measured scale and the underlying factor the scale was supposed to measure.

The value of Cronbach's alpha is 0.931 (see Table 1). If the Cronbach's alpha is greater than 0.7, then the data is fair for analysis, if it is greater than 0.8, then it is good for analysis, and if it is around 0.9, then the data is excellent for the analysis. Here, the researchers found that the value of Cronbach's alpha is 0.931. This shows that the collected data is excellent and reliable for analysis.

A mathematical representation of a typical value of a series of a number is computed as the sum of all the numbers in the series. Mean is the most commonly used type of average, and is often referred to simply as the average. It is a very important tool used in the measurement of the central tendency, which shows the significance of the distribution of probability in the collected data. And when mean, median and modes are equal in distribution, then the distribution is known as normal distribution, which means that the probabilities of the sample are normally distributed.

In probability theory and statistics, the standard deviation of a statistical population, a data set, or a probability distribution is the square root of its variance. Standard deviation is a widely used measure of the variability or dispersion, being algebraically more tractable, though practically less robust than the expected deviation or average absolute deviation.

It shows how much variation there is from the "average" (mean). It may be thought of as the average difference of the scores from the means of distribution, how far they are away from the mean. A low standard deviation indicates that the data points tend to be very close to the mean, whereas high standard deviation indicates that the data are spread out over a large range of values. In addition to expressing the variability of a population, standard deviation is commonly used to measure confidence in statistical conclusions.

Table 2 : Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.047	1.948	3.671	1.723	1.884	.269	34a
Item Variances	.858	.379	1.090	.711	2.876	.044	34
Inter-Item Covariance's	.245	-.143	.701	.843	-4.914	.047	34
Inter-Item Correlations	.253	-.221	.678	.899	-3.072	.057	34

The covariance matrix is calculated and used in the analysis (see Table 2).

1) What Has Been Your General Experience Towards Internet Advertisement? : The Table 3 shows the value of the mean, standard deviation and Chi-square for general experience of respondents towards internet advertisements. It can be inferred from the Table 3 that the mean of attractiveness and explorer towards internet advertisement is 3.5097 and 3.5355, and standard deviations are 0.93038 and 0.91218, which indicate that most of the respondents strongly agree on the point that internet advertisements are attractive and users are able to explore the information. On the point that internet advertisements are annoying, a mixed response was received. Here, the calculated value of Chi-Square is 255.129, 239.290 and 101.194, with 4 degrees of freedom at $p = .000$ at 95% confidence level of interval and tabulated value of chi-square is 13.277, which shows that the null hypothesis is rejected.

Table 3 : Statistics For General Experience Of Respondents				
	Mean	Standard Deviation	Chi-Square	d.f.
Attractive	3.5097	0.93038	255.129	4
Explorer	3.5355	0.91218	239.290	4
Annoying	2.7935	1.0440	101.194	4

2) What Are Your Views Regarding Internet Advertisements? : The Table 4 explains the value of mean, standard deviation and chi-square for the general perception about the internet advertisements. The results clearly show that internet advertisements are very helpful in creating awareness.

Table 4: Consumer Perception On The Benefits Of The Internet				
	Mean	Standard Deviation	Chi-Square	d.f.
Benefit Consumers	2.8935	1.01044	124.613	4
Powers the economy	2.9968	1.02240	103.774	4
Fund Sports & Culture	3.4903	0.96117	252.903	4
Create social awareness	3.2581	0.98755	145.419	4

3) Rate The Features In An Internet Advertisement Based On Your Preference : The Table 5 shows the test statistics for the liking of consumers according to the content of an internet advertisement. The test statistics show that textual advertisements are not much preferred by the respondents.

Table 5: Features Of The Advertisement				
	Mean	Standard Deviation	Chi-Square	d.f.
Attractive	3.4935	0.90215	266.290	4
Animation	3.3065	0.93803	217.323	4
Music	3.0774	0.93847	149.032	4
Textual content	2.9355	0.90791	159.258	4
Creative	2.9839	0.96024	133.387	4

4) How Do You Find The Information Content Of Online Advertisements? : This test statistic is defining the information content of internet advertisements. It can be inferred from the Table 6 that the respondents were of the view that online advertisements are helpful, but are not that much helpful in aiding the decision-making process.

Table 6 : Perception Of Information Content Of Internet Advertisements				
	Mean	Standard Deviation	Chi-Square	d.f.
Helpful	2.8548	0.95271	153.323	4
Important	3.0839	0.92050	160.645	4
Easy Enabler for purchase	1.9484	0.76993	115.858	3
Convey Product/Service Benefits appropriately	1.9548	0.68116	200.271	3

5) How Do You Find The Internet Advertisements? : The Table 7 shows the results of likeliness of the internet advertisements - that what the general people think about online advertisements. In the Table 7, the value of mean is 3.3323, 3.6710, 3.5774 and 3.5161 respectively. This shows that internet advertisements are liked by the respondents, and it is not a disturbing element.

Table 7: Likeliness of Internet Advertisements				
	Mean	Standard Deviation	Chi-Square	d.f.
Distracting	3.3323	0.88639	191.903	4
Disturbing	3.6710	0.96950	215.839	4
Forced upon you	3.5774	0.98145	189.032	4
Interfering	3.5161	1.00391	178.290	4

6) How Do You Find The Message Content Of Internet Advertisements? : It can be inferred from the Table 8 that the respondents found the internet advertisements to be Fair, Trustworthy and Complete, but respondents were of the view that internet advertisements do not help in making decisions for future purchases.

Table 8 : Perception Of Internet Advertisements				
	Mean	Standard Deviation	Chi-Square	d.f.
Fair	3.5548	0.9763	157.000	4
Trustworthy	3.2452	0.97438	150.903	4
Complete	3.2548	0.99654	154.323	4
Help to make a decision for future purchase	2.0968	0.61559	262.516	3

7) Do You Think It's Acceptable To Give Personal Information By Registering On Websites After Clicking The Internet Ads? : The test statistics (Table 9) show that most of the respondents usually give personal information on the websites in order to receive regular updates about new products and promotional offers from the advertisers.

Table 9 : Acceptability Of Sharing Personal Information				
	Mean	Standard Deviation	Chi-Square	d.f.
In order to receive regular updates regarding new products.	3.2032	0.99545	161.323	4
In order to receive promotional offers from the advertisers.	3.3419	1.01407	136.968	4

Table 10: Likelihood Of Clicking On Banner Advertisements				
	Mean	Standard Deviation	Chi-Square	d.f.
Reading News & other articles online.	3.5419	1.01916	163.032	4
Researching certain products online.	3.3710	1.04019	120.419	4
Shopping for products online.	2.1129	0.63104	98.058	2
Using a search engine.	3.0419	0.93209	142.548	4

8) Please Indicate Your Likelihood Of Clicking On A Banner Advertisement : The test statistics (Table 10) shows the likelihood of respondents clicking the banner advertisements, and the researchers found that most of the people clicked on banner advertisements to read news and for gaining information regarding a product/event . Very few respondents clicked the banner ads for shopping for products online.

9) How Likely Are You To Click On A Banner Advertisement? : The Table 11 shows the test statistics of the responses towards banner advertisements. The results show that consumers use banner advertisements for researching products, and not usually for shopping.

Table 11: Reasons For Clicking A Banner Advertisement				
	Mean	Standard Deviation	Chi-Square	d.f.
When researching consumer products.	3.2935	0.99560	161.389	4
When offered a free product.	2.1677	0.67617	330.839	4
When offered a discount.	3.1161	1.02370	125.419	4
When shopping for a particular product.	2.0484	0.63418	249.871	3

DISCUSSION

On the basis of results of the study, the researcher found that the value of Chi-Square for the measurement of effectiveness of internet advertisement is 173.181 at 4 degrees of freedom at 95% confidence level of interval or in other words, 95% significance level and the value of $p = 0.00$, which is less than 0.05. This shows that the null Hypothesis is rejected i.e. the alternative hypothesis is of significant difference.

$\chi^2 = 173.181$, with 4 d.f. at 95% significant level.

✿ **H₀₁: There is no significant effect of internet advertising on generating awareness amongst consumers.**

✿ **H₁₁: There is significant effect of internet advertising on generating awareness amongst consumers.**

In this way, we can say that H01 is rejected and H11 is accepted; it means there is a significant effect of internet advertising on generating awareness amongst the consumers. This shows that internet advertisements are having an impact on the consumers' mind in creating awareness and providing relevant information about the products and services.

The second hypothesis of the study is to find out the role of internet advertising on consumer purchase decision making. The hypothesis is :

✿ **H₀₂: There is no significant effect of internet advertising on consumer decision making.**

❖ **H₁₂: There is significant effect of internet advertising on consumer decision making.**

The value of chi-square is 176.1252, with 3 degrees of freedom at 95% confidence level of interval and the value of $p=000$, which is less than 0.05, which shows that the null hypothesis is rejected. In this way, we can say that there is a significant effect of internet advertising on consumer decision making.

FINDINGS

- ❖ The general opinion of respondents towards internet advertisements is that the internet advertisements are attractive and informative.
- ❖ Internet advertisements are helpful in creating social awareness.
- ❖ Most preferred internet advertisements are animated, with great music.
- ❖ The information content of internet advertisements is important, and it helps in purchase decision making.
- ❖ Internet advertisements convey product service benefits appropriately.
- ❖ Internet advertisements are an interfering element.
- ❖ Users are forced to see the internet advertisements.
- ❖ Respondents accepted to give the personal information by registering on websites in order to receive regular updates.
- ❖ Respondents usually click the banner ads to read news, articles, and search for products online.
- ❖ Respondents were not comfortable with shopping online.

CONCLUSION

The internet has experienced tremendous growth as a communication medium, which has led to the creation of a global online market place for business and consumers. Marketing scholars and industry commentators suggest that these are challenging times for the advertising agency, as they step into the interactive era. Responding to these significant changes will influence the advertising structure and functions. The research undertaken in this study responds to these issues and has evolved from a broad research inquiry into studying how the introduction of the internet as a promotional tool might impact the consumers. On the basis of this study, the researchers found that internet advertisements have a significant effect in creating awareness among consumers, but it does not have any significant effect on their purchase decision making. The study also concludes that consumers perceive the internet advertisements to be reliable and they compare it from other sources also. Internet advertisement are very reliable and have the relevance for consumers in generating awareness and providing right information about the products and services.

As it turns out, internet advertising can be very fruitful in creating brand awareness. Companies can opt for this internet advertising for aggressive promotion of their products. Start-ups can exploit this medium as it provides excessive penetration. The study will be helpful for advertisers as they will be able to optimize their efforts and marketing budget towards the appropriate head.

MANAGERIAL IMPLICATIONS

The success of any research paper depends upon whether it is practically implemented or not. The present paper has determined the impact of internet advertisements on consumers. Internet advertisements play an important role in the current scenario that needs to be applied to develop a favorable response from the customers towards the purchase of a specific product. It will give the opportunity to the managers to adopt suitable strategies to promote a brand through the internet. In the current scenario, “*customer satisfaction*” and managing customer expectations is the next big thing. So the present study presents some ideas of what really satisfies a customer, and how the delivery of the services of the product should be given to the customers to produce a delightful experience, which is long lasting in the minds of the customer.

On the basis of this study, the researchers found that organizations should focus on internet advertisements that will generate awareness and are also very helpful in purchase decision making.

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