STUDY OF USER RESPONSE TOWARDS ONLINE ADVERTISING

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ABSTRACT

The project aims to understand the study of various users' and their response towards online advertising. Various companies nowadays prefer online advertising more than traditional that is newspaper, television, etc.

One of the most important objectives of this report is to identify the factors that are influential in determining the consumers' response towards online advertising.

The topic i: e study of consumers responses towards online advertising is a study on informational responses. Consumers' attitudes are about an individual's personal perception, feelings, behaviour and belief towards online advertising. The purpose of this research paper is to study the factors that affect consumers' attitude towards online advertising and their influence on consumer's informational responses. In this section, the report includes research background, problem definition, research questions and research objectives, follow by significance of the research.

Today, technological advances have allowed the Internet to invade everyone. Being part of our lives, we spend more time on the internet. This increases the opportunities for Internet users to get involved online advertisement. Here's how marketers can take this opportunity to reach their customers: Consumers can use products, services, through online platforms increase sales in the future.

Companies are increasingly seeing Internet advertising as an important reach medium for consumers in the 21st century.

It is done online. Therefore, online advertisers need to understand consumers Attitude towards online advertising to create effective online advertising.

The main purpose of this survey is to investigate consumer attitudes towards online correspondence of promotion and information provision. This study examines four Independent variables: reliability, informative, pleasure, Materialism that influences the dependent variables of consumer attitudes. Besides, this research study also investigates informational responses, including

awareness, interest, desires, and purchase intention towards advertised products.

The target audience for this research is likely Internet user's potential exposure to online advertising. Sampling frames include the internet users all over the region based on click frequency on the Internet there is at least one ad and at least 5 hours of online time per week.

Limitations and recommendations are discussed with others in mind
Improvement. As the number and usage of Internet users increases significantly, therefore, it is important for advertisers to clearly understand consumer attitudes towards online advertising to get consumer attention. This will affect the response of the information later.

INTRODUCTION

1. **Introduction:**

The subject of this economic research is user reaction about online advertising. This study deals with the reaction of information, consumer attitude about a person's personal perceptions, feelings, behaviours, and beliefs for online advertising. Factors and Impacts Affecting Consumer Attitudes toward Online Advertising impact on the reaction of consumer information. This section of the report includes survey background, problem definition, survey questions, survey goal that continues to be important for research.

Online advertising and social media have received a lot of attention over the last decade. This online community is currently considered the first platform to have registered users on the Internet, with approximately 3.48 billion users according to a Global Digital 2019 report. In addition, users voluntarily share a variety of information about themselves, such as social relationships, personal interests, demographics, emotions, and real-time locations. In addition, by analysing data such as comments, posts, shares, and likes, retailers can gain a deeper understanding of customer behaviour and send the right personalized content. This aggregated information from users encourages the deployment of personalized advertising on various online social networks.

OBJECTIVES

- ✓ To study the response of the users and consumers towards the online advertising,

- ✓ To find out the factors those are more influential.

- ✓ To find out the type of online advertising that is more effective in attracting consumers, for example: text, videos, etc.

- ✓ Determine the relationship between online advertising reputation and consumer attitudes towards online advertising.

- ✓ Determining the relationship between synergies and consumer attitudes towards online advertising.

- ✓ Determining the impact of consumer attitudes towards online advertising in informative responses.

LITERATURE REVIEW

A literary review or narrative critique is a type of critical writing. A literature review is a scientific article that covers current knowledge, including basic conclusions as well as theoretical and methodological contributions to a particular topic. Documentary reviews are secondary sources and do not report new or original experimental work.

Documentary reviews form the basis of research in most academic fields. Producing a documentary review can also be part of a graduate and postdoctoral student's job, including the preparation of a thesis, dissertation or journal article.

This literature review will begin with a review of other articles as well as studies related to the research topic by briefly describing the dependent and independent variables.

i.   Research by **Teena Bagga (2012)** looked at people's perceptions about accessing and using different social networking sites. People use SNS like facebooks.com, orsut.com; linsedin.com and twitter.com to engage users and help build relationships communicate and collaborate with others on social networking sites. A study shows that people face security and privacy issues on SNS. The results show that all age groups register on SNS, there are no costs incurred, nor is there an age limit for registration.

ii.   **According to Rotzoll, Haefner and Sandage (1989),** advertising plays an essential and legitimate role in disseminating information. Rubin (2002) also determined that one of the most important functions of advertising is to provide information to the public. According to Abdul Azeem and Zia ulHaq (2012), they show that the level and quality of information provided in an advertisement is an important factor affecting customers' perception of a company and its products. Therefore, the company must ensure that the information provided to the public through online advertising is complete

iii. **Shweta Bansal et al (2014)** Research has explored consumer satisfaction and reach of social networking sites that have opened up a broad communication base allowing online users to interact, share and meet other people, this is expanding a lot. Effective ways to communicate with consumers by giving them constant access to all the information they are looking for through innovative ways to retain and maintain positive relationships with consumer's consumption. According to the research results, small businesses are more profitable and find it easier to use social networking sites as a means of communication because they are cheaper than traditional means.

iv. **Phan (2011)** conducted a study on the impact of social networks on consumer purchase intention and perception. The author acknowledges that people versed in the latest communication technologies have contributed to the popularity of social networks because it is user-friendly and instinctive. However, the author believes that the purchase intention and perception of consumers cannot be increased by investments in social networks because they are in the early stages and need to go far.

v. **Ateş Bayazıt Hayta (2013)** studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of consumer's.

RESEARCH METHODOLOGY

1. Introduction:

There are several types of methods used in this study to collect relevant data and information. Methodology deals with study design, data collection methods, sampling design, research instruments, and construction measurement, data processing, and data analysis. In general, it is essential to describe the ways in which researchers conduct research and that all information and research processes are well defined and organized.

3. Research Design:

Research design involves defining methods and procedures for collecting and analysing data. Then, quantitative research and descriptive research were used in this study. Furthermore, the sole purpose of this study is to investigate consumer attitudes towards online advertising and demonstrate the relationship between independent variables, such as trustworthiness, information, hedonistic/hedonistic and materialism, and the dependent variable of consumers' attitudes towards online advertising and follow-up feedback.

The survey is useful when the conclusions are correct or true and the survey design is a conceptual blueprint for conducting the survey. A scholar for his research is carried out. Scholars develop action plans for research that outline data collection, measurement, and analysis.

3.1 Quantitative Research:

Quantitative research involves quantifying data along with findings or conclusive evidence. In other words, quantification is used with numerical data in data collection techniques and data analysis procedures. Typically, quantitative research applies some form of statistical analysis. In this study, the purpose of applying quantitative research is to test the hypothesis from the questionnaires. There are several common ways to collect quantitative data involving questionnaire interviews, observations, or the use of existing literature.

Furthermore, the study selection in this study was a monolithic method. A single quantitative research method is the use of a single quantitative data collection technique with quantitative data analysis procedures. Then this research study is a cross-sectional study, which means that the study is just a study of one phenomenon at a given time.

3.2 Descriptive Research:

Descriptive surveys are widely used survey designs for gathering information about the current situation using surveys, face-to-face interviews, and observations. This study design is necessary to give a clear picture of the phenomenon in which the researcher wants to collect data before collecting the data.

Therefore, descriptive studies give researchers a better understanding of consumers' attitudes towards online advertising such as reliability, information, pleasure / joy, and materialism, as prior knowledge of this study has been gained through previous studies.

4. Data Collection Method:

Data collection is defined as the process of collecting, measuring, and analysing accurate evidence for research using standard validated techniques. Researchers can evaluate their hypothesis based on the data they collect. In most cases, data collection is the main and most important step of research, regardless of the field of study. Your approach to data collection will vary from field to study, depending on the information you need.

4.1 Primary Data:

Primary data is the original data collected by researchers specifically for their respective purposes. Also, the primary data is direct information that is not publicly available, but it is more reliable because the primary data has not been modified or modified by humans. Therefore, their useful value is greater than that of secondary data. Primary data can be obtained from surveys, observations, interviews, surveys and experiments.

Survey is the most common method used by most researchers; this survey used the survey collection method as the primary data collection method. In addition, in this survey, we are conducting a questionnaire survey using a distribution / collection questionnaire by selfquestioning. This is because self-management is a simple, effective and efficient way to collect data directly from respondents in relation to faster and cheaper ways.

5. Sampling Design:

5.1 Target Population:

The main target group for this survey is people who are Internet users, regardless of race, age, or occupation. These demographics are suitable for this survey as they are Internet users and may have experience with online advertising. By accessing knowledge and information about the dependent variables of consumer attitudes towards online advertising, reliability, hedonic, and materialistic independent variables, researchers can complete their research more accurately.

5.2 Sampling Frame and Sampling Location

A sampling frame is a list of all items in the population from which the sample was extracted. In this study, sampling frames are the basis for frequent clicks on internet ads at least once, with at least 5 hours of online time each week. Cranvalley, on the other hand, is considered a city, and most people rely on the internet for their daily activities and may have been previously exposed to online advertising, so the sampling location is in the Cranvalley area.

5.3 Sampling Element:

The target audience for this survey is the general public, including self-employed people, freelancers, housewives, university students and employees. University students and staff are considered heavy Internet users because they use the campus website to send information and communicate with each other. And the general public who depend on the Internet in their daily lives due to the technological progress of today's world. Therefore, they are the better respondents to carry out this survey.

5.4 <u>Sampling Technique:</u>

Sampling methods are divided into probabilistic sampling and non-probability sampling. As mentioned earlier, non-probability sampling is the sampling technique used in this study. This is because there are no sampling frames in this research study.

However, this can be described as random sampling. In this case, each item selected from the population is unknown and has an unequal probability.

There are five types of non-probability sampling:-
Quota sampling, utility sampling, snowball sampling, self-selection sampling, and convenience sampling.

Convenience sampling was selected in this study. According to Saunders et al. (2012), convenient sampling is a form of random sampling, also known as availability sampling. Convenience sampling allows researchers to select respondents who have the easiest access to their data. Researchers should continue the sample selection process until they reach the required sample size.

5.5 <u>Sampling Size:</u>

In addition, the sample size for this survey is 200, with 200 respondents and 200 surveys. The response rate is 100%. All respondents returned the completed questionnaire within one day.

6. <u>Research Instrument:</u>

6.1 <u>Questionnaire Survey:</u>

Surveys are survey methods that use surveys. Surveys are one of the most commonly used data acquisition techniques in research strategies because they require each respondent to answer the same question. Nevertheless, it provides an efficient way to collect responses or data from large samples prior to quantitative analysis. In this research study, we created a questionnaire with reference to available journals. The questionnaire must be reviewed and modified before it can be printed and distributed to eligible participants.

6.2 <u>Questionnaire Design:</u>

Questionnaire design is a formal multiple-choice procedure with five points on the Likert scale. The cover letter of the questionnaire will provide a brief introduction to the survey and the purpose of the survey. The survey has two parts. Part A is the demographics of the respondents. This includes using Likert scale questions such as gender, age, profession, education level, and time spent online during the week. It consists of 7 questions from Part A.

Next, Part B asks a five-level Likert scale question about the impact of reliability, information, hedonic, and materialism on consumer attitudes towards online advertising and information response. Respondents only need to select one answer from 26 questions, from (1) "very disagree" to (5) "very agree".

7. <u>Data Processing:</u>

The data processing included questionnaire checking and editing, coding, transcribing, data cleaning as well as selecting data analysis strategy.

7.1 <u>Questionnaire Checking:</u>

Questionnaire review is the first continuous process of the first sentence of the questionnaire established in this research study. The purpose is to detect errors early and fix them before distributing them to respondents. For some time, the questionnaire has been rechecked to reduce errors in wording, order, format, layout, etc.

7.2 <u>Editing:</u>

Editing is the screening of questionnaires to identify irrelevant, incomplete, or ambiguous answers. Edits can handle inadequate answers by returning to the field and assigning

Missing values and discarding those inadequate answers. Editing also included bold titles, removal of irrelevant questions, rearrangement of

questions or sequences, and grammatical change error. One of the questions in Part A of this research study has changed.

8. <u>Data Analysis:</u>

After all the data has been collected, it is necessary to analyse the quantitative data using the most popular statistical software, the Social Science Package (SPSS), because it is effective and efficient in terms of faster results. .. By the way, there are few descriptive analysis methods.

Statistical analysis (frequency distribution, percentage analysis, and central tendency), scale measurement, and inference analysis (Pearson's correlation and multiple regression analysis).

8.1 <u>Descriptive Analysis:</u>

A descriptive analysis to explain information about a population or sample. This allows researchers to clearly summarize large amounts of data about population or sampling usage.

This includes graphing techniques such as frequency tables and percentages, and numerical techniques such as central tendency consisting of mean, median, and mode to summarize the data. However, the variance measurement also includes a descriptive analysis that includes range, variance, and standard deviation.

8.2 <u>Scale Measurement:</u>

Scale measurements need access to the reliability and validity of the questionnaire. In this study, it was adopted to measure the degree of freedom of the data and provide consistent results.

8.3 <u>Reliability:</u>

Reliability is an indicator of the internal integrity of a measure. Cronbach's alpha is a commonly used method for determining the internal consistency or reliability of a multi-item scale. According to the horse Cronbach's alpha close to 1 is more reliable for internal consistency.

8.4 <u>Inferential Analysis:</u>

Inference analysis to determine if a hypothesis is justified. In other words, inference analysis used to test a particular hypothesis. In addition, you can use samples to draw conclusions or Judgment about population. This includes Pearson's correlation analysis and multiple regression analysis.

FINDINGS AND CONCLUSION

1. Introduction:

This section details the findings of the relationship between four independent variables and one dependent variable. This section also describes the implications of the results, limitations, and recommendations for future research. Finally, the conclusions of the entire research study are also provided.

2. Summary of Statistical Analyses: (Descriptive Analysis)

In this study, the questionnaire involved 200 respondents. The study sample consisted mostly of Chinese people (73.5%) and women (58.5%). Most of the respondents were students (72.0%) with a degree (54.0%). The majority of respondents are between the ages of 20 and 29 year (70.5%).

Overall, research reveals that most respondents spend between 5 and 10 hours a week online (23.5%) and the majority of them occasionally click on Internet ads (58.5 %). This suggests that respondents are more likely to be exposed to online advertising.

3. **Findings of the Study:**

➢ Among 200 respondents, 58.50% were females and rest 41.50 were male.

➢ The percentage of respondents of age between 10-19 is 9.0%, between 20-29 is 70.5%, between 39-49 is 5.5% and above 50 is 6.0%.

➢ According to education level the percentage of respondents who are bachelor degree is 54.4%, diploma is 10.0% and masters is 4.0.

➢ Occupation wise, the percentage of student respondents is 72.0%, selfemployed is 6.0%, Professional is 7.5%, and housewives are 4.5%.

➢ Regarding the time spend in social media it was found that among the respondents 34% of respondents spent time less than one hours,44 % spend time 1-2 hours and 22% spend time more than 2 hours in social media.

➢ Majority of the respondents spend time in social media platforms daily.

➢ Among the respondents around 26% of the responders strongly agreed that social media advertising is essential and the other 52% responders agreed for the statement, 18% of the responders say that it is not compulsory and 4% of responders strongly disagree to this statement.

➢ It was found that only 18% of the responders strongly agreed to the statement that online advertising is interesting and attractive, 58% are agreed to the statement, 20% of the responders expressed a neutral opinion, 2% of responders disagree the statement, 2% responders strongly disagree they always avoid the advertising.

- Around 12% of responders strongly agrees that various social media platforms helps them to take efficient purchase decisions, 38% of the responders agree to it, 42% of responders expressed a neutral opinion, 8% disagree for it they say that it does not help to taking efficient decision.

- Among the respondents about 8% of the responders strongly agree that social media help to solve shopping related problems, 44% responder agree to the statement.44% of the responders opinion is neutral, 4% of the responders think that it is not helpful so they disagree the statement.

- Around 34% responders strongly agree that online advertisements make them aware about latest price, offers and discounts available, 58% responders agreed the statement, 6% responders expressed a neutral opinion, 2% responders disagree the statement.

CONCLUSION

Internet usage is increasing as it becomes more important in people's life. Therefore, it is highly advisable for marketers to advertise more on the internet instead of traditional media.

The results of this study provide supporting evidence that information, hedonism/hedonism, and materialism in an online advertisement are important for marketers to consider when creating an ad. By understanding all the factors that will influence consumer attitudes towards online advertising, marketers can create more effective advertising to influence consumers' informational responses.

Today, the vast majority of customers are connected to social media platforms, which has a significant impact on the marketing strategies companies implement. It is impossible to

separate social media from the online world. From this, we can see that today, the largest

percentage of customers are connected to social media, which has a significant impact on social media. Their buying decisions, shopping trends, and brand trust depend on the

information they receive from online advertising on social media. Consumers today consider online advertising on social media to be more interesting, informative, innovative, and

interactive than traditional online advertising. However, some consumers find such ads

annoying and frustrating. The reason for such recognition is repetitive advertising. In summary, online advertising on social media is an effective source of market communication and has a significant impact on consumer perception.

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