Consumer Perception Towards Online Advertisement - A Study With Reference To Foreign Students In Mysore

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Abstract: Online advertising is aimed to suggest products and services to the population of Internet users. This study seeks to understand the perceptions towards advertising in the online social networking. Websites, even to know how the foreigner students in Mysore think about online advertising. It is exploratory in nature and its primary goal is to gain better understanding on the subject. The reason this topic has chosen is to allow for a better understanding of the foreign students in Mysore and their attitude towards online advertising. Thus, the market players can have some ideas about their advertisements via Internet. Furthermore, as there is lack of research study of this topic in the Indian context, in order to enhance the knowledge in this field, this research is carried out in India. A total of 25 sets of questionnaires were distributed to the potential Internet user respondents and 22 sets of questionnaires were collected. Thereby, the response rate of this research was 92 percent. The data has been analyzed by using SPSS application. It is observed that most of respondents originally from Yemen, Tanzania, and Jordan, most of them holding PG and UG certificate, their age ranges between 20-25, and most of them are male. Researchers found that most of the respons don't have given perception about the online advertising with a high quality. By understanding all the factors that influence consumer's attitude towards online advertising, marketer can better create an effective advertisement to influence consumers' informational responses.

Keywords: Online advertisement, consumer's attitude, foreigner students.

I. INTRODUCTION

The World Wide Web (WWW) has grown so fast in the last ten years and it has become an essential part of people. Nowadays, Web advertising is one of the major sources of income for a large number of websites. Online advertisement aims to offer products and services to the users of Internet. The importance of the online advertising is reflected, as it reaches to a huge number of the consumers. This study contributes to providing information about the consumer preference towards the advertising media and whether using Internet advertising would be effective in reaching and increasing awareness of the target audience. The study aims to understand perceptions towards advertising in the online social networking Websites, and to know how the students think about online advertising. The primary goal of this paper is to gain better understanding of online advertisement. Scope of the study limited to the foreign students in Mysore, India.

II. REVIEW OF LITERATURE

Chen and Wells, 1999- the evaluation of the traditional media of advertising, which also found to be relevant when assessing the attitude of consumer towards online advertising. The consumer may have favorable perception in which they may perceive that online advertising enables an individual to get more information easily by merely clicking on an advertisement, the ability to react immediately towards an advert, believability of the advertising, interesting advertisement and ability to choose and decide what and when to watch (Abd Aziz et al., 2008). Schlosser et al., 1999 - surveyed a national sample of over 400 participants and found no majority opinion of Internet advertising-about a third of the

participants liked, disliked, and felt neutrally toward Internet advertising respectively. Korgaonkar and Wolin (2002) examined the differences between heavy, medium, and light web users. They concluded "heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent.

Based on the review of the research studies mentioned above, it is clear that Internet advertising is gaining much attention and should be an essential part of a marketer's advertising media mix. This survey will help to guide the online companies to create a real view about the student attitude towards advertising which offering online by them.

III. METHODOLOGY

This study exploratory in nature and data was primary data collected by a questionnaire. A total of 25 sets of questionnaires with agreed-scales were distributed to the potential Internet user respondents and all the 22 sets questionnaires were collected. In additional a questionnaire was drawn up, based on the work of " Chan And others " (2014). Thereby, the response rate of this research was 92 percent. Data of this study has been analysis by using Statistical Package for the Social Sciences (SPSS).

IV. DATA ANALYSIS

A. RESPONDENTS' DEMOGRAPHIC PROFILE

✓ *GENDER:* According to Figure, the number of male respondents is more than the female respondents. The number of female respondents is 6 (29%), Where male respondents are 15 (71%).
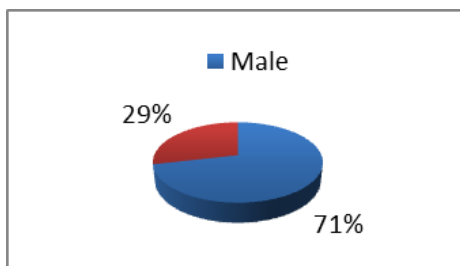

Figure 1

✓ Qualification: the highest education level of majority respondents is Master Degree, which are 12 (55.0%) respondents. The following is bachelor holders, which is 9 (41%) respondents. There are 1 (4.0%) respondents holding language Certificate level.
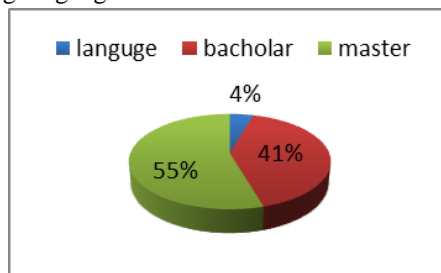

Figure 2

✓ *SPECIALIZATION:* Based on Figure, 41.0% (9) of the respondents among the whole sample size are commerce students. There are 6 (27%) respondents are business administration, 5 (23.0%) respondents are scenes, and 2 (9%) respondents are IT.
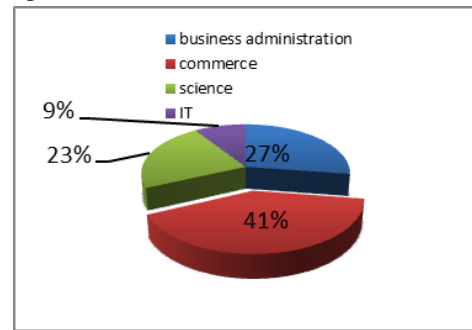

Figure 3

✓ *HOMELAND:* The Figure shown that 36.0% (8 people) of the respondents among the whole sample size from Tanzania. There are 7 (32%) respondents from Yemen, 18 (4.0%) respondents from Jordan. Last, 3 (14.0%) respondents from other countries.
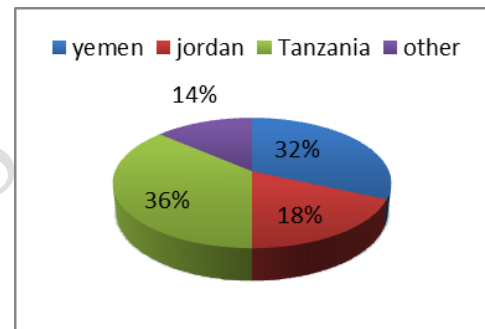

Figure 4

✓ *AGE:* Based on the Figure, majority of the respondents are the age group between 20 and 25 years old which represent (59%) individuals of the whole sample size. The following groups fall under the age group of 26-30 (36%) and below 20 (5%) years old.

Figure 5

B. QUESTION ANALYSIS
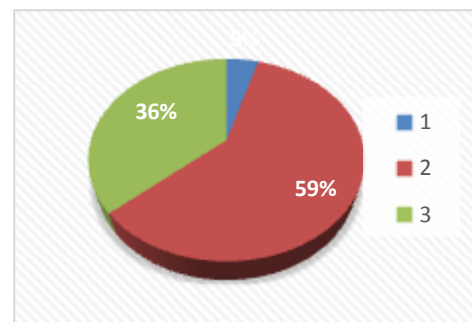
Questions	Strongly agree	Agree	Nature	Dis-agree	Strongly dis-agree
✓ online advertisement is trustworthy	9.1%	54.2%	18.2%	18.2%	-
✓ There is a	18.2%	63.6%	9.1%	4.5%	4.5

degree of convince in online advertising.					
✓ The online advertisement is creditable.	18.2%	63.6%	18.2%	-	-
✓ Online advertisement is valuable source of information about products/servi ces.	22.7%	54.55	18.2%	4.5%	-
✓ Internet advertising influences customers' purchase.	27.3%	50%	22.7%	-	-
✓ Most of the time online advertising contains funny characters and is enjoyable.	27.3%	27.3%	31.8%	13.6 %	-
✓ Online advertising contains a lot of excitement and surprises.	36.4%	27.3%	18.2%	9.1%	9.1%
✓ I feel pleasure in thinking about what I saw or heard in online advertisement .	22.7%	54.5%	13.6%	9.1%	-
✓ Through online advertising, I got to know more innovative ideas.	31.8%	36.4%	22.7%	9.1%	-
✓ Consider online advertising is useful as it promotes the latest products.	18.2%	54.5%	22.7%	-	4.5%
✓ I refer to online advertising because it allows me to enjoy the best deal out of the competing products advertised.	27.3%	36.4%	18.2%	13.6 %	4.5%
✓ Repeated	40.9%	45.5%	13.6%	-	-
advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer.					
✓ I support online advertising because it plays an important part in my buying decision.	27.3%	40.9%	27.3%	-	4.5%
✓ I support online advertising because it is where creativity is highly appreciated.	22.7%	40.9%	22.7%	9.1%	4.5%
✓ My general opinion of online advertising is favorable.	13.6%	50%	31.8%	4.5%	-

Source: developed by the researcher
Table 1

V. FINDINGS

We observe from the questionnaire that most of the respondents from Yemen and Tanzania, most of them holding PG and UG certificate, them age ranges between 20-25 year old, and most of them male. From the answers about to questions in the questioners we have getting that most of the answers including: strongly agree, agree and, nature. Thus, regarding to the above and the analysis we can say that the responses are totally agreed about all the points and the perception about the online advertising is in high quality.

VI. CONCLUSION

The usage of Internet is increasing as it become more important in people's life. Therefore, it is strongly encourage that marketer should advertise more on Internet instead of traditional media. From the results of this research, it has provided evidences to support that the online advertisement is very important for marketer as well as for the customers.

By understanding all the factors that will influence consumer's attitude towards online advertising, marketer can better create an effective advertisement to influence consumers' informational responses. In this paper we have recommended that Online advertising has to bring some surprise to the customers to be growth, online advertising

channels has to give some facilities to the companies, and the online advertisement has to be sufficiency for the needs of the customers.

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