



MOVING FROM TRADITIONAL TO ONLINE ADVERTISING WITH SPECIAL REFERENCE TO SATNA (M.P.)

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ABSTRACT

With the advancement of internet, web has become the most preferred medium for the business to promote their brand and services. Traditional advertisement includes putting up hoardings, billboards, distributing pamphlets hoping that the customer will view them. But there was not any way to measure the success of the advertisement. With advertising on the web one can easily track the success of the online campaign and can know how many users have clicked on the advertisement. Through online advertisement we can reach out to the potential consumer and add will be displayed as per the internet usage of the user.

Key Words: *Advancement, Online Advertisement, Potential consumer, Traditional Advertisement, Online Campaign.*

I. INTRODUCTION OF ONLINE ADVERTISING

In e-mail marketing, Search Engine Marketing (SEM), social media marketing, many types of display advertising (including Web Banner advertising) and mobile advertising like other advertising media, online advertising involve both a publisher who integrate advertisement into its online content and an advertiser who provide an advertisement to be displayed on the publisher content. Other potential participants include who help generate and place add copy and add server which technologically deliver the add and track status and advertisement affiliate who do independent promotional work for the advertiser. Here, we are comparing online advertising and traditional advertising and how it became effective with the changing environment and with the changing technology.



II. OBJECTIVE OF THE STUDY

- To analyse the technique which can be helpful from the market point of view in marketing strategy.
- To find the consumer attitude towards online advertising.
- To identify the factor of online advertising which make consumer to recall the product advertised.
- To understand the reason for growing popularity of online marketing and the importance of online advertising in changing the market scenario.
- To analyse the effectiveness of online marketing as compared to traditional marketing tools and terms.

III. RESEARCH METHODOLOGY

- **Area of study:-**

The study on consumer preference towards online advertising has been limited to consumers located in Satna city.

- **Sample size:-**

Sample of 100 people was taken into study and their data was collected.

- **Sampling Techniques:-**

In this research a simple random, sampling technique is used while collecting data on various aspects directly and indirectly related to investigation were gathered through questionnaires to the respondents. The questions are necessary to ensure the reliability of information. The questions designed were very simple to understand, so that information can be collected from various respondents easily. It should be seen that parties are not biased or prejudiced and are mentally sound.

- **Data Collection:-**

The validity of any research is based on the data collected for the study. The present research is based on both primary as well as secondary data. The primary data is collected from the selected sample respondents in the study area. Simple random sampling method was used in selecting the respondents. Data collection means to a purposive gathering of information relevant to the subject , matter of the study from the unit under research. Primary data are empirical observation gathered by the researcher of his associate for the first time for any



research and is used by them in statistical analysis. There are several methods of collecting primary data particularly in descriptive research:-

- (1) Telephonic Enquiries
- (2) Postal / Mail Questionnaires
- (3) Personal Interviewing
- (4) Special Surveying Techniques.

Telephonic Enquiries and personal interviewing are the best method for gathering quickly needed information at the cheapest way.

- **Data Analysis:-**

After data collection we are able to analyse consumer preference on the types of advertisement they prefer.

- **Data Interpretation:-**

Interpretation of data is done by using statistical tools like pie diagram, bar graph and quantitative technique (by using this technique) accurate information can be obtained.

IV. INTERPRETATION

1. Age of the respondents.

Interpretation:-

The majority of respondents belong to the age group 15-25 years with 40% follow by the age group of 25-35 years with 30% and remaining 30% belong to the age group of 35 and above years.

2. Gender of the respondents.

Interpretation:-

The male consumers capture the market share with 58% follow by the female consumers with 42%.

3. Area where you belong ?

Interpretation:-

The majority of the online consumers belong to the urban area with the majority of 85% and government employee with 15% .

4. How often do you use the internet every day ?

Interpretation:-



The majority of the consumers active on internet more than 4 hours with the 49% , follow by those who use internet between 3-4 hours with 22% , follow by those who use internet between 2-3 hours with 16% while 13% use internet for less than one hour.

5. Do you pay attention to online advertising ?

Interpretation:-

The majority of the consumers pay attention to the online advertisement with 47% , followed by 33% of consumers who pay attention sometimes. The remaining 20% of consumers do not pay attention to online advertisement.

6. How often do you visit your favourite e-commerce website for online purchase ?

Interpretation:-

There are 50 respondents with majority out of 100 who use e-commerce monthly , follow by 20 respondents who visit weekly. There are 23 respondents who visit the e-commerce site annually with 7 respondents visiting e-commerce site daily.

7. Do you think shopping on the internet save time and provide some variety of product ?

Interpretation:-

There are 66 respondents which majority out of 100 who agree that online shopping save time follow by 34 respondents who strongly disagree with this statement .

8. How much influence of internet usage do you feel over your buying behaviour advertisement leave ?

Interpretation:-

There are 72 respondents with majority out of 100 who are much influence of advertisement over their buying behaviour , follow by 28 respondents who have small influence.

9. Is it more difficult to shop on internet ?

Interpretation:-

There are 68% of respondents who disagree with that they have difficulties in online shopping follow by 32% who strongly agree with the statement.

10. What would be your best payment method when you shop online ?

Interpretation:-

The majority of consumers are satisfied with the cash on delivery with 88 out of 100. So the e-commerce portal should focus more on cash on delivery rather than other mode of payment.



11. How often do you shop online ?

Interpretation:-

Out of 100 respondents 56 are the maximum number of respondents who often shop online according to their needs follow by the 44 respondents who rarely shop online according to their needs.

12. Is it a great advantage to be able to shop at any time of the day on the internet ?

Interpretation:-

The 68% of respondents feel advantage at any time of the day on the internet, follow by 32% of respondents who strongly agree with the statement.

13. How do you think the description of product shown on the website are very accurate?

Interpretation:-

Out of 100 respondents the majority of 68 respondents strongly agree with the statement follow by 32 who strongly disagree with the description of product shown on the website to be very accurate.

14. Is online shopping as secure as traditional shopping ?

Interpretation:-

Out of 100 respondents 60 are maximum number of respondents who consider online shopping to be secured as traditional shopping.

15. Have you undergone bad experience regarding online shopping ?

Interpretation:-

Out of 100 respondents 40% disagree that they have undergone bad experience regarding online shopping , 24% respondents strongly disagree while 30% respondents strongly agree and 6% respondents are indifferent.

16. Do you prefer to compare product by see and touch before you buy them ?

Interpretation:-

Out of 100 respondents 58 respondents prefer to compare product by see and touch before they buy follow by remaining who strongly disagree.

17. Have you undergone bad experience regarding cash back procedure during order cancellation ?

Interpretation:-



There are 82 respondents out of 100 respondents who sometimes have bad experience regarding cash back procedure during order cancellation, followed by remaining respondents who have rarely faced difficulty.

18. Do you think hoarding and banner should be banned in the highway as it creates distraction among the people which results in accidents ?

Interpretation:-

There are 78 respondents who agree that hoarding and banner should be banned in the highway as they create distraction among the people which result in accident followed by remaining who strongly disagree.

19. Are internet presentation such as banner, advertisement, sales or free gifts attractive to you ?

Interpretation:-

There are 65% respondents who strongly agree with the statement followed by the remaining respondents who strongly disagree and feel internet promotion such as banner, advertisement, sales or free gifts are not attractive to them.

20. I shop online where I can reduce my efforts in travelling, walking, parking, waiting, jogging carry as much as possible.

Interpretation:-

56% respondents believe shopping online can reduce their efforts in travelling, walking, parking, waiting and carrying.

V. FINDING

* The majority of respondents belong to the age group 15-25 years with 40% followed by the age group of 25-35 years with 30% and remaining 30% belong to the age group of 35 and above years.

* The male consumers capture the market share with 58% followed by the female consumers with 42%.

* The majority of the online consumers belong to the urban area with the majority of 85% and government employee with 15%.



- * The majority of the consumers active on internet more than 4 hours with the 49% , follow by those who use internet between 3-4 hours with 22% , follow by those who use internet between 2-3 hours with 16% while 13% use internet for less than one hour.
- * The majority of the consumers pay attention to the online advertisement with 47% , followed by 33% of consumers who pay attention sometimes. The remaining 20% of consumers do not pay attention to online advertisement.
- * There are 50 respondents with majority out of 100 who use e-commerce monthly , follow by 20 respondents who visit weekly. There are 23 respondents who visit the e-commerce site annually with 7 respondents visiting e-commerce site daily.
- * There are 66 respondents which majority out of 100 who agree that online shopping save time follow by 34 respondents who strongly disagree with this statement .
- * There are 72 respondents with majority out of 100 who are much influence of advertisement over their buying behaviour , follow by 28 respondents who have small influence.
- * There are 68% of respondents who disagree with that they have difficulties in online shopping follow by 32% who strongly agree with the statement.
- * The majority of consumers are satisfied with the cash on delivery with 88 out of 100 respondents. So the e-commerce portal should focus more on cash on delivery rather than other mode of payment.
- * Out of 100 respondents 56 are the maximum number of respondents who often shop online according to their needs follow by the 44 respondents who rarely shop online according to their needs.
- * The 68% of respondents feel advantage at any time of the day on the internet, follow by 32% of respondents who strongly agree with the statement.
- * Out of 100 respondents the majority of 68 respondents strongly agree with the statement follow by 32 who strongly disagree with the description of product shown on the website to be very accurate.
- * Out of 100 respondents 60 are maximum number of respondents who consider online shopping to be secured as traditional shopping.



* Out of 100 respondents 40% disagree that they have undergone bad experience regarding online shopping , 24% respondents strongly disagree while 30% respondents strongly agree and 6% respondents are indifferent.

* Out of 100 respondents 58 respondents prefer to compare product by see and touch before they buy follow by remaining who strongly disagree.

* There are 82 respondents out of 100 respondents who sometimes have bad experience regarding cash back procedure during order cancellation , follow by remaining respondents who have rarely faced difficulty.

* There are 78 respondents who agree that hoarding and banner should be banned in the highway as they create distraction among the people which result in accident follow by remaining who strongly disagree.

* There are 65% respondents who strongly agree with the statement follow by the remaining respondents who strongly disagree and feel internet promotion such as banner, advertisement, sales or free gifts are not attractive to them.

*56% respondents believe shopping online can reduce their efforts in travelling , walking, parking, waiting and carrying.

VI. SUGGESTION AND RECOMMENDATION

- Consumers have good enough knowledge about internet technology and they are in favour of using online marketing. Therefore it is recommended that every company big and small should grasp this advantage and include online marketing in their marketing efforts. Online marketing can be mainly web marketing, e-commerce, social media marketing.
- Consumer find certain benefits in online marketing over traditional marketing , therefore company can spend more on online media rather than traditional tools.
- But along with this advantage , online marketing has certain limitation like possibility of fraudulent activity or privacy issue are beyond control. Cybercrime cannot be predicted easily or completely. Therefore it is recommended that company should not rely entirely on online marketing.
- They must make it a part of integrated marketing communication strategy. As a result of which limitation of online marketing will be covered as the other medium will build the



requirement, credibility and positive image about the brand. This credibility will generate trust among customer towards the brand.

VII. LIMITATION

- The sample size is limited to only 100 respondents.
- The period of study is limited to a month.
- Under the study the people of Satna are included.
- The result of analysis made in the study depends fully on accuracy, reliability and information given by respondents.

VIII. CONCLUSION

The study concludes that consumer rarely depends upon more than one medium. It means that they use the combination of various sources for making final purchase decision. Along with the traditional source, they heavily rely on modern marketing tools i.e. online advertising. Consumer do require detail information about brand so as to evaluate its strengths and weakness. The online advertisement is then helpful in providing information regarding product then save their time by allowing them to make the purchase decision quickly.

The study also reveals that the main reason for growing importance of online marketing is strong influence of internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social marketing, online shopping and media sharing. This efficiency of internet has intensified their tendency of being online. Today consumers strongly feel that every company must use this efficiency to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of various payment methods and getting discounts and sharing their feedback about brand with the advertiser. With the advancement of internet technology, consumer preferences towards traditional marketing have decreased. Most popular traditional marketing tools are television and print media.

The major benefits of online marketing are its capability of interaction between consumer and advertiser followed by the availability of wide range of information and ease of shopping.

These benefits make online marketing superior than traditional marketing, but at the same time consumers are susceptible about user safety side of internet. They have seen that online



marketing is unsafe as it may lead to increase the fraud and privacy issue as well as network issue that lead to failed transaction.

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