

**CONSUMER ATTITUDE TOWARDS ONLINE ADVERTISEMENTS INFLUENCE
TOWARDS SHOPPING ONLINE WITH REFERENCE TO COIMBATORE CITY****Mrs. A. MARY BENITA ROSELIN, MBA., M.Phil.,**

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Abstract

In general, beliefs are typically conceptualized as estimates of the likelihood that the knowledge one has acquired about a referent is correct or, alternatively, that an event or state of affairs has or will occur. Consequently, a belief about online advertising towards shopping is all knowledge that perceived to be correct for online advertising towards shopping. Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. This research aims at investigating the attitude of customers towards online advertising towards shopping in Coimbatore city. The study will be based on primary data with survey method and the data will be collected from 100 respondents who are surfing internet actively.

Keywords: Gender, Consumer Attitudes and Retail Store

1.1. Introduction

Consumers' differences according to gender have always been an interest to marketers so having known the differences between males and females regarding their beliefs about and attitudes towards advertising towards shopping, will allow marketers to spend money on advertising towards shopping in more targeted way. That is, many studies that have investigated the differences between males and females, have revealed the existence of significant differences in beliefs about and attitudes towards advertising towards shopping that were explained by gender. Those results are consistent with what have reached, that males differ from females in

processing the promotional information delivered by advertising towards shopping.

The importance of gender as a market segmentation variable lies on the fact that gender is one of the few variables that meet the criteria required for an easily successful application of market segmentation. Those criteria are:

- Identifiability;
- Accessibility: especially for the internet, that facilitates approaching gender classes so easily.
- Profitability: gender classes are big enough to make profits.

With a variable meeting the above mentioned criteria, gender is considered a main variable that can be used in marketing analysis for many variables including advertising towards shopping effectiveness which represented with consumers' attitudes towards advertising towards shopping.

Along the way to defining gender, and though the existence of masculinity and femininity levels, it does not necessarily make sense to evaluate gender as a continuous variable, because research in this field have indicated that results would be the same whether gender is operationalised as a binary construct or as a continuous construct. Consequently, advertisers should recognize and understand the gendered patterns regarding beliefs about and attitudes towards advertising towards shopping, so advertisers can use those gendered patterns to produce "gender-specific" advertisements has found that advertising towards shopping directed to just males or just females is more effective than advertising towards shopping directed to both males and females. Though some authors have found no differences between males and females regarding few factors (e.g. time spent on online social networks), differences are, however, present between males and females regarding many factors within the internet context. Examples of these differences:

- Females use the internet less than males do.
- Goals behind using the internet are different between males and females. Males use the internet for purposes related to entertainment and leisure. While females are more interested in using the internet for interpersonal communication and educational

- assistance (Weiser, 2000);
- Males and females are different in making purchase decisions;
 - Females indicate a strong dislike for not being able to savour a physically fulfilling shopping experience online.
 - Males have more positive beliefs and attitudes towards online advertising towards shopping.

All the above mentioned examples support the importance of differences between males and females in the marketing process, and consequently in the targeting process within the industry of online advertising towards shopping.

1.2. Statement of Problem

According to consumers, internet advertising towards shopping many form a positive attitude towards commercial content—from electronic advertisements that are similar to traditional advertisements (e.g., billboards, banner ads) to formats that are different from traditional advertisements, such as corporate Web site. The problem is to know about the impact of advertising towards shopping towards in Coimbatore region.

1.3. Objectives of the Study

➤ Primary Objectives

- To study about demographic variables of the respondents.
- To study about the beliefs, feelings and behavioral intentions of customers towards shopping online based on advertisement.
- To analyze the attitude of customers based on factors information, entertainment, social role, falsity and value corruption towards shopping based on advertisement.

1.4. Scope of the Study

The study is about analysing the impact of gender in online advertising towards shopping. The main scope of the study is that it will be helped for the companies to know about the

customer's attitude and influence of advertisement towards online shopping.

1.5. Research Methodology

➤ Source of Data

The type of data collected comprises of primary and secondary data. The primary data is the first hand data collected from the employees through questionnaire. The questionnaire is a structured one. It is made simple and avoids misunderstanding to the respondents.

The secondary data has been collected from the reports and official publications of the organization, journals, statutory welfare schemes from websites, some reviews said by employees, collection of circulars between the customers of online advertising towards shopping about the awareness based on gender.

➤ Sampling Method

Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process and each subset of individuals has the same probability of being chosen for sample as any other subset of individuals this process and techniques is known as simple random sampling.

➤ Sample Design

The study is based primary data collected on sample survey technique. It consists of customer awareness about online advertising towards shopping based on gender. Sample of 100 were selected and their views and opinions are collected on different parameters. Personal interviews and informal discussions were held with the employees as well.

➤ Tools & Techniques

The statistical tools applied:

- Simple Percentage
- Chi square Analysis

- Ranking Method

1.6. Limitation of Study

- The study is confined only to the Coimbatore city hence it cannot be considered as a representation of entire area.
- Availability of information and data are limited by time factor.
- The number of respondents is limited to only 100, and the opinion may differ from person to person.

1.7. Analysis & Interpretation

Table. 1.1. Demographic Variables of the Respondents

Variables	Measuring Labels	Number of Respondents	Percentage
Age Group	Below 25	40	40.0
	25 to 35 years	12	12.0
	36 to 45 years	40	40.0
	Above 45 years	8	8.0
	Total	100	100.0
Gender	Male	66	66.0
	Female	34	34.0
	Total	100	100.0
Educational Qualification	SSLC	16	16.0
	Diploma	17	17.0
	HSC	32	32.0
	Degree holders	35	35.0
	Total	100	100.0

From the table it's much clear that 40 per cent are of the age group of below 25 years, 12 per cent are in the age group of 25 to 35 years, 40 per cent are in the age group of 36 to 45 years, and 8 per cent are in the age group of above 45 years. It's inferred that the most of the respondents are in the age group of below 25 years. 66 per cent of the respondents are males and female of 34 per cent in the survey. 16 per cent of them have completed SSLC, 17 per cent of them has completed diploma, 32 per cent of them has completed HSC, and 35 per cent of them

has completed degree.

Table. 1.2. Preference of like towards online advertisement towards shopping online

Measuring Labels	Number of Respondents	Percentage
Like it very much	41	41.0
Like it	15	15.0
Neutral	10	10.0
I do not like it	20	20.0
I do not like it all	14	14.0
Total	100	100.0

The above table shows the preference of like towards online advertisement towards shopping online by the respondents were 41 per cent of them like very much, 15 per cent of them like it, 10 per cent of them are neutral, 20 per cent of them don't like it and 14 per cent of them don't like it all. It's inferred that most of the respondents like online advertisement towards shopping online very much.

Table. 1.3. Frequency of Watching Online Advertisements for the Products

Measuring Labels	Number of Respondents	Percentage
1 times	19	19.0
2 times	33	33.0
3 times	48	48.0
Total	100	100.0

The above table shows about advertisements for the products that 19 per cent of them have seen the advertisements 1 time, 33 per cent has seen the advertisements 2 times, 48 per cent of them has seen the advertisements 3 times. It's inferred that most of the respondents has seen the advertisement for 3 times.

Table. 1.4. Understanding Advertisements

Measuring Labels	Number of respondents	Percentage
No	22	22.0
A little	34	34.0
Yes	44	44.0
Total	100	100.0

The above table shows that 22 per cent do not understand advertisements, 34 per cent understand a little, 44 per cent understand and they are not confused about the advertisement.

Table. 1.5. Level of Acceptance towards Advertisement about Shopping Online

Measuring Questions	SA		A		N		D		SD	
	NO	%	NO	%	NO	%	NO	%	NO	%
Acceptance on product in pop up	6	6	9	9	12	12	22	22	51	51
Acceptance on using gender for advertisement	32	32	41	41	4	4	8	8	15	15
Acceptance on models with a improper dress code	42	42	15	15	10	10	19	19	14	14
Acceptance on using different models to promote each and every product of their company	44	44	31	31	6	6	13	13	6	6
Acceptance on effective traditional media	20	20	31	31	18	18	10	10	21	21
Acceptance on neglecting an advertisement in mobile	32	32	38	38	6	6	14	14	10	10
Acceptance on intention of females to buy online is less than that of males	44	44	22	22	14	14	15	15	5	5
Acceptance on significant gap	21	21	22	22	6	6	44	44	7	7

From the above table 6 per cent of the respondents strongly agree for acceptance on product in pop up, 32 per cent of the respondents strongly agree for acceptance on using gender for advertisement, 42 per cent of the respondents strongly agree for using models with a improper dress code, 44 per cent of the respondents strongly agree for acceptance on using different models to promote each and every product of their company, 20 per cent of the respondents strongly agree on effective traditional media, 32 per cent of the respondents strongly agree for acceptance on neglecting an advertisement in mobile, 44 per cent of the respondents strongly agree for acceptance on intention of females to buy online is less than that of males and 21 per cent of the respondents strongly agree for acceptance significant gender gap in consumers.

9 per cent of the respondents strongly agree for acceptance on product in pop up, 41 per cent of the respondents strongly agree for acceptance on using gender for advertisement, 15 per cent of the respondents strongly agree for using models with a improper dress code, 31 per cent

of the respondents strongly agree for acceptance on using different models to promote each and every product of their company, 31 per cent of the respondents strongly agree on effective traditional media, 38 per cent of the respondents strongly agree for acceptance on neglecting an advertisement in mobile, 22 per cent of the respondents strongly agree for acceptance on intention of females to buy online is less than that of males and 22 per cent of the respondents strongly agree for acceptance significant gender gap in consumers.

12 per cent of the respondents neutral for acceptance on product in pop up, 4 per cent of the respondents neutral for acceptance on using gender for advertisement, 10 per cent of the respondents neutral for using models with a improper dress code, 13 per cent of the respondents neutral for acceptance on using different models to promote each and every product of their company, 18 per cent of the respondents neutral on effective traditional media, 6 per cent of the respondents neutral for acceptance on neglecting an advertisement in mobile, 14 per cent of the respondents neutral for acceptance on intention of females to buy online is less than that of males and 6 per cent of the respondents neutral for acceptance significant gender gap in consumers.

6 per cent of the respondents neutral for acceptance on product in pop up, 32 per cent of the respondents neutral for acceptance on using gender for advertisement, 42 per cent of the respondents neutral for using models with a improper dress code, 44 per cent of the respondents neutral for acceptance on using different models to promote each and every product of their company, 20 per cent of the respondents neutral on effective traditional media, 32 per cent of the respondents neutral for acceptance on neglecting an advertisement in mobile, 44 per cent of the respondents neutral for acceptance on intention of females to buy online is less than that of males and 21 per cent of the respondents neutral for acceptance significant gender gap in consumers.

22 per cent of the respondents disagree for acceptance on product in pop up, 8 per cent of the respondents disagree for acceptance on using gender for advertisement, 19 per cent of the respondents disagree for using models with a improper dress code, 13 per cent of the respondents disagree for acceptance on using different models to promote each and every product of their company, 10 per cent of the respondents disagree on effective traditional media, 14 per cent of the respondents disagree for acceptance on neglecting an advertisement in mobile, 15 per cent of the respondents disagree for acceptance on intention of females to buy online is less than that of

males and 44 per cent of the respondents disagree for acceptance significant gender gap in consumers.

51 per cent of the respondents disagree for acceptance on product in pop up, 15 per cent of the respondents strongly disagree for acceptance on using gender for advertisement, 19 per cent of the respondents strongly disagree for using models with a improper dress code, 21 per cent of the respondents strongly disagree for acceptance on using different models to promote each and every product of their company, 10 per cent of the respondents strongly disagree on effective traditional media, 10 per cent of the respondents strongly disagree for acceptance on neglecting an advertisement in mobile, 5 per cent of the respondents strongly disagree for acceptance on intention of females to buy online is less than that of males and 44 per cent of the respondents strongly disagree for acceptance significant gender gap in consumers.

CHI-SQUARE ANALYSIS

Table. 1.6. Comparison between Age and Watching Online Advertisements for the Products

H₀: There is no significant relationship between age and watching online advertisements for the products.

Cross Tabulation					
Variables	Labels	Watching Online Advertisements for the Products			Total
		1 times	2 times	3 times	
Age	Below 25	11	10	19	40
	25 to 35 years	2	5	5	12
	36 to 45 years	6	16	18	40
	Above 45 years	0	2	6	8
Total		19	33	48	100
Chi-Square Tests					
		Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		6.603 ^a	6	.359 (Not Sig.)	
<i>* Significant 5% level</i>					

The above table shows about the chi square analysis (at 5% significance level) reveals that there is no significance between these factors as the calculated value is less than table value at 6 degree of freedom.

RANK ANALYSIS

Table. 1.7. Factor influencing towards advertising online about online shopping

Factors	Rank					Total	Final Rank
	1	2	3	4	5		
Influences customer by a negative review	23	28	33	8	8	250	2
Consumer perceive higher level of risk	23	50	13	6	8	226	5
Switch over of brand because of models used	42	14	7	31	6	245	3
Marketing channel has a largest combination for brand promotion based on gender	6	3	27	37	0	241	4
Information given by the advertising towards shopping is informative	6	14	17	28	35	372	1

The above table shows about the rank analysis of watching online advertisements. Were information given by the advertising towards shopping is informative was given first rank, Influences customer by a negative review was given second rank, Switch over of brand because of models used was given third rank, Marketing channel has a largest combination for brand promotion based on gender was given fourth rank and Consumer perceive higher level of risk was given fifth rank which shows that Information given by the advertising towards shopping is informative was given first priority by the respondents.

1.8. Findings

- Maximum of the respondents are from the age group of below 25 and in our survey.
- Most of the respondents are male in our survey.
- Maximum of the respondents have completed degree in our survey.
- Most of the respondents like online advertisement very much.
- Most of the respondents have seen the online advertisement for the products 3 times in our survey.
- Maximum of the respondents strongly disagree for acceptance on product in pop up.
- Most of the respondents agree for acceptance on using gender for advertisement.
- Maximum of the respondents strongly agree for using models with a improper dress code.
- most of the respondents strongly disagree for acceptance on using different models to promote each and every product of their company
- Maximum of the respondents agree for acceptance on effective traditional media
- Most of the respondents strongly agree for acceptance on neglecting an advertisement in mobile.
- Maximum of the respondents strongly agree for acceptance on intention of females to buy online is less than that of males

- Most of the respondents strongly disagree for acceptance significant gender gap in consumers
- Maximum of the respondents are using blogs and forums are using gender a lot for advertising towards shopping

1.9. Suggestions

- Most of the respondents like online advertisement very much and they accept that advertising towards shopping in online are an effective traditional media shows that more advertisement about the products can be given in online so that the product can be used among customers.
- The respondents strongly disagree for acceptance on using different models to promote each and every product of their company and it shows that the models are not having impact on the brand and new innovative concepts can be created so that more advertisements can be published as per customer's requirements.

1.10. Conclusion

The conclusion is that most of the respondents like online advertisement very much and they accept that advertising towards shopping in online is a effective traditional media shows that more advertisement about the products can be given in online so that the product can be used among customers. The respondents strongly disagree for acceptance on using different models to promote each and every product of their company and it shows that the models are not having impact on the brand and new innovative concepts can be created so that more advertisements can be published as per customer's requirements.

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