Project Dissertation Report on

CONSUMER'S AWARENESS, PERCEPTION AND BEHAVIORAL STUDY TOWARDS ONLINE ADVERTISEMENTS IN DELHI/ NCR

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CERTIFICATE

This is to certify that the Project Report titled **"CONSUMER'S AWARENESS, PERCEPTION AND BEHAVIORAL STUDY TOWARDS ONLINE ADVERTISEMENTS IN DELHI/ NCR"**, is a bonafide work carried out by Ms. Richa Baghel, Roll No. 2K18/EMBA.534 of EMBA 2018-20 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration.

Signature of Guide   Signature of Head

Place: Seal of Head

Date:

DECLARATION

I, **Richa Baghel**, student of EMBA 2018-20 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on **"CONSUMER'S AWARENESS, PERCEPTION AND BEHAVIORAL STUDY TOWARDS ONLINE ADVERTISEMENTS IN DELHI/ NCR"** submitted in partial fulfilment of Executive Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award or any Degree, Diploma and Fellowship.

Place: Richa Baghel

Date: 2K18/EMBA/534

ACKNOWLEDGEMENT

I would like to express my gratitude to all the users of social media who took out time to help me getting insights and for their kind co-operation and encouragement in giving feedback which helped me in completion of this project.

I am highly indebted to **Mr. Yashdeep Kumar** (Associate Professor Delhi School of Management, DTU), for guiding me in preparing and analysing this project report, by sharing his experience and domain knowledge.

I also extend my sincere gratifications and appreciations to my **Parents, Faculty of Delhi School of Management and my classmates** in providing a constant background support, blessings and encouragement which proved to be a catalyst in the completion of my work.

Last but not the least, I thank all the participants who provided a part of their very valuable time and took all the pain in providing genuine data and feedback which helped me in smoothly carrying out my project.

Place: Richa Baghel
Date: 2K18/EMBA/534

EXECUTIVE SUMMARY

Online advertisement or Internet advertisements have become an important medium in reaching out to consumers globally. There are a huge number of internet users in India who spent major part of their time on internet to be on social media, education purpose or online shopping. For this reason, companies see online Advertisements as a vital medium in reaching out to consumers.

Online advertisements can be of different types and can be seen on search engine results page, social websites, email box and other random websites. There are native websites that appear on your social media feed, which don't appear to be an advertisements and camouflaged in the feed, so many times the reader is not even aware that they are reading an advertisement and misunderstand it to be a normal post. Others are display advertisements or which appear as pop-up on the webpage, sometimes the consumer is more attracted towards these and end up in a purchase.

Therefore, it is essential to understand the consumer awareness, perception and attitude towards online advertisements, so that marketers can strategize the marketing plan and leverage the wide reach and targeting capabilities of online advertisements.

This study is a cross sectional, questionnaire-based study to assess consumer' awareness and behavioural outlook towards the online advertisements.

The survey was conducted in Delhi/NCR. The study used detailed survey questionnaire which were administered to respondents over electronic medium. The consumer responded

towards the statements in questionnaire. The data was collected and was analysed using descriptive statistics.

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CHAPTER 1 - INTRODUCTION

1.1 ADVERTISEMENTS

Advertising is the paid form of marketing communication and is the one of the most important factor for the success of any business. Sales and revenue largely depend on the marketing efforts, which again depends on advertisements. As people are spending large portion of their time on internet, most of the business are switching from traditional to online advertisements for their marketing communications. Advertisements play crucial role in building brand equity and for the organisation revenue.

1.2 CONSUMER AND ADVERTISEMENTS

India has huge population using internet in their normal routine. They spent their time online for entertainment, to socialize, to learn and to work. During this time, they come across number of online advertisements to which they do not pay attention and sometimes they get attracted and click them for number of reasons. These advertisements sometimes shape their perception of brand and sometimes even lead them to purchasing a product. This study is conducted to study the level of customer awareness and perception towards online ads, which further can help an organization to build its marketing strategies.

1.3 OBJECTIVES FOR ADVERTISEMENTS

- Building brand image/awareness
- Building brand equity
- Top of mind recall
- Lead generation
- Sales

- Trust building of brand
- Informing the market about new product launch

1.4 MAJOR MEDIA TYPES FOR ADVERTISEMENTS

- Newspaper
- Television
- Radio
- Magazines
- Outdoor advertisements (hoardings, etc.)
- Fair and exhibitions
- Window displays
- Film or cinema
- Online Advertisements

1.5 TOP PLATFORMS FOR ONLINE ADVERTISEMENTS:

1.5.1 Facebook:

It is a social networking website where an individual can create his/ her profile and connect with his friends, relatives and even strangers. Once connected, they can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video. One can share content with all the people in the public or just make it limited to certain set of people. People spend hours on facebook connecting with friends or interacting in the communities or following updates on their favourite brand page. As billions of people are connected to Facebook, it is most widely used platforms for advertising by the organisations

1.5.1.1 Key features of Facebook:

- Free for all, no charge to make profile or post content

- Novice level knowledge required to open and operate the account
- High level security with content with various options to layer the profile and content on it
- Facebook supports interactive online chat
- Facebook supports group pages, fan pages, and business pages
- You can stream video live using Facebook Live

1.5.1.2 How do advertisers use Facebook:

The business can create business pages on the platform which could be liked by the public and which will enable them to receive updates from the business directly on their news feed. This allows the businesses to promote their product and services organically as well as the comprehensive advertisement platform allows the business to target the users using the platform through image, video and other types of ads. Active monthly subscriber base: 2.3 Billion

1.5.1.3 Facebook Ads:

Setting objectives:

Objective for advertisements is chosen in the beginning of starting a campaign, which is broadly of three categories**, awareness, consideration and conversion**, as visible in the below screenshot.

Fig 1.1 Facebook Ads Objective

1.5.1.4 AD FORMAT ON FACEBOOK

A. **Carousel Ads:** includes 2 or more scrollable images or videos. Below is an example for a Carousel Ad for Carat Lane
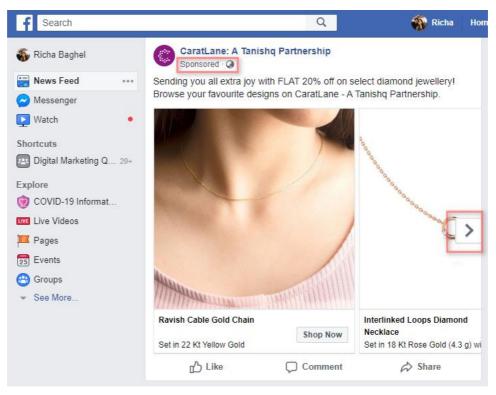

Fig 1.2 Facebook Carousel Advertisement

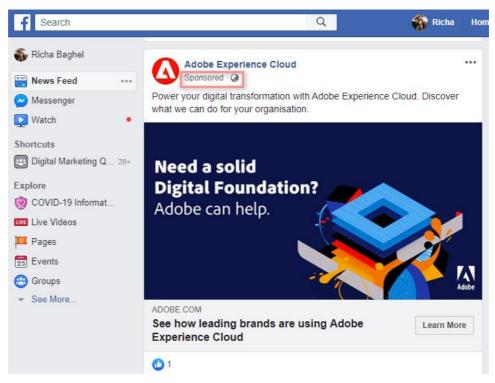B. **Single image/photo Ad:** A single image is promoted as advertisement

Fig 1.3 Facebook single image advertisement

C. **Slideshow Ads:** These included multiple slides which keep on changing to deliver the message.

D. **Dynamic product Ads**: These include the campaigns to showcase the products which are already viewed by the consumer.
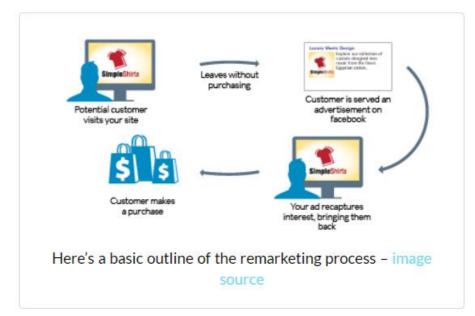

Fig 1.4 Outline of remarketing process

Below is an example for Myntra Dynamic Ad on Facebook

Fig 1.5 Facebook dynamic product ad

Each Ad format has its own specification, uses and best practises. Each ad formats fits for certain objective of an Ad Campaign

1.5.2 YouTube:

YouTube is a video sharing service. A person can watch, like, share, comment and upload their own videos and can see the videos uploaded by other users. YouTube is one of the channels which has seen tremendous increase in subscribership and viewership after large countries like India saw decrease in internet rates. Also, this has attributed due to increase on mobile phone penetration in the market.

1.5.2.1 Key features of YouTube:

- Users can upload their video and search for videos uploaded by other users
- Create your own personal YouTube account
- Upload videos to your channel
- Like/Comment/share videos of other users
- Users can subscribe/follow other YouTube channels
- Create playlists to organize videos relating to specific categories

1.5.2.2 How do advertisers use YouTube:

The business can create their own channel on the platform which could be subscribed by the user and which will enable them to receive updates from the business directly as notification when a new video is added. This allows the businesses to promote their product and services organically as well as the comprehensive advertisement platform allows the business to target the users using the platform through image, video and other types of ads. The video ads could be before and in between the playing video.

Active monthly subscriber base: 1.9 Billion

1.5.2.3 You Tube Ad Format
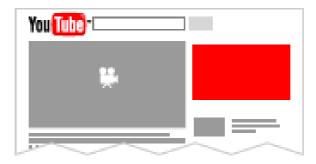
1. **Display Ads:**

Fig 1.6 You tube display ad format

These appear on the right of the video being played and above the video suggestions. For large players it may appear below the video player.
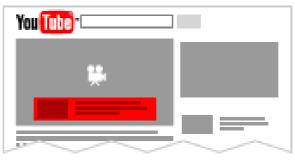
2. Overlay Ads

Fig 1.7 YouTube Overlay ad format

These Ads appear at the bottom over the video being played. These come in lower 20% portion of the video

3. Skippable Video Ads

Fig 1.8 YouTube skippable video ad format

These are the video Ads which can be skipped after 5 seconds, if the viewer choose to not to watch the all video ad. These can be inserted before, during, or after the main video.
If this option is turned on, a combination of skippable and bumper ads can be seen played back to back.

4. Non-skippable video Ads

Fig 1.9 YouTube non-skippable video ad format

Non-skippable video ads must be watched completely before the main-video can be viewed. These ads can appear before, during, or after the main video.
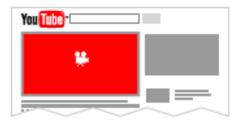
5. **Bumper Ads**

Fig 1.10 YouTube bumper ad format

Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed. If this option is turned on, a combination of skippable and bumper ads can be seen played back to back.
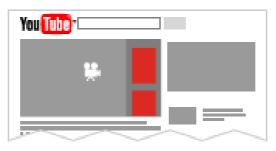
6. **Sponsored Cards**

Fig 1.11 YouTube sponsored card ad format

These ads are used to display the content that may be relevant to the video like being in the video content. The teaser for the card is displayed at top right corner of the video which can be clicked to browse it.

1.5.3 Twitter:

Twitter is an online short message/ micro blogging social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your messages are useful and interesting to someone in your audience. The user follow the person they want to hear from and in return gets updates from the accounts they have.
Some people use Twitter to discover interesting people and companies online, opting to follow their tweets. Twitter is easy to use as either broadcaster or receiver. One can join Twitter for free and select his own unique twitter name. A tweet consists of 280 characters including spaces. People who follow you, and potentially others who don't, will see your tweet.

A growing number of Twitter users send out useful content, and that's the real value of Twitter. It provides a stream of quick updates from friends, family, scholars, news journalists, and experts. It empowers people to become amateur journalists of life, describing and sharing something that they found interesting about their day.

1.5.3.1 Key features of Twitter:

- Short and crisp messages
- Used by political honchos and celebrities to individuals
- Seen as a credible source of ones thought process
- Number of followers has become a measurement of one's credibility
- Limited ad exposure and very clean interface

1.5.3.2 How do advertisers use Twitter:

The business can create their own twitter account on the platform which could be followed by the users and which will enable them to receive updates from the business directly as notification when a new tweet is been done. This allows the businesses to promote their product and services organically as well as the comprehensive advertisement

platform allows the business to target the users using the platform through image, video and other types of ads. One can target followers of particular twitter handle which is a unique feature for twitter advertising.
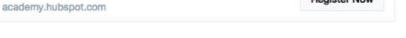
1.5.3.3 Types of Twitter Ads

1. **Promoted Tweet**

   The tweets, be it in the form of a text, image, video or GIF, can be promoted on the model of CPE or CPM.

   - **Promoted text:** Text tweet is promoted and wider group of people are reached and engagement is stimulated. Looks like a normal tweet with a label that says "Promoted"
   - **Promoted Image:** Just like text tweets, image tweets can be promoted
   - **Promoted GIF:** GIF tweets are promoted similar to text and GIF tweets
   - **Promoted Poll:** Interactive Polls can be integrated into all the tweet formats and promoted

2. **Promoted Account/Followers campaign:** These campaigns help in promoting the profile that helps in building the brand awareness and in attracting new followers. These tweets include a "Follow" CTA button. Below is one example of promoted account ad for HubSpot, with "Follow" CTA button

Fig 1.12 Twitter Promoted Account/Followers campaign example

3. **Cards**

a. **Website Cards:** Image or video website cards can be used as website conversion campaigns to drive the traffic to the website.

Fig 1.13 Twitter website card example

b. **App Card:** Just like website these are for promoting the app installation. These cards display your apps name, description, and logo.

Fig 1.14 Twitter app card example

c. **Direct Message Card: It involves an engaging image or video that prompts the user to click on CTA which allows the user to directly interact with the BOT, below is one example.**

Fig 1.15 Twitter direct message card example

d. **Tweet to Unlock/Conversational Ad Card:** These tweets allow the user to interact with it. They can respond by clicking one of the CTAs which have a hashtag on them. This unlocks the hidden content like a teaser video or Q&A, which user might share with their followers.

4. **Brand**
- **Branded emojis:** Brand personality can be expressed by adding visually attractive creative emoji whenever brand hashtag is used.

- **Promoted moments:** These are the collection of Tweets which can be placed together in a storytelling canvas that is more engaging and attractive.
- **Promoted Trends:** Trending topics are the most talked about subjects on Twitter. These campaigns help in promoting your brand hashtags to the top of that list.

1.5.4 Google Ads

Search Engine marketing is one of the most important and widely used promotion medium. According to the recent research more than 80% of the user journey on internet starts with Google. Hence it is a very good medium to get your products or services infront of the audience which is highly active and searching out a product or a service or a knowledge piece at that very moment. The search engines show two types of results – organic and paid based on the queries types in the search box. The top 4 positions are where ads can be shown but note that not every time the ads take that position instead, it depends on the relevancy of the ads and is governed by Google's search engine algorithm.

Getting to the first page of Google for the given queries is a difficult and Google Ads gives you a fair chance to get on the first page of the Google which is otherwise difficult to reach through organic ways. Hence from the marketers perspective Google Ads can help one to feature on the SERP (Search Engine Result Page) for given keywords or phrases. Google Ads work on CPC (cost per click) model, i.e. the advertiser is charged only when the user takes an action (mostly click) on the ads. There is not cost associated with the impressions.

1.5.4.1 Types of Google Ads:

1. **Search Ads:** The ads which appear on the SERP either at the top or bottom section. These are most important types of ads, as they feature on the search engine and are highly targeted based on real time search

and action by the user. The user pays when they click on the ads. The appearance and positions of the ads is based on a lot of factors, but mainly two, bid amount and Quality score. The bid amount is how much the advertiser is ready to pay for the click and quality score is how relevant the ad is for the query done by the user. Below is an example of the Google Ads.

Fig 1.16 Google search ad example

2. **Display Ads:** These types if ads are the most common types of ads that you see across the internet. The display ads or the banner ads are visible on various websites which are part of Google Display Network. Which means that these websites show Google Banner ads. Most of the time the ads are based on the content on the webpages on which they appear, but new types of targeting options like retargeting can show ads which are relevant to that particular user, based on the search history or browsing history. Below is an example of display ad from Tableau:

Fig 1.17 Google display ad example

3. **Gmail Ads:** These types of ads are visible on the Gmail accounts of the user and has all the targeting options like a display ad. An example if Keyword targeting, which when used can look for words in the emails of the user and target to only those users, who has emails in the inbox relating to those keywords. Hence you are able to target the user based on the emails that he has received or sent. The Gmail ads are a very useful way to reach out to the TG by directly reaching to their personal inbox and showcasing your solutions or offer. These are always positioned at the top two positions in the inbox.

Below is an example of the Gmail ads:
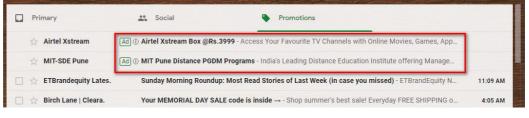
Fig 1.18 Gmail ad example

4. **Shopping Ads:** If you have an e-commerce website and want to showcase your products on the google SERP, then shopping ad format can help. Shopping ad include an image, price and link to the product specific of the website. It can help to bring direct traffic to your webpages. Below is an example for Redmi Smartphones:

Fig 1.19 Google shopping ad example

1.5.5 <u>Email Marketing</u>

One of the highly used marketing channels by B2B and B2C companies, email marketing is an excellent channel o reach out right in front of the target audience (TG). Through this channel you can put across a detailed preposition which could be an offer, invitation, product launch or an information piece which the TG might be interested in. Email inbox is a highly accessible tool, which is used on day to day basis by the users. Moreover, if you got an official email of the TG, this is even better.

Fig 1.20 Example for promotional emails

1.5.5.1 Different types of promotional mail based on the content.

1. Offer emails (mostly e-commerce)
2. Invitation emails
3. New Product announcements
4. Account updates notifications
5. New season sale product listings

1.5.5.2 Softwares used for Email Campaigns

1. <u>Eloqua</u>

Fig 1.21 Oracle Eloqua logo

2. <u>Mailchimp</u>

Fig 1.22 Mailchimp logo

3. <u>Marketo</u>

Fig 1.23 Marketo logo

4. **Salesforce**

Fig 1.24 Salesforce logo

5. **Adobe Campaign Manager**

Fig 1.25 Adobe campaign logo

1.6 Advantages of online advertisements over traditional advertisements

1. **More cost effective:**

Traditional advertisements like television, newspaper, magazines, radio etc costs much high in comparison to online advertisements. Small scale business and start-ups can easily afford online advertisements

2. **Narrow and precise targeting**

Accurate segmentation can be done and target audience can be reached with the relevant content in online advertisement which is not possible for traditional ads which are exposed to wide population

3. **Analyse ad performance data and results**

The total engagement (click rate, email open rate, CTA clicked etc) with the online ads can be measured. Total revenue earned by the ads

can also be measured. While, traditional ads are difficult to track. The cost per click for the ad, total conversion/revenue, ads impression can be tracked in online advertisements. Even the source of website traffic can be tracked which further helps in formulating the marketing strategies.

4. **Better engagement with potential customers**

   A wide variety of marketing campaigns can be built which prompts audience to engage and act.

5. **Global Reach**

   Through online advertisements organizations can reach audiences all over the globe and target people at other corner of world.

CHAPTER 2
LITERATURE REVIEW

LITERATURE REVIEW

Several authors have recently studied the consumer perception towards online advertisements. As per International Research Journal of Engineering and Technology (IRJET) Volume: 03 Issue: 11 | Nov-2016, the internet is the perfect place for any advertisement. When the audience see the advertisement, it helps in building up the brand presence, which ultimately lead to the brand recall, and even if the person does not visit the website, the audience will remember the advertisements and it is quite positive he may visit the online store some other time. They also found out the buying process involving touch and feel is evolving gradually with the advancement in technology.

Dr. N.R.V Prabhu, in his study titled "Customer's perceptions towards advertising in the online shopping and social networking websites among internet users in India" concluded that respondents were positive towards advertisements but negative towards online advertisements. A few respondents also suggested that their experiences with online ads changed depending upon whether they were in a surfing or seeking mode. All of the respondents claimed to have noticed online ads during their Web use and say\id that relevancy and location on the page are the characteristics that most often cause them to notice online ads. However, it takes additional elements for online ads to gain their attention, such as: bright colours, graphics, logos, size, interactivity, video, discounts and sales.

Dr. B. Pikas, in his research paper titled "The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube", concluded that the majority of respondents are not receptive to advertising on their favourite social networking sites. In fact, most are annoyed by online advertisements in general. Most of the respondents stated they are not likely to voluntarily be exposed to information shared by businesses. Overall, respondents are not likely to

want to be exposed to information, marketing and other online advertising techniques while on Facebook, YouTube and Twitter.

K.Surya Kumar and SS.Asadi, Associate Dean Academics & Professor, Department of Civil Engineering, K L University, in their research paper titled, "Evaluation of customer perception towards online advertisement technology an empirical study from Vijayawada" The numbers of respondents says that online advertising is best to know information compared to other medium. Out of the types of advertisements, online advertisements are preferred most next to television advertisements. Most of the respondents thought online advertisements will reach more effectively compared to other media and can affect purchasing behaviour and mindset. Most of the respondents prefer advertised products more than non-advertised products and believed that online advertising helps to save their time, money and etc.

Dr.M.Saravanan, Assistant Professor, Sree Narayana Guru College, Coimbatore in his study titled CONSUMER PERCEPTION TOWARDS ONLINE ADVERTISEMENT, found out that 80% of the respondents were aware of online ads and they mentioned to be disturbed by the online ads in their online activities. However, the respondents were influenced by the online advertisements and had a positive outlook towards online ads.

Various other studies have been conducted in the past around the current topic of the report, but with ever changing consumer behaviour and more and more penetration of the internet, the study needs a fresh look to study the contemporary standings in terms of consumer perception towards online advertisements and its influence on the buying behaviour pattern.

This study has been done in Delhi NCR region within urban audience, who are active user of internet.

This current study focuses on studying the how the social media information consumption and usage tend to change the buying intent or how it influences the behaviour of the user given other conditions remain same. This study also focuses on how the user sees the online ads as compared to traditional advertisements like print ads, TV and radio ads, etc.

CHAPTER 3
OBJECTIVE OF STUDY

Objectives of the Research

Consumer behaviour is a general and broad topic. Thus, the focus of the research is limited to study the consumer awareness, perception and behavioural outlook towards online advertisements.

The objective of the research is to answer the below four question about consumer behaviour towards online ads:

*Research Questions***:**

1. To study the consumers internet usage pattern

2. To analyse the consumer awareness and recognition of online advertisements

3. To study the consumer perception towards online advertisements

4. To study the behavioural attitude towards online ads

This research strives to provide a clearer, and perhaps a better, understanding to both consumers and companies about online advertisements. It will help in building insights about the strengths and weaknesses in the present marketing strategies

CHAPTER 4
RESEARCH METHODOLOGY

RESEARCH METHODOLOGIES

<u>Research Design</u>

To meet the objective of the study descriptive design was adopted.

<u>Extent of influence from researcher</u>

The influence from researcher was minimal because correlation study is conducted in the natural environment (normal work flow).

<u>Time horizon</u>

As we have gathered data just once in order to answer a research question, so it is called one-shot or cross-sectional analysis.

<u>Data collection techniques</u>

Online survey is the technique used in data collection. Google form was circulated over emails and messaging mobile applications.

<u>Data analysis techniques</u>

The summary of data collected from the respondents was obtained from google form. The summary was analysed by statistical tools through graphs and pie chart. Based on marketing concepts findings were driven and conclusion was drawn.

<u>Sample Size</u>

46 respondents who reside in Delhi NCR.

<u>Sampling frame</u>

As our population is huge (near to infinite) so it is difficult to identify all the population and to draw a sampling frame
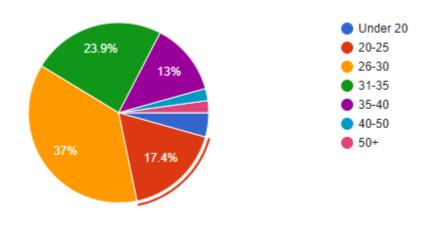
<u>Sampling method</u>: Simple random/convenience sampling

CHAPTER 5
DATA ANALYSIS, CONCLUSION
AND LIMITATIONS OF STUDY
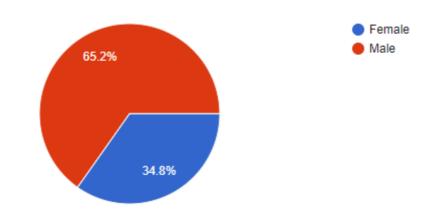
SURVEY RESULTS AND INTERPRETATION

DEMOGRAPHIC DISTRIBUTION

Quest 1. Please specify your age
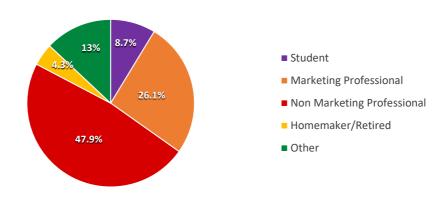
Quest 2. Please specify your gender

Intent: By asking these two general questions the two segments are identified which helps in getting an idea that the conclusion is based on which demographic segments of population

Interpretation: From the received responses, 65% were male. If we talk about the age groups, all seven age groups are covered by the respondents. Since the collected data covers a wide range of

demography, therefore the following analysis is representing the general consumers awareness, perception and behaviour in Delhi/NCR.
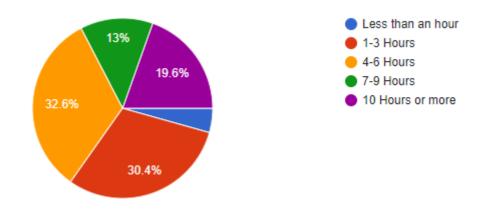
Quest 3. Please specify your profession

Intent: As the study is about the online advertisements it was very likely that the marketing professionals have fair idea about these, however there is a possibility that even the marketing professional involved in traditional marketing are still not that well acquainted with the online advertisements.
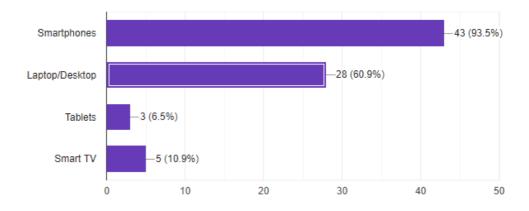
Interpretation: It was found only % of respondents are marketing professional, so majority of respondents do not belong to marketing sector and hence represent the general audience. The responses are thus not biased, and their profession does not affect their responses.

INTERNET USAGE BEHAVIOUR
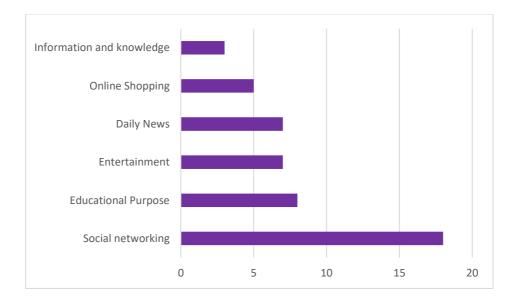
Quest 4. Approximately, how much time do you spend on internet in a day?

Quest 5. Which device do you mostly use for online activities?
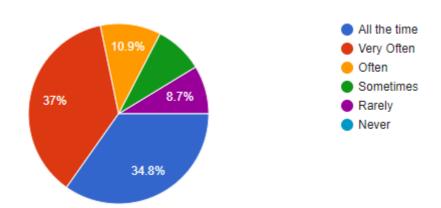
Quest 6. Please rank the purpose of internet exploration, in order of their priority. (1 being the highest priority)

Intent : Questions in this section were aimed to get an insight about the internet usage behaviour of the respondents and to find out how individuals are exposed to online advertisements on various media platforms. By identifying which channels or platforms are mostly used, it can help to understand how consumers are actually exposed to online advertisements and the type of source they are exposed to.

Interpretation: There was almost similar distribution among the extensive internet usage and medium usage. So, respondents cannot be generalised into a single category. Mostly smart phone is used for the online activities followed by laptops/desktops. It should be noticed that almost 11% people use smart TVs for internet usage. This can be interpreted smart TV is mostly used for the entertainment purpose and is widely used in today's time. Exploring social media is the prime reason to use internet followed by information and knowledge and is most likely used for educational purposes which again can be interpreted due to low percentage of below 20 age group respondents.

AWARENESS AND RECOGNITION OF ONLINE ADs

Quest 7. How often do you realize, you have been served with online advertisements?
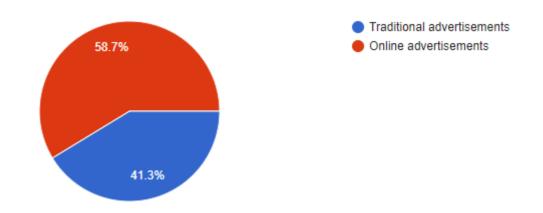
Quest 8. What is the most common type of online advertisement you notice? (You may select more than one answer)

Intent: These two set of questions provide us insight of consumer awareness towards online advertisements. Do they identify online advertisements when they see it on screen while using internet! And if they do what all are the platforms on which they notice the ads most commonly.
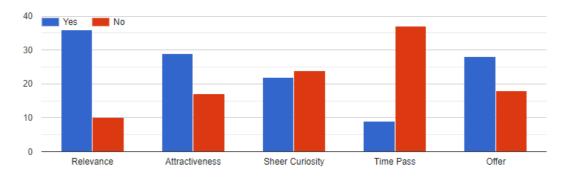
Interpretation: The data shows that consumers observe online advertisements very frequently while using internet. Respondents observed the ads most frequently on YouTube, followed by Facebook and google search engine. We can say as these platforms can be the platforms which are used frequently by the users and that can be the reason that they observed online platforms on the same platforms.

PERCEPTION TOWARDS ONLINE ADVERTISEMENTS
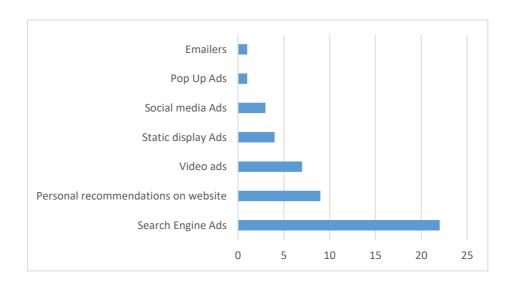
Quest 9. Which is more relevant and useful in helping with a buying decision?
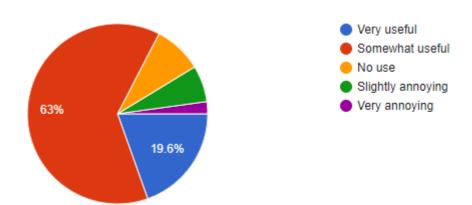
Quest 10. Do the below factors make you to click/open (take an action) an online ads?

Quest 11. Please rank the below Ad types in terms of generic Usefulness/ Relevancy. (1 being the most useful/ relevant)

Quest 12. How useful do you find online Ads?
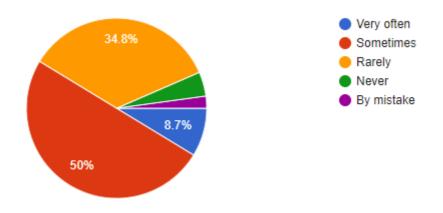
Intent: The above three questions provide us insight about the consumer perception towards online advertisements. The perception of traditional advertisements over online advertisements and their likes dislikes about online ads
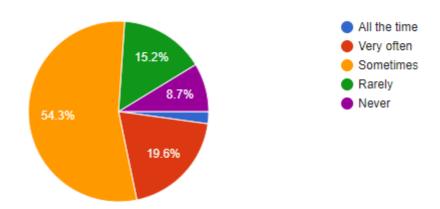
Interpretation: Around 60% of respondents feel online ads are more relevant and helpful in their purchase decision. Through the data it can be interpreted that viewers click the online ads only if they find it relevant or some offer is associated to it. However, if the ad is visually attractive then also there are fair chance to get the clicks. Also, respondents tend to click online ads out of sheer curiosity, so if the ad has something hidden like gated content campaigns there are chances to develop interest in the viewers. More than 80% of respondents find online advertisements useful. So, overall there is a positive outlook towards online ads.

BEHAVIORAL ATTITUDE
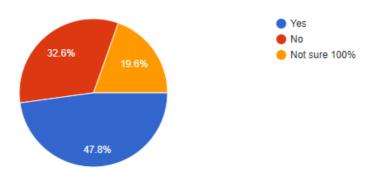
Quest 13. Have you ever clicked on an online Ad?

Quest 14. Do you think online ads influence your purchase preference?

Quest 15. Have you ever made a purchase after seeing an ad on any online channel?

Intent: This set of three questions provide us insights about the consumers actions towards online advertisements. First question reflects whether respondents have engaged with online advertisement. Next two questions reflect the influence of online advertisements on their purchasing behaviour. This provided us the insight about the consumer perception towards online advertisements.

Interpretation: The data indicates that respondents believe that online advertisements make them try new products, brands and act as stimuli to purchase goods. Near to 50% of respondents agree that online ads influence their purchasing decision and they have purchased goods under the influence of online ads. More than 80% of respondents have agreed of their engagements with online ads.

CONCLUSION

The research with an objective to know the behaviour of the general public towards the online ads, saw very interesting results. These results give us enough material evidence to make certain conclusions and also forms the ground for future work in this direction.

1- All categories of age group have participated in the survey and have their observations. This helps us conclude that the internet is being used by all age groups and they could be served through online ads based on the company's audience objectives.

2- More than 65% of the respondents claimed to be spending more than 3 hours on the internet daily. This is a very promising number for the marketers to look for ways to reach out to the TG and try and capture their attention with the online ads.

3- More than 90% of the respondents claimed to use smartphone, thus its important to keep mobile advertisements and experience at the core of the campaign

4- Using internet for social networking and online shopping has been the highest ranked activities, which could be seen as the prime channels to target the TG on.

5- More than 70% of the users know accurately when they have been served with an ad, which means disguising cannot be an strategy taken up by the marketers. The marketer should create the ads which resonates to the TGs needs and builds an emotional connect with the audience

6- Video advertisements has been rated as highly noticeable form of advertising by more than 70% of the users. The marketers should investigate creating videos based on story linings which resonates with their product or brand. Video format is the most consumed medium as well, with better internet speeds available on the phone.

7- Results shows that buying has moved majorly to online as compared to offline modes and hence the relevancy of the ads is a very important factor to prompt an action from the user. The marketers should look for making useful ads and target the ads at right time and right place to get better results.

8- More than 70% of the respondents admit to getting influenced by the online advertisements towards making a purchase decision with nearly 20% strongly agree. This gives more reasons for the marketers to put across an online ad in front of the TG.

With the increasing penetration of internet, more than ever the online advertisements could be used to reach out to a TG. The results shows the acceptance of the people towards relevant and useful ads and which could assist them in the buying journey. Video ads are the most recognised types of the advertisements which are more recognisable as well as video consumption is on the increase with the greater speed of mobile internet, people have moved from reading blogs to watching videos. This gives vast opportunity to the marketers to position their brand in a more interactives manner in front of the TG.

Hence the marketers should invest in creating video ads and target them based on marketing objectives.

FUTURE RESEARCH

The current study has been done in limited area and focuses largely on accessing some of the most generic user behaviour towards the ads. The future research could expand the geography and can also investigate the specific user behaviour by ascertaining behaviour and the associated actions taken by the user. The study can also investigate how the actions taken on the online ads have resulted into benefits for a organisation. This will help us to quantify that the online ads do have benefits and the companies can invest time and resources towards doing them as they have benefits. The benefits could be brand exposure, recall or direct sales.

Additional research could be based on only few individuals but track their behaviour over a period. This would give very concrete results in terms of online behaviour and their behaviour towards the online advertisements.

LIMITATIONS OF THE STUDY

- The sampling frame for the study is quite huge, and the respondents were 46. So, the findings of this study cannot represent the whole population of Delhi/NCR

- As the questionnaire was send to respondents over mail and messages, it was not filled in front of the person conducting the study, respondent may have shown reluctance in providing the correct information

- Findings of the study are based on the assumption that respondents have disclosed correct information in the questionnaire

- Time and the current situation was a major constraint

- As the decision-making process involves psychological factors and depends highly on the surrounding situation, it may result in different behavioural actions as per the family and financial background

CHAPTER 6 – BIBLIOGRAPHY

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CHAPTER 7 - ANNEXURE

Questionnaire Form: Consumer's awareness, perception and behavioural study towards Online advertisements in Delhi/ NCR

Consumer's awareness, perception and behavioral study towards Online Advertisements in Delhi/ NCR

The questionnaire is part of a research project which will help us in drawing insights about the consumer awareness and perception towards online advertisements.

Please fill in the below form. The responses will be captured anonymously and will be used for the educational research purpose only.
*Required

Skip to question 1Skip to question 1

Demographic Profile

1. Please specify your gender *

   Mark only one oval.

   ( ) Female

   ( ) Male

   ( ) Other: _____

2. Please specify your Age *

   Mark only one oval.

   ( ) Under 20

   ( ) 20-25

   ( ) 26-30

   ( ) 31-35

   ( ) 35-40

   ( ) 40-50

   ( ) 50+

3.   Please specify your profession *

Mark only one oval.

◯ Student

◯ Marketing Professional

◯ Non-Marketing Professional

◯ Homemaker/Retired

◯ Other

Internet Usage behaviour

4.   Approximately, how much time do you spend on internet in a day? *

Mark only one oval.

◯ Less than an hour

◯ 1-3 Hours

◯ 4-6 Hours

◯ 7-9 Hours

◯ 10 Hours or more

5.   Which device do you mostly use for online activities? *

Check all that apply.

☐ Smartphones
☐ Laptop/Desktop
☐ Tablets
☐ Smart TV

6.   Please rank the purpose of internet exploration, in order of their priority. (1 being the highest priority) *

Mark only one oval per row.

	Social networking	Online Shopping	Educational Purpose	Daily News	Information and knowledge	Entertainment
1	⬭	⬭	⬭	⬭	⬭	⬭
2	⬭	⬭	⬭	⬭	⬭	⬭
3	⬭	⬭	⬭	⬭	⬭	⬭
4	⬭	⬭	⬭	⬭	⬭	⬭
5	⬭	⬭	⬭	⬭	⬭	⬭
6	⬭	⬭	⬭	⬭	⬭	⬭

Awareness and Recognition of Online Advertisements

7.   How often do you realize, you have been served with online advertisements? *

Mark only one oval.

⬭ All the time

⬭ Very Often

⬭ Often

⬭ Sometimes

⬭ Rarely

⬭ Never

8.   What is the most common type of online advertisement you notice. *

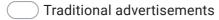*Check all that apply.*

- [ ] While using Google.com
- [ ] On Facebook
- [ ] On Linkedin
- [ ] Static display Ads on a random website
- [ ] Animation Ads on a random website
- [ ] While watching videos on YouTube
- [ ] Pop ups on random websites

Perception towards Online Advertisements

9.   Which is more relevant and useful in helping with a buying decision? *

Mark only one oval.

- ( ) Traditional advertisements
- ( ) Online advertisements

10.   Do the below factors make you to click/open (take an action) an online ads? *

Mark only one oval per row.

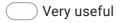|	Yes	No
Relevance	( )	( )
Attractiveness	( )	( )
Sheer Curiosity	( )	( )
Time Pass	( )	( )
Offer	( )	( )

11. Please rank the below Ad types in terms of generic Usefulness/ Relevancy. (1 being the most useful/ relevant) *

Mark only one oval per row.

	Search Engine Ads	Static display Ads	Video ads	Pop Up Ads	Personal recommendations on website	Emailers	Social media Ads
1	◯	◯	◯	◯	◯	◯	◯
2	◯	◯	◯	◯	◯	◯	◯
3	◯	◯	◯	◯	◯	◯	◯
4	◯	◯	◯	◯	◯	◯	◯
5	◯	◯	◯	◯	◯	◯	◯
6	◯	◯	◯	◯	◯	◯	◯
7	◯	◯	◯	◯	◯	◯	◯

12. How useful do you find online Ads? *

Mark only one oval.

◯ Very useful

◯ Somewhat useful

◯ No use

◯ Slightly annoying

◯ Very annoying

Behavioral Attitude

13.   Have you ever clicked on an online Ad? *

Mark only one oval.

◯ Very often

◯ Sometimes

◯ Rarely

◯ Never

◯ Other: _____

14.   Do you think online ads influence your purchase preference? *

Mark only one oval.

◯ All the time

◯ Very often

◯ Sometimes

◯ Rarely

◯ Never

15.   Have you ever made a purchase after seeing an ad on any online channel? *

Mark only one oval.

◯ Yes

◯ No

◯ Not sure 100%

Google Forms