

A Study on Effect of Demographic Variables on Purchase Intentions through Online Advertising

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Abstract

This study intended to examine consumers' perspectives toward online advertising. Precisely, the study discovered what online advertising intended to consumers and how they interrelated with it through the definite steering procedure. One distinctive features of online advertising is that it allows consumers to have an energetic role in the communication process; consequently, it is essential to examine their views and performances regarding online advertising. The main areas of concern were: The importance of online advertising for consumers and the way consumers interact with pop-up advertising in Web-based environment. This study was undertaken in Nagpur city and is limited to two zones only: North and South Nagpur with reference to specific areas.

Keywords - consumers' perspectives, Web-based environment, online advertisement, Nagpur city

I. INTRODUCTION

The Internet has developed since its commencement from a fundamental communication tool into an immense communication network and interactive market of products, services and ideas, involving many operators worldwide. Eventually, it has converted into a commanding marketing tool and has changed the fundamental dynamics after various social and business interactions. The dynamic nature and speedy progress of the Internet have forced organizations to re-evaluate their on-line interaction with their various stakeholders, less efficient and arbitrary on-line happenings into strategic goal.

One of the primary purposes of people consuming the Internet is to search information. Due to the Internet's gigantic volume, finding significant web pages without the help of a search engine would be very difficult. The Internet had to be indexed and placed in some form of list, in direction to enable the operator to locate the information that (s)he is observing for. This needs to find information online brought out the fame of search engines, such as Google, Yahoo and MS Live (Bing). Search engines have developed entry level that

list web pages as per the significance of the keywords entered into the search engine by the operator. Since search engines are an easy and realistic explanation to finding information online, they have become exceptionally admired by internet users.

Search engines, nowadays, reach massive viewers. As a result, there are various business-related and political motives implicated in gaining top positions in the results of the search engines. Though the search engines are designed to list out the most appropriate websites built on the keywords, these results can be influenced through the perspective of how search engines list the results, in order of rank and significance. This phenomenon has developed into a new industry called Search Engine Optimization (SEO). SEO's main function is to persuade search engine outcomes.

Due to the demand of companies aspiring to attract more guests to their websites, many SEO service companies have materialized. The SEO service companies propose services which assure to develop a website's location and visibility in a search engine. The higher the website grades in the outcomes for somewhat keyword, the additional visitors it is likely to receive. Generally, the more popular the keyword is, the more challenging it is to gain a top position.

II. LITERATURE REVIEW

1. Harris Hyun-soo Kim (2016), the author examines the amount to which working media actions are related with emotional well-being of youths. Data come from the Korean Youth Panel Survey, a government-funded multiyear research development. Based on Wave of Korean Youth Panel Survey, the greatest current data accessible, graded linear models are projected to review the emotional properties of time spent online. While allotment continuous a mass of time-lagged control variables at individual and contextual levels, the analysis displays that online social networking is unpleasantly related with the psychological status of Korean students, dignified in terms of self-reported intellectual problems and

miserable thought. The majority of preceding research on the rewards and difficulties of online social media usage is based on cross-sectional data, thus preventing fundamental implication. Using longitudinal data, the current study proposals more convincing indication on the way of relationship.

2. Özkan Akman (2016), in his study the author intended at scrutinizing the self-efficacy insights of social studies educator aspirants with deference to instructive internet usage. This study was directed on a sample of 174 social studies educator contenders registered in Gaziantep University Nizip Faculty of Education. The “Educational Internet Self-Efficacy Scale”, established by Sahin, was used as a data assortment means. The personal scanning technique, which is a kind of measurable exploration methods, was used in this research. The data collected from instructor candidates were used for conducting independent t-tests and one-way variance analyses (ANOVA) using the SPSS 18.00 program. The self-efficacy insights of the instructors were scrutinized with admiration to variables such as gender dissimilarities, the place of internet assembly, class where education is provided, and the Internet practice period. An optimistic effect was got in kindness of male instructors with admiration to the gender variable among the social studies instructors; nevertheless, no important modification was found with admiration to internet joining medium. Important changes were witnessed with reference to the classroom, where the education was provided. The results got were linked with other studies. Commendations are advocated as an outcome of debate.

3. Nurul Ashiqin (1994), the author mentioned in his study that internet is the most wanted data and communication technology that brought the worldwide radical modification in the information situation. It aids students to cover their abstract knowledge, exploration and projects by editing to the data world and also by easy message to their academic public. Nevertheless, there are many supports connected with Internet use, there was a rising anxiety about the risk related with Internet abuse. It is stated that Internet has an important decrement against scholars' presentation. This study intended to regulate the connotation between Internet practice and abstract presentations of scholars in a public University of Malaysia. This cross-sectional exercise was focused in a Malaysian Public University among 186 year-4 medical student of session 2011-2012. It used the Internet Addiction Diagnostic Questionnaire tool which controlled eight questions and were requested to answer either "Yes" or "No" replies. Defendants who replied five or more answer as "Yes" were chosen as dependent Internet user. Consequences: Mainstream (73%) of the respondents was female and

exists in in campus (69%). Thirty-six students (20.5%) were documented as reliant on Internet users. Internet user > 6 hours were perceived to have advanced CGPA ($p = 0.003$). No important variance was perceived between CGPA of reliant and non-dependent Internet operators. A total of 64.4% defendants professed that internet acts as addition to the evidence given by the lectures. Inferences: Medical students with high internet practice are related with higher theoretical presentation.

4. Binnaz Kiran Esen (2013), in his study the author aimed to inspect the connotation among university students' internet practice and isolation and social self-effectiveness. The sample of the study contains of 507 university students ($F=227$; $M=280$). To control students' grade of internet usage, Young's (1998) 'Internet addiction Scale', which was modified to Turkish by Bayraktar (2001) was charity; to control the grade of aloneness 'UCLA Loneliness Scale' was charity; and to control the degree of social self-efficacy, Smith-Betz's (2000) 'Social Self-efficacy Perception Scale', which was modified to Turkish by Palanc (2002) was charity. The consequences of the examination propose that there is an expressive connotation among internet use and aloneness marks, however no association was detected with social self-efficacy marks. Similarly, it has been created that students with an advanced score on internet use have a higher degree of aloneness when associated to students who have reasonable and low grade of internet usage.

5. Curtis M. Allison, Srikanth Bottu, Monica I. Heckadon, and Avery M. Leider (2016), in the study the author said the college students Internet usage is on the increase in industrialized states like the United States. To age, no verified, authenticated and established outcome to comprehend the Student Internet usage among Undergraduate Students in Pace University has newly been made obtainable. In order to discover the analytics, we directed an investigation and subsequent study on college students; our present study has scrutinized the actual Internet practice among 100-150 Internet users (aged 15-40) who are following their Undergraduate at Pace University, USA.

III. RESEARCH METHODOLOGY

This study is limited to Nagpur city only and that too in two zones only:

1. North Nagpur – Koradi Road, KT Nagar, Sadar, Hazari Pahad, Godhni, Gorewada and Zingabai Takli.
2. South Nagpur – Besa, Hanuman Nagar, Manewada, Sakkardara, Somalwada, Trimurti Nagar, Pratapnagar, Narendra Nagar, Chinchbhavan.

A. Sample Element

Students, Professionals, housewives, Service class people and businessman

B. Sample size

As per the Morgan’s table at 95% confidence interval with 5% margin of error for the population above 1,00,000, the sample size should be 384. According to this, here 1000 total respondents representing a small percentage of the population within the Nagpur city have been taken as sample for the study, is justified.

C. Sampling technique

For this study stratified and cluster sampling method is used.

Table:1
Actual respondents

Actual Respondents	No. of Respondents
Students	77
Professionals	71
Housewives	72
Service class people	87
Businessman	77
Total	384

D. Hypothesis testing

H01: Demographic variables have significant effect on purchase intentions through online advertising.

In order to test this hypothesis one sample ANOVA are used.

ANOVA- The one-way analysis of variance (ANOVA) is used to control whether there are any statistically important changes between the resources of three or more independent (unrelated) groups.

E. Variables for the hypothesis

Independent variable:

Demographic profile: This variable is defined with the help of following sub-variables: Age, gender, Income, occupation, qualification, marital status, family type

F. Dependent variable

Purchase intentions through online advertisements: This variable is defined with the help of following sub-variables: Ignore online ads, Click on online ads, Close online ad windows as soon as possible, Pay attention to online ads, Turn on online blockers to block online ads.

Table:2 ANOVA Table

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
consider online ads a good thing	Between Groups	24.220	15	1.615	.942	.011
	Within Groups	1446.613	369	1.714		
	Total	1470.833	384			
dislike online ads	Between Groups	9.281	15	.619	.360	.002
	Within Groups	1451.422	369	1.720		
	Total	1460.702	384			
opinion about online ads is favorable	Between Groups	21.319	15	1.421	.832	.003
	Within Groups	1441.383	369	1.708		
	Total	1462.702	384			
Ignore online ads	Between Groups	9.210	15	.614	.355	.005
	Within Groups	1459.674	369	1.729		
	Total	1468.884	384			
Click on online ads	Between Groups	19.510	15	1.301	.760	.000
	Within Groups	1445.070	369	1.712		
	Total	1464.580	384			
Close online ad windows as soon as possible	Between Groups	27.140	15	1.809	1.061	.001
	Within Groups	1439.692	369	1.706		
	Total	1466.833	384			
Pay attention to online ads	Between Groups	22.820	15	1.521	.889	.002
	Within Groups					

	Within Groups	1443.983	369	1.711		
	Total	1466.803	384			
Turn on online blockers to block online ads	Between Groups	35.953	15	2.397	1.422	.002
	Within Groups	1422.785	369	1.686		
	Total	1458.738	384			

This is the table that displays the results of the ANOVA analysis and whether there is a statistically important difference between our group means. We can see that the significance value in all the cases is below 0.05 and, therefore, there is a statistically significant difference in the meanbeliefs about online advertisements and attitude toward online advertisements and we can reject null hypothesis H01:There is no relation between the favorable beliefs about online advertisements and positive attitude toward online advertisementsand can accept alternate hypothesis H11: There is a significant relation between the favorable beliefs about online advertisements and positive attitude toward online advertisements.

IV. CONCLUSION

From the above calculation we can conclude that there is a significant relation between the favorable beliefs about online advertisements and positive attitude toward online advertisements. Hence the main concern of the study to examine consumers' perspectives with respect to the demographic variables such as age, gender, income and education etc. toward online advertising and their intensions to buy was achieved.

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