

EFFECTIVENESS OF E-ADVERTISING IN RECALLING A PRODUCT

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ABSTRACT

There has been a tremendous increase in Internet penetration in India during the past 10 years, things for which there was a whole day invested can now be done in few clicks. Looking at the immense opportunity, companies have made this a good platform to take e-advertising. This paper studies the various e-advertisement variables that motivate consumers to recall online advertisements. The growing area of interactive advertising presents new challenges for advertisers to motivate customer. E-advertising passes several benefits like it increases efficiency, reduces costs, provides more flexibility and as a global medium. The growing area of e-advertising presents new challenges for advertisers to motivate customer. Online advertising passes several benefits like it increases efficiency, reduces costs, provides more flexibility and as a global medium.

KEYWORDS: *E-advertising, Consumers, Online, Internet Penetration, Global Medium.*

Introduction

Over the past few years, advertising budgets allocated to internet media have grown spectacularly. Penetration of E-advertising is in Indian market and its prevailing trends in web usage, online video, social networking. Today, the Indian online population currently ranks as the 3rd largest in the world after China and the U.S. most of the internet users under the age of 35. Two trends are driving this boom (i) an increase in Web usage which strengthens the internet's role in providing recommendations and preparing consumers to make purchases and recommendations (ii) developments in targeted advertising formats and techniques which help shape more communicative and relevant online campaigns. In today's cut throat competition, the emphasis is on, price reduction and all companies are trying to reduce cost by whatever means possible. It is however fair to say that online advertising play an important role.

Review of Literature

Immense amount of efficient strategies are needed for reaching customers in online advertising. These strategies include personalization, integration with multimedia and real-time interactions. Peter J. Danaher and Guy W. Mullarkey have published their research article entitled "Factors Affecting Online Advertising Recall: A Study of Students". In this research he examines factors that might impact on web advertising recall and recognition. Immense amount of efficient strategies is needed for reaching customers in online advertising. These strategies include personalization, integration with multimedia and

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real-time interactions. It is also a fact that the largest revenue arises within Internet advertising are generated through display-based and search-based advertising. The user's search engine queries determines which advertisement are to be displayed. Revenue on the basis of search-based advertising accounted for about \$8.1 billion in 2011, 51% of the total advertising Internet advertising revenue. Google followed by Yahoo and Bing are the leaders in search-based advertising market (Goldberg &Gorn).

Malte Brettel, and Andrea Spilker-Attig, in their work on Online advertising effectiveness studied a cross-cultural comparison of the effectiveness of internet advertising in the USA and France by analysing a real data sample with more than 1.2 million transactions using partial least squares and structural equation modelling. It was found that on-demand channels have a stronger effect on short-term success than push-channels and that this effect is strongly moderated by the culture. It is recommended that spending and efforts in the various advertising channels be adjusted to reflect the product offered and the customers to whom it is offered, as customers in both countries should be targeted by advertising in different ways.

Peter J. Danaher and Guy W. Mullarkey have published their research article entitled "Factors Affecting Online Advertising Recall: A Study of Students". In this research he examine factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. It was found that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. It was found that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement.

Consumers have direct control over web based advertisements on what ads, when, where, and how long they would like to see them (Gallagher et. al., 2001). Strangelove (1994) documented several ad formats, including electronic mailing lists, UseNet newsgroups, signature files, free electronic newsletters, software samples, electronic brochures, and storefronts on the web. Bush and Harris (1998) continue to show that the number one barrier to online advertising continues to be no proof of ROI or other measure of effectiveness. According to Preston (1985), the perfect advertising effectiveness measure should be related to the actual behaviour. Most concrete measure of interactivity is looking at users' actual behaviour of interactions, e.g., clicking, searching, book marking, etc.

Objectives

- Find out the consumer attitude towards online advertising.
- Identify the factor of online advertising that make customer to recall the product advertised.
- Find out the ability of online advertising of product in building the recalling ability of customers and influencing the purchase pattern.

Research Methodology

A quantitative approach was used for satisfying above objectives. to achieve the above stated objectives survey method was used in which primary data was collected through questionnaire. The questionnaire consists of various recall online advertising factors as well as socio-demographic variables such as age, gender and income. There are a variety of factors to be considered for e-advertising that one can use to drive a potential customer to the website. The factors like consumers, products, technology and media are to be given utmost importance. The motivating factors which affect decision making for purchase can be analysed through the collected data.

Conclusion

The study looked into the most effective factors which played an important role customer decision. The important factors found were the usefulness of the product as majority of the respondent recall the advertisement because of its necessity and usefulness. Prices of the product displayed online also influence a lot of customer to recall the advertisement. Analysis indicates that there was a close association between Animated advertisement and Banner plain text followed by Floating Advertisement Pop up Advertisement and Embedded video. It is also significant to note that online advertisement is considered important to majority of the respondents and majority of the respondents are of the opinion that they recall the product by seeing the advertising of the product online. The study also found that there are several factors that motivate consumers' ability to recall online advertisements. The study

showed sufficient evidence that the respondents agreed that embedded video advertisement has high recollection ability. The study is concluded with the finding that advertisers need to advertise their product or service on the basis of the needs and wants of the consumers. Among the various modes of online advertisement viz., Banner advertisement, floating advertisement, pop-up advertisement, and music advertisements are not as effective as embedded video advertisement.

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