



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY FOCUS ON INTERNET USERS LEVEL OF PREFERENCE TOWARDS ONLINE ADVERTISEMENTS WITH SPECIAL REFERENCE TO ERNAKULAM CITY

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### ABSTRACT

The purpose of this article is to explain how online advertising affects customer or internet users' preference through the mediation of web shopping. The sample size of this survey is based on two hundred participants in the Ernakulam City. This study collects data by conducting well designed and structured questionnaire. In this study, we used a qualitative data acquisition technique. The results show that online advertising helpful to users' preference of buying and selling of products through web shopping. However, when the web shopping or online shopping is included as a parameter, the correlation between online advertising and customer preference increases. Online advertising is a new advertising tool used by most organizations. This manuscript helps practitioners choose better tools for online promotion and uses a variety of recognition techniques to improve their web shopping. It has been known through this study, which building customer confidence in product quality is a very effective approach in front of business owners, as brand reputation enhances customer satisfaction. This study is unique in that previous studies considered elements of web shopping as parameters and ignored to find a direct relationship between online advertising and customer preference. This study highlights key points that will help emerging researchers critically analyze such aspects in future studies.

*Keywords: online advertisement, internet users' preference and web hopping.*

### I. INTRODUCTION

Online advertising refers to the type of marketing strategy that involves the use of internet for promotion of products by delivering the marketing messages to the larger consumers. It includes delivering ads to internet users via websites, e-mail, ad supported software and text messaging and internet enabled cell phones. Philip Kotler in Marketing management Millennium Edition mention that the internet population is younger, more affluent, and better educated and they easily find their way onto the internet, the cyberspace population is becoming more mainstream and diverse. In on-line marketing, it is the consumer, not the marketer, who gives permission and controls the interaction. Internet consumers have around-the-clock access to varied information sources, making them better informed and more discerning

shoppers.

## II. STATEMENT OF THE PROBLEM

Many researchers have worked to elaborate on the direct relationship between online advertisement and users preference levels. An online advertisement depicts that now, the majority of the advertisements are occurring through the internet by using different platforms, like Email, YouTube, Facebook, Instagram, Daraz.com, and other advertisement supporting websites. According to many researchers, an online advertisement is one of the most significant marketing tools in today's digital world, even though most organizations do not think of capturing the market share without advertisement. They stated that in the current era, the style of marketing research is becoming modernized because of the impact of upgraded communication technology on the advertisement factor which adds value to the buyer's choice. The effect of knowledge management and entrepreneurial orientation on organization performance. The histrionic increases the scope and diversity of online advertisement than conformist one.

They concluded this one is hard for an advertiser to maintain the effectiveness of online advertisements to get a positive reaction from consumers. The growth of media and communication networks has altered the business landscape of advertising, so now an online advertisement becomes an essential approach to increase the profit margin of a company. Advertising properties, such as the design, quality, duration, or location of an advertisement, can affect the effectiveness of such ads. The scholars concluded that such an attractive source of marketing helps a company to maintain its position in the market. Finally a basic strategic aim for many firms is to upgrade the customer's experience level and the preference level regarding the company's products and services will ultimately affect the firm's profitability. For this purpose, users preference is a crucial factor in any firm's existence

## III. OBJECTIVE OF THE STUDY

The overall objective of the study is to "Analyze the Internet Users Level of Preference towards Online Advertisements in Ernakulam City".

*The main objectives of the research are as follows:*

- To analysis the demographic profile of the selected respondents in Ernakulam City.
- To examine the internet users level of preference towards online advertisements in selected study area.
- To express the suggestions given by internet users to improve in sales and functions of the online advertisements based on results

## IV. HYPOTHESIS OF THE STUDY

H<sub>0</sub>: There is no significant relationship between demographic factors of the respondents and level of preference towards online advertisements in Ernakulam City.

## V. RESEARCH METHODOLOGY AND RESEARCH DESIGN

### 5.1 Sources of data

The current study is descriptive in nature. The study is focused on internet users' level of preference towards online advertisements in Ernakulam City. In this study two types of data have been used. There are primary data and secondary data. Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is a data that has not been previously published and is derived from a new or original research study and collected at the source.

The study mainly based on primary data. There are several methods of collecting primary data like interview, observation, case studies and so on. The primary data was collected by the respondents from online advertisement in Ernakulam City through a well designed questionnaire.

## 5.2 Sample Selected for the Study

The study is to determine the internet users' level of preference towards online advertisements in Ernakulam City. The sample sites have been selected on the basis of services provided by the online shopping, which are utilized by the internet users. There are several online sites are available in World Wide Web. The researcher selected only few as well as frequently used by internet users based on simple random sampling method. Such as [www.amazon.in](http://www.amazon.in), [www.flipkart.com](http://www.flipkart.com), [www.myntra.com](http://www.myntra.com), [www.meesho.com](http://www.meesho.com), [www.ajio.com](http://www.ajio.com), [www.snapdeal.com](http://www.snapdeal.com), [www.jiomart.com](http://www.jiomart.com), [www.lenskart.com](http://www.lenskart.com), [www.shopsy.in](http://www.shopsy.in), [www.shopclues.com](http://www.shopclues.com). From the above mentioned sites 200 respondents were selected for the study by adopting the method of Non - probability purposive sampling technique.

## 5.3 Statistical Tools

The primary data collected from the respondents were analyzed and presented in the form of tables are used. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Descriptive Analysis and Chi - square test.

## VI. LIMITATIONS OF THE STUDY

- 1) The research study is limited to Ernakulam City. The research findings may not generalize to other area.
- 2) Totally 200 samples were taken under a purposive sampling method. The result may not generalize to the total population.
- 3) The respondents' views and opinions may hold good for the time being and may vary in future.
- 4) Prejudice of some of the internet users may mislead the survey

## VII. REVIEW OF LITERATURE

Many researchers have been conducted to analyze the various aspects of internet users' preference towards online advertisements in India and abroad. But there are very few research and literature available on the subject related to customer services and technologies used on web shopping. The available literature related to internet users level of preference towards online advertisements.

**Giorgio Brajnik and Silvia Gabrielli (2010)**<sup>1</sup> This article reviews empirical research conducted in the last decade on the subject of how online display advertising affects the usability and quality of user experience of websites. In particular, from an in-depth analysis of research questions, methods, and findings of the reviewed studies, the following is discussed: (a) which conceptual and theoretical background knowledge, based on psychological explanations of user cognition, affection and behavior, can best support the design and investigation of online advertising, and (b) which specific adverts features and properties are key to understand and favor certain types of effects on users. By capitalizing on this benchmark knowledge on benefits of adverts and their hidden costs, web researchers and practitioners are encouraged to approach online advertising from a deeper and more comprehensive perspective, which is centered on qualities of web interaction that go beyond traditional usability factors. It is a speculated that many of the theories and models developed for advertising effectiveness, and variables used to measure it, could and should be applied also when assessing the quality of the user experience when using websites in general, regardless of whether they contain adverts.

**Efosa Idemudia (2014)**<sup>2</sup> To the best of our knowledge there has been no study that has published a literature review of Internet advertising, online market places, and social e-commerce in the Information System discipline journals. Publishing such an articles relating to literature reviews of online market places and Internet advertising is extremely important and essential for the following reasons: (1) to provide the insights and understanding to social media and online firms on strategies that can be implemented to improve Internet revenues and click-through rates, (2) provide a comprehensive analysis of some of the most influential studies in Internet advertising and social e-commerce, (3) present some of the benefits and limitations of prior studies in Internet advertising and social e-commerce, (4) encourage scholars and researchers in all disciplines to educate and enlighten the college students on what Information systems consist of, and (5) present techniques to measure the effectiveness of Internet advertising and the vast monetary value of Internet advertising.

**Muhammad Aqsa and Dwi Karthini (2015)**<sup>3</sup> study is based on the impact of online advertisement on Customers attitudes and interest in buying online - internet net user students in Makassar. The study mainly focused on the effects of customer's attitude towards online advertisements and the purchase interest of internet users in Makassar. The results show that the online Customers buying behaviour is increasing more because of online advertisement. The attitude and interest of internet users have the highest influence on online purchases through online advertising.

**Gitanjali Kalia and Ashutosh Mishra (2016)**<sup>4</sup> The study would help the advertisers to understand to what extent the online advertising is beneficial. This study will bring facts that how advertiser's use social sites to make their products popular. This study will also be beneficial for the research scholars to analyze as how to consumers perceive the online advertisements and what are their parameters for purchasing stuff from the online sites. The research concluded that respondents prefer rectangular banner and skyscraper advertisements that too designed in big picture and copy heavy layouts. They notice the online advertisements of ecommerce sites and mobile phones as compared to any other product and prefer those ads whose utility or functions are displayed. Online ads placed above the mast head and on the right side of the homepage gains the maximum attention towards it. Advertisements displayed vibrant colors and promotional offers attract the netizens.

**Sophie C. Boerman, Sanne Kruikemeier & Frederik J. Zuiderveen Borgesius (2017)**<sup>5</sup> Advertisers are increasingly monitoring people's online behavior and using the information collected to show the people individually targeted on advertisements. This phenomenon is called online behavioral advertising (OBA). Although advertisers can benefit from OBA, the practice also raises concerns about privacy. Therefore, OBA has received much attention from advertisers, consumers, policymakers, and scholars. Despite this attention, there is neither a strong definition of OBA nor a clear accumulation of empirical findings. This article defines OBA and provides an overview of the empirical findings by developing a framework that identifies and integrates all factors that can explain consumer responses toward OBA. The framework suggests that the outcomes of OBA are dependent on advertiser controlled factors (e.g., the level of personalization) and consumer-controlled factors (e.g., knowledge and perceptions about OBA and individual characteristics). The article is also overviews the theoretical positioning of OBA by placing the theories that are used to explain consumers' responses to OBA in our framework. Finally, we develop a research agenda and discuss implications for policymakers and advertisers.

**Susil Kumar Sarangi (2018)**<sup>6</sup> study is focused on the attractiveness of online advertisement- a study on online buyers in engineering students. The main objective of this research is to identify the reason for preferring online advertisements. This study finds that most of the respondents prefer online advertisement because it is less consuming to search the products. The biggest problem for this is internet advertisements interfering with people's work and the worry of falling victim to online advertising fraud and malpractice.



**Abhilasha Sharma and Suruchi Chopra (2019)**<sup>7</sup> Internet has transformed our lives in myriad number of ways. From the way we work and study, to the way we live our lives. No aspect of our lives has remained untouched from the convenience that internet offers. Communication is one aspect that has been transformed miraculously with the advent of internet. The way businesses pitch their products and services to customers has undergone a drastic change over the years owing to the advancement in the field of computer technology. Internet advertising has brought with it tremendous opportunities for marketers across the world to reach their customers more effectively, and to understand them in a better way. There are various ways through which companies can use the internet to advertise their products and services including banner ads, pop up ads, paid key word search listing etc. The study attempts to explore various facets of internet advertising and identifies various indicators of effectiveness of internet advertising based on consumer behavior.

**Onawa Theophilus Tobi, Morakinyo Dauda, Akinyemi Akindele (2020)**<sup>8</sup> the study based on the effect of online advertising on Customers buying behaviour of internet users in Lagos state. The main objective of this study is to identify the Customers buying behaviour in online advertisement among internet users in Ikeja metropolis Lagos state. In Customer buying behaviour the online advertisement plays a major role in an online purchase and the majority of variables are statistically significant with one another. It was suggested, among other factors, that businesses increase their use of online advertising to encourage favorable Customer purchase behaviour. Organizations should also create and advertise on its corporate websites more.

**Aqilah Yaacob, Jen Ling Gan, Shamsuddin Yusuf (2021)**<sup>9</sup> this study mainly focused on the impact on online Customer review, social media advertisement and influencer endorsement of fashion appealing purchase intention during this pandemic. The researcher focused on social media marketing as a useful instrument for businesses to properly use, especially with the rise in internet and home-based consumption during the pandemic. These findings suggest that 'Online Customer Reviews,' 'Social Media Advertisement,' and 'Influencer Endorsement,' all have a positive and significant relationship with online purchase intention of fashion items during a pandemic.

**Salameh et al (2022)**<sup>10</sup> The purpose of this article is to explain how online advertising affects customer satisfaction through the mediation of brand knowledge. The sample size of this survey is based on 100 participants in the Multan region. This study collects data by conducting various unstructured interviews. In this study, we used a qualitative data acquisition technique. The results show that online advertising does not have a significant impact on customer satisfaction. However, when brand knowledge is included as a parameter, the correlation between online advertising and customer satisfaction increases. Online advertising is a new advertising tool used by most organizations. This manuscript helps practitioners choose better tools for online promotion and uses a variety of recognition techniques to improve their brand knowledge. It has been known through this study, that building customer confidence in product quality is a very effective approach in front of business owners, as brand reputation enhances customer satisfaction. This study is unique in that previous studies considered elements of brand knowledge as parameters and ignored to find a direct relationship between online advertising and customer satisfaction. This study highlights key points that will help emerging researchers critically analyze such aspects in future studies.

## VIII. RESULTS AND DISCUSSIONS

### 8.1 DESCRIPTIVE ANALYSIS

One of the most used statistical tools is descriptive analysis which is majorly used in analysis and interpretation of primary data. It refers to the number of respondents response to a pointed question in percentage arrived from the total population chosen for the study.

It is a most easy form of analysis and is very simple to understand the result of the research. It is commonly used by commercial research organizations and pictorially presented with table.

#### 8.1.1 Gender

Gender normally plays a very important role as the new generation marketers are providing most significance to gender segmentation in order to offer new products and services. The Indian females are changing their clutches from house responsibility to building up good careers. This new identified economic independence allow them to take their decision by own and make proper use of online buying and selling of goods and services through online advertisement. Hence, it is not viable to consider the role of gender in any research. For this purpose, gender has been divided into two namely male and female.

The table 1 identifies that out of all the respondents taken for the study, in this regard gender-wise classification of respondents it was found that out of the 200 respondents, 105 (52.30 per cent) were female respondents and the remaining 95 (47.70 per cent) were male. Hence, in the current study a majority 52.30 per cent of the respondents were female in the study area.

#### 8.1.2 Age

The Age wise description is exposed in the Table 1. Middle age group internet users are the modern, dynamic and energetic persons. Hence they will have more interest in selecting, analyzing and using the purchase of products through online. Now -a-days all age group of internet users are more aware of details of the product purchase and selling through web search.

Table 1 reveals that, the age of the respondents shows that the highest number of the respondents have age group from 36 years to 45 years with 33.80 per cent, the second highest number of the respondents are coming under the age group from 26 years to 35 years with 23.34 per cent, then third highest number of the respondents from 46 years to 55 years with 22.70 per cent, the fourth number of the internet users or respondents are below 25 years with 12.24 per cent and fifth or last number of the respondents are above 55 years with 7.91 per cent.

It may be noticed that, highest numbers of the respondents are from 36 years to 45 years of the age group with 33.80 per cent. Hence it is stated that this age cluster dominates as well as guide the other age groups in the use of buying and selling of the products through online.

#### 8.1.3 Educational Qualification

Education has a major role and helps to adapt modern principles and techniques. For this concern, the educational status of the respondents is divided into five groups such as school level, under graduate, post graduate professionals and others. Education plays a vital role in improving the knowledge, attitude, tendency and temperament of the users.

Table 1 discloses that, 29.21 per cent of the respondents comes under post graduates, 28.83 per cent of the respondents educational qualification at graduates, 15.94 per cent of the respondents are qualified professional degree holders, 14.80 per cent of the internet users are from school level and remaining 11.22 per cent of the respondents are 'others' like not completed school level or drop the schooling.

Hence, it is stated that the more number of the internet users or respondents are postgraduates which is more sufficient to using online advertisement for web shopping effectively.

#### 8.1.4 Monthly Income

Monthly income is an important factor for all human beings since income is needed for day to day life. Individuals have to spend their hard-earned money on different products and services. In this research, the income of the respondents has been studied deeply to see its relationship with online advertisement helpful to web shopping through internet users. The respondents' income was analyzed under four different categories. For this purpose the monthly income level of respondents are classified into five types such as less than Rs.15,000, Rs.15,001 to Rs.30,000, Rs.30,001 to Rs.45,000, Rs.45,001 to Rs.60,000 and above Rs.60,000.

Table 1 clearly states that, the monthly income of the respondents at various levels did vary. It was obvious from the table 28.19 per cent of the respondents earned an income between Rs.15,001 to Rs.30,000 whereas Rs. 30,001 to Rs.45,000 was earned by 24.23 per cent of the respondents per month, followed by 20.92 per cent and 15.18 per cent of the respondents who had an income between Rs.45,001 to Rs.60,000 and less than Rs.15,000 per month respectively. Lastly 11.48 per cent of the respondents earned above Rs.60,000.

Thus the greater part of the respondents (28.19 per cent) on an average earned an amount between Rs.15,001 to Rs.30,000 monthly.

#### 8.1.5 Occupational Status

Occupation wise classifications of the respondents are classified based on their employment status. Occupation is a status symbol in society. Hence the respondents are streamlined into groups such as Private, Government, Professionals, Business and Others.

Table 1 demonstrates that 29.46 per cent of the respondents are belongs to private sector employees, where as 24.49 per cent of the internet users are Government employees, 23.72 per cent respondents are looking after their business, 17.22 per cent of respondents are professionals and last 5.10 per cent of the respondents are 'Others' like farmers, workers from unorganized sector etc.,

It shows majority of the respondents are private and Government employees are frequent shoppers with the help of online advertisement in the study area.

#### 8.1.6 Marital Status

Marital status of sample respondents is classified based on their social position, because in society the marital status is also one of the major factor as well as status symbol. Hence the respondents are classified into groups namely married and unmarried.

Table 1 shows the marital status wise classification of respondents. In total of 200 respondents, (130 internet users) 64.92 per cent of the respondents are married. It is clear that, married respondents are more committed to purchase house hold products through web shopping now-a-days which are useful and time savings in the busy world. Next to unmarried respondents are (70 internet users) 35.08 per cent.

That it shows most of the respondents belongs to the married category in the selected study area of Ernakulam City.

#### 8.1.7 Family Size

It represents the total number of family members living with the selected respondents. Since the family size of the selected internet users may influence the level of the standard of living the respondents and it may have its own influence on their level of perception and utilization. The number of dependents in family in the present study is confined to Two Members, Three Members, Four Members, Five Members and above Five Members.

The table 1 indicates that, the important numbers of dependents in family members are four members which constitute 34.44 per cent, three members of the family are 28.32 per cent, two and five

members of the families are 13.27 and 13.14 per cent. As a final point 10.84 per cent of the respondents constitute above five members in the family.

The analysis infers that the numbers of family members or size of the family, four members of the family are more (34.44 per cent) compare to others.

### 8.1.8 Type of Family

Type of the family shows a major impact in buying products in web shopping through online advertisement. The increased number of dependents was obviously increasing the necessity to spend more for the family. For this purpose of the study, the type of the family was classified in table below.

Table 1 explains that 63.52 per cent of respondents or internet users lie under nuclear family and 36.48 per cent of the families lie under joint family of the chosen respondents or internet users in the study area.

In this era of nuclear families are majority in the study area, the table discloses that now-a-days the nuclear families maximum use web shopping and prefer more number of different variety of products.

## 8.2 CHI-SQUARE ANALYSIS

### *Chi-Square Analysis between Demographic Factors and Level of Preference towards Online Advertisements*

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as  $X^2$ , is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test, it could be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is applicable in a large number of problems. The test is a technique through the use of which all researchers can do the following. (i) Test the goodness of fit, (ii) Test the significance of the association between two attributes and (iii) Test the homogeneity or the significance of population variance.

### 8.2.1 Gender and Level of Preference

*H<sub>0</sub>: There is no significant relationship between gender and level of preference towards online advertisements.*

The table 2 shows the Chi-square p-value as 0.040, likelihood ratio is 0.037 and Linear-by-Linear Association is 0.270. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between gender and level of preference towards online advertisements. Hence, a personal factor like gender also is related with level of preference towards online advertisements.

### 8.2.2. Age and Level of Preference

*H<sub>0</sub>: There is no significant relationship between age and level of preference towards online advertisements.*

It is experiential that (table 2), Chi-square p-value as 0.030, likelihood ratio is 0.699 and Linear-by-Linear Association is 0.301. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the alternative hypothesis is accepted. There is significant relationship between age and level of preference towards online advertisements. Hence, a personal factor like age also is related with the level of preference towards online advertisements.



### 8.2.3 Educational Qualification and Level of Preference

*H<sub>0</sub>: There is no significant relationship between educational qualification and level of preference towards online advertisements.*

It is pragmatic that table 2, Chi-square p-value as 0.023, likelihood ratio is 0.727 and Linear-by-Linear Association is 0.573. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is sustained. There is significant relationship between educational qualification and level of preference towards online advertisements. Hence, a personal factor like educational qualification also is related with level of preference towards online advertisements.

### 8.2.4 Monthly Income and Level of Preference

*H<sub>0</sub>: There is no significant relationship between monthly income and level of preference towards online advertisements.*

It is pragmatic that table 2, Chi-square p-value as 0.005, likelihood ratio is 0.646 and Linear-by-Linear Association is 0.571. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the alternative hypothesis is accepted. There is significant relationship between educational qualification and level of preference towards online advertisements. Hence, a personal factor like educational qualification also is related with level of preference towards online advertisements.

### 8.2.5 Occupational Status and Level of Preference

*H<sub>0</sub>: There is no significant relationship between occupational status and level of preference towards online advertisements.*

The table 2 exhorts that, Chi-square p-value as 0.149, likelihood ratio is 0.157 and Linear-by-Linear Association is 0.517. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted. There is no significant relationship between occupational status and level of preference towards online advertisements. Hence, a personal factor like occupational status is not related with level of preference towards online advertisements.

### 8.2.6 Marital Status and Level of Preference

*H<sub>0</sub>: There is no significant relationship between marital status and level of preference towards online advertisements.*

The table 2 shows the Chi-square p-value as 0.021, likelihood ratio is 0.624 and Linear-by-Linear Association is 0.963. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between marital status and level of preference towards online advertisements. Hence, a personal factor like marital status is closely related with level of preference towards online advertisements.

### 8.2.7 Family Size and Level of Preference

*H<sub>0</sub>: There is no significant relationship between family size and level of preference towards online advertisements.*

It is pragmatic that table 2, Chi-square p-value as 0.044, likelihood ratio is 0.029 and Linear-by-Linear Association is 0.880. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the alternative hypothesis is accepted. There is significant relationship between family size and level of preference towards online advertisements. Hence, a personal factor like size of the family is related with level of preference towards online advertisements.

### 8.2.8 Type of Family and Level of Preference

*H<sub>0</sub>: There is no significant relationship between type of family and level of preference towards online advertisements.*

It is pragmatic that table 2, Chi-square p-value as 0.040, likelihood ratio is 0.360 and Linear-by-Linear Association is 0.505. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the alternative hypothesis is accepted. There is significant relationship between type of family and level of preference towards online advertisements. Hence, a personal factor like type of family is related with the level of preference towards online advertisements.

## IX. SUGGESTIONS AND RECOMMENDATIONS

*Based on the findings, the following suggestions have been recommended to improve the sales and functioning at the web shopping.*

1. The result show that majority of the internet users do opt for online advertising but prefer ecommerce sites for buying as compared to web portals and company website.
2. In comparison to movable and immovable ads, netizen prefer movable advertisements that include visuals, music, graphics and animations.
3. The survey also concludes that some netizens do like still online ads that are designed in Big Picture Layout for the tangible products but for service oriented products, respondents prefer Copy Heavy Layout ads.
4. Though various types of internet advertisements appear on the website but respondents prefer rectangular banner advertisements followed by skyscraper ads that are in vertical format.
5. Majority of respondents who took survey responded that they agree or strongly agree to the statement that websites contain more advertisements than content.
6. With the reference to the websites studied, respondents have noticed online ads of ecommerce sites like Jabong, Flipkart, Amazon, etc. in majority followed by ads of mobile phones.
7. In a survey about the placement of the online ads on websites, the ads placed above the mast head and on the right side of the homepage attract the maximum attention towards it.
8. While researching for people reaction to the persuasive words, it was found that words of persuasion like shop now, buy now, discount, apply and many such words do influence the purchasing behaviour of the consumer.
9. There are many immovable online ads on the website that do not show the functions and utility of the product and people also responded in dislike for such practice, thus preferring movable ads over immovable ads.
10. Respondents prefer fixed sidebar and Advance grid pattern for the layout of the websites. Advertisements displaying discount offers attract the netizen immediately followed by other features of the ads like colors used in the ads and promotions provided on the online ads of the products.

## X. CONCLUSION

From the study results, after critically assessing the impact of online advertising on client internet users preference by conducting qualitative research, brand knowledge plays an important role in improving a company's performance level in the competitor's market. Analytical results show that this is an era of information technology, and online advertising and online purchases play a key role in maintaining a company's outstanding reputation in the customer and competitor markets over the long term. In this article, we concluded that online advertising has a direct impact on internet users' preference because brand knowledge acts as an intermediary.

Online advertising does not significantly affect internet users' preference with online purchases. However, customers who have positive knowledge of the brand for a particular product have a high level of preference in the market. People tend to view online advertising as an important source of information, not for sale or purchase purposes. From this, we can conclude that brand knowledge, positive or negative, has a significant impact on customer or internet users' preference with the company. This factor also further

enhances the interaction between online advertising and internet users' preference. Otherwise, online advertising will not have a significant impact on customer or internet users' preference and brand awareness. This is an important study for critically assessing customer behavior by considering the importance of brand knowledge as a key parameter.

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**Table 1**  
**Demographic Profile of the Respondents in Ernakulam City**

S.No	Factors	Classifications	Number Respondents	of Percentage
1	Gender	Male	95	47.70
		Female	105	52.30
2	Age	Up to 25 years	24	12.24
		26 – 35 years	47	23.34
		36 – 45 years	68	33.80
		46 – 55 years	45	22.70
		Above 55 years	16	07.91
3	Educational Qualification	School Level	30	14.80
		Under Graduate	58	28.83
		Post Graduate	58	29.21
		Professional Degree	32	15.94
		Others	22	11.22
4	Monthly Income	Less than ₹ 15,000	30	15.18
		₹ 15,001 to ₹ 30,000	56	28.19
		₹ 30,001 to ₹ 45,000	48	24.23
		₹ 45,001 to ₹ 60,000	42	20.92
		Above ₹ 60,000	23	11.48
5	Occupation	Private	59	29.46
		Government	49	24.49
		Professionals	34	17.22
		Business	47	23.72
		Others	10	05.10
6	Marital Status	Married	130	64.92
		Unmarried	70	35.08
7	Family Size	Two Members	27	13.27
		Three Members	57	28.32
		Four Members	69	34.44
		Five Members	26	13.14
		Above Five Members	22	10.84
8	Type of Family	Joint Family	73	36.48
		Nuclear Family	127	63.52

Sources: Primary Data



**Table 2 - Association between Demographic Factors and Level of Preference towards Online Advertisements**

S.No	Factors	Particulars	Value	DF	P-Value	S/NS
1	Gender	Person Chi-Square	10.036	4	0.040*	S
		Likelihood ratio	10.234	4	0.037	
		Linear-by-Linear Association	1.215	1	0.270	
		No. of Valid Cases	200			
2	Age	Person Chi-Square	12.725	16	0.030*	S
		Likelihood ratio	12.640	16	0.699	
		Linear-by-Linear Association	1.070	1	0.301	
		No. of Valid Cases	200			
3	Educational Qualification	Person Chi-Square	10.771	16	0.023*	S
		Likelihood ratio	12.242	16	0.727	
		Linear-by-Linear Association	0.318	1	0.573	
		No. of Valid Cases	200			
4	Monthly Income	Person Chi-Square	7.839	16	0.005*	S
		Likelihood ratio	8.108	16	0.946	
		Linear-by-Linear Association	0.321	1	0.571	
		No. of Valid Cases	200			
5	Occupational Status	Person Chi-Square	21.810	16	0.149	NS
		Likelihood ratio	21.584	16	0.157	
		Linear-by-Linear Association	0.419	1	0.517	
		No. of Valid Cases	200			
6	Marital Status	Person Chi-Square	2.630	4	0.021*	S
		Likelihood ratio	2.615	4	0.624	
		Linear-by-Linear Association	0.002	1	0.963	
		No. of Valid Cases	200			
7	Family Size	Person Chi-Square	26.692	16	0.044*	S
		Likelihood ratio	28.273	16	0.029	
		Linear-by-Linear Association	0.023	1	0.880	
		No. of Valid Cases	200			
8	Type of Family	Person Chi-Square	4.320	4	0.040*	S
		Likelihood ratio	4.353	4	0.360	
		Linear-by-Linear Association	0.445	1	0.505	
		No. of Valid Cases	200			

Sources: Primary Data

S – Significant

NS – Not Significant

\* 5% Level of Significant