

# A Study on Preference of Women Consumers towards Online Advertisements with Special Reference to Kerala

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**Abstract**— Advertisements are the strongest tool used by marketers to promote their products in the market. Online advertising is a marketing strategy that involves the use of Internet as a medium to get connected with customers through websites and target and deliver marketing messages to the right customers. Since the early 1990s there has been an exponential increase in the growth of Internet and online advertising, which has evolved into a standard for small and large organizations. Online advertising is otherwise known as Internet advertising, Digital advertising, etc. 100 women consumers were selected as sample in this study. Data was collected through structured questionnaire. Major findings of this study includes women irrespective of their age difference prefer online advertisements; online advertisements are more attractive than offline; women prefer both online and offline mode for their regular purchase; etc. It is concluded in the study that marketer should create online advertisements inline with the preference of women consumers also as they play a vital role in purchase decision making in every family and their purchase are largely influenced by both online and offline advertisements.

**Keywords:** Social Media Marketing, Online Advertisements

## I. INTRODUCTION

William Stanton defined advertising as “Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.”

### A. An Overview of Women Consumers in Kerala

When Kerala market is compared with any other states in India, it is very important to note that women consumers play a vital role in the success of any product except products that are designed only for men.

There are number of reasons for that

- 1) Decision making power of women in buying process
- 2) Work culture of women & Rising income of women
- 3) Exposure to online media & Social media influence
- 1) *Decision making power of women in buying process*

There are five roles to be performed by individuals in any purchasing process, Initiator, influencer, decider, buyer and user. Women consumers play all these roles directly or indirectly in every purchase (Expect for some products designed only for men). In this context the contribution of women in the success of product cannot be ignored. In Kerala, purchase of products that are used commonly by all family members, majorly initiated and influenced by women in family. They may be wife or mother in that family. Also in the matter of family purchase like durables, household items, certain FMCGs (Fast Moving Consumer Goods) women reject the purchase because of their lack of multi use, ill effect on children, price fluctuations, etc. So the decision making

powers or influence on purchase of women in Kerala are remarkable.

### 2) *Work culture of women & rising income of women*

The number of working women in Kerala is increasing in a steady pace since last decade. This initiate leads to women empowerment. Income level of Kerala women customers are increasing tremendously because of augmented job opportunities and raised education level of women in Kerala. Financial independence makes women more strong and confident in their purchase. Women consumers are more rational than men in their purchases. So when purchase is happen they always depend on valuable source for information and thus they consider online advertisements as one major source. Work environment help them to get peer review of various product and brand, thus it make their shopping more ease and convenience.

### 3) *Exposure to online media & Social media influence*

Women nowadays use online platform for their major routine activities than offline due their busy schedule. Women consumers mainly use online mode for ticket booking, purchases, bill remittance, etc to save their time and to ease multitasking. Thus women are well exposed to online medias and this trend is in a increasing pace. Social media plays a vital role in decision making of women in their purchase. Women consumers use social medias like Facebook, Watsapp, Twitter, etc as sources of information and discussion platform about various products/brands which they are using and willing to purchase.

## II. LITERATURE REVIEW

### A. Advertising History

In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad - the copy, layout, and artwork - was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for

advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

**B. Advertisement:**

According to Philip Kotler, “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.”

**6 M’s of Advertisements:**

- 1) **Market:** Market defines to whom advertisements are planning for or the targeted market.
- 2) **Mission:** Mission defines the purpose or objective for which particular advertisement is designed.
- 3) **Money:** Money defines the amount set aside for a particular advertisement.
- 4) **Message:** Message defines the content to be communicated through the advertisement.
- 5) **Media:** Media defines the channel or platform through which advertisements are released.
- 6) **Measurement:** Measurement defines the effectiveness of a particular advertisement.

**C. Online Advertisements:**

Online advertising is a marketing strategy that involves the use of Internet as a medium to get connected with customers through websites and target and deliver marketing messages to the right customers. Since the early 1990s there has been an exponential increase in the growth of Internet and online advertising, which has evolved into a standard for small and large organizations. Online advertising is otherwise known as Internet advertising, Digital advertising, etc.

One major advantage of online advertising is the quick promotion of product information without the limits of geographical boundary.

One major drawback of online advertising is the evolving field of interactive advertising, which poses new challenges for online advertisers.

**D. Social Media Marketing:**

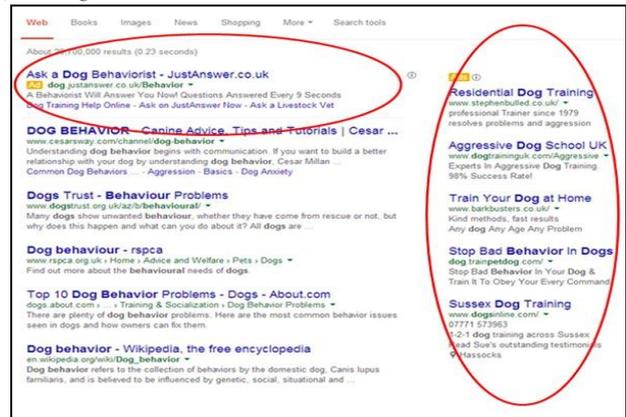
Social media marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioural goals. Social media today is among the best opportunities available to a brand for connecting with prospective consumers. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

Using social media platform for advertising is a paid form of brand, service or business promotion and requires a proper and planned communicative message and budget. Advertising is customer centric in nature. Customers play an important role in any major or minor communication because they are the one going to decide the fate of the advertising communication. Some benefits of social network advertising include:

- Making the brand, idea and service popular in the market.
- Information target audience about brand or service’s presence in the market.
- Encouraging healthy competition in the market.
- Providing social benefits for the brand.
- Making audience to interact and keep them intact with the brand.

**E. Types of Social Media Advertisements**

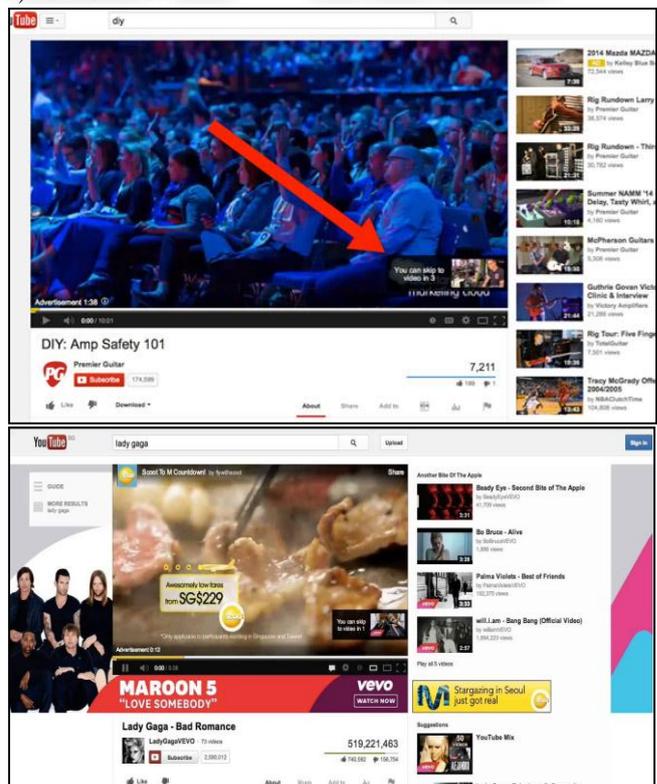
**1) Google Ads**



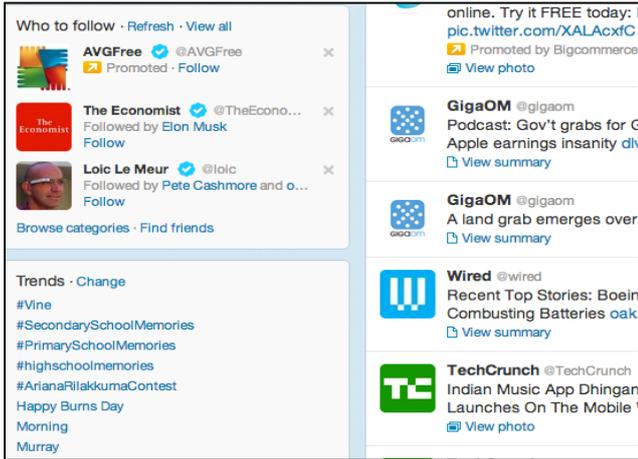
**2) Facebook Ads**



**3) YouTube Ads**



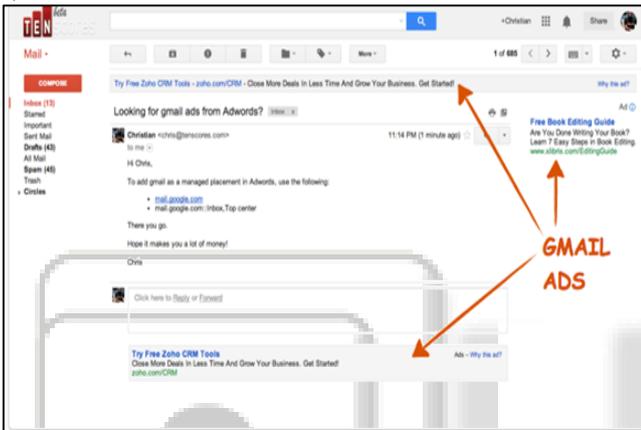
4) Twitter Ads



This chart is showing the use of various social media platforms by marketers to promote their products in a study conducted by Sataista (2014).

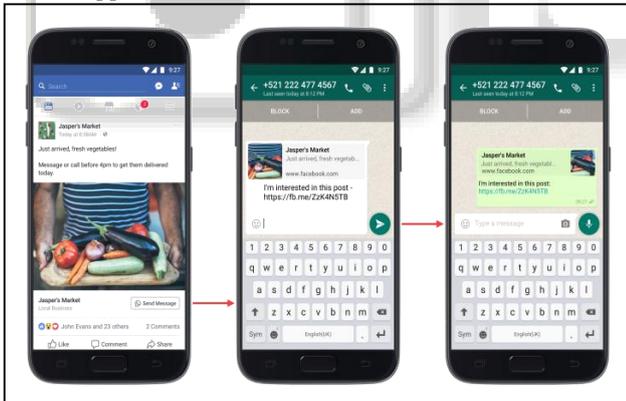
Michael Rodriguez et al (2012) conducted a study on the effectiveness of social media marketing by analysing 1699 business clients from around 25 industries. The study proves that social media indeed helpful for B2B firms in generating new sales. Social media is the best tool for finding new clients and deepening the relationship with existing customers. The study assumed five hypotheses as follows: social media usage creates opportunity, social media usage helps in understanding customer, social media usage help in relationship management, social media usage aids in relationship sales performance and social media usage help in outcome based sales performance.

5) Gmail Ads



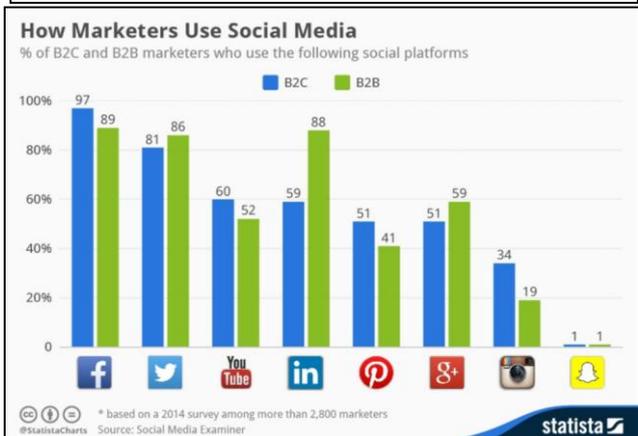
Bhatnagar et al. (2010) Suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overload, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transactions (e.g. credit card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium. Borges (2009) finds that today's buyers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media marketing is a revolutionary way to build solid relationships with buyers. Low cost, brand building, staffing advantages, loyalty and level playing field are key benefits of social networking sites as a successful marketing media.

6) Whatsapp Ads



ACNielsen (2007), more than 627 million people in the world have shopped online. Research estimates e-commerce market will reach \$228 billion in 2007, \$258 billion in 2008 and \$288 billion in 2009. By 2010 ecommerce will have accounted for \$316 billion in sales, or 13 percent of overall retail sales. ACNielsen also reported that, across the globe, the most popular on the Internet are books (34%), followed by videos/DVDs/games (22%), airline tickets/reservations (21%) and clothing/accessories/shoes (20%).

Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. This research found that each of the five significantly and positively reinforces the consumers. Hence website quality is a major deciding factor while selecting a online platform for releasing an advertisement.



(Source: Social Media Examiner)

III. RESEARCH METHODOLOGY

A. Research Problem

This research pertains to analysis of the factors which create a preference towards the online advertisements among female consumers. It takes into consideration the factors like awareness, recall, credibility, informativeness etc. of the advertisement. An understanding about the preference of women towards online advertisements is being studied under this research. A comparison of offline advertisements with online advertisements is also studied in this research. The findings of the study are of immense utility to any company

when it launches the new advertisements in an online platform.

**B. Research Objective**

- To determine the factors for preferring online advertisements
- To understand the factors influencing the purchase decision of women customers in Kerala.
- To understand the awareness of online advertisements among women in Kerala.

**C. Research Design**

The research design used in this study is descriptive in nature which is based on market survey.

**D. Data Collection**

Primary data was collected from women customers in Kerala. Data was collected through a structured questionnaire and interview.

Secondary data was collected from earlier studies, published works and research journals.

**E. Sampling Technique and Sample Size**

Random sampling was used for data collection. Customer sample size is 100.

**F. Data Analysis Method**

The collected data was tabulated and percentage analysis was done. Cross tabulation was also done for an in depth cross sectional analysis.

Chi square test was used to corroborate the statistical findings of the study.

**G. Results and Discussion**

Characteristics		Frequency	Percentage
Age	Below 20	20	20
	21- 30	40	40
	31-40	26	26
	Above 41	14	14
	Total	100	100
Most frequently purchased item online	FMCG	21	21
	Durables	22	22
	Apparels	27	27
	Gadgets	30	30
	Total	100	100
Most watched online platform	Google	30	30
	Facebook	32	32
	Youtube	28	28
	Twitter	10	10
	Total	100	100
Preference of purchase	Online	68	68
	Offline	32	32
	Total	100	100
Preference for advertisements	Online	57	57
	Offline	43	43
	Total	100	100

Table 1: Summary of opinion of customers  
(Source: Primary data)

**H. Cross Tabulation**

Cross table 1 between type of purchase women prefer and different category of items

Opinion	FMCG	Durables	Apparels	Gadgets
Online	40	45	50	58
Offline	50	48	50	32
No opinion	10	7	0	10

(In percentage) (source: Primary Data)

It is important to note that for purchasing apparels women give equal prefer to online and offline mode and for gadgets purchases majority (58%) prefer online mode than offline. But for FMCG (Fast Moving Consumer goods) and Durables, preference goes to offline mode than online.

Cross table 2 between type of online platforms for advertisements and opinion regarding their influence on purchase

Opinion	Facebook	Google	Youtube	Twitter
Positive	60	63	36	20
Negative	30	26	47	50
Neutral	10	11	17	30

(In percentage) (Source: Primary Data)

Facebook and Google dominate on influence on purchase made by women (60% & 63% respectively). Twitter showing as less influencing platform for online advertisements (20%).

**I. Chi- Square Test**

Dependence of age of women and opinion about online advertisements,

- Null hypothesis H0: There is no significant relation between age of women and opinion about online advertisements.
- Alternative hypothesis H1: There is significant relation between age of women and opinion about online advertisements.

Opinion about online advertisements	Age of Women				Total
	Below 20	21- 30	31- 40	above 40	
Informative	12	8	8	2	30
Help to recall	8	18	7	3	36
Catchy	4	16	4	4	28
Misleading	3	0	2	1	6
Total	27	42	21	10	100

**1) Expected frequency**

Opinion about online advertisements	Age of Women			
	Below 20	21- 30	31- 40	above 40
Excellent	8.1	15.12	6.3	3
Good	9.72	15.12	7.56	3.6
Adequate	7.56	11.76	5.88	2.8
Poor	1.62	2.56	1.26	0.6

**J. Calculation of Chi-Square Value**

O	E	O-E	(O-E) <sup>2</sup>	
12	8.1	3.9	15.21	1.87
8	15.12	-7.12	50.69	3.35
8	6.3	1.7	2.89	0.46
2	3	-1	1	0.33

8	9.72	-1.72	2.96	0.30
18	15.12	2.88	8.29	0.56
7	7.56	-0.56	0.31	0.04
3	3.6	-0.6	0.36	0.1
4	7.56	-3.56	12.7	1.68
16	11.76	4.24	17.9	1.6
4	5.88	-1.88	3.53	0.60
4	2.8	1.2	1.44	0.51
3	1.62	1.38	1.9	1.18
0	2.52	-2.56	6.6	2.59
2	1.26	0.74	0.55	0.44
1	0.6	0.4	0.16	0.8

Total =15.96

Degree of freedom = (R-1) (C-1)

= (4-1) (4-1)

= 3\*3

= 9

Level of significance = 0.5

Table value: 16.919

Calculated value: 15.96

Table value < calculated value

H0: hypothesis is accepted since the calculated value of chi-square is less than table value. So it is clear from the statistical test that age is not criterion for preferring online advertisements. Hence women of all age (17- 48) considered in this study prefer online advertisements.

#### IV. MAJOR FINDINGS

- Customers opined online advertisements are more appealing than offline.
- Online ads more informative than offline ads
- Facebook & google are the main platform for watching online ads
- Flipkart is the most preferred online retailer among young people and Amazon grabs second position
- Offers and discounts shown in online ads is a main driving force for online shopping
- Many respondents opined that online advertisements motivate them to shop online
- Gadgets, apparels and tickets are most moving products through online.
- Online websites provides opportunity to return the products if customers are dissatisfied with quality.

#### V. CONCLUSION

Women consumers are sharing almost an equal importance in purchase decision making with men consumers in Kerala. Women use internet mainly for making multitasking more easily as being a netizen. Marketer should make use of that online platform to release their advertisements which are frequently watched by women like facebook, wataspp, google, etc. Women consider online advertisements as a strong source of information about new and existing products and brands. Marketers should consider the changes happened in Kerala economy due to the rising education level, working culture, financial independence, and social media influence of women before designing and releasing an online ad. This study proves that age is not criterion for preferring online advertisements for the purchase decision making.

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