

A STUDY ON INFLUENCE OF ONLINE ADVERTISEMENT IN CONSUMERS' PURCHASING PATTERN DURING THE COVID-19 PANDEMIC IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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Register No. 39410106



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S. V. MALAR KODI (Register No.39410106)** who have done the project entitled **“A Study on Influence of Online Advertisement in Consumers’ Purchasing Pattern During the Covid-19 Pandemic in Chennai”** under my supervision from January 2021 to March 2021.

Dr. M. JOHN BRITTO
Internal Guide

Dr. BHUVANESWARI G.
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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **S. V. MALAR KODI (Register No. 39410106)**, hereby declare that the Project Report entitled “**A Study on Influence of Online Advertisement in Consumers’ Purchasing Pattern During the Covid-19 Pandemic in Chennai**” done by me under the guidance of **Dr. M. JOHN BRITTO** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

S. V. MALAR KODI

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S. V. MALAR KODI

ABSTRACT

This study aims to find the influence of online advertisement in consumers' purchasing pattern during the covid-19 pandemic in Chennai. As lockdown restrictions were announced people stayed in their houses, so we turned to our smartphones and social media to connect with friends and families. We've spent more time online speaking to friends, but we've also spent more time with online advertising. The study is to examine the online advertisements have the potential to influence consumer purchase decisions. The result of the study helps the advertisement agencies to understand which social media platform consumers prefer the most and which advertisement appeal motivates the consumer to influence a purchase decision. The finding of the studies will help brands to understand consumers buying behavior and can deliver the value which consumers are expecting from them brands.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications. Online advertisements refer to using websites and other online platforms as an advertising tool. It advertises on the Internet. In online advertising, ads of a particular brand appear on the screens of online laptops, desktops, tablets, smart TVs, and smartphones.

Online advertising is also known as Internet advertising or Digital Advertising. A major advantage of online advertising is the quick promotion of product information without geographical boundary limits. A major challenge is the evolving field of interactive advertising, which poses new challenges for online advertisers.

Online advertising plays an important role to affect consumer preferences, build a positive consumer attitude and influence their purchase decisions about the products/services offered in advertisements. Online ads are increasingly appealing marketing communication tools to reach targeted consumers in different ways and different locations.

1.2 INDUSTRY PROFILE

India's advertising industry plays an important role, like in other world markets, in shaping sentiments towards products and services in the minds of its consumers. The brand recall for several companies over the decades has hung solely on the balance of their advertisements. From the "utterly, butterly delicious" Amul cartoon girl, to Vodafone's Zoozoos, and being a Complan boy/girl, among numerous other tag lines that are synonymous with specific consumables, it comes as no surprise that the country has one of the most successful ad markets in the world.

India has one of the fastest-growing advertising industries, recording about 800 billion Indian rupees in revenues in 2019. A high share of television ownership across the country made it the leading source of revenues for ads, overtaking print in recent years. Television in India remains the booming source for ads among traditional media – thanks mostly to a sustained love for daily soaps, reality shows, movies, and cricket in particular.

Despite stiff competition from digitization, the print market ranked second in terms of revenues for advertising in the country – an unusual trend compared to most other countries. Even with one of the slowest growth rates, it was expected to retain an integral position for ads. This consistent development was probably due to low cover prices in the face of a struggling economy. This was probably also complemented by the continuing morning routine of reading newspapers along with the first cup of chai in many households.

Digital advertising in India has seen tremendous growth in recent years. Propelled by the Digital India initiative and the rapid adoption of smartphones with the availability of cheap data, mobile ads made up the largest share within this segment. Other catalysts included the decreasing urban-rural gap, enabling a more homogenous reach of all online content. Social media made up the highest share in terms of format for ads in this category, followed by paid search. With the highest levels of online video consumption among digital users in the country, the growth outlook remained optimistic.

The fast-moving consumer goods market contributed the most in terms of ad spends in India. E-commerce recorded the highest growth rates compared to other categories. Cricket seasons, specifically the Indian Premier League, make for special competition between brands, putting forth their best and brightest scripts and copies. Celebrity endorsements play a major role in all formats, regardless of ad category or month of the year. Additionally, cultural festivals, especially centered around the Deepavali season lead to a surge in sales every year, ensuring a wave of new ads. It remains to be seen, however, if and how much the coronavirus (COVID-19) pandemic will impact the market in the medium and long term, affecting businesses and the market overall.

1.2.1 History of Advertising

The evolution of advertising has experienced some major milestones over the years, as it's had to adapt and change to suit new mediums and audiences constantly. Most significantly, it's become much more personalized throughout history. The one medium that's had the biggest impact on the history of advertising and advertising personalization is the internet, and its ability to collect billions of data points on users. For starters, Facebook alone has 98 personal data points on its 2.2 billion users, totaling 215.6 billion data points.

Even more impressive is Google. Between the company's seven unique products with over 1 billion monthly active users each, Google collects enough personal data from its users over one year to equal 569,555 sheets of paper. If printed and stacked, this would measure more than 189 ft. tall.

Starting with the pre-internet days, the timeline below shows how it has changed since the beginning. Then, a deeper look at how online advertising has completely revolutionized the practice in recent decades.

➤ *The Evolution of Advertising: The Very Beginning:*

Although the very first signs of advertising are said to date back to the ancient Egyptians' steel carvings in 2000 BC, the first print ad was published in 1472 when William Caxton printed ads for a book and tacked them to church doors in England.

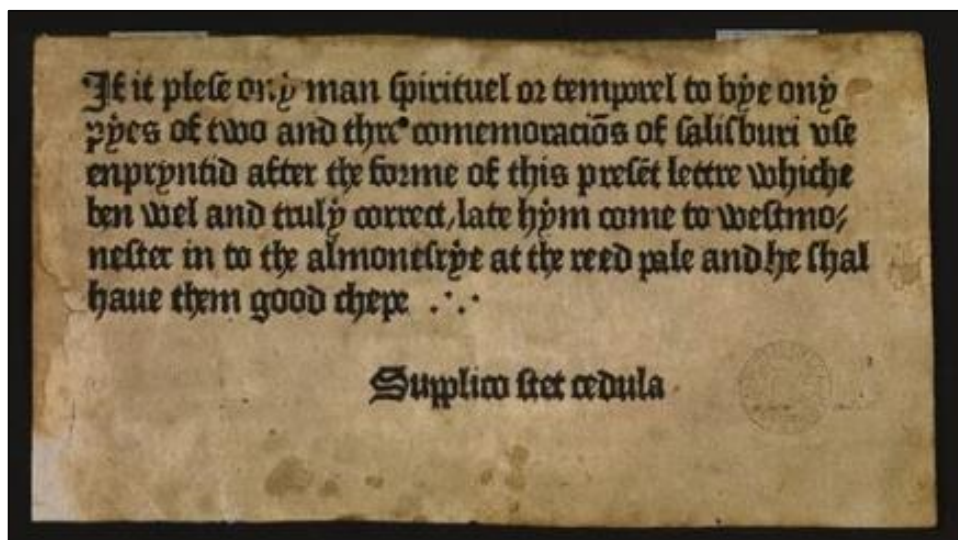


FIG 1.1 FIRST PRINT ADVERTISEMENT

Fast forward to 1704, the first newspaper ad was published in the U.S.:

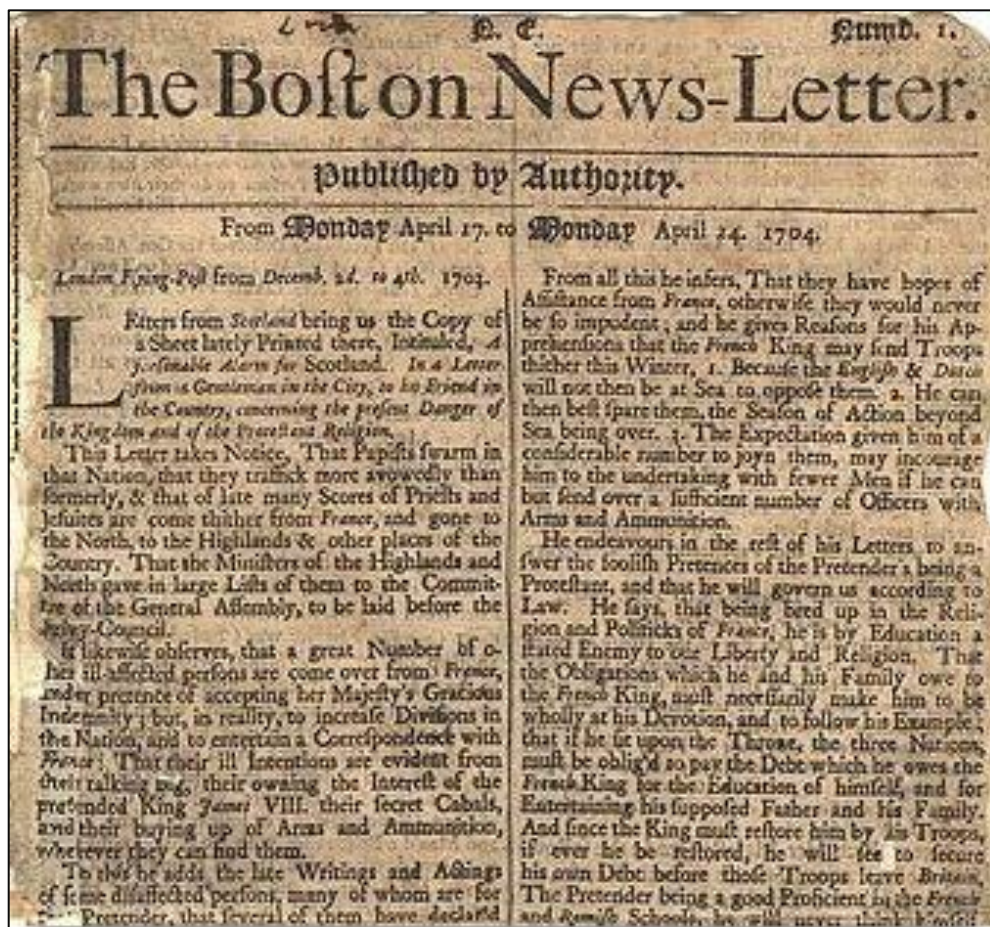


FIG 1.2 FIRST NEWSPAPER ADVERTISEMENT

Then, in 1835, the first U.S. billboards displayed circus posters measuring over 50 sq. ft.



FIG 1.3 FIRST BILLBOARD DISPLAY

Sears was the first company to focus more on personalization by advertising through direct mail. When they launched their massive direct mail campaign in 1892 with 8,000 postcards, it produced 2,000 new orders.

Then came the “Golden Age,” where advertising personalization began to take off even more.

➤ *The “Golden Age of Advertising”:*

Advertising became a whole movement when it came to radio and television in the early 1900s. Since it was speaking to people directly through their radios and TVs, it felt more personalized.

Advertising first hit the radio in 1922. Radio host H.M. Blackwell created his own “indirect direct” method -- a 10-minute talk about the virtues of living a carefree life at the Hawthorne Court Apartments in Jackson Heights, Queens. The cost for a 10-minute time slot was \$50.

Personalization took another big leap in 1930 when Rosser Reeves introduced the idea of a unique selling proposition. Since a USP (aka unique value proposition) describes how your business will solve a customer’s problem, it should be very specific and highly personalized to differentiate your brand.

In 1935, George Gallup introduced market research gathering information about consumers to better relate and advertise to them.

The next major milestone in the evolution of the advertising timeline came on July 1, 1941, when the first legal and continental commercial popped up on TV screens on WNBT. Although this Bulova Watch Company ad was brief (only a 10-second spot for a simple graphic and voiceover) it set the precedent for the next 70 years.

TV viewers began to feel optimistic, despite the 50s being tense for America during the Cold War. They started opening their wallets more as prosperity began to rise again -- and a large part of this was due to a change in advertising tactics (not just

mediums). This was called the “Golden Age of Advertising” -- a time of big ideas and huge personalities during the 1960s through the late 1980s.

Companies began building characters around their products to establish more of a connection between viewers and brands. Tony the Tiger for Frosted Flakes, or the Snap, Crackle, and Pop gnomes for Rice Krispies both of which are still seen on cereal boxes today.



FIG 1.4 CHARACTERS IN ADVERTISEMENT

Famous faces, like the Marlboro Man from the 1960s to 1990s, were also often used to sell products.

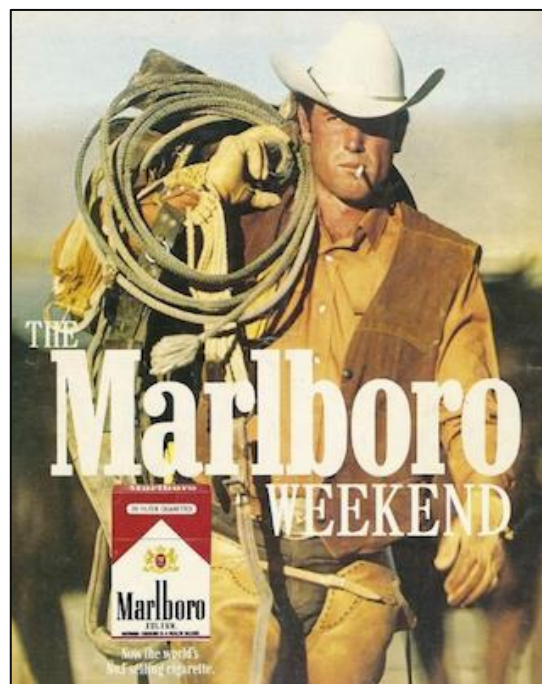


FIG 1.5 FAMOUS FACES USED IN ADVERTISEMENT

Among all the different characters that emerged, the ads at this time had one main purpose: to sell. While the characters played a major part in creating an ad culture for consumers, the product was always at the forefront. That is until online advertising came about, and with it came several major game-changers in the evolution of advertising and personalization.

➤ *Online Advertising:*

This next period was known for introducing new channels and mediums and a drastic shift in motive. Rather than selling, the evolution of ads leads to a focus on brand awareness and problem-solving. What is the consumer's problem, and how can the product solve it? Now the product was no longer the centerpiece of the ad the consumer was.

This all started when internet usage took off in 1992 with the introduction of online services like America Online and Prodigy. When everyone suddenly began using the internet for personal reasons, advertisers jumped all over the opportunity to reach consumers there. They began shifting their attention to more digital ads, starting with display advertising.

The evolution of display advertising began with the very first banner ad from AT&T in 1994:



FIG 1.6 FIRST BANNER ADVERTISEMENT

About 44% of the people who saw the ad clicked it, and when they did, they landed here:

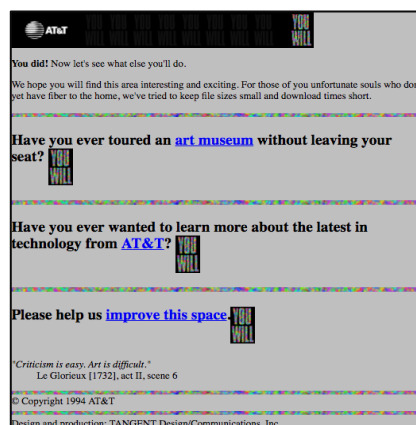


FIG 1.7 LANDING PAGE

Although the page lacked any optimization, the ad set off a chain reaction that altered the course of the advertising industry, and banner ads caught on extremely quickly.

In 1995, Yahoo transformed itself from a web directory to a commercial business. The company announced an advertising deal for their primitive banner ads, with five sponsor company logos rotating daily across the top of the site:



FIG 1.8 YAHOO WEB DIRECTORY

During this same year, Yahoo also created the first keyword-based ad. The chain reaction continued into the next year when Planet Oasis launched the first version of PPC advertising, and Open Text began selling paid ads. Mobile advertising came next, as mobile phones came into existence.

➤ *The Evolution of Mobile Advertising:*

The first mobile ad showed up in 2000 when a Finnish news provider sent free news headlines via SMS. This led to more experimental mobile ads and mobile marketing initiatives down the road.

When the original iPhone was released in 2007, mobile advertising came to smartphones. However, still new to the medium, advertisers would simply reformat their desktop ads for mobile, meaning they weren't well-designed and didn't provide

an ideal user experience. In response to widespread negative feedback from these first smartphone ads, advertisers began making their ads “mobile-first.”

The launch of the App Store in 2008 with the iPhone 3G allowed advertisers to take advantage of mobile app ads instead of mobile web browser ads. Then, as capabilities grew to include things like interactive gaming and GPS technology, mobile ads started incorporating these features for a more personalized and engaging user experience.

1.2.2 Types of Online Advertising

- **Search Engine Marketing:** A search bar is the starting point of the users’ buyer journey. Entering a keyword, people focus mainly on the first page results. Search engine marketing is all about getting your webpages to the top of the SERP (search engine results page), whether in an organic or paid way. Google Ads displays paid results based on the ad rank auction. Companies name their price for a particular keyword, while Google analyzes the quality and relevancy of the content. Here is the formula of the ad rank: $\text{Ad rank} = \text{cost-per-click bid} \times \text{quality score}$.

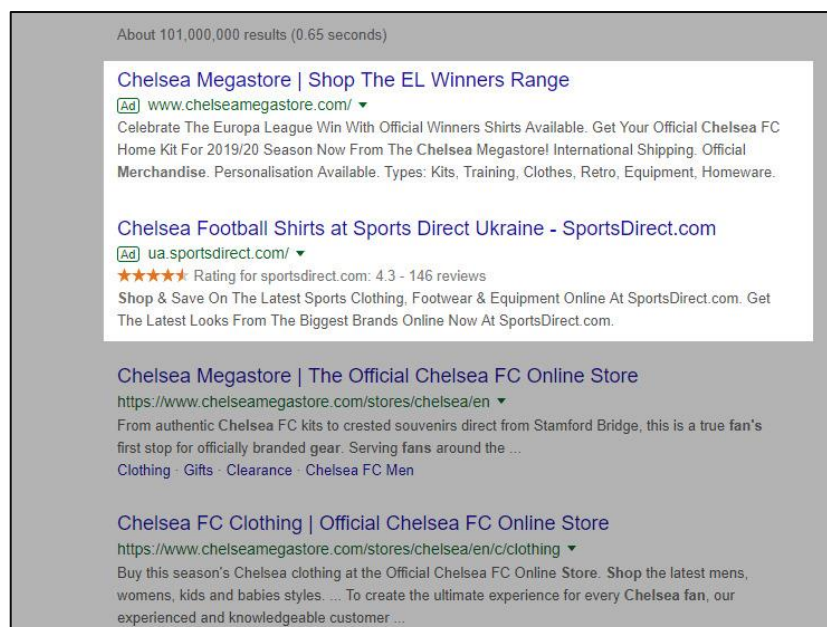


FIG 1.9 SEARCH ENGINE MARKETING

- **Email Marketing:** This is a marketing approach based on communication via email. This type of internet advertising is one of the oldest players on the field

and the most adaptive one since email marketers are always searching for innovations such as recently launched interactive amp emails. Email marketing is the least obtrusive platform for advertising because subscribers willingly opt-in to receive email newsletters and promotions; plus, they can opt-out anytime. The main idea of email marketing is to drive warm marketing leads to the website, mixing promotions with valuable non-sales content.



FIG 1.10 EMAIL MARKETING

- **Social Media Ads:** This means advertising on socials like Facebook, Instagram, Twitter, Pinterest for B2C, and LinkedIn for B2B. Companies tailor their news and promotions to the target audience via social media in two ways:

- *Organically*: If you produce kitchenware, you can post valuable content like hacks, exciting ways of using your products, or some recipes to encourage shares and build an attractive brand image.
- *Paid*: In this case, you can use social media functionality for business by showing promotional posts targeted to your audience based on age, gender, favorite activities, and other things they have in common.

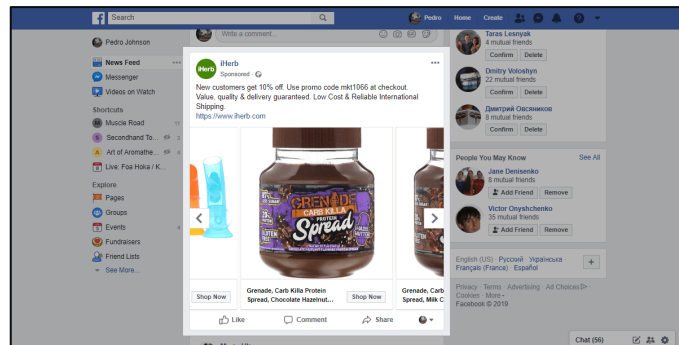


FIG 1.11 SOCIAL MEDIA ADVERTISEMENT

- *Display Ads*: 40% of Americans avoid banner ads, wallpapers, pop-ups, flash, and video ads with ad-blocking software due to the unsolicited nature of display advertising. Furthermore, many non-blockers unconsciously ignore the information in the ads because of a psychological phenomenon called “banner blindness.” Since the mid-1990s, display advertising has gained a negative reputation for being annoying media. Unless ads are highly relevant to the user, they are largely ignored or worse, totally invisible via ad-blockers. Website owners with massive traffic to their site want to monetize it, so they sell some of their space with Google AdSense, while the advertisers buy it with Google Ads.

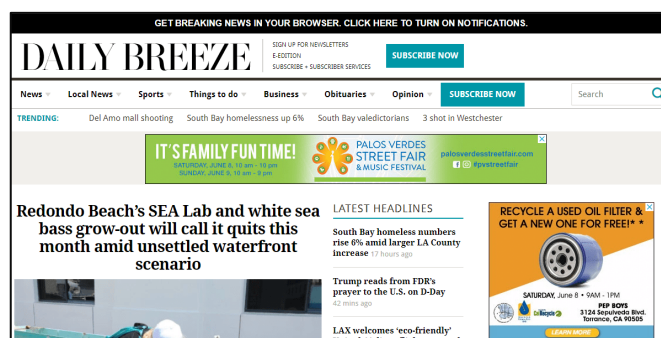


FIG 1.12 DISPLAY ADVERTISEMENT

- **Native Advertising:** In a way, this is a non-irritative alternative to display ads. Companies pay popular sites like BuzzFeed, Bored Panda, and the New York Times for placing promotion materials in their publications. As long as it happens entertainingly and casually, the readers don't realize they've been advertised to — that's why this phenomenon is called “native.”

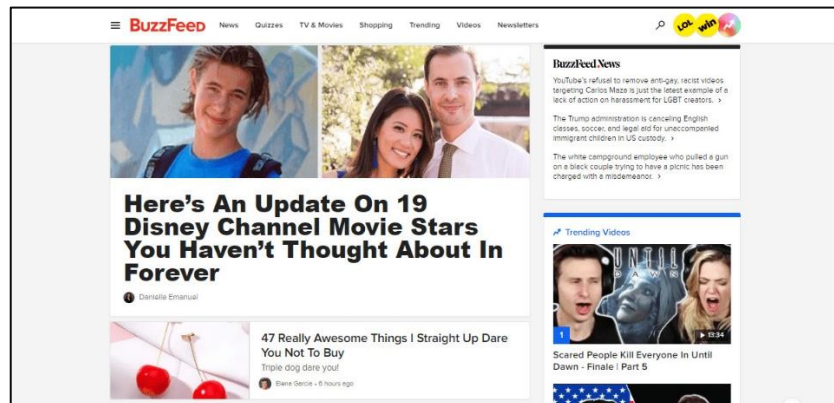


FIG 1.13 NATIVE ADVERTISEMENT

- **Video Advertising:** As the name suggests, these ads are in a video format and placed on services like YouTube, Vimeo, Daily Motion, and Vine. This is an expensive type of advertising but also an effective one, since high-quality videos may go viral.

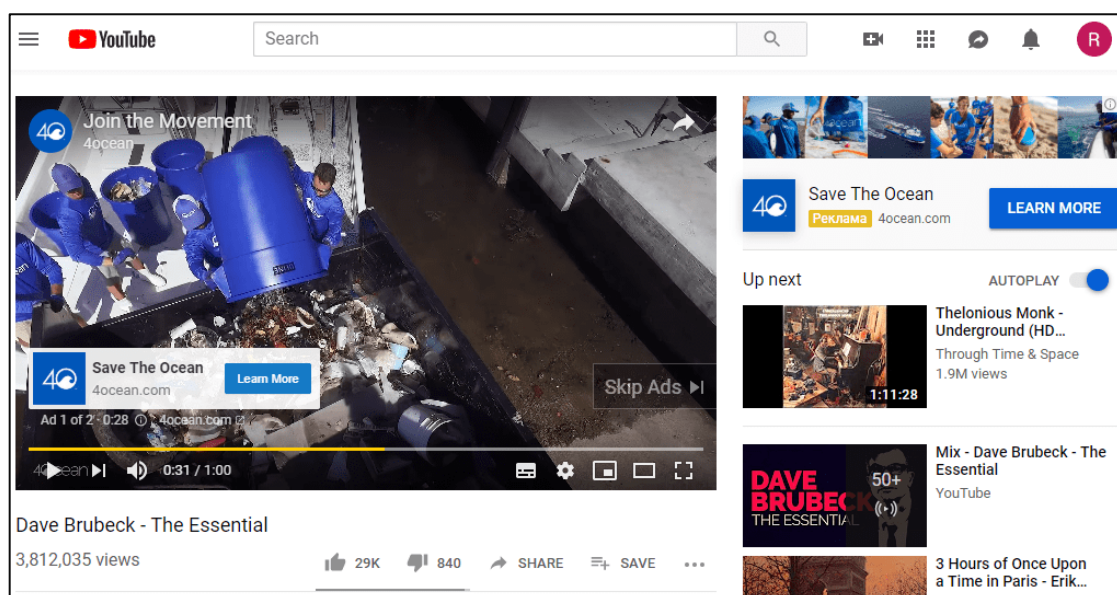


FIG 1.14 VIDEO ADVERTISEMENT

- **Web Push:** This technology allows you to grab users' attention whenever they are online. These messages appear in the corner of your screen, and a click on it redirects a user to a particular webpage. For example, a coffee shop can send you a morning notification about the 20% discount for making an order before 10 am. Users subscribe to push notifications to stay in touch with the brand and be the first to know the news and updates.

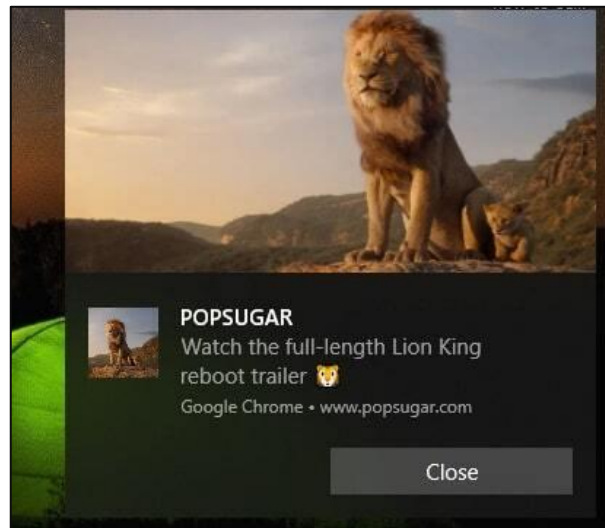


FIG 1.15 WEB PUSH ADVERTISEMENT

- **Mobile Advertising:** This type of advertising appears on smartphones and tablets. Companies can advertise with SMS after the user opts-in or with display ads in the browser optimized for mobile devices.

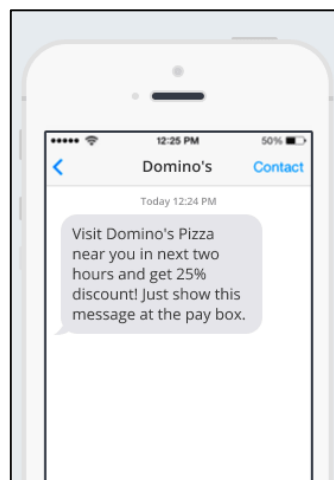


FIG 1.16 MOBILE ADVERTISEMENT

There are more than four billion internet users all over the world. This gives a huge boost to internet advertising. People look for products by using search engines, following their favorite brands on social media, and subscribing to their campaigns via email and push notifications. Advertising opportunities are enormous.

1.2.3 Advantages of online advertising

- *Easy global coverage:* Nowadays, people have a habit of searching for information about products and services via search engines like Google, Bing, and others. Internet advertising is a way to demonstrate your offers in front of over 4.3 billion web users around the globe. You can easily target the entire world via the Internet.
- *Affordable for any budget:* According to Seriously Simple Marketing, the minimum cost to reach an audience of 2,000 is three times cheaper than traditional advertising methods, so any company from a small family business to a huge enterprise can utilize online ads and get the most out of their financial resources.
- *Drives traffic to a website:* The more visitors you get to the site, the more potential customers you have, which will result in increased sales. Internet advertising aims to attract users' attention and send them to your website. The offers displayed in the digital ads should arouse curiosity and give people a good reason for clicking through your site.
- *Allows targeting:* Unlike traditional marketing media that advertises to everyone without filtering, internet advertising tailors the message to a specifically targeted audience — people who are most likely to convert into customers. For instance, a travel equipment company may use social media ads for advertising to users who are keen on travel, encouraging likes and shares.
- *Enables retargeting:* Internet advertisements are a way to say, "Hey, looks like a couple of days ago you checked out this toaster. I've got a marvelous one for you here!" If many prospects visit your household appliances online store without

buying anything, remind them about your brand with banner ads displayed on websites they browse.

- *It allows you to create various touchpoints with your audience:* Internet advertising helps you to appear in the right place at the right time to communicate with your audience. If you own a small bakery, use socials like Instagram and Pinterest to demonstrate the products. To share news, and build long-lasting relationships with your audience, reinforce them with email marketing. By mixing different types of digital advertising wisely, you can show that your company is always present and ready to be of service.
- *It is measurable:* Unlike offline marketing, where the cost and effectiveness are somewhat approximate, you can precisely track the return on your efforts and internet marketing efficiency with web analytics platforms like Google Analytics.

1.2.4 Disadvantages of online advertising

The main challenges associated with advertising online include fierce competition, the cost of mistakes, complicated analytics, and ad blindness. Let's have a closer look.

- *High competition:* Of course, this depends on your niche, but if you haven't invented something new, you'll have to compete for clients' attention. This market is oversaturated, especially for eCommerce businesses, so you need to put your customers' needs upfront and regularly improve your product to make it competitive.
- *Mistakes are expensive:* Targeting wrong people, selecting highly competitive keywords, and leaving your ad campaign running after turning it off are the most common mistakes that can cost you a fortune. To eliminate these mistakes, you need either a top specialist or a lot of experience. Both variants require investments.
- *Complicated analytics:* To analyze the performance of your ads, you need a third-party platform like Google Analytics and some experience to interpret the

results correctly. Medium-sized enterprises and big brands have analysts to make the ads more targeted and effective.

- *Ad blindness:* This term is related to banner blindness. Users see advertising almost every time they open a web page. For this reason, they simply ignore banners without even noticing them. To fight this, make sure that your banners target the right people who need your offer.

1.3 NEED FOR STUDY

During the covid-19 lockdown, usage of social media increased. The research is to find, how consumer's purchasing pattern was influenced by online advertisements during the covid-19 pandemic.

1.4 SCOPE OF THE STUDY

- This research analyses the consumer behavior towards online advertisement.
- The study analyses which information in online advertisements consumers trust the most.
- This research provides insight on consumers engaging with social media during covid-19.
- which social media advertisements influence the consumer's purchasing behavior the most.
- This study shows consumers how frequently paying attention to online advertisements.

1.5 OBJECTIVE OF THE STUDY

1.5.1 Primary objective:

- A study on the influence of online advertisement in consumers' purchasing pattern during the covid-19 pandemic in Chennai.

1.5.2 Secondary objective:

- To find out the online advertisements have the potential to influence consumers to purchase behavior during the covid-19 pandemic.
- To find out which social media platform advertisement influenced consumers to purchase a product/service during the covid-19 pandemic.
- To find out consumers' engagement with social media during the covid-19 pandemic.
- To find out consumers tried a new product/service after seen an online advertisement during the covid-19 pandemic.

1.6 LIMITATION OF THE STUDY

- Due to the covid-19 pandemic data collection was done by following social distancing guidelines.
- There were restrictions in the time available to conduct the research, which, in turn, meant that the number of respondents had to be kept relatively small.
- The present research was conducted using a small sample size of 160 respondents. Therefore, the sample does not represent the majority of the population.
- The geographical location was specific to Chennai the results might not be indicative of issues experienced in other regions in India and the rest of the world.

CHAPTER 2

REVIEW OF THE LITERATURE

Kunal Gaurav, Aishwarya Suraj Ray (2020), The study is to find out which social media constructs influence consumer behaviour highly. The social media constructs are Facebook advertisement, Instagram advertisement, YouTube advertisement, and Pinterest. The study concludes that all four constructs are equally important to decide the strength of social media advertising in the E-commerce market.

Ramesh, Vidhya (2020), states digital marketing influences consumer buying behaviour. content marketing is highly preferred in digital marketing that influences a consumer to make online buying decisions.

Idris, Izian & Alias, Siti & Haji Ahmad, Arman & Xin, Serena (2019), state that young adults are getting attracted towards online advertising as compared to other age groups. There is a relationship between the advertising appeal and the trustworthiness of the endorser appear on the online advertisement influences consumers' purchase intention. online advertisements creativity does not have a relationship with consumers' purchase intention.

Hasan, Rakibul & Haq, Md & Rahman, Md Zamanur (2019), the study identified 5 factors through exploratory factor analysis that influence making Purchase Decisions through social networks. The factors are peer communication, social network group, brand fan page- pre, brand fan page post, and paid advertisement. Peer communication through social network is common between people they will discuss a product or service for to make a purchase. Brands have a separate page on social media to connect with the consumers. The brand pages posting content frequently about their products to influence consumer but user-generated content have a negative influence on the consumers' purchase decision. nowadays more people using social media so brands try to target their audience through online advertisements in social media.

Shaouf, Abubaker (2018), states that advertisers design advertisements with unique features that grab the attention of consumers and improve their psychological states such as attitudes and emotions. online advertising message to be most effective and aim to attract and entertain the viewers.

Iweama, Vincent & Iweka, Andrew & Henson, Alfa. (2018), Online advertisement is the most effective media which influences buying behaviour of consumers. Online advertisement helps to create awareness about companies, and it's easy to pass information, companies can target their audience and contact them directly without any delay. Internet advertisement becomes one of the fastest mediums so consumers can get more information about products easily.

Mishra, Ashamayee & Mahalik, Debendra (2017), states that the effectiveness of Online advertisements is there which is not necessary to club with the age groups. all consumers are independent so any of the factors of online advertisements influence them. online advertisement is very informative and easily accessible, available so it creates trustworthiness between consumers.

Yang, Keng-Chieh & Huang, Chia-Hui & Yang, Conna & Yang, Su (2017), the study is to find out the factors affecting attitudes toward advertisement and the influence on shopping intention and purchase behaviour. The entertainment, informativeness, irritation, and credibility influence the attitudes of consumers' purchase behaviour. When people pay attention to the advertising, they may be interested in this advertising and have a chance to buy the product or service.

Lakshmanan, Dinesh & Basariya, s. Rabiya (2017), states that a networking site provides the ideal platform for direct communication between organizations and customers. Communication through the internet is more specified, with an effective interactive strategy with users. Internet advertising has taken new forms that have more advantages over the traditional mediums like print media, television, and radio.

Dr. Parul Deshwal (2016), states that more people started to connect and spend more time online day by day on social media. The Web is offering the business advertisement world with more rich media tools, interactive services, and reach

consumers globally. In online advertising, the advertiser can communicate more details in the advertisement to the audience, and that too at a comparatively low cost and influence consumers to purchase.

Arun Chitharanjan (2016), states that the satisfaction level of consumers is seen to be highly concerning for social media advertising. It also identified that in the present era if a business needs to influence the behaviour of consumers towards their product and services then they have to carry out their advertisement using social media channels.

A. U. Khandare, P. B. Suryawanshi (2016), States that internet advertisement influenced the purchase decision for half of the respondents. The advertisement should appear only 3 or 4 times a day to create an impact on consumers. The advertisement needs to be very simple to convey product information to consumers. The quality of the advertisement is very important to create a good impression on the consumers. Brand image and celebrity endorsement two most important in the advertisement to influence consumer purchasing behaviour.

Muhammad Aqsa, Dwi Kartini (2015), Consumers have a good perception of online advertisements. The look and design of the advertisement play a vital role to create an impact on consumers. The consumers get annoyed for the placement of the advertisement on the internet so need to place an advertisement in the right place to grab the attention of consumers without getting them annoyed. Online advertisement visually appealing or display advertisement and the ads contain information about the product price, quality, and other related information create an impact on consumers after viewing the advertisement, the consumer will be started to trust the online advertisement. Consumer attitude is very important in buying online. when a consumer felt good about the advertisement then surely, he will purchase the product.

Harshini C S (2015), states that online advertising is an effective tool to reach larger audiences, and advertisers need to include features to make it more effective. The

common features of social media advertisements are Informative, Interactivity, Entertainment, and Credibility influence consumer's purchase intention.

Cinar, Dilaysu & Enginkaya, Ebru (2014), states that consumers consider digital ads as informative tools, but at the same time, half of the consumers feel that digital ads as annoying and distracting. Female consumers have a more positive attitude toward digital ads, they get influences after watching an online advertisement and purchase products and services.

Elisabeta Ioanals et al., (2014), the study on the impact of social media on consumer behaviour. findings revealed that social media has an impact on behaviour changes of consumers.

Bohdan Pikas, Gabi Sorrentino (2014), states that the majority of 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. Marketing on Facebook, Twitter, YouTube is not effective advertising techniques when the company wants to build a relationship with the consumers.

Natarajan, Thamaraiselvan & Balakrishnan, Janarthanan & Arasu, B. & Manickavasagam, Jeevananthan. (2014), State that the advertisements published on social media websites are viewed differently depending on the website on which they appear. Advertisers position their products based on user demographics and their attitude towards these sites. YouTube encourages users to view video advertisements at the start of any video, Twitter is known for its sponsored tweets, and Facebook and LinkedIn are known for their banner advertisements and brand communities.

Gaurav Bakshi, S. Gupta (2013), states that internet users have been increased. the web helps companies to promote their business worldwide with help of the rich tools and interactive services. the company needs to understand its target audience and need to plan according to gain more consumers with help of internet advertising.

James Mathew may (2013), states that web advertising is a new form of advertising that many companies all over the world are venturing into, to inform consumers of their products and services. Studies have shown that the internet has an influence on consumers than any other mass media when it comes to making purchase decisions.

D. S. Chaubey, L. S. Sharma & Mayank Pant (2013), states that Animated advertisement and banner plain text advertisement is an effective tool that helps consumers to recall about the advertisement when making purchases. Embedded video, floating advertisement, and pop-up advertisement are not effective compare to the animated and banner plain text.

Srishti Joshi (2012), states that e-advertising should pay more attention to awareness, fashion, variety in the advertisement to influence purchasing decisions of consumers. Impulse buying and suitability of online interface also play a significant role in determining e-advertising. online advertising is a good and trustworthy and convenient tool for promotion as well as shopping in this modern era.

Lim, Yet & Yap, C.-S & Lau, Teck-Chai (2011), state that Malaysian consumers are quite used to Internet advertising and also have a positive attitude towards it. They are using to search for information on products and services by clicking through the online ads. online ads help the consumer to make their buying decision about 26% of the time, especially when they can recall the online ads that they have seen and read.

Khong, Kok Wei (2010), states that Online advertising is a new platform for marketers to create awareness and increase brand equity for their product. online advertisement features and images have a high influence on consumer's purchase intention.

Jerome, Theresa & Shan, Leong & Khong, Kok Wei (2010), The features of online advertisement have a high influence on consumers purchasing intention. The

pictures in the advertisement also play an important role in influencing purchasing decisions.

Hsuan-Ting Tai, Shao-Shiun Chang (2005), States Online advertisement contents and type of webpage have an important impact on advertisement clicking, memory effectiveness. Presentation type of advertisement has most powerful influence factors. The banner advertisement has an influence on consumers compared to other types of advertisement, animated advertisement is attractive but does not influence consumers that much. Online advertisements influence males compare to females.

Rodgers, Harris (2003), state that companies usually advertise on websites not just to provide information for product evaluation, they also seek to affect emotions and gain trust toward their sites to ensure effective communications with consumers.

J Suresh Reddy (2003), states that Online advertising creates a cost-effective and on-going relationship with the consumers, by letting them know about the product and services whenever and wherever they want to with the wish to purchase or repurchase.

Schlosser, Shavitt and Kanfer (1999), states that internet advertising includes many forms of commercial content from electronic advertisements such as billboards, banner ads to formats that are different from traditional advertisements such as corporate websites.

Gordon and Lima-Turner (1997), states that advertising on the internet can be viewed as a social contract between advertisers and internet users.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success.

3.1.1 Descriptive Research Design

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method that is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

3.2 SAMPLING TECHNIQUES

3.2.1 Convenience Sampling Method

Convenience sampling method adopted by for this study. In convenience sampling researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample.

3.3 SOURCE OF DATA

3.3.1 Primary Data

Primary research is defined as a methodology used by researchers to collect data directly, rather than depending on data collected from previously done research. Technically, they “own” the data. Primary research is solely carried out to address a certain problem, which requires in-depth analysis.

3.3.2 Secondary Data

Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of the research. Secondary research includes research material published in research reports and similar documents. These documents can be made available by public libraries, websites, data obtained from already filled-in surveys, etc. Some government and non-government agencies also store data, that can be used for research purposes and can be retrieved from them.

3.4 STRUCTURE OF THE QUESTIONNAIRE

In this research study, closed-ended questions are asked to the respondents.

Close-ended questions: are defined as question types that ask respondents to choose from a distinct set of pre-defined responses, such as “yes/no” or among set multiple-choice questions. In a typical scenario, closed-ended questions are used to gather quantitative data from respondents. Closed-ended questions come in a multitude of forms but are defined by their need to have explicit options for a respondent to select from.

3.5 SAMPLE SIZE

Sample size is a count the of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. The sample size for the research study is 160, out of which 97 are females & 63 are males. The sample are taken from Chennai location.

3.6 PERIOD OF STUDY

The period of study is January 2021 to March 2021.

3.7 ANALYTICAL TOOLS

In this study chi-square, correlation statistical tools, and percentage analysis were used to find out the results.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Gender of the Respondents

S. No.	Particulars	No. of Respondents	Percentage
1	Male	63	39.4
2	Female	97	60.6
Total		160	100

Source: Primary data

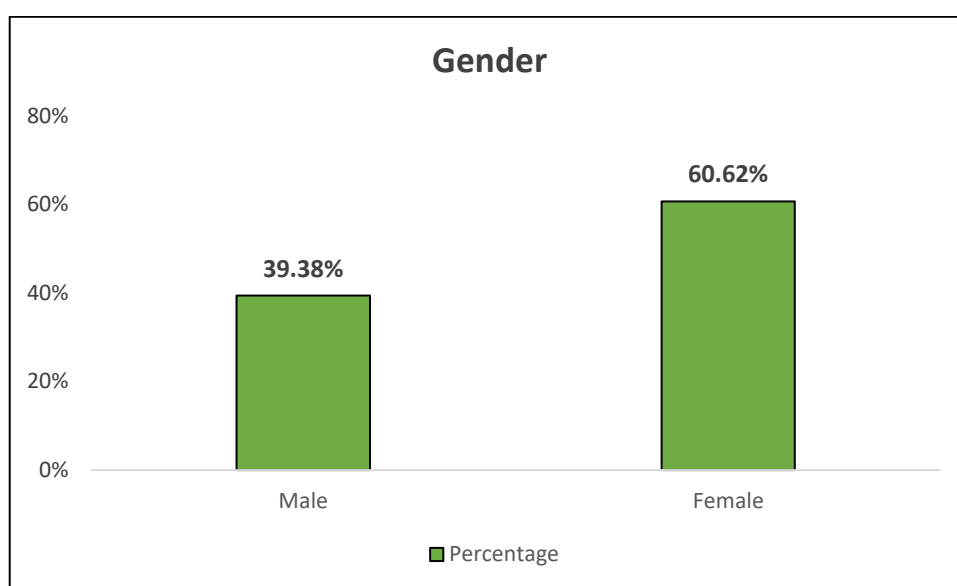


Chart 4.1.1 Gender of the Respondents

INTERPRETATION:

From the above table, it is interpreted that the number of male respondents are 39.4% and female respondents are 60.6%.

INFERENCE:

The majority (60.6%) of the respondents are female.

Table 4.1.2 Age of the Respondents

S. No.	Particulars	No. of Respondents	Percentage
1	18 – 25 years	144	90
2	26 – 35 years	8	5
3	36 – 45 years	6	3.75
4	46 – 59 years	2	1.25
5	Above 60 years	0	0
Total		160	100

Source: Primary data

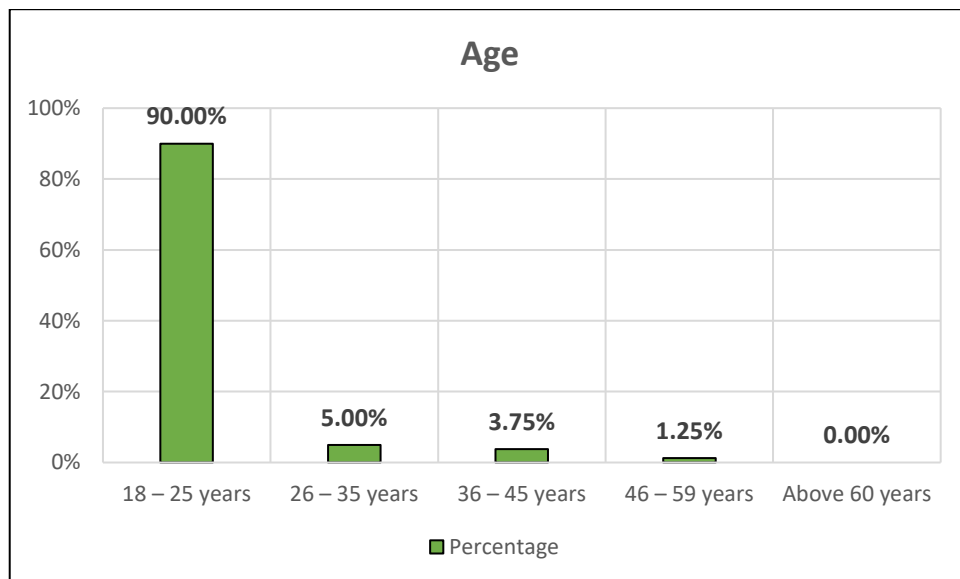


Chart 4.1.2 Age of the Respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents between 18-25 is 90%, 26-35 is 5%, 36-45 is 3.75%, 46-59 is 1.25%, above 60 is 0%.

INFERENCE:

The majority (90%) of the respondents fall in the age category of 18- 25 years.

Table 4.1.3 Highest Qualification of the Respondents

S. No.	Particulars	No. of Respondents	Percentage
1	High school	3	1.88
2	Diploma	1	0.63
3	Bachelor's degree	74	46.25
4	Master's degree	82	51.25
Total		160	100

Source: Primary data

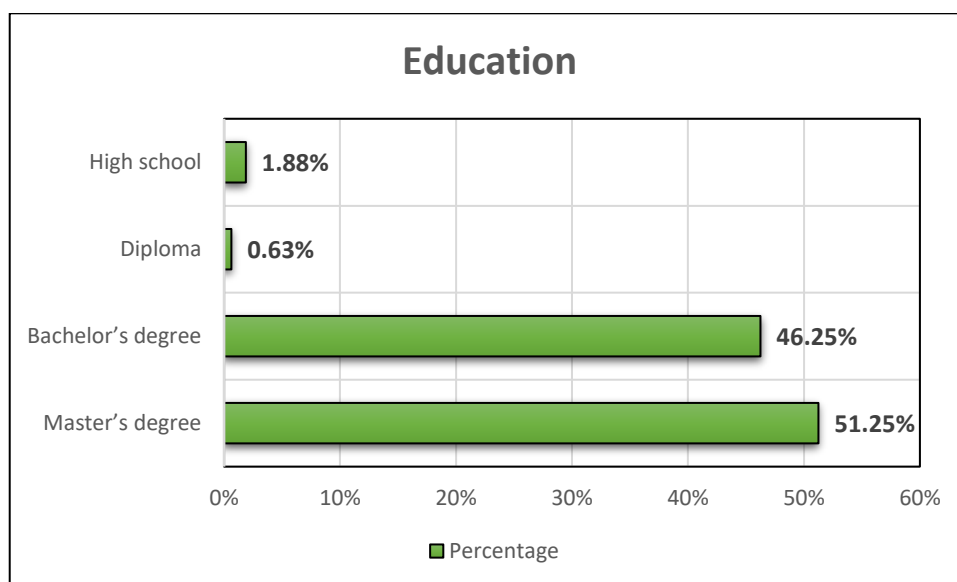


Chart 4.1.3 Highest Qualification of the Respondents

INTERPRETATION:

From the above table, it is interpreted that the number of respondents are high school 1.88%, 0.63% are diploma, 46.25% are bachelor's degree & 51.25% are master's degree.

INFERENCE:

The majority (51.25%) of the respondents are a master's degree.

Table 4.1.4 Marital Status of the Respondents

S. No.	Particulars	No. of Respondents	Percentage
1	Unmarried	134	83.75
2	Married	26	16.25
Total		160	100

Source: Primary data

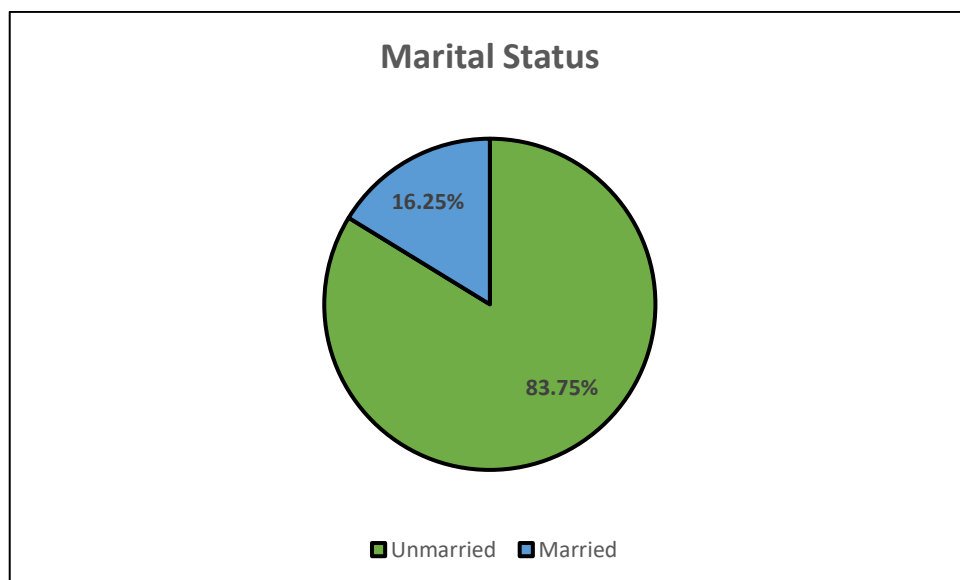


Chart 4.1.4 Marital Status of the Respondents

INTERPRETATION:

From the above table, it is interpreted that the number of respondents 83.75% are unmarried, 16.25% are married.

INFERENCE:

The majority (83.75%) of the respondents are unmarried.

Table 4.1.5 Employment Status of the Respondents

S. No.	Particulars	No. of Respondents	Percentage
1	Employed	56	35
2	Self-employed	14	8.75
3	Homemaker	10	6.25
4	student	80	50
Total		160	100

Source: Primary data

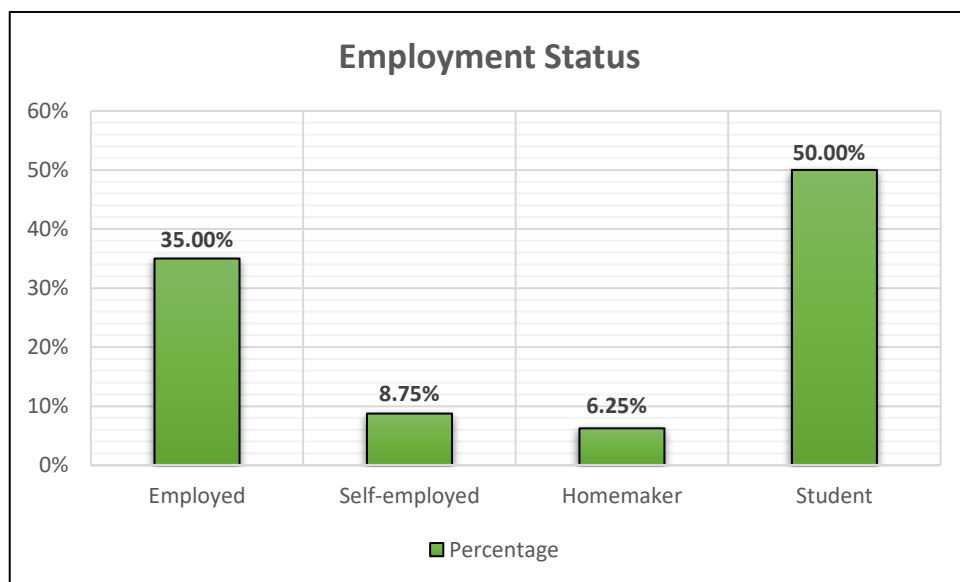


Chart 4.1.5 Employment Status of the Respondents

INTERPRETATION:

From the above table, it is interpreted that the number of respondents 35% are employed & 8.75% are Self-employed, 6.25% are homemaker, 50% are student.

INFERENCE:

The majority (50%) of the respondents are students.

Table 4.1.6 Social Media Channel Respondents Access the Most During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Facebook	59	36.88
2	Instagram	131	81.88
3	YouTube	116	72.50
4	Twitter	24	15
5	LinkedIn	44	27.50
6	Pinterest	14	8.75
7	Snapchat	19	11.88

Source: Primary data

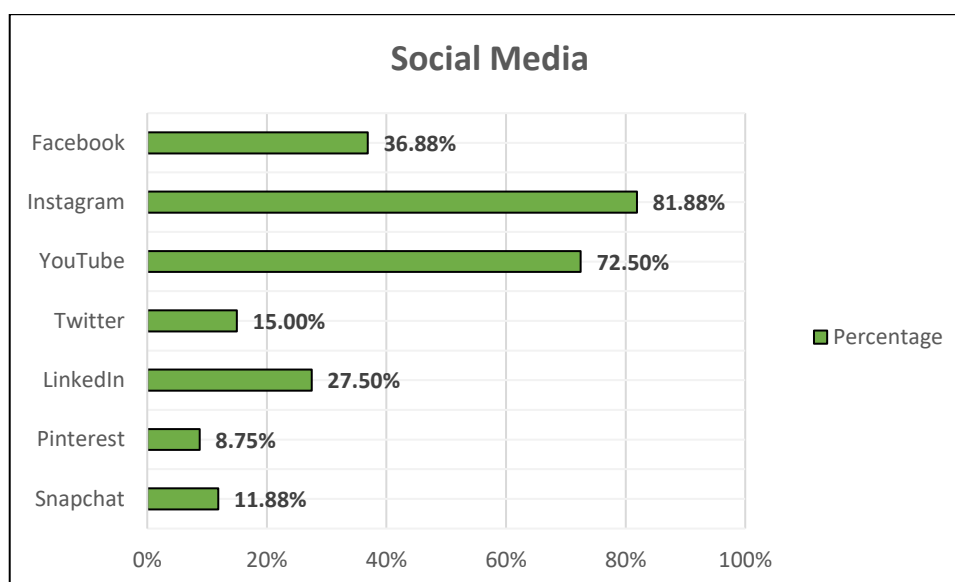


Chart 4.1.6 Social Media Channel Respondents Access the Most During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that the number of respondents accesses 36.88% of Facebook, 81.88% Instagram, 72.5% YouTube, 15% Twitter, 27.5% LinkedIn, 8.75% Pinterest, 11.88% Snapchat social media channel.

INFERENCE:

The majority (81.88%) of the respondents are accessed Instagram most during the covid-19 pandemic.

Table 4.1.7 Respondents View Social Networking Sites

S. No.	Particulars	No. of respondents	Percentage
1	Laptop or desktop	52	32.50
2	Tablets	9	5.63
3	Mobile phones	154	96.25

Source: Primary data

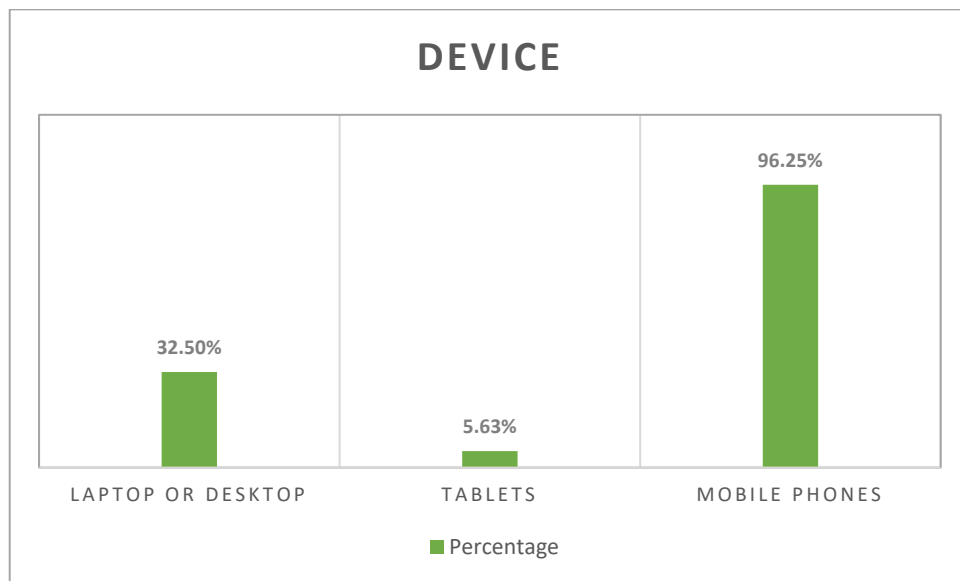


Chart 4.1.7 Respondents View Social Networking Sites

INTERPRETATION:

From the above table, it is interpreted that the number of respondents who view social networking sites 32.5% on laptop or desktop, 5.63% on tablets, 96.25% on mobile phones.

INFERENCE:

The majority (96.25%) of the respondents view social networking sites on mobile phones.

Table 4.1.8 Respondents Spend on Online Per Day During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Less than 1 hour	11	6.88
2	1 – 2 hours	28	17.50
3	3 – 4 hours	47	29.38
4	4 – 5 hours	31	19.38
5	More than 5 hours	43	26.88
Total		160	100

Source: Primary data

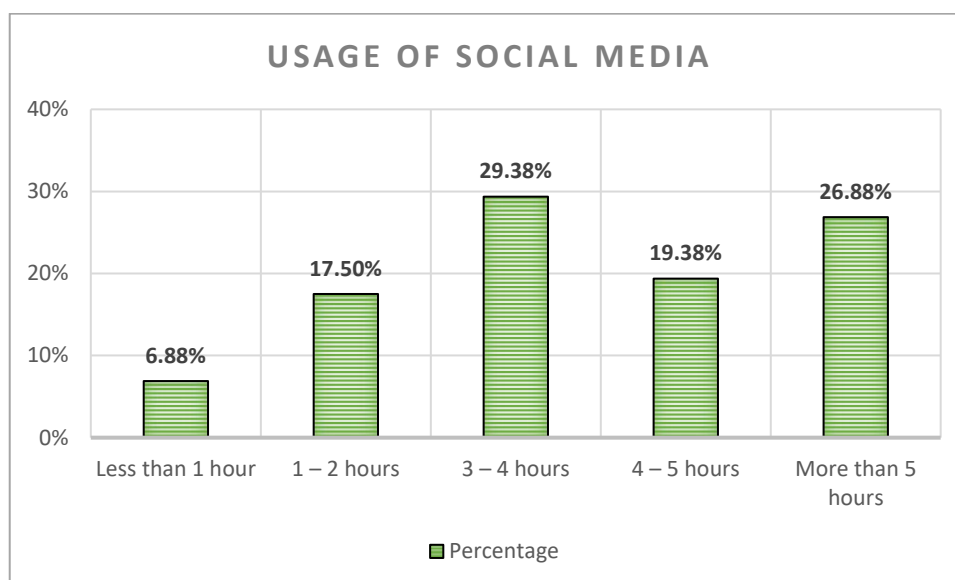


Chart 4.1.8 Respondents Spend on Online Per Day During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that the number of respondents spends 6.88% less than 1 hour, 17.50% 1 – 2 hours, 29.38% 3 – 4 hours, 19.38% 4 – 5 hours, 26.88% more than 5 hours on online per day during the covid-19 pandemic.

INFERENCE:

The majority (29.38%) of the respondents spend 3 – 4 hours online per day during covid-19.

Table 4.1.9 Respondents More Open to Engaging with Social Media Advertisements During Covid-19

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	43	26.88
2	Agree	73	45.63
3	Neutral	30	18.75
4	Disagree	11	6.88
5	Strongly disagree	3	1.88
Total		160	100

Source: Primary data

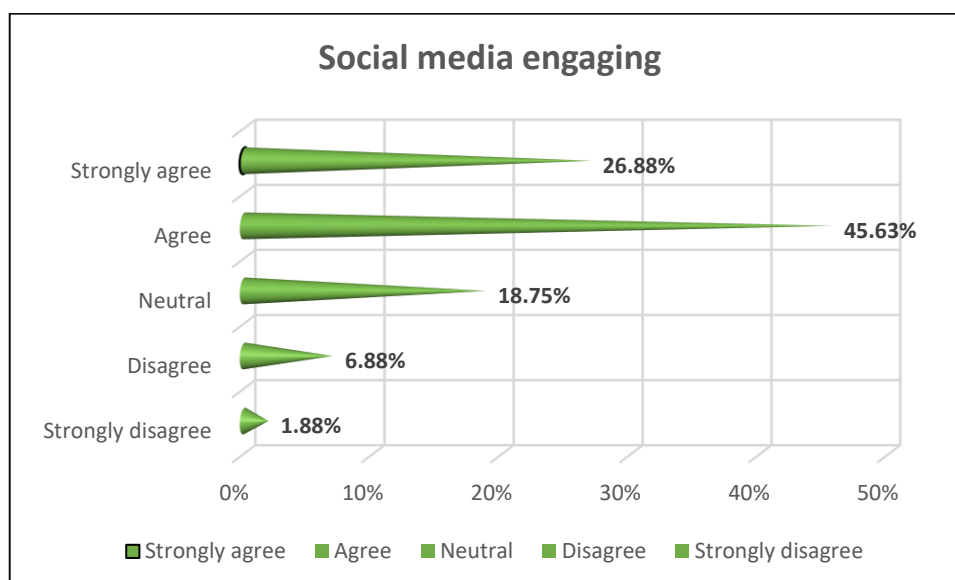


Chart 4.1.9 Respondents More Open to Engaging with Social Media Advertisements During Covid-19

INTERPRETATION:

From the above table, it is interpreted that 26.88% of the respondents said strongly agree, 45.63% agree, 18.75% are neutral, 6.88% disagree, 1.88% strongly disagree for more engaging with social media advertisements during covid-19.

INFERENCE:

The majority (45.63%) of the respondents said agree for more engaging with social media advertisements during covid-19.

Table 4.1.10 Respondents Pay Attention to Online Advertisements During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Always	17	10.63
2	Frequently	36	22.50
3	Sometimes	77	48.13
4	Rarely	24	15
5	never	6	3.75
Total		160	100

Source: Primary data

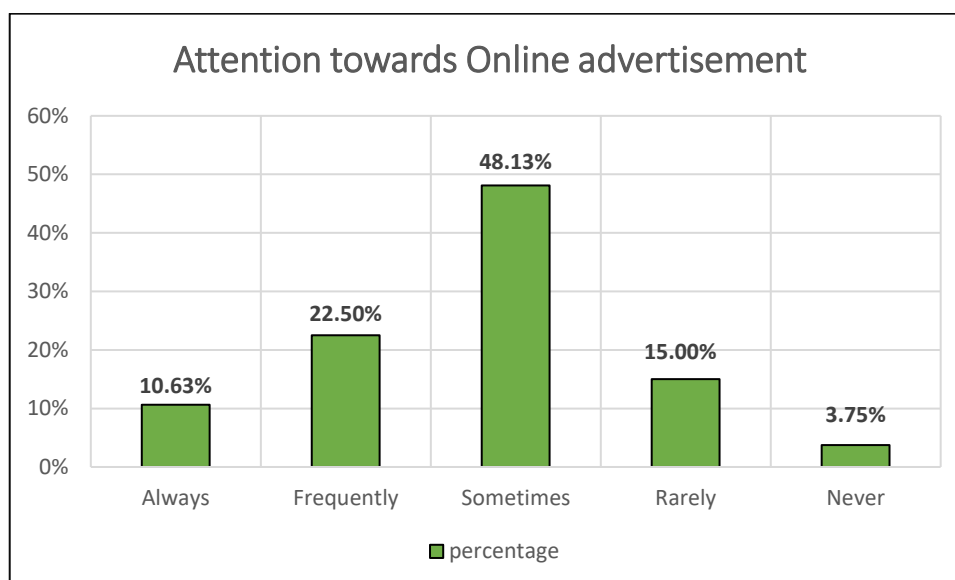


Chart 4.1.10 Respondents Pay Attention to Online Advertisements During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 10.63% of the respondents always pay attention, 22.50% frequently, 48.13% sometimes, 15% rarely, 3.75% never pay attention to online advertisements during the covid-19 pandemic.

INFERENCE:

The majority (48.13%) of the respondents sometimes pay attention to online advertisements during the covid-19 pandemic.

Table 4.1.11 Respondents Attitude Towards the Brand Has Changed During A Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	8	5
2	Agree	54	33.75
3	Neutral	72	45
4	Disagree	24	15
5	Strongly disagree	2	1.25
Total		160	100

Source: Primary data

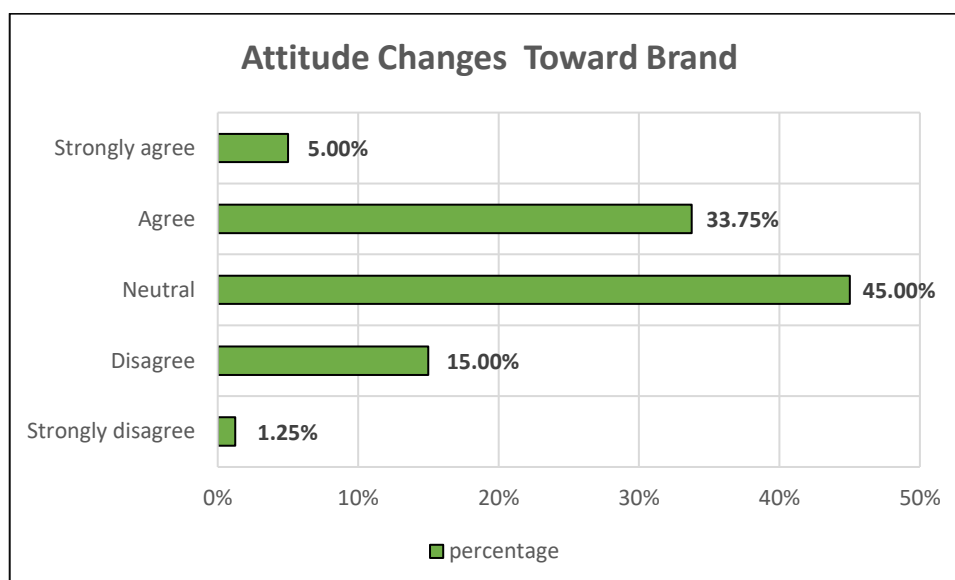


Chart 4.1.11 Respondents Attitude Towards the Brand Has Changed During A Pandemic

INTERPRETATION:

From the above table, it is interpreted that 5% of the respondents are strongly agreed, 33.75% agree, 45% neutral, 15% disagree, 1.25% are strongly disagreed for the attitude towards the brand has changed during a pandemic.

INFERENCE:

The majority (45%) of the respondents say neutral for attitude towards the brand has changed during a pandemic.

Table 4.1.12 Online Advertisements Attractiveness

S. No.	Particulars	No. of Respondents	Percentage
1	Excellent	16	10
2	Good	102	63.75
3	Average	38	23.75
4	poor	4	2.50
Total		160	100

Source: Primary data

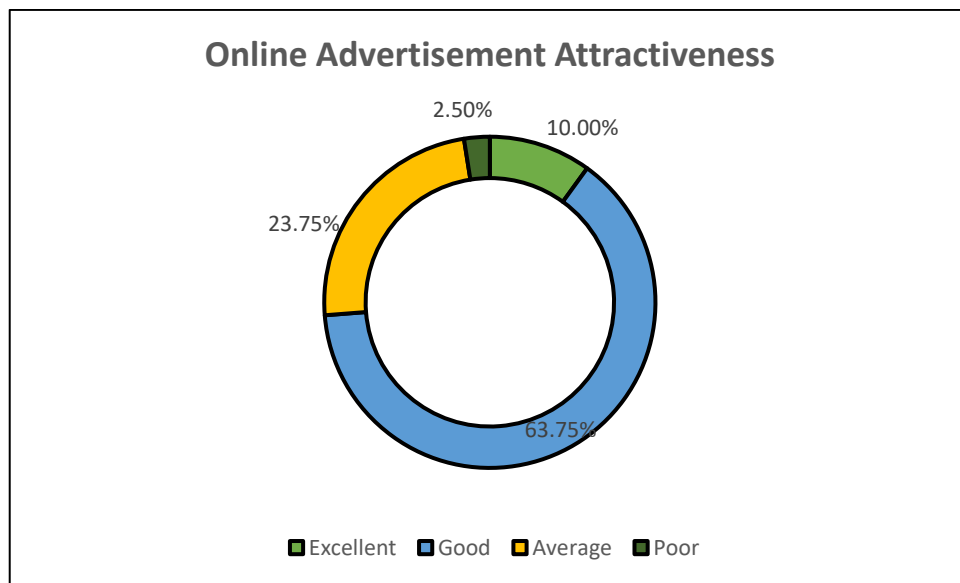


Chart 4.1.12 Online Advertisement's Attractiveness

INTERPRETATION:

From the above table, it is interpreted that 10% of the respondents rated excellent, 63.75% good, 23.75% average, 2.50% poor rating of online advertisement attractiveness.

INFERENCE:

The majority (63.75%) of the respondents rated good for the online advertisement attractiveness.

Table 4.1.13 Respondents Attitude Towards Online Advertisement During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Positive	51	31.87
2	Neutral	99	61.88
3	Negative	10	6.25
Total		160	100

Source: Primary data

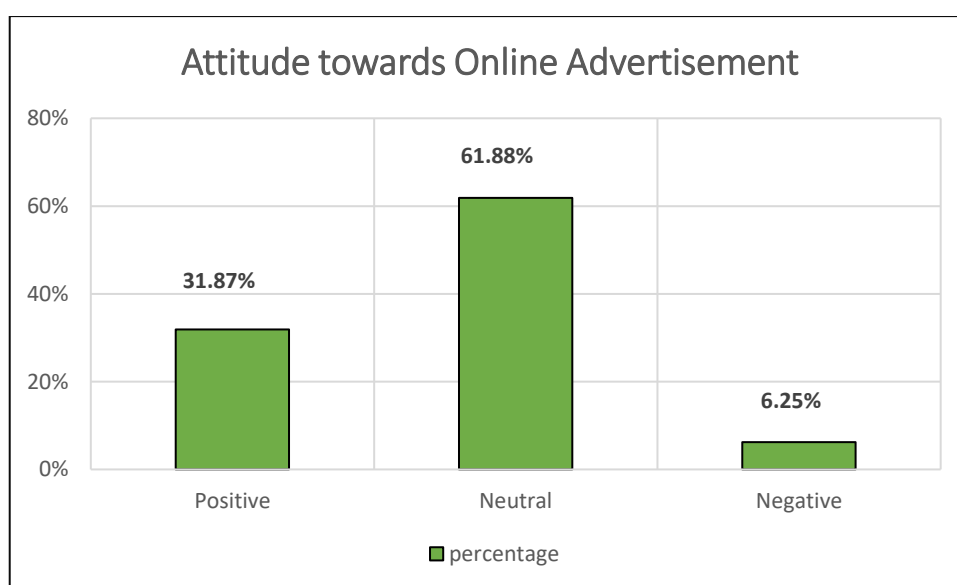


Chart 4.1.13 Respondents Attitude Towards Online Advertisement During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 31.87% of the respondents positive attitude, 61.88% neutral, 6.25% negative towards online advertisement during the covid-19 pandemic.

INFERENCE:

The majority (61.88%) of the respondents are neutral attitude towards online advertisement during the covid-19 pandemic.

Table 4.1.14 Online Advertisement Influence Purchasing Behaviour of the Respondents During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	15	9.38
2	Agree	73	45.63
3	Neutral	45	28.13
4	Disagree	21	13.13
5	Strongly disagree	6	3.75
Total		160	100

Source: Primary data

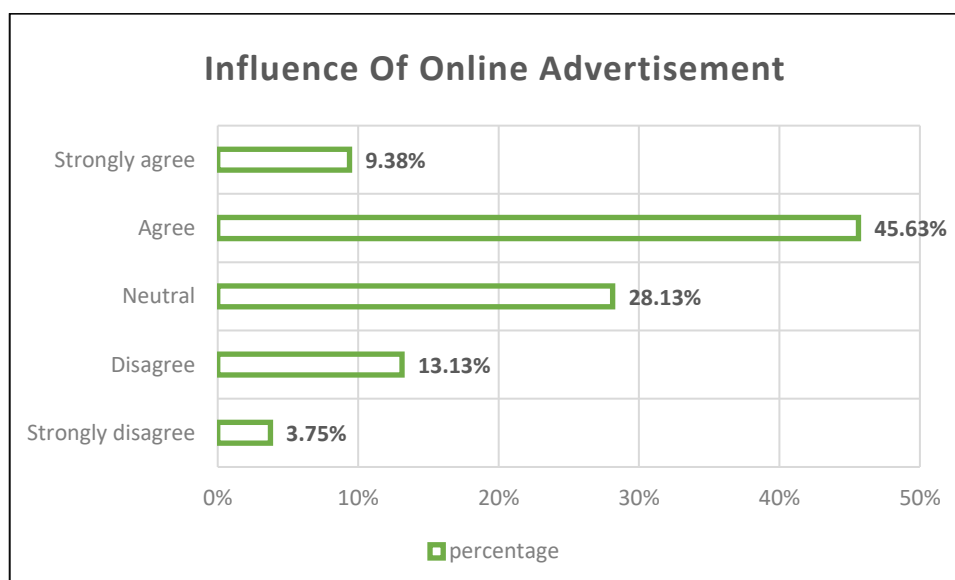


Chart 4.1.14 Online Advertisement Influence Purchasing Behaviour of The Respondents During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 9.38% of the respondents are strongly agreed, 45.63% agree, 28.13% neutral, 13.13% disagree, 3.75% are strongly disagreed for Online advertisement influence purchasing behaviour of the respondents during the covid-19 pandemic.

INFERENCE:

The majority (45.63%) of the respondents are agree with online advertisements influence purchasing behaviour during the covid-19 pandemic.

Table 4.1.15 Respondents Purchased A Product/Service After Seeing an Online Advertisement During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Once in a month	43	26.88
2	Multiple times in a month	26	16.25
3	Once in 2 – 3 months	52	32.50
4	never	39	24.38
Total		160	100

Source: Primary data

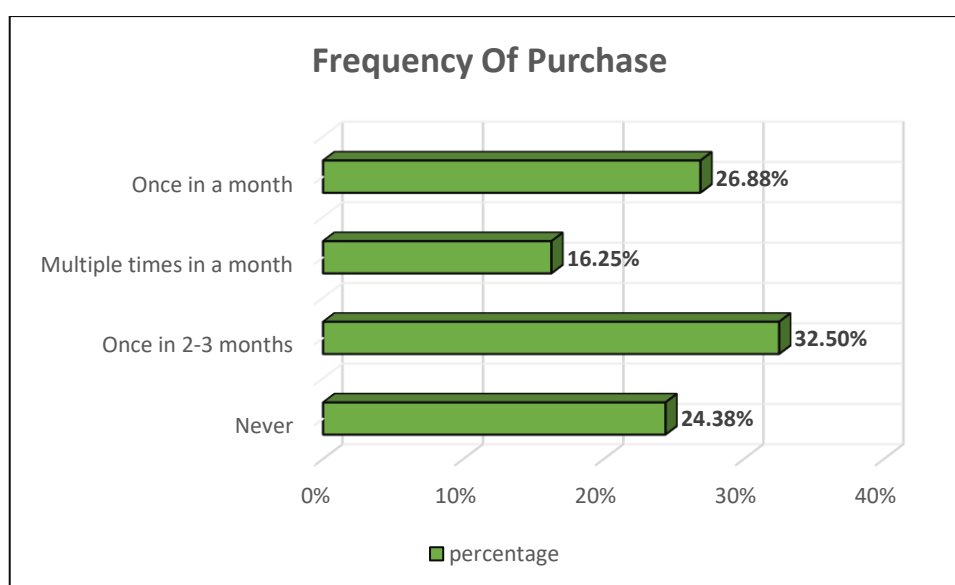


Chart 4.1.15 Respondents Purchased A Product/Service After Seeing an Online Advertisement During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 26.88 % of the respondents purchase once in a month, 16.25% multiple times in a month, 32.50% once in 2-3 months, 24.38% never purchase a product/service after seeing an online advertisement during the covid-19 pandemic.

INFERENCE:

The majority (32.50%) of the respondents are purchase a product/service once in 2- 3 months after seen an online advertisement during the covid-19 pandemic.

Table 4.1.16 Online Advertisement Appeal Motivates Respondents to Purchase Products/Services During the Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Emotional appeal	54	33.75
2	Fear appeal	22	13.75
3	Humour appeal	79	49.38
4	Rational appeal	42	26.25
5	Scarcity appeal	28	17.50

Source: Primary data

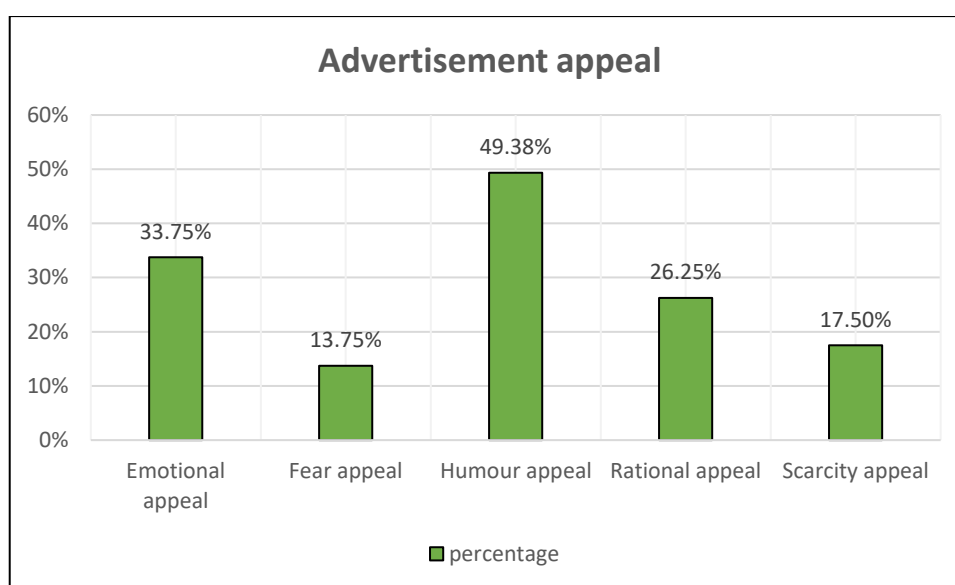


Chart 4.1.16 Online Advertisement Appeal Motivates Respondents to Purchase Products/Services During the Pandemic

INTERPRETATION:

From the above table, it is interpreted that 33.75% of the respondents said emotional appeal, 13.75% fear appeal, 49.38% humour appeal, 26.25% rational appeal, 17.50% scarcity appeal motivates respondents to purchase products/services during the pandemic.

INFERENCE:

The majority (49.38) of the respondents said humour appeal motivates to purchase products/services during the pandemic.

Table 4.1.17 Respondents Tried A New Product/Service After Seen an Online Advertisement During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	12	7.50
2	Agree	70	43.75
3	Neutral	39	24.38
4	Disagree	32	20
5	Strongly disagree	7	4.38
Total		160	100

Source: Primary data

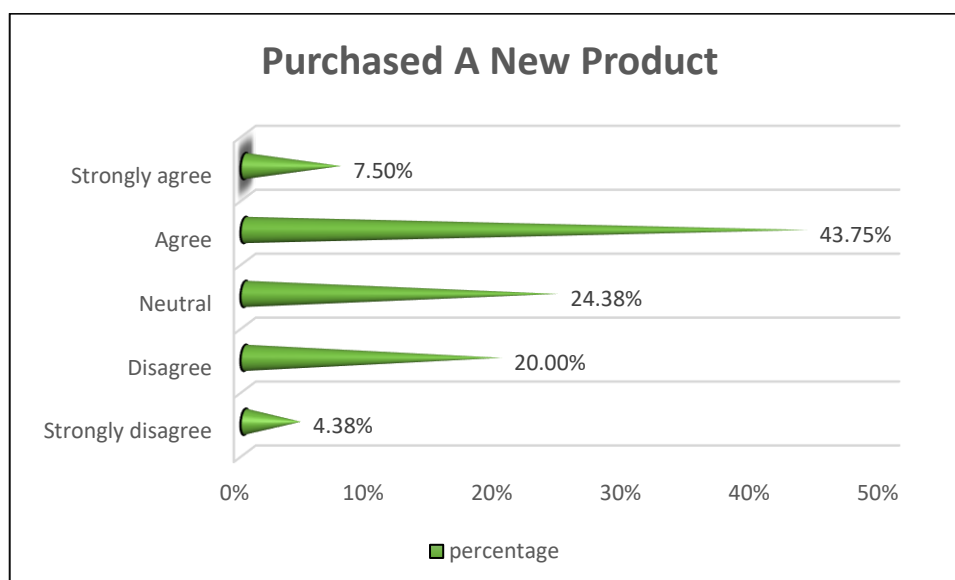


Chart 4.1.17 Respondents Tried A New Product/Service After Seen an Online Advertisement During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 7.5% of the respondents are strongly agreed, 43.75% agree, 24.38% neutral, 20% disagree, 4.38% are strongly disagreed for tried a new product/service after seen an online advertisement during the covid-19 pandemic.

INFERENCE:

The majority (43.75%) of the respondents are agree for tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

Table 4.1.18 Online Advertisement that Influenced to Purchase a Product/Service During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Google search ads	56	35
2	Facebook ads	47	29
3	Twitter ads	5	3.13
4	Instagram ads	105	65.63
5	YouTube ads	83	51.88
6	Email ads	12	7.50
7	Snapchat ads	5	3.13
8	Pinterest ads	5	3.13

Source: Primary data

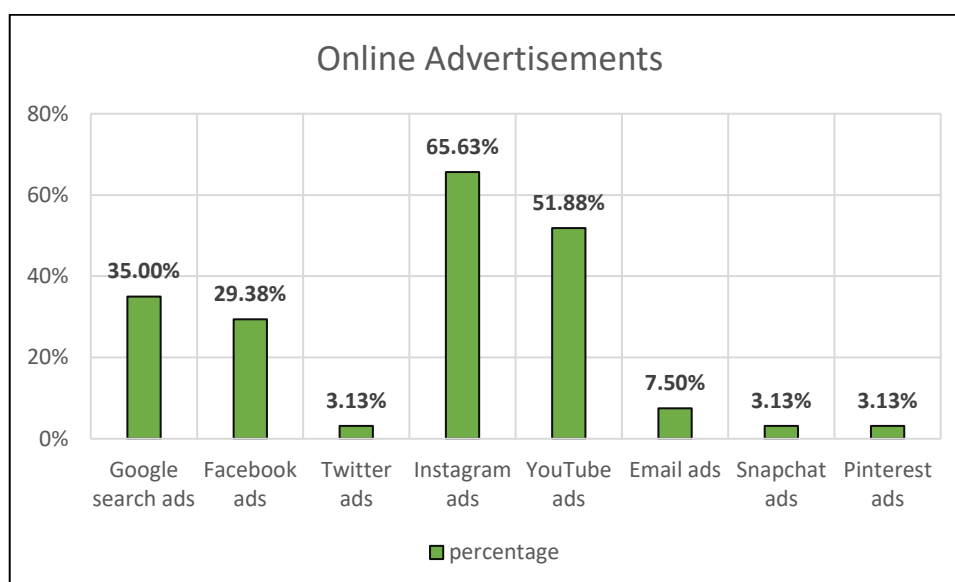


Chart 4.1.18 Online Advertisement that Influenced to Purchase a Product/Service During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 35% of the respondents were influenced by google search ads, 29% by Facebook, 3.13% by Twitter ads, 65.63% by Instagram ads, 51.88% by YouTube ads, 7.5% by email ads, 3.13% by Snapchat ads, 3.13% by Pinterest ads to purchase a product/service during the covid-19 pandemic.

INFERENCE:

The majority (65.63%) of the respondents were influenced by Instagram ads to purchase a product/service during the covid-19 pandemic.

Table 4.1.19 Format of Online Advertisement Influenced Respondents Purchasing Pattern During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Photo carousel ads	53	33.13
2	Video ads	113	70.63
3	Stories ads	62	38.75
4	Messaging ads	22	13.75
5	Banner ads	26	16.25

Source: Primary data

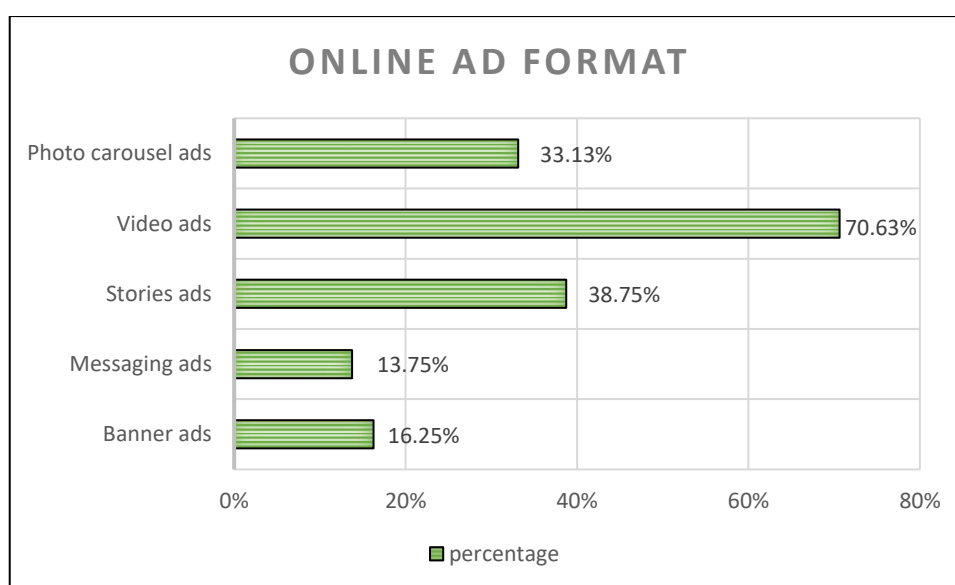


Chart 4.1.19 Format of Online Advertisement Influenced Respondents Purchasing Pattern During the Covid-19 Pandemic

INTERPRETATION:

From the above table, it is interpreted that 33.13% of the respondents said photo carousel ads, 70.63% video ads, 38.75% stories ads, 13.75% messaging ads, 16.25% banner format online advertisement influenced purchasing pattern during the covid-19 pandemic.

INFERENCE:

The majority (70.63%) of the respondents were influenced by video ads format during the covid-19 pandemic.

Table 4.1.20 Respondents Satisfied with the Information Provided in the Online Advertisements

S. No.	Particulars	No. of Respondents	Percentage
1	Very Satisfied	8	5
2	Satisfied	67	41.88
3	Neutral	73	45.63
4	Dissatisfied	8	5
5	Very dissatisfied	4	2.50
Total		160	100

Source: Primary data

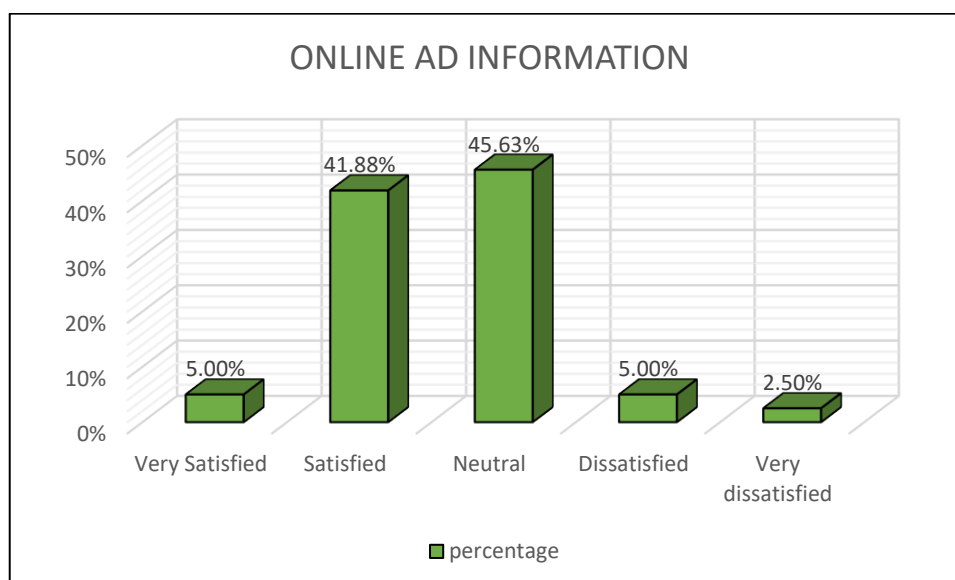


Chart 4.1.20 Respondents Satisfied with the Information Provided in the Online Advertisements

INTERPRETATION:

From the above table, it is interpreted that respondents 5% are very Satisfied with the information, 41.88% are satisfied, 45.63% are neutral, 5% are dissatisfied, 2.5% are very dissatisfied with the information provided in the online advertisements.

INFERENCE:

The majority (45.63%) of the respondents are neutral with the information provided in the online advertisements.

Table 4.1.21 Information in the Online Advertisement Made Respondents Confident to Purchase a Product/Service

S. No.	Particulars	No. of Respondents	Percentage
1	Brand image	64	40
2	Quality Content	91	56.88
3	Product features	94	58.75
4	price	75	46.88
5	Ad creative	38	23.75

Source: Primary data

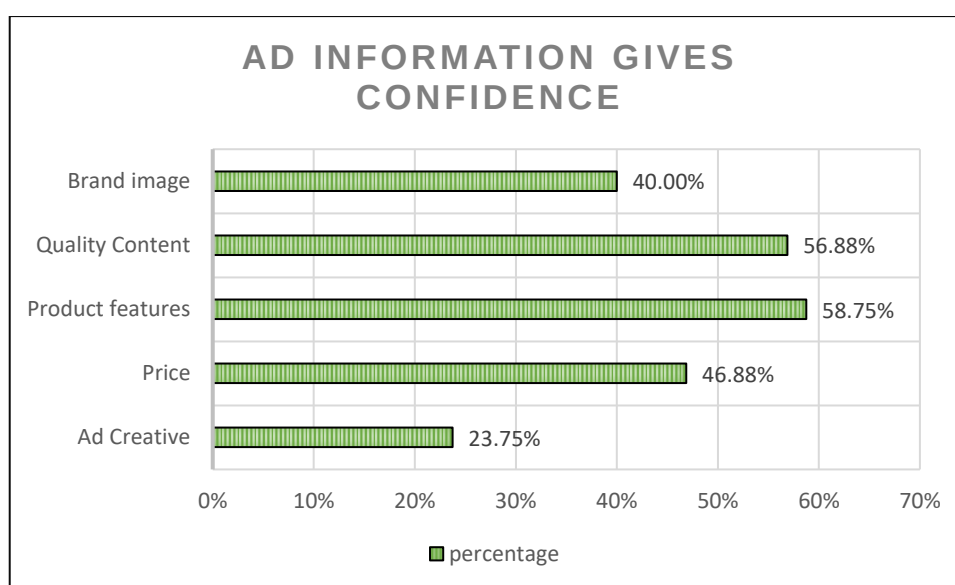


Chart 4.1.21 Information in The Online Advertisement Made Respondents Confident to Purchase a Product/Service

INTERPRETATION:

From the above table, it is interpreted that respondents said 40% brand image, 56.88% quality Content, 58.75% product features, 46.88% price, 23.75% ad creative information in the online advertisement made respondents confident to purchase a product/service.

INFERENCE:

The majority (58.75%) of the respondents said product features information in the online advertisement made them confident to purchase a product/service.

4.2 CHI-SQUARE

Table 4.2.1: Table Showing the Relationship Between Online Advertisement Influence on Purchasing Behavior During Covid-19 Based on the Gender of the Respondents.

Null Hypothesis (Ho): There is no significant difference between online advertisement influence on purchasing behavior during covid-19 and gender of the respondents.

Alternative Hypothesis (H1): There is a significant difference between online advertisement influence on purchasing behavior during covid-19 and the gender of the respondents.

Case Processing Summary							
		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Select your gender * Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic		160	100.0%	0	0.0%	160	100.0%

Select your gender * Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic Crosstabulation							
Count							
		Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic					Total
		Agree	Disagree	Neutral	Strongly agree	Strongly disagree	
Select your gender	Female	46	13	26	11	1	97
	Male	27	8	19	4	5	63
Total		73	21	45	15	6	160

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.213 ^a	4	.184
Likelihood Ratio	6.326	4	.176
Linear-by-Linear Association	.921	1	.337
N of Valid Cases	160		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.36.			

Source: Primary data

INTERPRETATION:

Since the p-value is great than 0.05, we accept the null Hypothesis reject the alternative hypothesis. Hence, there is no significant difference between online advertisement influence on purchasing behavior during covid-19 and gender of the respondents.

4.3 PEARSON CORRELATION

4.3.1 Table Showing the Relationship Between Online Advertisement Influence on Purchasing Behavior During Covid-19 Based on Consumer Tried a New Product/Service After Seeing an Online Advertisement During the Covid-19 Pandemic.

Correlations			
		Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Tried a new product/service after seeing an online advertisement during the covid-19 pandemic
Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	160	160
Tried a new product/service after seeing an online advertisement during the covid-19 pandemic	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: primary data

INTERPRETATION:

Since the p-value is (0.452) it is a positive correlation. Hence there is a positive correlation between online advertisement influence on purchasing behavior during covid-19 and consumers tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

4.3.2 Table Showing the Relationship Between Covid 19 Made Respondents Engaging with Social Media Advertisements Based on Hours Spend Online Per Day During Covid-19.

Correlations			
		The covid-19 pandemic has made you more open to engaging with social media advertisements.	How many hours did you spend online per day during the covid-19 pandemic?
The covid-19 pandemic has made you more open to engaging with social media advertisements.	Pearson Correlation	1	.176*
	Sig. (2-tailed)		.026
	N	160	160
How many hours did you spend online per day during the covid-19 pandemic?	Pearson Correlation	.176*	1
	Sig. (2-tailed)	.026	
	N	160	160
*. Correlation is significant at the 0.05 level (2-tailed).			

Source: Primary data

INTERPRETATION:

Since the p-value is (0.176) it is a positive correlation. Hence there is a positive correlation between covid 19 made respondents engaging with social media and hours spend online per day during covid-19.

CHAPTER 5

5.1 FINDINGS

1. The majority (60.6%) of the respondents are female.
2. The majority (90%) of the respondents fall in the age category of 18- 25 years.
3. The majority (51.25%) of the respondents are a master's degree.
4. The majority (83.75%) of the respondents are unmarried.
5. The majority (50%) of the respondents are students.
6. The majority (81.88%) of the respondents are accessed Instagram most during the covid-19 pandemic.
7. The majority (96.25%) of the respondents view social networking sites on mobile phones.
8. The majority (29.38%) of the respondents spend 3 – 4 hours online per day during covid-19.
9. The majority (45.63%) of the respondents are agreed to more engaging with social media advertisements during covid-19.
10. The majority (48.13%) of the respondents sometimes pay attention to online advertisements during the covid-19 pandemic.
11. The majority (45%) of the respondents said neutral for attitude towards the brand has changed during a pandemic.
12. The majority (63.75%) of the respondents rated good for the online advertisement attractiveness.
13. The majority (61.88%) of the respondents attitude neutral towards online advertisement during the covid-19 pandemic.
14. The majority (45.63%) of the respondents agree with online advertisements influence purchasing behaviour during the covid-19 pandemic.
15. The majority (32.50%) of the respondents purchase a product/service once in 2- 3 months after seen an online advertisement during the covid-19 pandemic.
16. The majority (49.38) of the respondents say humour appeal motivates to purchase products/services during the pandemic.
17. The majority (43.75%) of the respondents agree for tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

18. The majority (65.63%) of the respondents influenced by Instagram ads to purchase a product/service during the covid-19 pandemic
19. The majority (70.63%) of the respondents were influenced by video ads format during the covid-19 pandemic.
20. The majority (45.63%) of the respondents are neutral with the information provided in the online advertisements.
21. The majority (58.75%) of the respondents said product features information in the online advertisement made them confident to purchase a product/service.
22. There is no significant difference between online advertisement influence on purchasing behavior during covid-19 and gender of the respondents.
23. There is a positive correlation between online advertisement influence on purchasing behavior during covid-19 and consumers tried a new product/service after seeing an online advertisement during the covid-19 pandemic.
24. There is a positive correlation between covid 19 made respondents engaging with social media and hours spend online per day during covid-19.

5.2 SUGGESTION

- If a brand creates an online advertisement with a more attractive design and innovative ideas, it will grab the consumer's attention.
- The brand needs to describe its brand value strongly to change the consumer attitude towards the brand.
- The brand needs to focus on all social media channels to advertise ads.
- Video advertisements influenced consumers more compare to other formats so brands need to focus on all other formats.
- The brands need to provide more information about the product's features and ingredients details in the advertisement to influence consumers efficiently.

5.3 CONCLUSION

The study is about influence of online advertisement in consumers' purchasing pattern during the covid-19 pandemic in Chennai. online advertising is a new form of advertisement that reaches more consumers. During the Covid-19 pandemic, the lockdown was announced all over the world. In this lockdown period, everyone started to connect with friends and families through social media, and usage has been increased. Brands used online advertisements effectively to reach their targeted audience to influence consumer purchasing behavior. The study is to find out that consumers are getting influenced by online advertisements and purchased new products and services during the lockdown. The result is consumers are influenced by online advertisements and they are buying products and services. The result of the study will be useful for the advertising industry to understand consumers' perceptions about the online advertisement. So, the advertising industry and brands can implement ideas in the future to attract consumers and gain more loyal followers for the brand.

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QUESTIONNAIRE

1. Select your Gender

- a) Male
- b) Female

2. select your age

- a) 18 – 25
- b) 26 – 35
- c) 36 – 45
- d) 46 – 59
- e) 60 above

3. Select your highest qualification

- a) High school
- b) Diploma
- c) Bachelor's degree
- d) Master's degree

4. Select your marital status

- a) Unmarried
- b) Married

5. Select your employment status

- a) Employed
- b) Self-employed
- c) Homemaker
- d) A student

6. Which social media channel you access the most during the Covid-19 pandemic? (select all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ Twitter
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Snapchat

7. On what device do you view social networking sites the most? (select all that apply)

- ☐ Laptop or desktop
- ☐ Tablets
- ☐ Mobile phones

8. How many hours did you spend online per day during the covid-19 pandemic?

- a) less than 1 hour
- b) 1 – 2 hours
- c) 3 – 4 hours
- d) 4 – 5 hours
- e) more than 5 hours

9. The covid-19 pandemic has made you more open to engaging with social media advertisements.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

10. How often you pay attention to online advertisements during the covid-19 pandemic?

- a) Always
- b) Frequently
- c) Sometimes
- d) Rarely
- e) Never

11. After seeing a particular online advertisement, your attitude towards the brand has changed during a pandemic.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12. How would you rate online advertisement's attractiveness?

- a) Excellent
- b) good
- c) Average
- d) Poor

13. What is your attitude towards online advertisements during the covid-19 pandemic?

- a) Positive
- b) Neutral
- c) Negative

14. Online advertisement has the potential to influence your purchasing behaviour during the covid-19 pandemic

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

15. How frequently you have purchased a product/service after seeing an online advertisement during the covid-19 pandemic?

- a) once in a month
- b) multiple times in a month
- c) once in 2-3 months
- d) never

16. Which online advertisement appeal motivates you to purchase products/services during a pandemic? (select all that apply)

- ☐ Emotional appeal
- ☐ Fear appeal
- ☐ Humour appeal
- ☐ Rational appeal
- ☐ Scarcity appeal

17. Tried a new product/service after seeing an online advertisement during the covid-19 pandemic

- a) Strongly agree
- b) agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

18. which social media platform advertisement influenced you to purchase a product/service during the covid-19 pandemic? (select all that apply)

- ☐ Google search ads
- ☐ Facebook ads
- ☐ Twitter ads
- ☐ Instagram ads
- ☐ YouTube ads
- ☐ Email ads
- ☐ Snapchat ads
- ☐ Pinterest ads

19. Which format of online advertisement influenced your purchasing pattern during the covid-19 pandemic? (select all that apply)

- ☐ Photo carousel ad's
- ☐ Video ad's
- ☐ Stories ad's
- ☐ Messaging ad's
- ☐ Banner ad's

20. How satisfied you are with the information provided in the online advertisements?

- a) Very Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very dissatisfied

21. Which information in the online advertisement made you confident to purchase a product/service during the covid-19 pandemic? (select all that apply)

- ☐ brand image
- ☐ equality Content
- ☐ Product features
- ☐ Price
- ☐ Ad Creative

Online Advertisement Influence On Consumers' Purchasing Pattern During The Covid-19 Pandemic

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ABSTRACT: This study aims to find the online advertisement's influence on consumers' purchasing pattern during the covid-19 pandemic. As lockdown restrictions were announced people stayed in their houses, so we turned to our smartphones and social media to connect with friends and families. We've spent more time online speaking to friends, but we've also spent more time with online advertising. The study is to examine the online advertisements have the potential to influence consumer purchase decisions. The finding of the studies will help the brands to understand online advertisements influence consumers buying behavior.

KEYWORDS: Consumer, purchase, behavior, influence, online, advertisement, COVID-19, Pandemic, social media.

I. INTRODUCTION

An online advertisement is a promotional activity done with the help of the Internet. Brands using online advertisements as part of their marketing tool to advertise on social media for a specific target audience. The advantage of social media is the consumer will give their demographic information. Thus, the brand can reach its target audience with user-provided data. In social media, the engagement of the consumers can be measured by the brand. Based on the audience interaction, the brand can identify its consumer's likes and dislikes. Now, the brand can target its consumer by displaying an advertisement on their social media sites that is related to their interests. Many brands are using online advertisements effectively, especially social media marketing. If consumers use a search engine like Google looking for a product or services, they will be retargeted by that brands on social media with the advertisement for the product they searched for and also to make the target audience click the ad which again will redirect them to the websites and track their activities like how much time they have spent on

the website and what they add to their cart, and did they make any purchases. Now-a-days online marketing is in peak because of its massive advantage on the social media platform. Every business started to adopt online marketing to build its brand image and to build a relationship with its consumers directly. Especially during the Covid-19 pandemic, every business started to adopt online marketing. In the lockdown period, businesses used online platforms very efficiently to engage on LinkedIn, Facebook, Instagram, Twitter, and other social media platform to connect with their consumers.

In 2019 world faced a global pandemic because of the coronavirus. The coronavirus was first found in Wuhan, China. The virus started to spread all over the world and lockdown was announced, education was conducted through online mode for colleges and school students. The companies asked employees to work from home by considering the safeties. People started to get connected through social media with friends and family to know how they are doing in the lockdown and usage of social media has been increased. This study aimed to find out the online advertisement has the potential to influence consumers' purchasing patterns during the covid-19 pandemic.

CONSUMER BUYING BEHAVIOR

Consumer buying behavior is the process that has taken a place before consumer buying a product or service. The major factors that influence consumer behavior are age, salary, occupation, and income. It is very important to understand consumer behavior for every business to increase its sales.

II. REVIEW OF THE LITERATURE

- Idris, Izian & Alias, Siti & Haji Ahmad, Arman & Xin, Serena (2019), States that the young age group is attracted to online advertisements compared to other age groups.

Consumers' purchase intention is influenced by advertising appeal and the brand ambassadors who appear in online advertisements. The creativity of online advertisements doesn't influence consumer purchase behavior.

- **Shaouf, Abubaker (2018)**, States that design and unique features of online advertisement grab the attention of consumers and improve the psychological state such as attitude and emotion. Online advertisement message is very effective to influence and entertain the consumers.
- **Dr.ParulDeshwal (2016)**, States that people are started to use social media day by day. The business getting the best services from the web which helps to reach consumers globally. In the online advertisement, the brand can communicate more details about the products to influence consumer purchase behavior, and the online advertisement cost less expensive.
- **Harshini C S (2015)**, States that Online advertisement is an effective tool to reach larger audiences. An online advertisement should include the feature of product information to influence the audience. The common features of social media advertisements are informative, Interactivity,

entertainment, and credibility influence consumers purchase intention.

- **Khong, Kok Wei (2010)**, States that Online advertising is a new platform for marketers to promote the brand awareness and equity of their products. Online advertisement features and images have a high influence on consumers purchase intention.

OBJECTIVE OF THE STUDY

Primary objective:

- A study on online advertisement influence on consumers' purchasing pattern during the covid-19 pandemic.

Secondary objective:

- To find out the online advertisements have the potential to influence consumers to purchase behavior during the covid-19 pandemic.
- To find out consumers tried a new product/service after seen an online advertisement during the covid-19 pandemic

RESEARCH METHODOLOGY

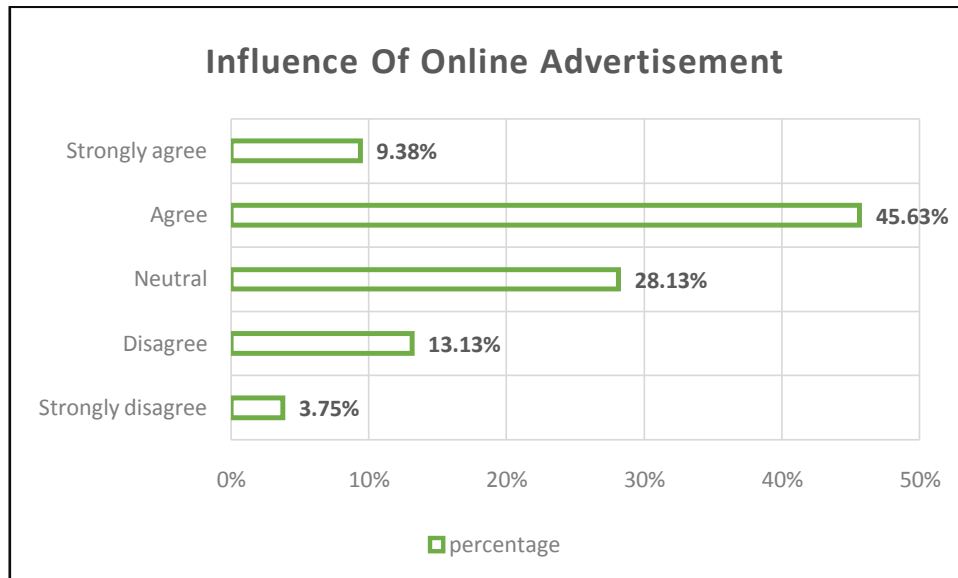
The sample size of the research study is 160 and used both primary data and secondary data. This study adopted a convenience sampling method to collect data. The data collection was done through the questionnaire method and closed-ended questions are asked to the respondents.

III. DATA ANALYSIS AND INTERPRETATION

I. Online Advertisement Influence Purchasing Behaviour of The Consumers During the Covid-19 Pandemic.

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	15	9.38
2	Agree	73	45.63
3	Neutral	45	28.13
4	Disagree	21	13.13
5	Strongly disagree	6	3.75
Total		160	100

Source: Primary Data



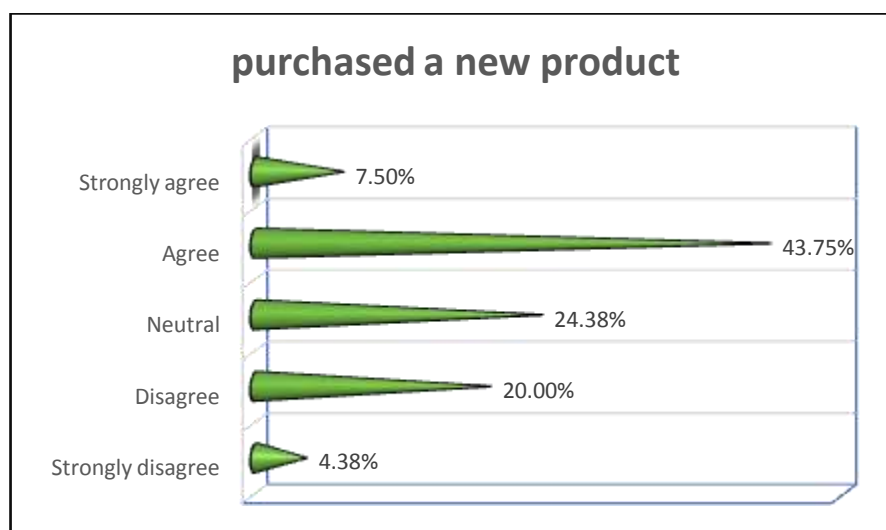
INFERENCE:

The Majority (45.63%) of the consumers agree with online advertisements influence purchasing behaviour during the covid-19 pandemic.

II. consumers Tried A New Product/Service After Seen an Online Advertisement During the Covid-19 Pandemic

S. No.	Particulars	No. of Respondents	Percentage
1	Strongly agree	12	7.50
2	Agree	70	43.75
3	Neutral	39	24.38
4	Disagree	32	20
5	Strongly disagree	7	4.38
Total		160	100

Source: Primary Data



INFERENCE:

The Majority (43.75%) of the consumers agree for tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

III. Pearson correlation

Table showing the relationship between online advertisement influence on purchasing behavior during the covid-19 based on consumer tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

Correlations			
		Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Tried a new product/service after seeing an online advertisement during the covid-19 pandemic
Online advertisement has the potential to influence your purchasing behavior during the covid-19 pandemic	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	160	160
Tried a new product/service after seeing an online advertisement during the covid-19 pandemic	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION:

Since the p-value is (0.452) it is a positive correlation. Hence there is a positive correlation between online advertisement influence on purchasing behavior and consumers tried a new product/service after seeing an online advertisement during the covid-19 pandemic.

IV. SUGGESTIONS:

- If a brand creates an online advertisement with a more attractive design and innovative ideas, it will grab the consumer's attention.
- The brand needs to describe its brand value strongly to influence consumer purchasing behavior.
- The business needs to adopt online marketing to gain more audience and increase sales.

V. CONCLUSION

The study is based on online advertisement influence on consumer purchasing pattern during the covid-19 pandemic. The result of the study is online advertisements have the potential to influence the purchasing behaviour of the consumers & also they tried new products after seen online advertisements during the covid-19

pandemic. The business should adopt online advertisement as a marketing tool to succeed in this competitive field and to gain loyal consumers.

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