CONSUMER INTERESTS ON DIGITAL MARKETING SYSTEM IN TAMILNADU

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ABSTRACT

Web banners or banner promotions ordinarily are sign, word and also using graphic advertisements displayed on a website. Many banner promotions convey by a local advertisement attendant. Rich media can able to join video clips, sound, live lines, catches, frames in the banner advertisement or other clever components utilizing Java applets, HTML5, Adobe Flash, and different programs. Advertising on the Internet is right around a necessary thing for present business, especially those who work from outside their close by group. Internet promotion is the best way to track the products being liked and receiving feedback from the customer in a manner. It is getting great answer and making profits more evaluate to other modes. In future based on the data it will go on increase and increase.

With the introduction of internet in our day to day life, it has become a need for everyone. People use internet for everyday assignments. Advertisements play a major role to promote any business or products. It makes people mind to buy a certain product from a particular company or brand, and it makes the company to produce or sell so and so goods. Now a day's most of such work is done on internet. This chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combines factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity. All of these factors will contribute to the study of customer's purchasing intention for apparels on both stores which includes online and offline shopping.

Keywords: Online marketing, shopping, consumer willing.

1. INTRODUCTION

The present investigation is based on essential information composed from 100 respondents are from the various parts of Chennai city. A well-clear questionnaire was designed to collect the data from them are the survey was designed to ponder on client towards attitude towards online expense through online advertising. (1)Likert five-point scales were used for getting responses. The responses have been gathered by face-to-face interviews.

2. RESEARCH DESIGN

The research design was adopted due to the nature of the investigation. Examining research provides bits of facts into and comprehension is a matter or circumstance. Examining research is a type of research conducted because a problem has not been clearly defined. Exploratory research helps to determine the best research design, information collection method and selection of subjects. (2)While descriptive research, otherwise called factual research, describes information and self about the populace or occurrence being studied. Descriptive research answers the questions who, what, where, when and how.

2.1 Data Collection

It is regular gathering of data for a respective reason from different sources includes questionnaire, interview, observation, existing records and electronic devices.

2.2 Data collection methods

There are various information gathering methods are used to examine different questions from various fields of study. It is normally made through required and alternate data collection method. Faced with few problems are occurred while being investigated utilizing case judge the method, involves the collection of information from various sources of proof.(3)

Primary data

Primary data was gathered through the planned feedback form

Secondary data

The secondary data was collected from various Books, Journals, Articles, Newspapers, Magazines and Web sites.

2.3 Sampling Plan

Sampling unit: This call is for defining the target population to be surveyed. In this research, the sampling unit was the customers who have been using the online advertising.

Sample size: In this test, the sample size was mentioned as 100.

Sampling procedure: (4)We adopted Intercept interview method for collection of essential information, as it is impossible to take meeting from a huge number of responses. Purpose of this research was advised to respondents are and questions were explained to them if required there is any want for understand a specific question. There had been no individual predisposition or twists were permitted while record the responses.

Period of the study: The data were collected for the month of September

Instrumentation

The following methods are used in the data collecting, review and interview methods. Survey method is the most extensively used technique for data collection, conduct sciences, while interviews are normal test method used to explore persons perspectives nature of information. Thus, these methods have been normally used to collect the most related information and help in the suitable study of data.(5)

3. HYPOTHESIS

$H_{1.1}$ to $H_{1.10}$ says there is no major diversity between ages with respect to perception concerning the influence of online advertising, Source for online advertising, types of advertisements, methods of online advertising, (6)online pop video advertisement, influence of online advertising, Source for online advertising, types of advertisements, methods of online advertising, online pop video advertisement.

There is two major methods of research was used and they are.

1. **EXPLANATORY METHOD**

Explanatory Research is the conducted for a problem which was not well researched before, demands priority, generates prepared definitions and provides a better-researched model. It is really a type of test design which focus on clearing up the aspect of your assessment in a detailed manner. The investigator begins with a general idea and uses research as a device which could

lead to the subjects that would be deal in the approaching future. (7)It is meant to provide details where a little measure of data exists for a definite item as a main concern of that investigator.

2. DESCRIPTIVE METHOD

A descriptive research is kind of data which is collected without altering the environment (i.e., nothing is manipulated). The data is used to get concerning the current status of the phenomena to explain "what exists" with respect to variables or conditions in a circumstance. The methods concerned range from the review which describes the business as usual, the connection considers which investigates the connection between variables, (8)to developmental studies which try to find the determine changes over time.

4. DATA ANALYSIS

In the era of tech-survey female are equally participating in all the events on par with male category. It could learnt from table 4.1 proves that females are witnessing with 46 percent in usage of latest media of internet web resources on the other hand male represents with 54 percent.

<p align="center">TABLE NO: 4.1</p>

<p align="center">GENDER</p>

PARTICULARS	FREQUENCY	PERCENTAGE
Female	46	46.0
Male	54	54.0
Total	**100**	**100.0**

Source: Primary data

INFERENCE: From the above table 4.1 it is found that 46% of them are female and 54% of them are male who responds the questionnaire.(9)
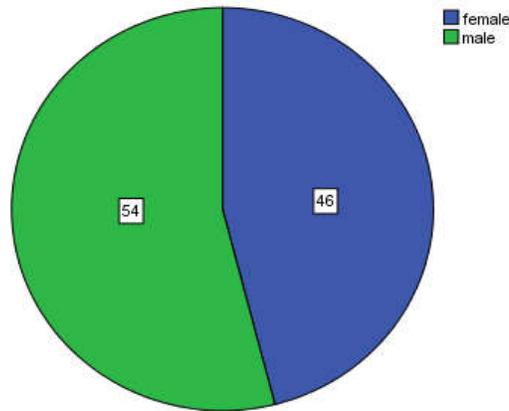
FIGURE NO: 4.1

GENDER

TABLE NO: 4.2

AGE

Age is common demographic questions asked in the survey. This will help us to know how old a person frequently decide his/her knowledge and experience towards the survey. Here 31-35 "age" of respondents more involved in online shopping.

PARTICULARS	FREQUENCY	PERCENTAGE
18-25	19	19.0
26-30	30	30.0
31-35	31	31.0
above35	20	20.0
Total	**100**	**100.0**

Source: Primary data.

INFERENCE: From the above table 4.2 19% of them are in the age between 18 – 25, 30% of them are in the age beetween 26 – 30; 31% of them are between the age 31 – 45 and 20% of them are above 35.(10)

FIGURE NO: 4.2

AGE
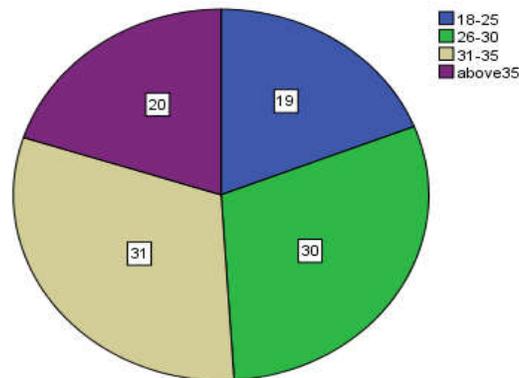
5. FINDINGS AND CONCLUSION

- ➢ Based on the above mentioned study it says that 46% of them are female who prefer online advertising and 54% of them are male.

- ➢ Based on the analysis 19% of them are between the age group of 18 – 25; 30% of them are between 26 – 30; 31% of them are between 31 – 45 and 20% of them are above 35 who chooses the online buying.

- ➢ On the education part it says that 34% of them are graduate who respond and 34% of them are Post Graduate and 32% of them are diploma.

- ➢ From this study it says married persons are 57% percentage who prefer online advertising and 43% of them are single;

- ➢ From the study of analysis that 17% of them are govt. job; 30% of them are professionals; 35% of them are private sector; 13% of them are retired; 5% of them are business.

- ➢ From the study, the salaried people are coming under following percentage, 19% of them are less than 15,000; 32% of them are 15,000 – 25,000; 30% of them are 30,000 – 50,000; 19% of them are above 50,000.

- ➢ From the above study that 62% of them interested in online advertising; 32% of them are not.

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