

THE EFFECTIVENESS OF WEB MARKETING ON CONSUMER BEHAVIOUR OF UNIVERSITY STUDENTS IN NOIDA

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ABSTRACT

Promoters and advertisers are spending millions in web marketing nowadays than advertisements on television, radio ads, print ads or on other traditional media. With the dynamic and rapid growth in technology, the internet is becoming an hub for consumers for finding a suitable solution of their demand and needs.

Today internet serves as a medium for most of the consumer needs like shopping, communication, information search, entertainment etc. In the dynamic world of today consumers use internet every day for their professional or personal work, and the main question arises here is “Do the consumers coming over internet notices the advertisements, pop ups , banners that are displayed on that webpage”, and the most important thing is they recall those advertisements to make buying decisions in their daily life.

The research studies investigate how effective the web marketing is and how it impacts the consumer behaviour and consumer buying decision. The research has been done as a case study on the Students of Amity University. The research determines the effectiveness and impact of web marketing on reach & creation of awareness among consumers, to establish the accuracy of web marketing by recall, and to determine the relationship between purchase decision and web marketing. The research is done through a case study research design where the target population was the students of Amity University. The research done is on basis of stratified sampling method to select 100 respondents. The primary data is collected through questionnaires. Content analysis was done to analyse qualitative data whereas the quantitative data was analysed using descriptive statistics. Regression and Correlation are also used to present the relationships between the variables.

By conducting the research it was found that web marketing was very effective in creating awareness and reach maximum consumers due to its diverse usage, and it also stated that its accuracy and reliability as an media was low as compared to television. Web marketing influences the consumer purchase or buying decision. The research proves us that there exist a positive relationship between web marketing and consumer buying decision.

For companies who are willing to spend millions on web marketing it is suggested that they should conduct a market research on the different markets situated at different geographic locations or countries to test which advertisements suits the targeted markets and will help to boost product purchases.

Keywords : *Web Marketing, Consumer Behavior, Media, Communication*

1. INTRODUCTION

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko et al., 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk et al., 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber et al., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Web marketing to obtain greater return on investment on ads (Edwards, 2005; Joines et al., 2003).

The Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Korgaonkar and Wolin, 2002). The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping (Ko et al., 2004).

Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Calisir, 2003). The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials (Ducoffe, 1996). Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium (Rodgers and Thorson, 2000).

Consumers within India have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share. The growth of web marketing is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Web marketing. It is on this basis that the study investigated the effectiveness of web marketing based on a consumer sample from Amity University to determine the relationship between advertising and consumer behaviour.

1.1 Concept of Web marketing

Web marketing is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of web marketing include contextual ads on search engine results pages, banner ads, Rich Media Ads,

Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self selected environment of the consumer, the promotion message will be more effective. Web marketing is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities (Ducoffe, 1996). In India, web marketing has gained increased popularity with more people spending time online.

1.2 Concept of Consumer Behaviour

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education (Kotler, 2004). Findings on consumer behavior are used to develop methods and products that will boost company performance and sales. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses according.

Advertising to attract consumers, providing better environment, product, services and policies is important in improving today's consumer experience to support businesses in retaining customers. This study seeks to determine and explain the effectiveness of web marketing in stimulating consumer response.

The number of internet users in India was estimated at 462,124,989 in 2017. These majority of internet users are youth especially university students, who regularly use the social network sites through their mobile phones, either searching for information or chatting with friends online. Many students from Amity University have embraced the evolution in technology, and adopted latest variety of android products, tablets, ipads, and the popular models of Samsung galaxy for easy access of the internet. The growth has been fuelled by the implementation of the ICT policy by the government and the introduction of the fibre optic network offering fast internet connections.

This study used a sample of these university students from the main campus of Amity University, Noida to determine and explain the relationship between web marketing and

consumer behaviour. The students come from a diverse background and were ideal in studying various characteristics related to consumer behaviour. Students are enrolled in different study programmes through fulltime, with some operating from outside the institution while others have residence within the university leading to variability in exposure to advertising.

2. RESEARCH PROBLEM

First paragraph text. Advertisers are expected to shift and spend millions in web marketing in the coming years than TV, print ads and other traditional advertising media. Web marketing broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games (Ducoffe, 1996; Goldsmith and Lafferty, 2002; Korgaonkar and Wolin, 2002; Wolin and Korganokar, 2003).

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis. The problem is that, volumes of consumers are online every day for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their recall/remembrance value. What about the reach of web marketing, is it effective across over all target groups?

While a lot of research has been done on advertising, the effectiveness of web marketing in India is a segment that has been missing from these studies. To fill these gaps, the current study sought to determine the effectiveness of web marketing on consumer behaviour.

2.1 Research Objectives

The objectives of the study are:

1. To determine the effectiveness of web marketing on reach and creation of awareness.
2. To establish the reliability of web marketing through recall.
3. To determine the relationship between web marketing and purchase decision.

3. LITERATURE REVIEW

3.1 Web marketing

As a new advertising channel the Internet and particularly the World Wide Web (WWW) portion of the Internet, are challenging traditional forms of mass media advertising (Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). Meeker (1998) defines a mass communication medium as the communication from “one person or group of persons through a transmitting device (a medium) to a large audience or market”. The Internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups and email (Hoffman and Novak, 1996).

Schlosser et al., (1999) surveyed a national sample of over 400 participants and found no majority opinion of Web marketing-about a third of the participants liked, disliked, and felt neutrally toward Web marketing respectively. The Internet users found web marketing was informative but less entertaining, and it did not encourage them to make purchases even they did not perceive it to increase product prices. Korgaonkar and Wolin (2002) examined the

differences between heavy, medium, and light web users and concluded that “heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent” (p: 201). Comparing with lighter users, the heavy Internet users believed that web ads were more believable, entertaining, informative and helpful; but harder to understand. They perceived that web advertising was a good thing, moderately essential, and it reduced the cost of products. Marketers should include web advertising in their promotion efforts but the ads should be designed with the respective user groups in mind. For example, ads targeted to heavy web users should stress the price value relationship of the products, since they engage in more frequent purchasing and believe that web advertising helps to decrease the prices of products. Similarly, Ducoffe (1996) found that Web marketing was perceived to be informative, entertaining, useful, valuable, and important.

3.2 Effectiveness of Web marketing

Various researchers have studied numerous factors that might have an impact on Web marketing recall. The factors include ad characteristics, Internet users’ viewing mode and duration of viewing, campaign publicity, attitudes toward the web site or ad, and curiosity and innovative advertising strategy (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and Soman, 2002). Danaher and Mullarkey (2003) examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner ads on both aided and unaided recall. The authors did not find any significant impact of the web site context factors on advertising recall. The key finding was that the duration of page viewing is a strong determinant of the ability to recall banner ads; however, a minimum level of exposure (around 40 seconds per page) is required to achieve a reasonable level of advertising recall.

Dreze and Hussherr (2003) also examined the effectiveness of ad characteristics on the ability to recall ad. Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall but not the size of the banner. In addition, the authors reported that “a banner’s message influences both aided advertising recall and brand recognition. This indicates that what an ad says is more important than how it says it” (p: 21). In contrast, Yoon (2003) found that banner image is more significantly effective than text to assess consumers’ preferences toward online ads. In terms of consumer responses in the form of liking online ads, researchers such as Goldsmith and Lafferty (2002) and Metha (2000) have found that a more favorable attitude towards ads can lead to a higher ability to recall ads. Goldsmith and Lafferty (2002) found a significant relationship between positive responses to web sites and the likelihood of recall the brands advertised on the web. The authors reported that “In general, research suggests that those consumers who have a positive attitude toward an ad are more able to recall than those with a negative attitude (p: 320). Metha (2000) made a similar conclusion but the study was based on print advertising performance.

Click-through rate is a widely used measure for assessing the effectiveness of banner advertising, which is the average number of times a viewer clicks on a pop-up ad and is then exposed to the target web site (Dreze and Hussherr, 2003; Faber, et al., 2004). As reported by Cho (2003), “the banner advertisement click-through is believed to be the most common way to draw consumers into a target site and engage them with a brand or product.

3.3 Web marketing and Consumer Behaviour

The evolution of the Internet as a global communication infrastructure (Cae, 2000) has created a new advertising channel for advertisers and advertising agencies to utilize and will provide advertisers with the means to more cost effectively target their promotional messages to consumers. Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' web marketing experience. Companies should aim to strengthen customer interactions with advertisements on the Web, keeping both context and cognition in mind. Unfortunately, most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience. They've failed to innovate and bring the web marketing experience to a whole new level of interaction and integration that would truly let them achieve effective communication.

As consumers experience and respond to stimuli around them, emotions arise. Their reactions manifest themselves as physiological changes they experience as feelings. Likewise, as people react to stimuli online—for example, to an online advertisement—they have emotional responses that are directly proportional to their reactions to these stimuli. On the other hand, when customers repeatedly experience the same stimuli, they may not cause any emotional response. People become conditioned to ignore the ever-present ads on Web sites, which is called ad blindness (Wolhandler, 1999).

Advertising and promotion offer a news function to consumers. As Yoo W., Suh K. and Lee M. (2002) mentioned in their report, personal interactions with other customers and service providers play a very important role while shopping online. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behavior at this stage encompasses expressions of curiosity. Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one (Lee, 2002).

When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product. Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's "to-do" list (Lee 2002).

Consumer behavior splits between loyalty and alienation depending on how well the product lives up to its advertised benefits (Thorson, 2000). Corporate behavior – such as scandals or charity work – can also affect alienation and loyalty responses. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision. The Cannon-Bard Theory that Walter Cannon and Philip Bard advocated suggests human beings feel emotions first, and then act upon them. When customers visit a Web site, the ads they encounter evoke an emotional response—before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response.

Based on the review of the research studies mentioned above, it is clear that Web Marketing is gaining much attention and should be an essential part of a marketer's advertising media mix. The inconclusive findings call for further studies on Web marketing to gain more

insight into consumers' response and perception of the Internet as an advertising medium. Hence, this study determined the effectiveness of web marketing as an ad medium, and its relationship to consumers' response e.g. online purchase decision.

4. RESEARCH METHODOLOGY

4.1 Research Design

This study used descriptive research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution and therefore offered a better clarification on web marketing, and ultimately give a clear picture on the effectiveness and reliability of web marketing and its relationship to purchase decision.

4.2 Population of the Study

Amity University has over 63,000 registered students. This study targeted undergraduate students of the Amity University because of their background diversity and exposure to advertising with a larger percentage using the internet. Students of the Amity University are provided with the Internet access through wireless connection, and therefore, the chances for them accessing web marketing via social media are very high. On the same basis of their diverse background, only undergraduate students from the Main campus were chosen for this study.

4.3 Sample Design

Simple Random sampling technique was used to select the units for study. 100 undergraduate students of the Amity University Main campus was used as a study sample to represent the population of consumers. This sample was randomly selected from different departments, courses and levels each to come up with the representative sample of 100 for the entire population.

4.4 Data Collection

The research made use of primary data, which was collected using structured questionnaire distributed to the 100 respondents sampled from the Amity University main campus, found outside the library, from classes, within the university square and within the hostels. The administered questionnaires were collected after completion by the respondents on the same day and their responses used for analysis. The questionnaire had both open ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information.

4.5 Validity and Reliability

Content validity refers to the extent to which an instrument represents the factors under study. To achieve content validity, questionnaires included a variety of questions on the knowledge of students on web marketing and consumer behaviour. All the subjects completed the questionnaires in the presence of the researcher. This was done to prevent subjects from giving questionnaires to other people to complete on their behalf.

Reliability can be ensured by minimizing sources of measurement error like data collector bias. Data collector bias was minimized by the researcher's being the only one to administer the questionnaires, and standardizing conditions such as exhibiting similar personal

attributes to all respondents, e.g., friendliness and support. Pilot testing was carried out by the researcher to identify any flaws on the questionnaire to reduce errors of measurement and test for consistency.

4.6 Data Analysis

The study applied both nominal and ordinal scale to measure a range of factors establishing the effectiveness of web marketing on consumer behaviour and an interval scale in determining the relationship between web marketing and consumer behaviour. Descriptive statistics was used to analyze this data. The mean responses, standard deviation and other relevant statistics were computed to better understand the data. The data collected was compiled and edited to check for logical inconsistencies. The data was then coded according to the responses. Relationships between responses was assessed and presented using tables and graphs and analysis was done using SPSS. Regression and Correlation analysis was applied in this study to reveal relationships among variables in the findings from the data.

5. DATA ANALYSIS, RESULTS AND DISCUSSION

The study initially sought to ascertain the general information on the respondents involved in the study with regards to the year of study, age, and gender. The demographic information points at the respondents' suitability in answering the questions on the effectiveness of web marketing on consumer behaviour: the case of Amity University Students.

Table 5.1 Distribution of the respondents by age bracket

Age bracket	Frequency	Percentage
19-25 years	82	82
26-35 years	18	18
Total	100	100.0

Source: Field data.

The findings indicate that majority of the students at the Amity University were aged 19-25 years.

The study sought to establish the gender of the respondents and the findings are as shown in Table 5.2.

Table 5.2 Gender distribution of the respondents

	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100.0

Source: Field data.

From Table 5.2, the study recorded a higher response rate from males than females in their various years of study.

5.1 Effectiveness of web marketing on reach and creation of awareness

The first objective of the study was to determine the effectiveness of web marketing on reach and creation of awareness. The study sought to establish whether the respondents were aware of various forms of advertisements adopted by various companies. Majority of the respondents (98%) attested to being aware of various forms of advertisements adopted by various companies. This illustrates that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India.

The respondents were asked to indicate their attitude towards advertisements. Table 5.3 illustrates the study findings.

Table 5.3 Attitude towards Advertisements

	Frequency	Percent
Informative	35	35
Creates awareness	31	31
Entertaining	25	25
Irritating	3	3
Annoying	3	3
Waste of time	3	3
Total	100	100

Source: Field data.

As shown in Table 5.3, most of the respondents (35%) indicated that advertising was informative, with a closer percentage indicating creation of awareness. 3% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. In order to further identify the effectiveness of web marketing on reach and creation of awareness, the respondents were requested to indicate the amount of time spent on various platforms of advertising. The responses were rated on a five point Likert scale where: 1=less 1hr, 2=1 - 2hrs, 3=2 - 4hrs, 4=4 - 6hrs while 5=over 6hrs.

Table 5.4 Time spent on various platforms of advertising

	Mean	Standard deviation
TV, Movies	2.42	1.241
Newspaper, Mags	1.11	1.372
Radio	1.03	0.927
Internet	4.21	0.515

Source: Field data.

According to the findings in Table 5.4, on an average, a person spends more than 4 hours on the internet during his free time which is more than that of TV and movies, radio and print medium. Hence, on an average the exposure of internet to an individual is around 40% more than that of other mediums i.e. the reach of medium internet is much better than that of others.

The study sought to establish whether the respondents watched the TV/ or listened to Radio commercials during commercial break. The findings are as shown in Table 5.5.

Table 5.5 Watching the TV commercials during commercial break

	Frequency	Percent
Yes	70	70
No	30	30
Total	100	100

Source: Field data.

According to the findings, the majority of the respondents attested to watching the TV/ commercials during commercial break. This implies that for television commercials, around 70% of consumers had a positive perception towards advertising on TV.

Table 5.6 Change the channel during commercial breaks

	Frequency	Percent
Never	26	26
Sometimes	17	17
depends on ad	33	33
Often	13	13
every time	11	11
Total	100	100

Source: Field data.

Respondents were asked to indicate if they changed channels during commercial and the results were tabulated. Table 5.6 shows that the degree of attractiveness of the advert and its relevance to the respondents determined their attention to the advert. The viewers would see the advertisement if the ad is attractive and appealing. Hence there is a probability of 0.75 of a consumer viewing the particular advertisement (for creating awareness and information) on television making it an effective mode of communication.

5.2 Reliability of web marketing through recall

The second objective of the study was to establish the reliability of web marketing through recall. First, the respondents were asked whether they would check an online advert and the findings presented in the Table 5.7.

Table 5.7 Checking an online advert

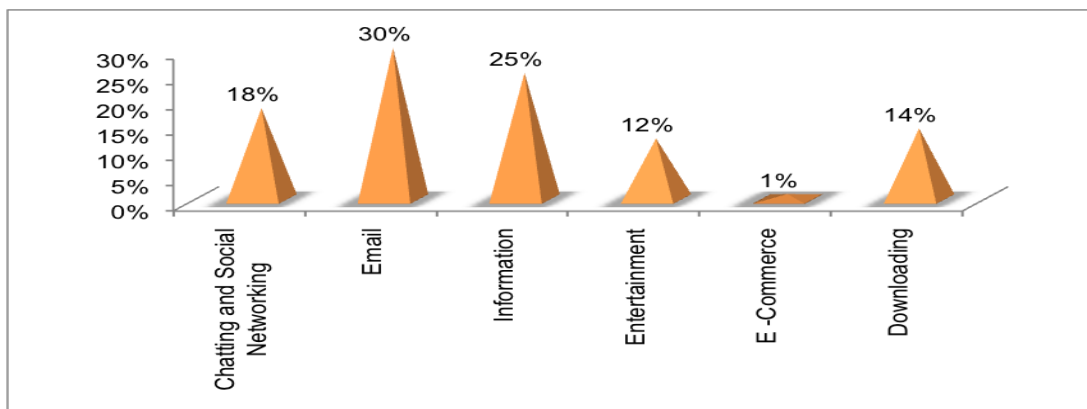
	Frequency	Percent
Yes	21	21
No	79	79
Total	100	100

Source: Field data.

In case of web marketing, majority (79%) of consumers ignored the advert completely while 21% indicated that they would check an online advert. Further the study found out that, out of the 21% respondents, 15% said that the intention was not to see the ads, but they didn't have any option but to see them as they were Interstitial

Adverts, Pop – up ads or Floating ads. These ads either block the view of the content, or appear right in the middle of the page, or keeps on floating (moving) around which is considered to be very irritating for the consumers. Checking the ads determined the level of interaction with the online ads. Therefore, even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low.”

The respondents were further asked to indicate their purpose of using internet. The study findings are illustrated in Figure 5.1.



Source: Field data.

Figure 5.1 Internet usage

As shown in Figure 5.1, 30% of the respondents used internet for E-mail, 25% for information, and others for chatting and social networking, indicating that communications has been the fundamental value of the internet to consumers. There was a higher chance of interaction with various online ads as reflected by the diverse usage of internet.

To establish the reliability of web marketing through recall, the respondents were asked to indicate whether they would recall the last three TV and online ads.

Table 5.8 Ad recall

	Recall		
		Frequency	Percent
TV	Yes	84	84
	No	16	16
Online ads	Yes	30	30
	No	70	70
Total		100	100

Source: Field data.

This is for the last three ads that they had seen consciously or unconsciously. In case of TV ads, 84% remembered their last three ads which is a very good score in terms of creating awareness. In case of Online ads, only 54% could remember their last three interaction with the online ads. Therefore, one can easily make out the reliability of online and TV ads recall values. The study found out that TV ads are much reliable than web marketing and other forms of advertising.

5.3 Relationship between web marketing and purchase decision

The third objective of the study was to determine the relationship between web marketing and purchase decision. Respondents were asked to indicate the mode advertising that mostly influenced their decision to purchase a product. The results were tabulated in Table 5.9.

Table 5.9 Mode of advertising influencing intention to buy product

	Frequency	Percent
Magazines and newspaper	17	17
Friends and relatives	40	40
TV Commercial	29	29
Web marketing	6	6
Social Media – Blogs, forums, Social Networking sites	8	8
Total	100	100

Source: Field data.

Based on Table 5.9 above, the highest number of students, 40% of the respondents were influenced to buy a product based on information provided by friends and relatives, with TV commercials being second. Web marketing was least in influencing their decision at 6%. Therefore, friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over web marketing in terms of consumer preference to mode of advertising. Traditional mode got over 86% preferences than that of web marketing which is a huge margin.

Secondly, the respondents were also asked to indicate whether the internet ads they came across influenced their purchase decision. 52% of the respondents indicated that the internet ads they came across never influenced their purchase decision while 48% posited that the internet ads they came across influenced their purchase decision. This depicts that the web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision.

In order to further determine the relationship between web marketing and purchase decision, the respondents were requested to indicate their level of agreement on relevant statements on effects of web marketing on purchase decision. The responses were rated on a five point Likert scale where: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent. The mean and standard deviations were generated from SPSS and presented in Table 5.10.

Table 5.10 Statements on web marketing and purchase decision

Statements on Web marketing and purchase decision	Mean	Standard deviation
Web marketing influences customers' purchase decision	4.21	0.513
duration of page viewing is a strong determinant of the ability to recall banner ads	4.13	0.746
Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall	3.92	0.841
Companies should aim to strengthen customer interactions with advertisements on the Web	4.11	0.62
Most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience.	4.01	0.738
When customers weigh benefits, they become emotionally involved with advertising and promotion.	4.05	0.673
Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer.	3.98	0.847

Source: Field data.

The study established that Web marketing influences customers' purchase decision (Mean=4.21) and duration of page viewing is a strong determinant of the ability to recall banner ads. Other factors as repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer (Mean=3.98), and that animation content, the shape of the banner ad, and frequency of the ad repetition leads to higher advertising recall. This implies that the web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from.

5.4 Inferential statistics

In determining the effectiveness of web marketing on consumer behaviour, the study conducted a multiple regression analysis to determine the nature of relationship between the variables.

The regression model specification were as follows $Y = \alpha + \beta_1 X_1 + \varepsilon$.

Where; Y= consumer behaviour X_1 = web marketing

ε =error term β =coefficient

α = constant

The study further applied multiple regressions to determine the predictive power of the web marketing on consumer behaviour. The researcher conducted a multiple regression analysis so as to test relationship among variable (independent) on the consumer behaviour. The researcher applied the statistical package for social sciences (SPSS V 17.0) to code, enter and compute the measurements of the multiple regressions for the study.

Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the

dependent variable (consumer behaviour) that is explained by the independent variable (web marketing).

Table 5.11 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.919	0.845	0.789		0.6273

Source: Field data.

The independent variable that was studied, explain only 84.5% of the consumer behaviour as represented by the R². This therefore means that other factors not studied in this research contribute 15.5% of the consumer behaviour. Therefore, further research should be conducted to investigate the other factors that affect consumer behaviour.

Table 5.12 ANOVA of the Regression

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.534	50	1.267	9.475	.000a
	Residual	9.307	200	2.327		
	Total	11.841	250			

The significance value is 0.000 which is less than 0.05 thus the model is statistically significance in predicting how web marketing affects the consumer behaviour. The F critical at 5% level of significance was 3.23. Since F calculated is greater than the F critical (value = 9.475), this shows that the overall model was significant.

Table 5.13 Coefficient of determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	0.2235		5.132	0.000
	Web marketing	0.752	0.1032	0.1032	7.287	.000

Multiple regression analysis was conducted as to determine the relationship between consumer behaviour and the one independent variable (web marketing). As per the SPSS generated table , regression equation.

$$(Y=\alpha+\beta_1X_1+\varepsilon) \text{ becomes: } (Y= 1.147+ 0.752X_1+ \varepsilon)$$

According to the regression equation established, taking all factors into account (web marketing) constant at zero, consumer behaviour will be 1.147. The data findings analyzed also shows that taking all other independent variables at zero, a unit increase in web marketing will lead to a 0.752 increase in consumer behaviour; This infers that web marketing contribute most

to the consumer behaviour. At 5% level of significance and 95% level of confidence, web marketing was a significant, factor in predicting the consumer behaviour.

To quantify the strength of the relationship between the variables, the study used Karl Pearson's coefficient of correlation. The Pearson product-moment correlation coefficient (or Pearson correlation coefficient for short) is a measure of the strength of a linear association between two variables and is denoted by r . The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association, that is, as the value of one variable increases so does the value of the other variable. A value less than 0 indicates a negative association, that is, as the value of one variable increases the value of the other variable decreases. The data presented before on web marketing was computed into single variables per factor by obtaining the averages of each factor. Pearson's correlations analysis was then conducted at 95% confidence interval and 5% confidence level 2-tailed. The Table 5.14 below indicates the correlation matrix between the web marketing and consumer behaviour.

Table 5.14 Correlation matrix and the coefficient of determination

	Consumer behaviour	Web marketing
Consumer behaviour (r) (p) Sig. (2 tailed)	1.000	
Web marketing (r) (p) (2 tailed)	0.894 0.018	1.000

Source: Field data.

According to the Table 5.14, there is a positive relationship between consumer behaviour and web marketing of magnitude 0.894. The positive relationship indicates that there is a correlation between the consumer behaviour with web marketing. This notwithstanding, all the factors had a significant p -value ($p < 0.05$) at 95% confidence level. The significance values for relationship between consumer behaviour and web marketing was 0.018. This implies that web marketing was a significant factor on consumer behaviour.

5.5 Discussion of findings

The study established that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India. Most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. The findings augment the findings of Baltas (2003) who indicated that marketing is perceived by the internet users as a major source of information on available product in the market as reflected by their positive attitude in the world over. According to Calisir (2003) web marketing is an effective channel for marketing as the ad is attractive and appealing which changes from time to time.

The study established that even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low. The study concludes that the reliability of web marketing through recall was low as only a small percentage of the respondents could recall the online ads they had seen. The study found that TV ads are much reliable than web marketing and other forms of advertising. The findings are corroborated with Danaher and Mullarkey (2003) who posited that TV ads are much reliable than web marketing.

The study established that friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over web marketing in terms of consumer preference mode of advertising. Traditional mode got high preferences than that of web marketing which is a huge margin. According to Cho (2003) in the developing economies the traditional form of advertising has a greater market share compared with the web marketing in terms of consumer preference mode of advertising.

The study established that web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. The study established that web marketing is a key determinant of purchase decision of the customers. The study also established that web marketing has significant relationship with purchase decision of the consumers. The findings augment earlier findings of Goldsmith and Lafferty (2002) that web marketing is a key determinant of purchase decision by the customers and that web marketing has an association with purchase decision of the consumers.

6. CONCLUSION

The study found that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements and time spent on these media. On average, a person spent more than 4 hours on the internet during his free time than that of TV and movies and print medium and therefore the reach of internet medium is much better than that of other media. A higher percentage indicated that they were made aware of existence of various products through web marketing and therefore it was effective in creating awareness. The study revealed that the ability of the respondents to recall the internet ads was low compared to TV, and therefore even though the reach of internet is much higher than other forms, TV ads are much more reliable than web marketing Danaher and Mullarkey (2003). Web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also established that web marketing has significant relationship with purchase decision of the consumers. From the Pearson's correlations analysis, the study established that there is a positive relationship between consumer behaviour and web marketing.

The objective of the study was to determine the effectiveness of web marketing on consumer behaviour using a sample of Amity University students. After analysis of the study findings, the study concludes that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India and time spent on various media. Web marketing was effective in providing higher reach and creation of awareness. However, in spite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of web marketing is quite low. The research established that TV advertising is more reliable than web marketing therefore conforming with Danaher and Mullarkey (2003), that TV ads are much reliable than web marketing.

The study concludes that web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that web marketing has significant relationship with

purchase decision of the consumers. The study further concludes that web marketing contributes most to the consumer behavior and that web marketing was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and web marketing. This implies that companies should invest more in web marketing to increase their market share and conduct a market research on the different markets in various countries to ensure that the web marketing initiatives being implemented suits the targeted markets to improve product purchases.

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