



ONLINE ADVERTISING WITH GOOGLE ADWORDS IN PUNE CITY

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Abstract

The Objective of this research paper is to study Google AdWords practices towards online advertising. This research is conducted in Pune city and a survey method was used to collect the data from 70 working & non-working professionals. Advertising sector is an integral part of the nation's economy with its huge potential. Advertising is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support.

INTRODUCTION

ADWORDS, GOOGLE'S ONLINE advertising program, lets you reach new customers and grow your Business. Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad. There's no minimum spending commitment. You can pause or stop anytime. Reach people as they search for words or phrases (which we call **keywords**) or browse websites with themes Related to your business. Your ad can appear on Google and its partner websites. With cost-per-click (CPC) Bidding, you're charged only when someone clicks your ad. Today in the highly competitive market, increasing customer demands, & with the increase of E-commerce company realize the importance of online advertisement. Google AdWords is one the most popular tool that has been adopted by the IT & E-commerce industries. Many common online advertising practices are controversial and increasingly subject to regulation.

ONLINE ADVERTISING

Online advertising, also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

LITERATURE REVIEW

Philip Kotler defines marketing as "a social and management process by which individuals and groups obtain what they need and want through relating and exchanging products and value with others." Money attract businessman and people, nowadays companies are spending lot of rupees on online advertisement, with the help of online ads company can pinpoint their target audiences.(savitz 1999). Company needs to settle themselves with customers for making money. Advertisement is the most important promotion mix for getting business out of customer. Old traditional methods are no longer insisting due to emergence of internet.

Every company is moving towards online, this is the era of online marketing and social media. If World Wide Web has thought of as a broadcast television, then 100% of revenue would come from advertising (zeff and aronson, 1997). Evidence from market research firms, such as odyssey suggested that more Americans household are making purchase over internet(lohr,1999).hyland (1998) had briefly described how the internet had become an accepted communication medium in just five years. several case studies have compared internet with television. Evertt -thorp (1997) had detailed how online has changed the concept of advertising. Email marketing was described by tedeschi(1998).

Now let's take a look towards online advertisement with Google AdWords tool. This research was specially done in the city of Pune. This research was conducted because AdWords tool is a new concept, and is highly useful for promoting ads in a easier way.

OBJECTIVES OF THE STUDY

- To study the concept of online Advertising
- To study the concept of Google AdWords
- To create awareness about Online Advertisement

- To know the satisfaction level of users
- To know the different kinds of ads which customers click upon
- To know different kinds of problem faced by the users.

SCOPE OF THE STUDY

- Online advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to customers. Search engine marketing (SEM), social media marketing types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.
- The business environments are dynamic, with the emergence of IT and ecommerce industries the scope of online marketing are also increasing. Online marketing also need some promotions, for that the best tool available today is Google AdWords.

RESEARCH METHODOLOGY

- Research design – Descriptive Research Design
- Sampling method – Non Probability Convenience Sampling
- Sampling area – Pune City
- Data collected – Primary & Secondary data
- Sample size – 70 Customers
- Sampling techniques – Questionnaires

METHODS OF DATA COLLECTION

Both primary and secondary data was collected for the study; both play vital roles at the time of analysis. Primary data plays major role, also secondary data is necessary to give proper support to the primary data

- As far as primary data is concerned, a structured questionnaires survey with students and working professionals is collected.
- Secondary data has been collected by the previous and current records, magazines, executive lectures, company website etc.
- A structured questionnaire is used to collect data. Questionnaire is a sought to be the best tool for collection of reliable data. The questionnaire consists of multiple choice questions to achieve the objective of research.
- MS EXCEL-2007 has been used to analyse the data

TABULATION AND DATA ANALYSIS

Categories of profile

Category	Respondent	Percentage
Students	40	57.14%
Working Professional	30	42.86%
Total	70	100%

No. of years

Category	No. Of respondent	percentage
0 to 3 years	38	57.28
3 to 5 years	25	35.71
5 to 7 years	5	7.14
7 to10years	2	2.85
Total	70	100%

No of click upon ads

Categories	Respondents	Percentage
Always	5	7.14%
Sometimes	15	21.42 %
Rarely	40	57.14%
Never		
doesn't know it is clickable	10	14.28%
Total	70	100 %

Preferences

Categories	Respondent	percentage
Search engine ads	25	35.71%
Display ads/ display banners	30	42.85%
Video ads	15	21.42%
Total	70	100%

Search engine ads satisfaction

	Respondent	Percentage
Very good	5	20%
Good	10	40%
Average	6	24%
Poor	4	16%
Very poor	0	0
Total	25	100%

Display ads satisfaction

Category	No. of respondent	Percentage
Very good	9	30%
Good	15	50%
Average	4	13.33%
Poor	2	6.66%
Very poor	0	0%
Total	30	100%

Video ads satisfaction

Category	No. of respondent	Percentage
very good	8	53.33%
Good	4	26.66%
Average	2	13.33%
Poor	1	6.66%
Very poor	0	0%
Total	15	100%

Problems faced by Customers

Category	Respondents	Percentage
Problem with software	30	33.33%
Problem with data analysis	40	44.44%
Problem with account handling	20	22.22%
Total	90	100%

FINDINGS

- It was found that online advertisement is in boom because of growth in IT & Ecommerce industry.
- In the research it was found that ,many customers & working professionals are unaware about the usage and benefits of Google AdWords advertising tool
- It was also found that, Google AdWords came into highlight since last 5 years earlier people were not much aware about this tool.
- Out of the three categories, it was found that display ads get many clicks. This is because, in the display ads customers can view the products and depending upon the perception created they click upon it.
- While doing the research it was found the many respondents were unaware that the ads shown on the internet are clickable.
- In concern with the satisfaction level of ads shown in all three categories, it was found that the respondent are highly satisfied with Google AdWords tool & service
- There are problems and issued faced by the users, some of them are like problem with data analysis, software tool and account handling. These problems are faced by them because they might have less knowledge about it or inexperienced in handling AdWords tool.

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