Consumer’s attitude towards cookie references

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Abstract

A cookie is an advertisement displayed in a new browser window. These cookies come in many different shapes and sizes, typically in a scaled-down browser window with only the Close, Minimize and Maximize commands. Cookies are simply part of this digital media mix. The reason they are used is that they work - that's why marketers continue asking for them. There are a lot of brands who benefit by using such cookies. They may be used for brand recall or product/service recall. But we wanted to look at the other side of the coin, do users really like when cookies pop up on their webpages?, do they get irritated when they are forced to look at something they rejected a while ago or it helps as a reminder to complete the bookings or buy the product. To answer such questions we conducted research using various statistical tools like P test T test and others.

Key Words: Cookie References, Ads

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Introduction

Cookies are usually small text files given ID tags that are stored on your computer’s browser directory or program data sub folders. Cookies are created when you use your browser to visit a website that uses cookies to keep track of your movements within a site, helps you resume where you left off, remember your registered login, theme selection, preferences and other customization function. The website stores a corresponding file( with same ID tags) to the one
they set in your browser and in this file they can track and keep information on your movements within the site and any information you may have voluntarily given while visiting the website, such as email address. Cookies are often indispensable for websites that have huge databases, need logins, have customizable themes, other advanced features. Marketing is becoming increasingly sophisticated and cookies in some cases can be aggressively used to create a profile of surfing habits. There are two types of cookies: session cookies and persistent cookies. Session cookies are created temporarily in your browser’s subfolder while you are visiting a website. Once you leave this site the session cookie is deleted. On the other hand, persistent cookie files remain in your browser’s subfolder and are activated once again once you visit the website that created that particular cookie.

Research Methodology

There are altogether several different types of data collection instruments, each with its own specific attributes, thereby acquiring specific uses. The variety of data collection methods that can be used range from questionnaires, interviews, observations. Questionnaires are adopted in this study due to its suitability. Questionnaire method was used to understand the consumer’s attitude towards cookie references. It also attempted to capture an overview of the current situation wherein how today’s generation react towards web advertising, specifically pop-up ads and web cookies. A questionnaire form was passed to respondents and we considered a sample of 41 respondents. A survey provides a fast and efficient means of gathering information with regards to the respondents’ perception about cookie references. Secondary data was also collected from various articles on internet.

Research objective

To study users reaction towards cookies placed on their browser

To understand the reasons for negative consumer reactions towards cookie

Major Findings:

<table>
<thead>
<tr>
<th>Internet usage</th>
<th>7%</th>
<th>0%</th>
<th>93%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONCE A DAY</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ONCE A WEEK</td>
<td></td>
<td></td>
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<tr>
<td>MULTIPLE TIME</td>
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</tbody>
</table>
93% of the respondent use internet multiple times per day and only 7% of the respondent use internet once a day.

36% of the respondent agreed that web cookies act as a reminder and help them to resume from where they left off. On the other hand, only 13% of the respondents think cookies help them to recall their favorite brand.

45% of the respondents agreed that they get irritated and ignore the cookies and only 10% of the respondents clicked on it.
Findings of survey

P test 1 (proportion test)

Ho: more than 75% of consumer gets irritated because of cookies placed on their webpages.

Ha: Less than equal to 75% of consumer get irritated because of cookies placed on their webpages.

Remark: Based on our survey it is found that 37 out of 41 respondents gets irritated when cookies appears on their web browser. Hence we accept the null hypothesis that states more than 75% of consumer gets irritated because of cookies placed on their webpages.
PROPORTIONS (P-test) 2

Ho: Less than equal to 25% of respondents agree that the cookies helped them to recall brands.

Ha: More than 25% of respondents agree that the cookies helped them to recall brands.

Remark: Based on our survey it is found that 17 out of 41 respondents thinks that cookies helps them to recall brands. Hence we reject the null hypothesis and accept the alternate hypothesis that states more than 25% of respondents agree that the cookies helped them to recall brands.
T test (average test)

Ho: The average age of people using internet on any of the electronic gadgets is more than equal to than 25.

Ha: The average age of people using internet on any of the electronic gadgets is less than 25.

Remark: - Based on our survey it is found that the average age of people using internet on any of the electronic gadgets is not more than 25 years, hence we accept the alternate hypothesis that states the average age of people using internet on any of the electronic gadgets is less than 25.
**Conclusion:** This paper helps one understand the consumer’s attitude towards online cookies. 45% of the respondent clearly got irritated and ignored the cookies and only a few of them agreed that cookies helped them recall about their favorite brands. Consumers are aware that cookies can track the user’s web search and hence safety maybe at risk as users gives out their mail ids and other details. So to conclude from the organization point of view cookies will help them to keep a track of their customers search and their requirement but the reality as per the survey is that consumers are highly disturbed by the cookies and tend to ignore it as they get irritated.

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