



PROSPECTS OF ONLINE ADVERTISEMENTS AND ITS INFLUENCES – A PERCEPTIONAL STUDY AMONG INTERNET USERS

¹J.J. SHALINI, ²Dr. K. PUSHPALATHA

¹Ph.D Scholar (Part-Time), ²Associate Professor

¹Department of Commerce,

¹Chikkanna Government Arts College, Tiruppur – 641 602, Tamil Nadu, India.

Abstract : The online system created a new way of adverting the products and services with a rapid advertising technology. Online advertising is booming with potential growth and it is considered as most powerful tool to promote products and services in the cut throat competition. It is also considered as interactive medium on the part of the consumers who are able to post queries, information, reviews about products and services advertised. Although, the online advertising has its own potential growth in terms of its reachability, accessibility and getting the attention of the audience, still its effectiveness needs to be measured. Hence, this paper explores the importance of analyzing the perception of the internet users across their demographic characteristics.

Index Terms - Advertisements, Internet, Online, Potentiality.

Introduction

The World Wide Web was invented by Tim Berners Lee a British scientist in the year 1989 to full-fill the need for information sharing between scientists in universities and research institutions across the world automatically (Berners-Lee 1996). The web in short is supported by internet technology in recent days enables the internet users to share and gather information, access huge array of documents, pictures, videos in online round the clock. The quantum of internet usage is increasing day by day and there by internet users are also increasing exponentially. With the massive growth of internet usage, the advertisements placed in online platform are also growing rapidly. Online advertising is booming with potential growth and it is considered as most powerful tool to promote products and services in the cut throat competition. The online advertisements facilitate the consumer who wants to interact for queries, receive product information in an easier way and to make an order and purchase products and services accordingly (Hendrix, 2014). The internet users highly prefer to post information and forms discussion forums in social media such as facebook, Instagram, whatsapp, twitter, etc. (Rowles, 2013). These social media has its own peculiarity in placing advertisements in the pages along with the purpose for which it is there for the users. It also offer the opportunity to interact with each other for 'likes' and 'dislikes' and serving as multi-dimensional source of product promotion (Schivinski&Dabrowski, 2016). The online advertising is also potential to the advertisers as it reveals the number of hits for advertisements by online and measuring their effectiveness (Smith, 2015). Although there are several factors which determined the prospects of online advertisements, but still some of the advertisements in online are biased, deceptive and overstated and unable to get more attention of the all segments of audience. Hence, this paper demonstrates the potential factors of online advertisements and its level of influence among the internet users.

Research design

The study was mainly focusing on analyzing the potential factors for online advertisements across the various demographic factors of the internet users. For this purpose, it was decided to adopt analytical study to investigate and examine respondents' perception. The Erode district of Tamil Nadu was chosen as Universe and college students and teachers of this district who are actively involved in internet usage are considered as population for the study. Using snowball sampling technique, 929 sample respondents proportionately consisting of college students and teachers were drawn from the population. The data were collected from the sample respondents using questionnaire in online mode.

Objectives of the study

- To determine the type of online advertisements mostly preferred by the internet users
- To test the relationship between demographic factors of respondents and their perception on potentiality of online advertisements

Analysis and Interpretation

The data collected through questionnaire were analysed using percentage analysis to represent proportionate who are preferring various types of online advertisements, Post – Hoc Tukey HSD test to identify the significant difference between the groups based on mean difference. Further, Z test also applied to test the significance difference between various demographic characteristics of respondents and their perception towards potentiality of online advertisements. The results are interpreted in the following sections:

Table 1
Classification of respondents based on type of online advertisement they prefer

S. No.	Types of online advertisement	Frequency	Percentage	Cumulative Percentage
1	Banner advertisements	121	13.0	13.0
2	Pop-up / pop-down advertisements	548	59.0	72.0
3	Interstitial advertisements	118	12.7	84.7
4	E-mail advertisements	142	15.3	100.0
Total		929	100.0	

From the above Table 1, it is inferred that, majority of the respondents (59%) are preferring pop - up / pop-down advertisements, 15.3% of the respondents are preferring E-mail advertisements, 13.0% of the respondents are preferring banner advertisements and 12.7% of the respondents are preferring interstitial advertisements. Thus, pop-up / po-down advertisements are mostly preferred to view online by the internet users.

Analysis on the relationship between demographic factors of respondents and their perception on potentiality of online advertisements

In this section, perception of the sample respondents based on their different demographic characteristics such as age, gender, marital status, nature of family, educational qualification, occupational status and monthly income. The perception factors considered for this study are online advertisement is friendly and unbiased, deceptive and overstated, enable to compare products, accurate and enables to take purchase decision and highly reachable and able to more attention of the audience. The overall score of general perception on potentiality of online advertisement were included as dependent variable and all the categories of demographic factors were assumed as independent variables.

It is of the general prediction that respondents' perception would change according to their age. Hence, age group wise respondents were classified on the basis of class interval and they are surveyed to state their perception towards various factors of potentiality of online advertisements. The classification of respondents according to their age and mean scores regarding potentiality towards online advertisements are given below:

Table 2
Age group-wise classification of the respondents for their perception on potentiality of online advertisements

S. No.	Age group	No. of Respondents	Mean Score	Standard Deviation
1	18 to 24 Years	680	3.8426	2.08582
2	25 -32 Years	144	4.3027	1.97178
3	33 - 39 Years	54	3.9074	2.47030
4	40 - 46 Years	45	3.9377	3.20385
5	Above 46 Years	6	4.2000	2.28035
Total		929	3.9246	2.31006

It is clear from the above Table 2, that the highest mean score of the respondents (4.3027) is obtained for the age group of above of 25-32 years. This is followed by the respondents belongs to the age group of above 46 years with the mean score of 4.2000, 40 – 46 years of age group with the mean score of 3.9377, 33-39 years of age group with the mean score of 3.9074 and 18 to 24 years of age group with the mean score of 3.8426. The analysis of variance is applied to test the significance of difference between the mean scores of these age group categories of the respondents and their perception towards potentiality of online advertisements, with the following null hypothesis:

H₀1: There is no significant difference between age group categories of the respondents and their perception on potentiality of online advertisements

Table 3
Significance of difference in perception among different age group categories of the respondents

Source of variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	641.014	4	160.254	34.347	.000
Within Groups	4311.123	924	4.666		
Total	4952.138	928			

From the above Table 3, it is found that P value (0.000) is lesser than the value of 0.05 at 5% level of significance which indicates the hypothesis is rejected. Hence, it is inferred that there exist a significant difference between the age group of the respondents and their perception towards the factors considered for potentiality of online Advertisements.

Table 4
Significance of difference in perception between the categories based on age groups

Categories Compared	Mean difference (i-j)	Sig.
25 -32 years and 18 to 24 years	2.30065*	.000

25 -32 years and 33 - 39 years	1.97685*	.000
25 -32 years and 40 - 46 years	1.82500*	.000
40 - 46 years and 18 to 24 years	1.78676	.258

Post – Hoc Tukey HSD test is used to test the significant difference between the age groups considered for the study based on mean difference. The age group categories 25 -32 years and 18 to 24 years depicts more favourable perception than the respondents with other age group categories at 5 percent level of significance.

The respondents are also surveyed based on their gender to state their perception towards online advertisements and the results are presented in the following table:

Table 5

Gender wise classification of the respondents for their perception on potentiality of online advertisements

S. No.	Gender	No. of Respondents	Mean Score	S.D.
1	Male	445	3.9366	2.33091
2	Female	484	3.9136	2.29174

The above Table 5, portrays that the mean score of the male respondents is higher (3.9366) than the female respondents. Hence, the Z-test is used to test the significance of difference in mean scores between gender wise classification of the respondents and perception towards potentiality of the online advertisements with the following null hypothesis.

H₀: There is no significant difference between gender wise classification of the respondents and their perception on the potentiality of online Advertisements.

Table 6

Significance of difference in perception between male and female

Gender	Z value	
	Z	SIG.(2-tailed)
Male and Female	0.758	0.449

From the above Table 6, it is clear that Z value 0.758 is positively deviated and is above the average mean score for overall perception of the respondents on potentiality of online advertisements, Further, P value 0.449 is more than 0.05 at 5 per cent level of significance which clearly denotes that the null hypothesis is accepted. Hence, there is no significant difference between the gender wise classification of the respondents and perception on potentiality of online advertisements.

The perception of the respondents according to their marital status are also captured and presented in the following table with mean scores.

Table 7

Marital status wise classification of the respondents for their perception on potentiality of online advertisements

S. No.	Marital status	No. of Respondents	Mean Score	S.D.
1	Married	302	4.1404	2.41890
2	Unmarried	627	3.8219	2.06533

The above Table 7, enumerates that the mean score of the married respondents is higher (4.1404) than the unmarried respondents. Hence, the Z-test is used to test the significance of difference in mean scores between married and unmarried respondents with the following null hypothesis.

H₀: There is no significant difference in opinion regarding potentiality of online advertisement between married and unmarried respondents.

Table 8

Significance of difference in perception between married and unmarried respondents

Marital Status	Z value	
	Z	SIG.(2-tailed)
Married and Unmarried	8.384	0.00

From the above Table 8, it is understood that Z value 8.384 is positively deviated and is above the average mean score for the general perception of the respondents towards potentiality of online advertisements. Further, the P value 0.00 is less than 0.05 at 5 per cent level of significance which indicates the null hypothesis is rejected. Hence, there is a significant difference in perception on potentiality of online advertisements between married and unmarried respondents.

The classification of respondents according to the nature of family and their perception on potentiality of online advertisements is given below:

Table 9

Classification of respondents according to their nature of family for perception on potentiality of online advertisements

S. No.	Nature of family	No. of Respondents	Mean Score	S.D.
1	Nuclear	570	4.1379	2.03918
2	Joint	359	3.5860	1.59368

The above Table 9, illustrates that the mean score of the respondents who belongs to nuclear family is higher (4.1379) than the joint family-based respondents. Hence, the Z-test is used to test the significance of difference in mean scores for perception between nuclear and joint family respondents with the following null hypothesis.

H₀: There is no significant difference in perception regarding potentiality of online advertisement between nuclear and joint family respondents.

Table 10
Significance of difference in perception between nuclear and joint family type of respondents

Nature of family	Z value	
	Z	SIG.(2-tailed)
Nuclear and Joint	7.025	0.00

From the above Table 10, it is mentioned that Z value 7.025 positively deviated and above the average mean score for overall perception on potentiality of online advertisements among the nuclear and joint family type of respondents, Further, the P value 0.00 is less than 0,05 at 5 per cent level of significance which states that the null hypothesis is rejected. Hence, there is a significant difference in perception regarding potentiality of online advertisements among nuclear and joint family type of respondents.

The perception of the respondents on the factors relating to potentiality of online advertisements were also captured on the basis of their educational qualification and the mean score obtained are tabulated below:

Table 11
Educational qualification wise classification of the respondents for their perception on potentiality of online advertisements

S. No.	Qualification	No. of Respondents	Mean Score	S.D.
1	Diploma	117	4.2153	1.34648
2	UG Degree	540	3.8563	2.10804
3	PG Degree	120	3.835	2.86580
4	Ph.D.	145	4.0275	2.57558
5	Others	7	3.7428	2.42997
Total		929	3.9246	2.31006

It is known from the above Table 11, that the highest mean score (4.2153) was obtained for the respondents those are having diploma as their educational qualification. This is followed by the respondents with Ph.D. qualification whose mean score is 4.0275, then the respondents with UG degree whose mean score is 3.8563, the PG degree holders whose mean score is 3.835, and for other educational qualification holders, the mean score is 3.7428. The analysis of variance is applied to test the significance of difference perception between the mean scores of these categories of the respondents classified according to their educational qualification with the following null hypothesis:

H₀1: There is no significant difference in perception on potentiality of online advertisement among the educational qualification wise classification of the respondents.

Table 12
Significance of difference in perception among educational qualification wise classifications of the respondents

Source of variation	Sum of Squares	Df	Mean Square	F	Sig.
Between groups	378.620	4	94.655	19.123	0.000
Within groups	4573.517	924	4.950		
Total	4952.138	928			

From the above Table 12, it is clear that P value 0.000 is lesser than the value of 0.05 at 5% level of significance which states that the null hypothesis is rejected. Hence, it is inferred that that there exist a significant difference between the respondents' educational qualifications of the respondents and their perception towards potentiality of online Advertisements.

Table 13
Significance of difference in perception among the educational qualification wise classification of respondents

Categories Compared	Mean Difference (I-J)	Sig.
Diploma and UG	1.7954	0.000
Diploma and PG	1.9019	0.000
Diploma and Ph.D	0.9389	0.006
Diploma and Other Category	2.3626	0.051

Post – Hoc Tukey HSD test is used to test the significant difference between the groups based on mean difference. The respondents who are having diploma and other qualifications category shows more favourable opinion (highest mean difference of 2.3626) than the respondents with other educational qualifications categories at 5 percent level of significance.

The perception of the respondents towards various factors determining potentiality of online advertisements were also captured on the basis of their occupational status. For the purpose of this study, the occupational status of the respondents is classified into i. College students and ii. College teachers.

Table 14
Occupational status wise classification of the respondents for their perception on potentiality of online advertisements

S. No.	Occupational Status	No. of Respondents	Mean Score	S.D.
1	College students	782	3.9230	2.84687
2	College teachers	147	3.9333	3.54936

It is inferred from the above Table 14, that the mean score of the college teachers are higher (3.9333) than the mean score of the students (3.9230). Hence, the Z-test is used to test the significance of difference in mean score for perception between the occupational status (students and teachers) of the respondents with the following null hypothesis.

H₀: There is no significant difference in perception towards potentiality of online advertisements among the occupational status wise classification of the respondents.

Table 15**Significance of difference in perception among the occupational status wise classification of the respondents**

Occupational Status	Z value	
	Z	SIG.(2-tailed)
Students and Professors	-0.248	0.804

From the above Table 15, it is understood that Z value -0.248 is negatively deviated and is below the average mean score for respondents' perception on potentiality of online advertisements. Further, P value 0.804 is more than the value of 0.05 at 5 per cent level of significance which indicates that the null hypothesis is accepted. Hence, there is no significant difference in perception on potentiality of online advertisement between occupational statuses of the respondents.

The perception of respondents towards potentiality factors for online advertisements are also analysed on the basis of monthly income of the respondents using frequency analysis and the results are tabulated below:

Table 16**Monthly Income and Opinion Scores**

S. No.	Monthly Income	No. of Respondents	Mean Score	S.D.
1	Below Rs.20,000	101	3.6376	2.68221
2	Rs. 20,001 - Rs. 40,000	268	3.9701	2.23526
3	Rs. 40,001 - Rs. 60,000	304	3.6401	1.12100
4	Rs. 60,001 - Rs. 80,000	196	4.3040	1.36046
5	Above Rs. 80,000	60	4.4066	2.12305
Total		929	3.9246	2.31006

From the above Table 16, it is depicted that the maximum mean score (4.4066) is obtained for the respondents who belongs to the monthly income category of above Rs.80,000. Whereas, the least mean score (3.6376) is obtained for the respondents who belongs to the category of below Rs. 20,000 as monthly income. Thus, the analysis of variance is applied to test the significance of difference in perception between the mean scores of the respondents classified according to their monthly income, with the following null hypothesis:

H₀: There is no significant difference between monthly income wise classification of the respondents and their perception towards potentiality of online advertisements.

Table 17**Significance of difference in perception among the respondents based on their monthly income**

Source of variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1891.071	4	472.768	142.708	0.000
Within Groups	3061.067	924	3.313		
Total	4952.138	928			

From the above Table 17, it is found that P value 0.000 is lesser than the value of 0.05 at 5% level of significance and hence the null hypothesis is rejected. Thus, it is inferred that there is a significant difference in perception among the respondents who belongs to different the monthly income category.

Table 18**Significance of difference in perception between the categories based on monthly income**

Categories Compared	Mean Difference (I-J)	Sig.
Rs. 60,001 - Rs. 80,000 and below Rs.20,000	3.84521	0.000
Above Rs. 80,000 and Rs. 40,001 - Rs. 60,000	3.83268	0.000
Rs. 40,001 - Rs. 60,000 and below Rs.20,000	3.33229	0.000
Rs. 60,001 - Rs. 80,000 and Rs. 40,001 - Rs. 60,000	3.31975	0.000
Above Rs. 80,000 and Rs. 20,001 - Rs. 40,000	2.18259	0.000

Post – Hoc Tukey HSD test is used to test the significant difference between the groups based on mean difference. The above Table 18, reveals that while comparing the monthly income categories of Rs.60,001-Rs.80,000 and below Rs.20,000, it shows the highest mean difference of 3.84521 than the respondents compared with other income categories at 5% level of significance. Thus, it is inferred that there is more favourable perception in this category of monthly income.

Implications of the study

Undoubtedly the advertisements in online platform influence all segments of consumers irrespective of their demographic characteristics. But sometimes, unbiased and deceptive advertisements may influence the internet users and force them to buy the product. It is inferred from the study that majority of the respondents have favourable perception on the potentiality of online advertisements. This proves that while designing advertisements for online platform, the advertisers should always place the quality of advertisements in online in terms of inducing the internet users to buy product. Further, online advertisements should also hold the attention of internet users towards products and its brand image forever. This study also reveals that majority of the respondents according to their age, gender, marital status, educational qualification, occupational status and monthly income differ significantly in their perception on prospectus of online advertisements. Hence, it is of high level importance for the advertisers to project the online advertisements in such a way to attract and influence all segments for consumers invariably.

Conclusion

Despite several researches conducted in advertising research, very few research studies have been carried out to predict the potentiality of online advertising. Through this present study, it is attempted to capture perception of the internet users towards positive and negative aspects online advertisements and in terms of its potentiality. Although, the major findings of this study may helps to the online advertising agencies to develop high quality advertisement copies for online platform, the perception of online users needs to be taken into consideration while projecting advertisements online. The reason behind is perception of the audience is always not in static and subject to change from time to time. Thus, this study calls upon the new outcomes by way of empirical advertising research on potential factors of online advertising.

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