

Online Advertisement and Attitude of Web Users

Dr. C. Arul Mary Thangam

Assistant Professor of Commerce, Nanjil Catholic College of Arts and Science, Kaliyakkavilai.

Abstract - Attitude makes the people to behave in a favourable or unfavourable manner with respect to a product. Through advertising, companies introduce their products to the present and prospective customers thereby create awareness, provide information and influence their attitude. In recent years, internet with advanced technology emerged as a new tool for the marketers to introduce their products. The enormous number of websites and search engines helps the web users to surf and to find out more information on a particular product. This study explores the attitude of web users, their purchase decision and use of web advertising. The data collected has been analysed with statistical tools and the results are discussed.

Key words: Web advertisement, online advertisement, attitude.

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INTRODUCTION

Modern marketing calls for more than developing a good product but making it effectively accessible to target customers. Marketers must make all possible efforts to persuade the present and prospective customers in all the available ways and means. Advertisement, however provides the needed information and also satisfies the emotional needs of the viewers. In recent years marketers shifted from the conventional advertising medium to internet or web advertising as the volume of visitors visiting the websites is increasing day-by-day. But the question is, whether the voluminous visitors are visiting the web for their personal use or do they notice the advertisements, banners displayed on the respective web page that they visit. Whatever might be, do they recall it when need arises? Whether these advertisements reach the targeted sections of the society for whom it is meant. This study focuses on the effectiveness of online advertisement and the factors that affect the attitudes of the web users towards web advertisements.

STATEMENT OF THE PROBLEM

In India, the advertising media have completely changed and we move from the traditional advertising media like radio, television etc to online advertisement. Customers have huge interest in new way of getting their message and it is found that one of the most significant ways of advertising is through web. Most of the products are marketed through web since the

marginal cost of online advertisement is very low compared to other promotional techniques. Moreover, branding and direct sales are possible in case of web advertising. Studies revealed that more than 57% of Europeans prefer internet for getting information about products and 27% decide to buy a product with the help of web advertisements. But in India, there is still a minimal level of research available on evaluation of web advertising. This information may be valuable for marketers in designing the promotional mix and to take decisions in determining the media mix. Hence an attempt has been made to study the attitude of people towards web advertisements.

OBJECTIVES OF THE STUDY

The primary objective of the study is to measure the attitude of web users on online advertisements. The other objectives are:

- a) To measure the effectiveness of online advertisement.
- b) To find out the motives behind purchase and factors affecting purchase decisions.

REVIEW OF LITERATURE

Tripathi and Siddiqui (2008) in their article entitled, "Effectiveness of Mobile Advertising" critically analysed the results of binary logistic regression that mobile advertising in its current format does not have a significant impact on the purchase decision of a customer and these might be other significant factors like a firm's marketing efforts, a customers' socio-cultural environment an individual's psychological field that affects his purchase decision.

Giorgia Brajnik and Silvia Gabrielli (2010) in their report, "A review of online advertising effects on the user experience" reveal that all the constructs should be used when assessing the quality of a website, in addition to more traditional usability metrics, centered on effectiveness, efficiency and satisfaction.

Norzalita Abd Aziz and Ahmad(2010) in their study, "Exploring consumers attitude towards web advertising and its influence on web advertisement usage in Malaysia" stated that marketers should focus on web users' needs, diversifying the content in order to improve the usage and perception among web users.

Dalip Raina and Kritika Khajuria (2012) in their study, "Effectiveness of advertisements in India: An empirical study" concluded that people are giving more attention to the advertisements and they get more involved and evaluate the things. They believe advertisement messages to be relevant and consider them while making buying decisions.

Aasma Nazeer et. al (2013) in their article, "Factors affecting attitude towards web advertising: A scenario of University students in Pakistan" analysed the factors affecting the attitudes towards web advertisements and revealed that web advertisements are at times not convincing and even annoying. Majority do not rely on the information provided and a web advertisement in provoking buyer behaviour is minimal.

Anusha (2016) in her article "Effectiveness of online advertising" observed that internet advertisements increased awareness of companies, easy way to distribute information, reach targeting consumers and reduced cost in performing these tasks.

SAMPLE SIZE

The present study has been conducted at Vilavancode Taluk in Kanyakumari District. In order to represent the population, a representative sample of 150 is selected, comprising of 30 respondents from each village selected.

SAMPLING METHOD

To select the total sample of 150, the convenient random sampling method has been used.

PRIMARY DATA

The study is essentially based on the primary data collected from 150 respondents who have actual experience on online purchase with the help of framed questionnaire.

STATISTICAL TOOLS USED

Statistical Package for Social Sciences (SPSS) has been used to analyze and interpret the data collected through the tools such as independent sample t-test, One-way ANOVA, Kruskal wallis test and rank.

STATISTICAL ANALYSIS AND INTERPRETATION

This part presents the analysis and interpretation of data collected through the questionnaire from the sample size of 150 respondents. Table 1 reveals the frequency of browsing by the respondents.

Null Hypothesis: There is no significant difference between male and female with regard to frequency of browsing.

Table 1

Frequency of browsing by web users

Gender	More than twice	More than once	Only if needed	sometimes	Mean	S. D	t-value
Male	80(53.3)	50(30.3)	11(7.3)	9(6)	2.17	0.41	2.78
Female	65(43.3)	55(36.7)	14(9.3)	16(10.6)	2.03	0.57	

P value <0.001**

Note: ** denotes significant at 1 % level.

The web users were asked about the frequency of browsing. Majority of the respondents opined that they browse on a website more than twice, sometimes even five times a day (Table 1).

Gender-wise analysis shows that there was a considerable higher frequency of browsing by the males (Mean 2.17) when compared to the females (Mean 2.03). Statistically significant differences were found between male and female respondents with respect to frequency of visit to websites at 1% level of significance which is indicated by t-value (2.78).

Null Hypothesis: There is no significant difference among mean rank of experience with regard to performance of purchase decision.

To evaluate attitude to web advertising and how these were affected by the extent of web experience Kruskal Wallis test is applied.

Table 2

Web experience and purchase decision of web users

Experience	Size	Mean rank	Sum of rank(R)	R ² /n	P value
Below 1 year	78	69.99	5452.6	381165	0.009**
1-5 years	47	72.6	3468.9	256027	
> 5 years	25	99.72	2399.4	230284	

Note : ** denotes significant at 1% level

$$X^2=6.4$$

Since p value is less than 0.01 the null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is significant difference among mean rank of experience with regard to mean performance related to purchase decision. Based on mean rank the web users having more than 15 years experience perform better when compared to other experienced web users.

The effectiveness of web advertising depends upon the attitude of the users. The motive behind the web usage affects the attitude to web advertising. Several statements reflecting the preference and motive of the web users are given and ranked.

Table 3**Statement showing the attitude of web users**

Statement	Mean	Rank
I like web advertising	4.19	4
Web advertising is appealing and very interesting	4.38	2
Web advertising is convincing	4.25	3
Gives better value for my money	4.74	1
Often felt misled by web advertisements	4.11	7
Provide needed information and keeps me up-to-date	4.12	6
Purchase decision are made based on web advertisements	4.11	7
Availability of preferred brand	3.89	10
Web ads are not at all effective	3.28	11
Repeated exposure increases brand awareness	3.99	8
Recall web advertisements and use when needed	4.14	5
Branded goods are advertised and are the best	3.98	9

From table 3 it is inferred that it is able to get better value for the money (4.74) which is the most important statement as it scored a high mean value, the second rank goes to the statement that web advertisements are interesting and

appealing and the last rank goes to web advertisements are not effective (3.28).

Null Hypothesis: There is no significant difference between the factors responsible for purchase decision.

The effectiveness of web advertising depends on various factors such as purchase decision, frequency of purchase, recognition of brand name and so on. Frequency of purchase is assessed and the reason for such purchase is analysed and given in Table 4

Table 4**Reasons for purchase through online**

Reason	F value	P value
Convenient	2.188	0.089
Assurance	2.878	0.036*
Door delivery	1.247	0.292
Reliability	1.558	0.199
Affordability	2.497	0.220

Note: * Denotes significant at 5% level.

Since the p value is less than 0.05, the null hypothesis is rejected at 5% level of significance with regard to assurance. But for other factors, there is no significant difference since p value is greater than 0.05.

FINDINGS AND CONCLUSION

The advertisers who use online as the media to advertise their products or services are also targeting the same target market as that of the traditional advertising campaigns. The effect of an advertisement largely depends on its ability to satisfy the present dominating needs. Many of the people not only need to be assured of the product's worth, but also need to feel special. Creativity combined with message and influencing such consumers should be explored. Web advertising should be so created and placed that will have an impact on those consumers whom the marketers want to influence.

SUGGESTIONS

Web advertisements must give preference to brands as customers recognize branded items and it not only means the quality of the product but the confidence and trust reposed on it.

People think that the web advertisements are very interesting and convincing and sometimes people felt annoyed. So care

should be taken to include features which are interesting and convincing.

The attitude of the people with regard to web advertising is positive and they make use of the information to take purchase decision. More information should be added to the advertisements which educate them to take proper decision and keep them up-to-date.

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