

Constructive Impacts of Online Advertisements on Commercial Products - A Gender Based Perceptual Analysis Among the Teenagers in Tamil Nadu



Commerce

KEYWORDS : Commercial, Internet, Online advertisements, teenagers.

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ABSTRACT

Online advertising is often disguised as a form of entertainment, and it can therefore often be hard to identify an advertisement as promotional. The Internet is an advertising medium that frequently makes use of brand incentives (such as brand mascots, membership in clubs, crafts activities, online games, free samples, extra material for free download or distribution) to influence children to favor the products being promoted. With the advent of information technology and massive growth in multimedia concepts, the internet has the ability to support a variety of online advertising formats (Rodgers & Thorson, 2000). According to Wolin, Korgaonkar, & Lund (2002), web advertising's broad format consists of commercial content paid for by sponsors, designed for audiences, delivered by video, print, audio, graphics or animation. All these online advertising formats can be a good source of information for making purchase decision. Further, in every one's life internet becomes emerging media for information and entertainment. Almost all demographic groups of people availing the internet facility and they come across with online advertisements while surfing internet. This will ultimately raise a question whether the online advertisements creates any impacts. Though there are many people using internet for information gathering, entertainment, chatting, exchanging information and ideas, buying and selling of products and services, teenagers are mostly attracted by internet sophistications. Hence, this paper signifies the impact of online advertisements on commercial products among the teenagers. For this purpose a well structured questionnaire was used as tool for collecting data from the teenagers being the target group of respondents. Accordingly, questionnaire was administered to 2500 respondents with a yielding rate of 80.04 % (2001 usable Questionnaires). The geographical area of Tamil Nadu State in India was used as the sampling area. The questionnaire was administered in person to students in identified schools and colleges all over Tamil Nadu. Also, Snowball Sampling Technique was used to collect data from respondents who are stationed far away from the researcher. The data used for the purpose of this study were collected for a period of 6 months from 1st July 2014 to 31st December 2014. The collected data were subjected to statistical analysis using Frequency analysis, Chi-Square test, and Kruskal Wallis test. From the statistical analysis, it is clear that, teenagers' attitude is neutral about the impact of online advertisement and their subsequent purchase of product advertised through online. Further, it is inferred from the study that the respondents do not differ significantly based on gender on the statements like reliability of online advertisements as a source of information, purchase of the product which are advertised online and sharing of gathered information from online advertising with others.

2. Introduction

The rapid growth of the Internet has influenced the business of advertising to a great extent. In this era of IT revolution, Browsing or surfing in the internet is impossible without seeing online advertisements. Online advertisement or Internet advertisement (IA) is a message that is mediated (rather than being communicated directly as in personal selling), someone who can be identified pays for that message, the primary purpose is to persuade, and the action that results from that persuasion may take place now or in the future. Although there are various general online advertisements targeting audiences of all age groups, there are also online advertising which are completely youth-oriented. Especially, the teenagers media use has changed dramatically over the last decade, with the increased use of computer games to include digital media, mobile phones, and especially the Internet. It is more common today for young people to have personal mobile phones and computers than a private television set in their bedroom (Medierådet, 2009). The digitization of media use, or the move from traditional media to digital media, has, in some instances, been referred to as a paradigm shift. The Internet has allowed an expanded reach of advertising by incorporating new ways of targeting young audiences. Studies suggest that 98% of children's Web sites permit advertising, and two thirds of the sites made for children rely on advertising for their primary revenue (Moore, 2006). Thus, children and young people spend a lot of time in the digital world, a place where commercialization and marketing efforts, in comparison to several other media, have intensified most in the last few years.

According to Ducoffe (1996), the online advertising is considered as valuable, informative, entertaining and important for the present day society in the digital era of communication and entertainment. This enables the consumers to avail the upto date information about the products and services that are being offered in the market. Another study was conducted by Calisir

(2003) among the young consumers. He found that the online advertising is mostly preferred by the young consumers only as a source of information and is not effective for promoting the brand image. The internet advertising is considered as a viable alternative to traditional media because of its high reachability, frequency and accessibility of its usage attributes for measuring its effectiveness Dreze (1998). In the internet advertising, the multimedia content of the web provides more fun and stimulating the consumers who surf the internet and thus gets the quick attention of the online consumers for the longer period of time (Ghose and Duo, 1998). Further, the consumers are not only arrested with quick attention of the online advertisements but also they are able to control over web based advertisements on what, when, where and how long they are able to see advertisements displayed while browsing on the web sites (Gallagher et. al., 2001). Thus, based on the survey of earlier studies, the research problem for the study has been formulated and the objectives to carry out the study were developed.

3. Methodology

The present paper is an empirical study using primary data to investigate the objectives and testing the hypotheses. A well-structured questionnaire was used to collect the primary data. The data used for the purpose of this study were collected for a period of 6 months from 1st July 2014 to 31st December 2014.

2.1 Problem discussion

Now-a-days, due to the rapid growth in the multimedia technology, online advertising methods are also booming well with the wide variety of online advertising formats (Reed, 1999; Burns & Lutz, 2006) such as banner ads, pop-ups, sponsorships, in-game advertising, and other emerging formats. When these types of online advertisements are accessed by the internet users comprising of different demographic groups, it is always a topic of discussion whether these advertisements are having impact.

Further, online advertisement delivers information about varieties of products and services at 24*7 accessibility benefit by connecting to the entire world. Under this condition, the internet users are not only surfing the internet for information and entertainment but also they are forced to view and/or watch the advertisements displayed in the website in which they are browsing. Among the different age group of people who browse the internet for their various purpose, the teenagers are widely using the internet for sending email, chatting with friends and even for buying the products and services by online. This will ultimately influence the attention of the teenage users of internet for viewing and/or watching online advertisements. Hence, the problem for the study has been formulated to find out the answers for the following questions:

- Whether the online advertisements about commercial products are having impact among teenagers?
- Is there any difference in the opinion of the teenagers about the impact of online advertisements based on gender?

2.2 Objectives

- To investigate the impact of online advertisements on commercial products among teenagers
- To examine the difference in the impacts of online advertisements about commercial products among teenagers due to gender

2.3 Sampling Technique

The geographical area of Tamil Nadu state was used as the sample area. The main reason for choosing Tamil Nadu is the researcher is stationed here and there is more teenagers who access internet. The Questionnaire was administered in person to students in identified schools and colleges all over Tamil Nadu. Also, Snowball Sampling Technique was used to collect data from respondents who are stationed far away from the researcher. On this basis the questionnaire was administered to 2500 respondents with a yielding rate of 80.04 % (2001 usable Questionnaires).

1.4 Statistical Tools applied for analysis

The techniques used for analysis are frequency analysis, descriptive statistics, Chi-Square test and Kruskal Wallis test

4. Analysis and interpretation

To analyze the constructive impacts of online advertisements on commercial products among teenagers, five different statements about online advertisements was surveyed among the respondents. These statements were captured on a five point scale namely, strongly disagree, Disagree, Neutral, Agree and Strongly agree coded as 1,2,3,4 and 5 respectively. The responses were subjected to appropriate statistical analysis and the results are tabulated subsequently. Initially, the impact of online advertisement on commercial products among teenagers was subjected to frequency analysis and descriptive statistics. The results are tabulated in table 1.

Table 1: Impact of Online Advertisements on commercial products among the teenagers

Sl No.	Statements	Opinion	Frequency	Percentage	Median (N=2001)	Mode (N=2001)
1.	Online Advertisements are reliable source of information about any product	Strongly Disagree	569	28.4	2.00	1.00 (Strongly Disagree)
		Disagree	521	26.0		
		Neutral	517	25.8		
		Agree	195	9.7		
		Strongly Agree	199	9.9		

2.	I can trust and make a purchase of the product just based on its online advertisement	Strongly Disagree	586	29.3	2.00	3.00 (Neutral)
		Disagree	571	28.5		
		Neutral	597	29.8		
		Agree	133	6.6		
3.	I have purchased many items including house-hold items through online Advertisements	Strongly Disagree	489	24.4	3.00	1.00 (Strongly Disagree)
		Disagree	443	22.1		
		Neutral	449	22.4		
		Agree	318	15.9		
4.	I need not go to the shop to buy any type of product because of detailed information about the product in Online advertising	Strongly Disagree	317	15.8	3.00	3.00 (Neutral)
		Disagree	305	15.2		
		Neutral	771	38.5		
		Agree	311	15.5		
5.	Online advertising enables me to share my knowledge about any type of product with my friends	Strongly Disagree	58	2.9	4.00	3.00 (Neutral)
		Disagree	55	2.7		
		Neutral	649	32.4		
		Agree	641	32.0		
		Strongly Agree	598	29.9		

Table 1 depicts the impact of online advertisements about commercial products among teenagers. It is evident from the table that, majority of the respondents have neutral opinion on the trust of product advertised through online (29.8%, Mode=3), detailed information about the product that are advertised online (38.5%, Mode=3) and sharing knowledge about products that are advertised online (32.4%, mode=3). Similarly, majority of the respondents have strongly disagreed that online advertisements are reliable source of information about any product (28.4%, Mode =1) and purchase of products that are advertised online (24.4%, mode=1).

The gender-wise impact of online advertisements about commercial products was analyzed using Kruskal Wallis test and the result is tabulated in Table 2.

Table 2: Gender based impact of online advertisements on commercial products among the teenagers

Sl No.	Statements	Sex	N	Mean Rank	Chi-Square (Sig at 5% level)
1.	Online Advertisements are reliable source of information about any product	Male	1096	984.89	2.003 df=1 p=0.157
		Female	905	1020.50	
2.	I can trust and make a purchase of the product just based on its online advertisement	Male	1096	975.70	5.026 df=1 p=0.025
		Female	905	1031.64	
3.	I have purchased many items including house-hold items through online Advertisements	Male	1096	960.18	2.654 df=1 p=0.000
		Female	905	1050.43	
4.	I need not go to the shop to buy any type of product because of detailed information about the product in Online advertising	Male	1096	1020.71	3.037 df=1 p=0.081
		Female	905	977.13	

1. 5.	Online advertising enables me to share my knowledge about any type of product with my friends	Male	1096	1003.00	0.032 df=1 p=0.858
		Fe-male	905	998.58	

From Table 2, it can be depicted that the respondents differ significantly based on gender on two statements related to commercial products. The statement on trust and purchase of product (Chi-Square=5.026; p=0.025) and purchasing of household items (Chi-Square=2.654;p=0.000) are significantly different in the opinion of the respondents based on gender. But, the respondents do not differ significantly in their opinion based on gender for the other statements as depicted by the insignificant Chi-square values.

5. Conclusion

This paper has explored how online advertisements have impact on the commercial products while the teenagers are surfing the internet and they come across different formats of online advertisements such as banner advertisements, pop-ups, display advertisements and several other formats. Whatever, may be the online advertisements, the impact of online advertisement depends upon its reliability. From the study it is clear that, even though, the internet media for advertisements is highly reachable in nature it is not considered as the reliable source of information among the teenagers who were surveyed for the purpose of this study. This has been proved from the statistical analysis that majority of the respondents have strongly disagreed with the statements that online advertisements are reliable source of information about any product and purchase of products that are advertised online. Further, it is inferred from the study that the respondents do not differ significantly based on gender on the statements like reliability of online advertisements as a source of information, purchase of the product which are advertised online and sharing of gathered information from online advertising with others. Thus, majority of the respondents have neutral opinion about the reliability of information and the product advertised through online. Although, it is pertaining to collection of data by investigation from the teenagers, the outcome of the statistical results may be helpful in reframing the content and message of online advertisement in a reliable manner. Moreover, this paper has covered the preliminary study only with teenagers in Tamil Nadu, India, the findings and conclusions drawn out of it may not be generalized and further studies can be done with wide spectrum of demographic groups.

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