



## Online Display Advertisements and their Contribution in Drawing Attention of Online Users

\* Mr. K. Ramesh Babu \*\* Dr. A. Kishore Kumar

\* Associate Professor, VBIT, Aushapur, Ghatkesar, Hyderabad

\*\* Principal, Siddhartha Institute of Computer Sciences, Ibrahimpatnam, R.R Dist.

### ABSTRACT

*Online display advertisements have gaining phenomenal importance in today's technology world. Gradually companies are spending more on such advertisements as net users are exponentially increasing in India. The study has been undertaken to know the contribution of online display advertisements to draw the attention of net users and to understand the size, type of display advertisements in drawing attention towards favorable products. Total sample taken for the study is 75 out of which 45 male respondents and 30 female respondents respectively. The interesting results were found from the study is Display ads online has tremendous impact on the online users. The Internet usage rate is increasing enormously by the students and employees especially. Advertisements near sports, knowledge and entertainment web pages are proved to be right places for display advertisements. Button type display ads have been watched more and even flash ads and full boards are preferred. All the sides of the display ad layout are optimal even though sides on the web page are liked by majority. Google is playing major role in connecting to the display ads.*

### Keywords : Display Advertisements, web pages, flash ads etc

#### Introduction:

One of the recent trends in advertising in the world is growing share of Online Advertising. Display advertisements play a major role in the success of Online Advertising. Online Display Advertising is a type of advertising that typically text, logos, images etc on the webpage. We find these display advertisements adjacent to main content of story board or editorial board on the web page. One of the major advantages of Online Display Advertisements is open and impressive images on the web page that can attract the attention of the audience.

Online Display Advertisements are emerging as trendy dynamic opportunities recently to the advertisers. Online Display Advertisements offer various forms of animation and banners. Online Display Advertising is useful to reach a niche audience to focus its attention to a specific group. The advertisers are growing in multi numbered online day by day to draw near to their target customers and they are converting their ad cost to Online Advertising to optimize click-through rate (CTR) and cost per acquisition (CPA). Even though there are some negative arguments about Online Display Advertisements like wastage of money due to attrition problems that lead advertiser to spend excessive cost on display ads, there is a significant hike in online ad viewers and exhibit improved effectiveness in Return on Investment of Online Display Advertisement over time.

Numbers of Online Display Advertisements are also increasing significantly as more internet facilities are attached to the cell phones and TVs and the increased usage of these electronic items for browsing. The internet costs are frequently falling down and the size of the computers are squeezing day by day from desktops to laptops and laptops to tablets.

All the public services are converting into online services that have made literates of India to go online forcibly and watch advertisements instantly. The customers are given an option to view the ad by clicking on it or leave the ad by click on the close option. This choice made customer's comfortable in accepting online display ads. Online advertisers are suc-

cessful in drawing attention of the customers by exploiting the opportunities from online like immediate publishing of information that doesn't depend on geography or time. Flexibility in managing online ads to the advertisers customizes the advertisements and posted websites especially being facilitated by Adwords, Yahoo Search Marketing and Google Ad sense.

#### Objectives of the Study:

1. The main objective of the study is to understand the contribution of Display Advertisements in drawing attention of Online users.
2. To study whether there is any influence of ad size and type of display ad in drawing attention of the customers and favorable products that has drawn attention of customers as well.

#### Research Methodology:

Primary data has been collected from the respondents through a structured questionnaire. The sample size for the study is 275, out of which 145 Male Respondents and 130 Female Respondents have been chosen. Each Gender Category has been sub divided into Students and Professional Employees who are frequent users of internets online. The Professional Employees are again subdivided into Married Professional Employees and unmarried Professional Employees. This marital status has been studied to verify if there is any relation between marital status and internet usage. The Respondents were requested to mark their favorite factor. Their responses are converted into percentages of total responses to represent the factors contribution in overall customer responses.

#### Scope of the Study:

The study has been confined to Hyderabad. Hyderabad is one of the largest metro cities in India having approximately eighty lakhs population with diversified culture.

#### Data Analysis

The data analysis has been done by using percentages of all responses by a specific category of the Respondents with the help of organized tabulation in the form of cross representing

matrixes in which categories are taken on rows and gender of the respondents are taken on columns. Both the genders of the study have been split into a sub column of Students and Professional Employees. The Professional Employees are again further split into Married and Unmarried groups for both the Genders. The data has been compared based on the percentages calculated and analyzed individually of each category percentage to understand the status of the category in the minds of Customers.

**Table No. 1**  
**Usage of Internet (Online Users Browsing Frequency)**

USAGE RATE	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Once in a day	6.67	12.00	1.33	1.33	1.33	1.33
Twice in a day	1.33	2.67	2.67	2.67	2.33	1.33
Most of the day	1.33	5.33	5.00	1.33	5.33	4.33
Alternative Days	5.33	1.33	1.33	1.33	1.33	1.33
Twice in a week	2.67	1.33	2.67	1.33	4.00	3.00
Rarely	2.67	1.33	4.00	5.33	1.33	1.33

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

It is observed that Boy Students log on to internet and browse at least once in a day (6.67%) and followed by alternative days (5.33%) while Male Unmarried Professional Employees log on to internet at least once in a day (12%) followed by most of the day (5.33%) since they are in the offices sitting with the systems. But it is quite contrary in case of Male Married Professional Employees log on to net most of the day (5.00%) if they are in the offices with internet and rest of them visit internet centers very rarely (4.00%). Girl students visit internets very rarely (5.33%) and followed by twice in a day (2.67%) while Female Unmarried Professional Employees are online most of the day (5.33%) and otherwise visit twice in a week (4%) and Female Married Professional Employees visit internet most of the day ( 4.55%) and followed twice in a week (3%).

**Table No. 2**  
**Login Objective (Purpose of Online Customers)**

Purpose	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Sports	6.67	4.67	1.33	1.33	1.33	1.33
Knowledge	5.33	5.33	6.67	5.67	1.33	4.33
Books	1.33	3.00	2.67	1.33	1.33	1.33
Entertainment	4.00	4.33	4.00	2.33	4.00	1.33
Products	1.33	1.33	1.33	1.33	4.00	4.67
News	1.33	1.33	4.00	1.33	1.33	1.33

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Boy Students logon to internet and browse for sports news (6.67%) and followed by Educational Knowledge (5.33%) while Male Unmarried Professional Employees log on to internet for Knowledge (5.33%) and secondarily Sports News (4.67%) and same in case of Male Married Professional Employees who log on to net for Knowledge purpose (6.67%) and followed by Entertainment News (4.00%). Girl students also browse internet for knowledge purpose (5.67%) and

followed by Entertainment News (2.33%) while Female Unmarried Professional Employees are online for the purpose of entertainment (4%) and searching for products online (4%). Female Married Professional Employees visit internet to search for products online mostly (4.67%) and to acquire Knowledge (4.33%).

**Table No. 3**  
**Online Display Advertisement Types and Customer Attractiveness**

Ad Type	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Flash Ads	1.33	5.33	4.00	1.33	1.33	5.33
Static Ads	6.67	2.67	4.00	1.33	1.33	1.33
Interactive Ads	1.33	1.33	1.33	1.33	1.33	2.67
Video Ads	6.67	4.00	6.67	4.00	1.33	1.33
Expanding Ads	2.67	2.67	1.33	1.33	4.00	1.33
Animated Cartoons	1.33	4.00	2.67	4.00	4.00	1.33

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Boy Students were attracted towards Static ads (6.67%) more and followed by Video Ads (6.67%) while Male Unmarried Professional Employees were attracted towards flash ads (5.33%) and video ads as well as cartoons (4%) and the same in case of Male Married Professional Employees they were attracted video ads (6.67%) followed by static ads and flash ads (4%). Girl students liked video ads and animated cartoons (4%). Female Unmarried Professional Employees voted for expanding ads and animated cartoons (4%). Female Married Professional Employees liked flash ads (5.33%) and interactive ads (2.67%).

**Table No. 4**  
**Display Advertisements Layout Online (Customer Preferences)**

Location	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Middle of Web Page	4.00	1.33	2.67	1.33	1.33	1.33
Left side on Web Page	5.33	1.33	4.00	6.67	1.33	1.33
Right Side on Web Page	5.33	5.33	4.00	1.33	1.33	5.33
Bottom on Web Page	1.33	1.33	4.00	1.33	1.33	1.33
Top on Web Page	2.67	8.00	1.33	1.33	4.00	1.33
Moving on Web Page	1.33	2.67	4.00	1.33	4.00	2.67

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Boy Students prefer ads equally on either left side on the web page or right side on the web page (5.33%) while Male Unmarried Professional Employees prefer ads top on the web page (8.00%) and followed by right side on the web page (5.33%) but in case of Male Married Professional Employees, they equally preferred left side, right side, bottom on the web page and moving ads (4%). Girl students prefer ads on left side on the web page (6.67%) and Female Unmarried Professional Employees preferred for top on the web page and moving ads (4%) while Female Married Professional Employees liked right side on web page (5.33%) and moving ads (2.67%).

**Table No. 5**  
**Display Ads of Online Products (Customer Awareness)**

Products	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Clothing	1.33	2.67	1.33	4.00	4.00	2.67
Food Items	2.67	1.33	2.67	1.33	1.33	2.67
Automobiles	5.33	4.00	1.33	1.33	1.33	1.33
Medicines	1.33	1.33	1.33	1.33	1.33	1.33
Electronic Items	6.67	9.33	10.67	1.33	1.33	2.67
Cosmetics	2.67	1.33	2.67	1.33	4.00	2.67

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Boy Students have noticed electronic product ads online (6.67%) and followed by automobiles Ads (5.33%) while same in the case of Male Unmarried Professional Employees who recollected electronic products ads (9.33%) and automobile ads (4%) and in case of Male Married Professional Employees they recollected electronic items ads (10.67%) followed by food item ads and cosmetics ads (2.67%). Girl students recalled clothing ads and Female Unmarried Professional Employees voted for clothing and cosmetics (4%). Female Married Professional Employees liked clothing, food items, electronic items and cosmetic items ads equally (2.67%).

**Table No. 6**  
**Display Ads and Customers Reaction**

Customer Action	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Click on it	1.33	5.33	1.33	1.33	1.33	2.67
Close it	10.67	8.00	10.67	6.67	4.00	2.67
Ignore it	2.67	1.33	2.67	1.33	1.33	1.33
Save it	1.33	0.00	0.00	0.00	0.00	0.00
Go Home Page	1.33	1.33	1.33	1.33	1.33	2.67
Skip Ad	2.67	4.00	4.00	2.67	5.33	4.00

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Most of the customers preferred to close the ad on the web page but few of Male Unmarried Professional Employees prefer to click on it (5.33%) and few of all categories prefer to skip and forward.

**Table No. 7**  
**Display Advertisements and Their Sizes (Customers Attention)**

Size of the Ad	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		Un Married	Married		Un Married	Married
Full Banner (468x6)	4.00	1.33	1.33	1.33	4.00	1.33
Large Rectangle (336x280)	4.00	6.67	4.00	1.33	1.33	5.33
Button (12x90)	4.00	5.33	10.67	6.67	1.33	2.67
Leader Boards (972x890)	1.33	1.33	1.33	1.33	4.00	1.33
Wide Scrapper (160x600)	2.67	2.67	1.33	1.33	1.33	1.33

Sky Scrapper (600x160)	4.00	1.33	1.33	1.33	1.33	1.33
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Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

Boy Students were attentive towards full banners, large rectangles, buttons and sky scrapper equally (4%) while Male Unmarried Professional Employees were attentive to large rectangles (6.67%) followed by buttons (5.33%) but in case of Male Married Professional Employees they preferred buttons (10.67%) followed by large rectangles (4%). Girl students liked buttons (6.67%) while Female Unmarried Professional Employees voted for full banners and leader boards (4%). Female Married Professional Employees liked large rectangles (5.33%) and leader boards (2.67%).

**Table No. 8**  
**Search Engines and Customer Preferences for Browsing - Percentage of Responses**

Search Engine	MALE RESPONDENTS			FEMALE RESPONDENTS		
	Students	Employees		Students	Employees	
		UN MARRIED	MARRIED		UN MARRIED	MARRIED
Direct to website	1.33	2.67	2.67	2.67	2.67	2.67
Google Search	10.67	10.67	10.67	6.67	6.67	6.67
Yahoo Search	1.33	1.33	1.33	1.33	1.33	1.33
URLs	1.33	1.33	1.33	1.33	1.33	1.33
Face Book	1.33	1.33	1.33	1.33	1.33	1.33
Email	1.33	1.33	1.33	1.33	1.33	1.33

Note: The Above values are percentages calculated by dividing number of favorable responses by total no of respondents and multiplied by one cent.

**Inference:**

All most all of them search through Google and few of them go directly to the websites.

**Findings of the Study:**

1. Boy Students and Male Unmarried Professional Employees logon to internet at least once in a day and Male Married Professional Employees most of the day
2. Girl students visit internets very rarely and Female Unmarried Professional Employees and Female Married Professional Employees would be online most of the day.
3. Boy Students browse for sports news and Male Unmarried Professional Employees and Male Married Professional Employees for Knowledge.
4. Girl students browse internet for knowledge and Female Unmarried Professional Employees for entertainment and Female Married Professional Employees for products online.
5. Boy Students were attracted towards Static ads and Male Unmarried Professional Employees flash ads and Male Married Professional Employees video ads.
6. Girl students liked video ads and Female Unmarried Professional Employees expanding ads and Female Married Professional Employees flash ads
7. Boy Students prefer ads on either left side on the web page or right side on the web page while Male Unmarried Professional Employees top on the web page and Male Married Professional Employees prefer equally left side, right side, bottom on the web page and moving ads.
8. Girl students prefer ads on left side on the web page and Female Unmarried Professional Employees top on the web page and Female Married Professional Employees right side on web page.
9. All male categories were searching electronic product ads online
10. All female categories searched for clothing and cosmetics ads online.
11. Most of the customers preferred to close the ad on the

- web page.
12. Boy Students likes full banners, large rectangles, buttons and sky scrapper equally and Male Unmarried Professional Employees large rectangles and Male Married Professional Employees buttons.
  13. Girl students liked buttons and Female Unmarried Professional Employees full banners and leader boards and Female Married Professional Employees large rectangles (5.33%).
  14. All most all of them search through Google search engine.

#### Suggestions:

1. Male Youth related products to be displayed near sports columns and other male and female students related products near knowledge related web pages.
2. Female Professional Employees products to be displayed near entertainment web pages.
3. Use static ads for Boy Students products and flash ads for male unmarried employees and video ads for male married employees and girl students.

4. Unmarried Female Employees products to be expanding ads and flash ads.
5. Use ads either on left side on the web page or right side or top or bottom or moving ads.
6. Complicate the close option on the web page.
7. Use appropriate sizes for the ads
8. Link to Google.

#### Conclusion:

Display ads online has tremendous impact on the online users. The Internet usage rate is increasing enormously by the students and employees especially. Advertisements near sports, knowledge and entertainment web pages are proved to be right places for display advertisements. Button type display ads have been watched more and even flash ads and full boards are preferred. All the sides of the display ad layout are optimal even though sides on the web page are liked by majority. Google is playing major role in connecting to the display ads.

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