



ORIGINAL RESEARCH PAPER

Commerce

EFFECTIVENESS OF ONLINE ADVERTISEMENT - A STUDY IN ERODE CITY

KEY WORDS:

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ABSTRACT

Internet as an advertising medium is versatile and this is it where it stands apart from the conventional advertising medium. It is a highly flexible medium that allows to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day. Online marketing media allows the user to make changes as and when required to meet the latest demands of the market. The main strength of internet as an advertising medium is its ability to reach out to a vast audience at one goes. Internet advertising is also not bound by limitations such as time and accessibility as one can surf the internet at any time of the day making advertisement available 24*7 unlike television advertisements to which the viewers can't go back or the newspaper advertisements that go in the waste once they are read in the morning. It presents a new and fast-paced experience for customers. Thus, online advertisement is becoming one of the most preferred medium of advertisement and one with extreme potential for growth.

INTRODUCTION

Online advertising is the means of promoting a product on the Internet using various Internet features. With the arrival of the Internet, the business world has become digitalized, and people prefer to buy stuff online, which is easier and faster. Online advertising, otherwise known as e-advertising, gives a new dimension and unique charm to the product, which is an added advantage. The primary benefit of online advertising over traditional form of advertising is that it surpasses all geographical boundaries, which cannot be gained locally. This leads to great progress in business, which is the ultimate aim of any businessman. Online advertising offers a wide spectrum of recognition, which is incomparable to any other mode of advertising. Online advertising has no time limitations and can be viewed day and night throughout the globe. It also reduces the transaction cost and contributes to the profit of the company and is secure in competition against international marketing. The owner is much more satisfied because a secure business is more beneficial and reliable. Certainly, online advertising is one step ahead over others, and helps to keep pace with the fast-changing world.

STATEMENT OF THE PROBLEM

Internet is the one of the important medium that own all kinds of features, which implies a great potential and powerful advertising medium in the future. In addition, internet has a better impact than traditional media in features like format variety, Affinity and preservability, further more; internet is the only medium so far which owns the feature of interactivity. That creates lots of new communication opportunities and possibilities that were unable to be achieved in the past because the limitation of media technology. In spite of this whether the online advertisement is effective in influencing the potential buyers in the modern era.

OBJECTIVES OF THE STUDY

- To find out the most attractive online advertisement.
- To assess the opinion of viewers regarding effectiveness of online advertisement.
- To ascertain the online advertisement preferred by the viewers.
- To identify the problems faced by the respondents regarding online advertisement.

SAMPLE DESIGN

The search is done through a questionnaire to obtain the required data from the respondents. The data collected through questionnaire were transferred to the table from which various table are prepared for further analyze. The present study is descriptive research design it includes survey of different kinds it major purpose is description of the

state of affairs exists at present.

SAMPLING METHODS

It refers to the technique or procedure the researcher would adopt in selecting some sampling unit from which inference about the population are drawn. The sampling method adopted for his study is non-probability convenience sampling.

ANALYSIS AND INTERPRETATION

Table 1: PROFILE OF THE RESPONDENTS

| Measure | Item | Percentage |
|-------------------------------------|-----------------------------|------------|
| Hours spend in a day | Less than 1 hr. | 17 |
| | 1hr-2hrs | 39 |
| | 2hrs-3hrs | 25 |
| | More than 3hrs | 19 |
| Purpose of use | Browsing | 19 |
| | Social networking | 38 |
| | Information gathering | 25 |
| | Shopping | 18 |
| Site consists of more ads | Google | 38 |
| | Rediff | 19 |
| | Yahoo | 13 |
| | MSN | 15 |
| Purpose of interest | India times | 15 |
| | Purchasing ads | 20 |
| | Entertainment ads | 50 |
| | Financial loans ads | 10 |
| Influential ads on buying behaviour | Academic ads | 10 |
| | Jobs ads | 10 |
| | Google ads | 22 |
| | Facebook ads | 18 |
| Problem faced in online ads | Twitter ads | 11 |
| | YouTube ads | 20 |
| | Mobile and smart phone ads | 19 |
| | In-games ads | 10 |
| | Lack of trust | 25 |
| | Highly depend on technology | 18 |
| | Repetition | 22 |
| | Misleading | 14 |
| | Interruption in work | 21 |

MOST ATTRACTIVE ADS

The most attractive ads are classified into six groups such as sales banner ads, offer Banner, discount banner, gift with

purchase, free shipping and membership, Discount. This is shown in the following Table 2.

TABLE 2: MOST ATTRACTIVE ADS

| MOST ATTRACTIVE ADS | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL | RANK |
|---------------------|-----|-----|-----|----|----|----|-------|------|
| Sales banner | 36 | 160 | 40 | 42 | 24 | 26 | 328 | IV |
| Offer banner | 114 | 100 | 104 | 60 | 14 | 8 | 400 | II |
| Discount banner | 240 | 80 | 32 | 42 | 24 | 10 | 428 | I |
| Gift with purchase | 144 | 55 | 88 | 33 | 40 | 12 | 372 | III |
| Free shipping | 54 | 75 | 60 | 57 | 46 | 19 | 311 | V |
| Membership discount | 12 | 30 | 80 | 63 | 52 | 25 | 262 | VI |

Table 2 shows that the most attractive ad is discount banner with the I rank of total (428), followed by offer banner (400), gift with purchase (372), sales banner (328), free shipping (311) and membership discount (262).

H0: There is no significant relationship between independent variables and level of opinion of respondents towards online advertisements.

A comprehensive interview schedule is designed to collect the data from the sample respondents. Rensis Likert's method of summated rating is applied to find out the aggregate opinion of respondents by considering 8 statements which

are identified as significant.

Table 3: OPINION OF RESPONDENTS

| FACTOR | CALCULATED VALUE | TABLE VALUE | ACCEPTED\ REJECTED |
|---------------------------|------------------|-------------|--------------------|
| Age | 4.447 | 12.592 | Accepted |
| Gender | 3.312 | 5.991 | Accepted |
| Occupation | 6.053 | 12.592 | Accepted |
| Educational Qualification | 7.331 | 12.592 | Accepted |
| Marital status | 1.185 | 5.991 | Accepted |

From the above table3 it is found that there is no relationship between independent variables and level of opinion towards online advertisements. Hence null hypothesis is accepted.

PREFERENCE TO VIEW

In order to know the preference to view the online ads, the sample respondents are made to rank the types such as text ads, display ads, popup ads, video ads and e-mail ads. They are asked to assign the rank 1 to most prefer to view, rank 2 to the next preference and so on up to 5 to the least. The rank 1, 2,3,4,5 are assigned the weights as 5,4,3,2 & 1 respectively. The preference to the online ads of online advertisement is analyzed by applying weighted average ranking in score technique and it is show in Table 4.

TABLE 4: PREFERENCE TO VIEW

| WEIGHTED SCORE POINTS (W) | | 5 | 4 | 3 | 2 | 1 | TOTAL SCORE (ΣWX) | WEIGHTED AVERAGE SCORE X | RANK |
|---------------------------|----|-----|-----|-----|-----|----|-------------------|--------------------------|------|
| RANK FACTORS | | I | II | III | IV | V | | | |
| Text ads | X | 11 | 28 | 25 | 24 | 12 | 302 | 20.13 | III |
| | WX | 55 | 112 | 75 | 48 | 12 | | | |
| Display ads | X | 19 | 17 | 32 | 20 | 12 | 311 | 20.73 | II |
| | WX | 95 | 68 | 96 | 40 | 12 | | | |
| Popup ads | X | 18 | 15 | 14 | 23 | 30 | 268 | 17.87 | V |
| | WX | 90 | 60 | 42 | 46 | 30 | | | |
| Video ads | X | 30 | 26 | 11 | 18 | 15 | 338 | 22.53 | I |
| | WX | 150 | 104 | 33 | 36 | 15 | | | |
| e-mail ads | X | 22 | 14 | 18 | 15 | 31 | 281 | 18.73 | IV |
| | WX | 110 | 56 | 54 | 30 | 31 | | | |
| Total | | 100 | 100 | 100 | 100 | | | | |

From the above Table 4, it is observed that the most preferred online advertisement to view is video ads with weighted average score of (22.53) followed by display ads (20.73), text ads (20.13), e-mail (18.73) and popup ads (17.87).

SUGGESTIONS

- Research may be done to find their target audience with the help of good websites which shall be designed user friendly.
- To avoid interference at work, advertisements can be designed to meet the preferences of target customers or target audience.
- Company may take necessary steps to improve the trust worthiness among viewers by providing truthful information about product/services.
- Advertisers shall improve their quality of advertisement which makes the viewers for healthy interaction.

CONCLUSION

Effectiveness of Internet advertising can be achieved if the company has defined certain goals to be achieved. For advertisers, internet is perceived as a new channel for reaching customers and in accomplishment of certain advertising goals. On the other hand, benefits for consumers must exceed its costs before the internet can become a channel for information, entertainment, and shopping and buying activities. In order to be effective, the Internet advertisement should fulfill the goals set by the advertisers

and customers.

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