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A STUDY ON LEVEL OF EFFECTIVENESS ON ONLINE ADVERTISEMENT

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ABSTRACT

In the present scenario and in the present modernized world the advertisement plays a tremendous role in the customer mind to go behind the online advertisement and trust among them. This paper aims to study about the effectiveness of online advertisement among the Coimbatore district. The Percentage analysis and chi square test has been used to know the relationship between gender and the opinion about the effectiveness of online advertising. The results shows that there is no relationship between the gender and the opinion of the customer among the effectiveness of online advertisement.

KEYWORDS: *Online, Online advertisement, Effectiveness of online advertisement.*



INTRODUCTION :

Advertising has been existed for many decades. It is one means of promotional mix which has its ultimate function to set up channels of information and persuasion to sell goods and services or promote an idea (Belch & Belch, 1998; Aaker, 1991). Online advertising effectiveness research is a critical component of the marketing ecosystem, used to validate the efficacy of campaigns and as a tool for both creative and placement optimization. According to

The Interactive Advertising Bureau and PwC, Internet advertising revenues in the U.S. in 2010 were \$26 billion. The growth in online advertising spend requires sound measurement and reliable methodologies to prove effectiveness.

When people talk about advertising, 9 out of 10 they're probably referring to online advertising. Online advertising has proven to be extremely profitable both for small and large businesses. Reports indicate that around 95% of Google's revenue comes from online advertising. That's saying something! The average person is served over 1,700 banner ads per month but only half of them are ever viewed. However, businesses have sharpened their tools and are filtering the Ads that are not being viewed. Responses generated from non-viewable ads were filtered out and only the good stuff was retained. By doing so, businesses have managed to improve brand lift by 31%.

Over the past five years, advertising budgets allocated to internet media have grown spectacularly. In 2010, the internet will represent 16% of total advertising expenditure worldwide and

this figure could reach 21% in the next four years.

REVIEW OF LITERATURE

Online advertising is a form of promotion that uses the Internet and World Wide Web for the purpose of delivering marketing messages to attract customers (Meyers and Gerstman 2001).

According to Robinson et al. (2007), online advertising has grown significantly since its beginning in 1994. From the article of E-Marketer, it is estimated that Internet spending in China will reach \$1.7 billion in 2009 and \$3.5 billion in 2012, with a 24% growth rate annually from 2007 till now (E-Marketer, 2009).

Jin Ma et al., (2010) advertising management influence the effectiveness of online advertising the qualitative research strategy is applied in this dissertation. Based on the questionnaires of white-collar workers, the empirical data was collected. The conclusion which can be drawn from this study is that there is clear evidence that good management will improve cognitive, affective and conative degree of consumer behavior.

Song et al., (2011), this researcher examines the antecedents of online advertising effectiveness with an emphasis on the influence of product integration. Viewing product integration as a stimulus that influences users' information processing mechanisms, a research model and validates it using two studies: one quasi-experiment and one field study. The findings suggest that the integration level influences the strength of the perceived tie between focal and promoted products, like portals and their associated services, which in turn has a significant impact on advertising effectiveness. Product integration level also has a direct impact on advertising effectiveness.

Consumer's usage of Facebook, Twitter and YouTube has caught the attention of many businesses. Out of the all the Fortune 500 companies 365 (73%) have created a Twitter account, 330 (66%) have an active Facebook account and 309 (62%) have a YouTube account (Berkman, 2013). While many businesses have an online presence, they may not be effectively communicating with their target market.

Bohdan Pikas and Gabi Sorrentino (2014), the researcher aims to study about the consumer's perception of online advertising on the popular social webpages: Facebook, YouTube and Twitter. Steps were also taken to test a possible gender difference when it comes to consumer's receptiveness to online advertising on these sites. The majority of respondents are not receptive to advertising on their favorite social networking sites. In fact, most are annoyed by online advertisements in general. After testing the notions of Permission Marketing, it seems that giving consumers the choice to view online ads has little impact on the effectiveness of the advertisements in general. The result stated that they are not likely to voluntarily be exposed to information shared by businesses. Overall, respondents are not likely to want to be exposed to information, marketing and other online advertising techniques while on Facebook, YouTube and Twitter. If a company is trying to build a relationship with their consumer, it does not seem as though marketing on Facebook, Twitter and YouTube are not effective advertising techniques.

NEED FOR THE STUDY

Online, the new way of advertising has altered our patterns of marketing and has created economic and social impacts on the lives of the individuals. Now in the present's century, a new technological advancement has hit the advertising methods.

As the Internet was transformed in the 80s from a "research only network" to allow commercial activities, organizations realized that the sheer number of users connected to the network and the very

low cost of reaching out to them, made the Internet an attractive medium for advertising. Almost all media planners now consider the Internet as a viable advertising vehicle and almost all marketers agree.

STATEMENT OF THE PROBLEM

A study on effectiveness of online advertisement. There are various media of advertisement available in our country and they are playing an essential role in fulfilling the needs of the consumers. Now a day, the consumers are more dynamic. Their taste, desires and preference are changing towards current scenario. However in this study, the following question may arise regarding online advertisements.

- What are the socio economics characteristics of the respondents?
- What are the levels of effectiveness regarding online advertisement?

OBJECTIVES OF THE STUDY

- ▲ To study the socio-economic characteristics of the respondents.
- ▲ To find out the level of effectiveness regarding online advertisement.
- ▲ To offer suggestions for future development

SCOPE OF THE STUDY

The present study aims at understanding the level of effectiveness regarding online advertisement. Even though there are many advertisement media are available, recent online is playing major role of every one life. So the research has developed and interest to study the effectiveness of online advertisement as a result of survey. It was found that majority of the respondents are fell about online advertisement. This study was confined to Coimbatore city in Tamil Nadu.

This study was conducted with main objectives to understand which comes- next, what effective this online media.

LIMITATIONS OF THE STUDY

- ✦ The sample respondents in relation to the total respondents are comparatively less.
- ✦ For want of time of study is restricted to Coimbatore city and this is not applicable for other area.
- ✦ Primary data were collected through questionnaire and by interview. All the information furnished by the respondents is considered to be true.

RESEARCH METHODOLOGY

Measuring online advertising effectiveness is a complex matter especially in a perpetually changing environment where new resources, formats and uses are constantly being developed. The researcher aims to study about the effectiveness of online advertisement among the Coimbatore district, Tamilnadu, India. For this study the researcher used primary data for data collection in the legally formulated questionnaire. The sample size for this study is about 160 among the Coimbatore population. The sampling method was justified random sampling because the online users online only has been selected for this study.

PROPOSED TOOLS

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis was carried out and interpretation done keeping in mind the objective of the study.

CHI – SQUARE TEST

Chi-square parameter was employed to test the hypotheses spelt out in the study. Chi-square was calculated by using the following formula:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(A_{ij} - E_{ij})^2}{E_{ij}}$$

Where:

- A_{ij} = actual frequency in the ith row, jth column
- E_{ij} = expected frequency in the ith row, jth column

Degree of freedom=(C-1)*(R-1)

Where:

R = number of rows

C = number of columns

The calculated value of chi-square is compared with the table value at 5% level of significance and inferences drawn.

The following null hypothesis were framed and significance of these were tested with chi square test with 5 per cent level of significance

H₀: There is no relationship between the gender of the respondents and opinion about effectiveness of online advertisement

H₁: There is relationship between the gender of the respondents and opinion about effectiveness of online advertisement

ANALYSIS AND INTERPRETATION

S. No	Factor	Category	No. of Respondents	Percentage
1	AGE	Below 21yrs	77	48
2		21-30yrs	55	34
3		31-40yrs	22	14
4		Above 40yrs	06	04
Total			160	100
5	GENDER	Male	72	45
6		Female	88	55
Total			160	100
7	EDUCATIONAL QUALIFICATION	School level	28	18
8		Degree/diploma level	84	52
9		Post graduate	33	21
10		Professional	15	09
Total			160	100

11	OCCUPATION	Business	22	14
12		Govt...employee	21	13
13		Private employee	56	35
14		Agriculturist	03	02
15		Others	58	36
Total			160	100
16	MONTHLY INCOME	Up to Rs 10,000	62	39
17		Rs10,001-Rs20,000	47	29
18		Rs20,001-Rs30,000	28	18
19		Above Rs30,000	23	14
Total			160	100
20	AREA OF LOCATION	Urban	96	60
21		Rural	64	40
Total			160	100
22	MARITAL STATUS	Married	42	26
23		Unmarried	118	74
Total			160	100
24	NO. OF MEMBERS	2 - 3	59	37
25		4 - 6	84	52
26		Above 6	17	11
Total			160	100
27	USING OF INTERNET	Daily	62	39
28		Two days once	28	18
29		Weekly once	19	11
30		Two week once	11	07
31		Monthly once	35	22
32		Others	05	03
Total			160	100
33	NO. OF HOURS SPENDING IN INTERNET	Less than 1hour	53	33
34		1-2hours	55	34
35		2-3hours	27	17
36		More than 3hours	25	16
Total			160	100

The above table shows that 48% of the respondents are the age group of 'below 21 years', 34% of the respondents are between age group of '21-30years', 14% of the respondents are between '31-40years', and 04% of the respondents are the age group of 'above 40 years'.

The above table shows the gender wise classification of respondents. In that 55 % of the respondents are male and 45 % of the respondents are female.

The above table shows that 52% of the respondents qualification I ' Degree/Diploma level', 21% of the respondents are the qualification of 'Post graduate', 18% of the respondents are 'School level', and 09% of the respondents are the qualification of 'Professional'.

The above table shows that 36% of the respondents are under the category of 'students' 35% of the respondents are under the category of 'Private employee', 14% of the respondents are under the category of 'Business', 13% of the respondents are ' Govt employee', and 02% of the respondents are under the category of 'Agriculturist'.

The above table shows that 39% of the respondents are under the category of 'Up to

Rs10,000',29% of the respondents are under the category of 'Rs10,001-Rs20,000', 18% of the respondents are 'Rs20,001-Rs30,000', and 14% of the respondents are under the category of 'Above30,000'.

The above table shows that 60% of the respondents are the location of 'Urban Areas', and 40% of the respondents are the location of 'Rural Areas'.

The above table shows that 74% of the respondents are the status of 'Unmarried', and 26% of the respondents are the status of 'Married'.

The above table shows that 52% of the respondents are the member size of '4 to 6', 37% of the respondents are the member size of '2 to 3', and 11% of the respondents are the member size of 'Above 6'.

The above table shows that 39% of the respondents are using internet 'Daily', 22% of the respondents are using internet 'Monthly once', 18% of the respondents are using internet 'Two days once', 11% of the respondents are using internet 'Weekly once', 07% of the respondents are using internet 'Two week once', and 03% of the respondents are using internet 'Other category'.

The above table shows that 34% of the respondents are spending hours while using internet '1-2hrs',33% of the respondents are spending hours while using internet 'Less than 1 hr', 17% of the respondents are spending hours while using internet '2-3hrs', and 16% of the respondents are spending hours while using internet 'More than3 hrs'.

TABLE No. 2LEVEL OF EFFECTIVENESS REGARDING ONLINE ADVERTISEMENT

S.No	Factor	Highly Effective		Effective		Moderate		Ineffective		Highly Ineffective	
		No.of respondents	%	No.of respondents	%	No.of Respondents	%	No.of respondents	%	No.of respondents	%
01	Credible The Affirmations To Products	85	13	41	8	27	8	07	9	0	0
02	Details of Products	61	9	63	12	34	10	01	1	01	3
03	Explanation of The Products	63	10	46	9	48	15	03	4	0	0
04	Advertisement Timing	52	8	57	11	32	10	14	18	05	17
05	Access of Advertisement	52	8	63	12	34	10	08	10	03	10
06	Online Customer Care Reply	63	10	51	10	33	10	08	10	05	17
07	Way of Advertising	50	8	67	13	30	9	11	14	03	10
08	Clarity of Advertisement	56	9	56	10	36	11	08	10	04	13
09	Attract the consumers	74	12	46	9	29	9	08	10	03	10
10	Easy to understand	81	13	40	7	24	7	09	12	06	20

Source: Primary data

The above table shows about level of effectiveness regarding online advertisement,13% of the respondents are told credible the affirmations to product is Highly Effect,12% of the respondents are told Details Of Products is Effect, 15% of the respondents Explanation Of The Products is Moderate,

18% of respondents are told advertising time is Ineffective, 12% of respondents are told access of advertisement is Effective , 17% of respondents are told online customer care reply is Highly Ineffective, 14% of respondents are told way of advertising is Ineffective, 13% of respondents are told clarity of advertisement is Highly Ineffective, 12% of respondents are told Highly Effective , 20% of respondents are told easy to understand is Highly Ineffective.

TABLE No. 3 GENDER AND OPINION ABOUT EFFECTIVENESS OF ONLINE ADVERTISEMENT

S.NO	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT OF 5% LEVEL
1.	6.8	3.841	1	No Significant

Hence it may be concluded from the statistical analysis that the test proved significant and hence the null hypothesis should be rejected at 5% level. There is no relationship between the gender of the respondents and opinion about effectiveness of online advertisement.

FINDINGS

Major findings in the demographic variable are as follows the findings was based on the Table No. 1.

- 48% of the respondents are the age group of "below 21 years".
- 55% of the respondents are "Female"
- 52% of the respondents are the qualification of "Degree/Diploma level".
- 36% of the respondents are the category of "Students".
- 39% of the respondents are under the category of "Up to Rs.10, 000".
- 96% of the respondents are the location of "Urban Areas".
- 74% of the respondents are the status of "Married".
- 52% of the respondents are the member size of "4 to 6".
- 39% of the respondents are using internet "Daily".
- 34% of the respondents are spending hours while using internet "1-2hrs".

SUGGESTION

- Give a clear picture for all types of products and make it attractive to understand the product easily.
- The website or search engine must be familiar with the customer then only the product will reach the customer.
- While using internet make a connection speed and avoid unwanted image on online advertisement.
- Internet is very useful to youngsters and buying selling become very easy and have to show the originality of the product.

CONCLUSION

Main aim of this paper is to know about the effectiveness of online advertisement among the general public for this the researcher used simple percentage analysis and the chi-square to test the association and goodness of fitness between the gender and the opinion the paper conclude that there is a significant relationship so the study has been accepting the alternative hypothesis among the goodness in the test.

The simple average have been analyzed in ten major factors which was elaborately discussed in the Table no. 2 and the level of effectiveness are highly effective for Affirmations To Products and

Attract the consumers, Affirmations To Products and Attract the consumers shows effective to the consumers. Moderate for the Explanation of the Products, Advertisement Timing and Way of Advertising shows ineffective and ineffective for Online Customer Care Reply, Clarity of Advertisement and Easy to understand and it also proof that the null hypothesis has been rejected. This paper concludes that there is statistical association between gender and the effectiveness of opinion among the general public.

SCOPE FOR FUTURE STUDY

This study confined to level of effectiveness on online advertisement. The study includes the factors motivating the customer and the characteristics influencing the customer satisfaction.

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