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EFFECTIVENESS OF ONLINE ADVERTISING AMONG COLLEGE STUDENTS

[1] T. Irwin Victoria and [2] Dr. N. Maria Nevis Soris
[1] MBA., M.Phil., Ph.D. Research Scholar Reg.No:12084, Research Centre: V.O.Chidambaram College Tuticorin, Affiliated to ManonmaniamSundaranar University Tirunelveli, Tamilnadu India.
[2] M.Com., MBA., M.Phil., Ph.D., Associate Professor in Commerce, V.O.Chidambaram College Tuticorin, Affiliated to ManonmaniamSundaranar University Tirunelveli, Tamilnadu India.

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ABSTRACT :
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.

KEYWORDS : *E-advertising, Online Ads, GDP, RBI, Web-advertising, Ad words, pop-up, sensory, Filter, deception, subliminal.*

1.1 INTRODUCTION

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

1.2 SCOPE OF THE STUDY

With the introduction of internet in our daily life, it has become a need for everyone. The college students use internet for everyday tasks. Internet is no longer just a medium of getting information for college students. It has now taken shape of the most powerful medium of communication, entertainment and shopping for college students. Every day, several new websites are being introduced covering different services like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites

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every day from different parts of the world. Another important place for online advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name.

1. 3 OBJECTIVES OF THE STUDY

The following are the major objectives of the present study;

- To understand the socio economic profile of the respondents and internet knowledge about college students in online advertising.
- To measure the demographic profile of the respondents and method of online advertising among college students.
- To examine the association between the socio economic profile of the respondents and opinion about the online advertising and purchase decision among college students.

1.4 ONLINE ADVERTISEMENT

Online advertisements are also known as **online marketing or web advertising**. Online advertisements are very important these days as it is promotional marketing messages to consumers. Online advertisements' includes **search engine marketing, email marketing**, various types of display advertising, web banner marketing and mobile marketing or advertising. **Online advertisements** are extremely helpful in increasing revenues and also in spreading awareness about their particular product. Like other advertising media, online advertising frequently involves both a publisher the one who integrates advertisements into online content and an advertiser who provides the advertisements to be displayed on publisher's content.[1]

- From the original AT&T and Zima banner ads featured on Hotwired.com in 1998 to the behavior-based targeted advertising slyly blended in with web content people digest daily, the world of Internet advertising has changed the marketing game and way businesses think about connecting with consumers. The Internet itself was established as an information database; a way of efficiently sharing messages and communicating. Advertising inside the messages was an idea that marketers laughed at originally. It is now obvious who got the last laugh. Today, marketers barely remember what it was like to do print ads, traditional press releases, and TV/radio spots. Internet advertising took stale and generic ads and turned them into dynamic, extremely targeted messages.
- Before banner ads and AdWords caught on like wildfire, the Internet as an information database transitioned into a full-blown marketplace. The most notable example of an industry leader that caused a paradigm shift for businesses was eBay.com. All of a sudden, brick-and-mortar establishments seemed too involved when consumers could simply do their shopping and selling from home. People could run their businesses from the comforts of a clunky desktop computer with the help of a dial-up modem, free AOL trial, scanner, and half-decent camera (film, probably). Buying and selling merchandise across the web got the world's attention and people began to realize the potential of the World Wide Web. Then, in walks the behemoth with a mission to catalog every piece of data in the world and make a pretty penny through search advertising: Google.

1.5 TYPES OF ONLINE ADVERTISING
1. Banner Advertising

A banner contains a short text or graphics to promote a product or service. Banner ad is an object on the webpage. It provides a hyperlink to the advertiser's website, Banner ad allows the users to open the advertiser's website as and when they click them, It provides information and at the same time persuades the buyer to buy the product.

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2. Pop-up Advertising

Pop-up ad appears in its own window, when the user opens or closes a web page. Generally, pop-up-ads are considered very annoying and irritating. The in-build settings in browsers can block such pop-up ads.

3. Interstitial Advertising

Interstitial ad opens in one's own browser window when the a user clicks a link to a new web page. The ad appears for a few moments before the intended web page gets loaded. Many interstitial ads close automatically and allow the intended page to open in the existing browser window,

4. Coupons

Certain companies offer their members discount coupons which they can print and use for both online and offline retainers. Coupons encourage customer to save money and enjoy discounts while shopping. When a customer clicks on certain coupons, it is easy for marketer to know the type of products the customers is interested in purchasing.

The coupons enable the marketers to monitor the customer behavior. People get motivated by online coupons, as online coupons help save money.

For example, cool savings.com provides Online Coupons from major online retailers and department stores, it saves time and money when consumers shop online and they can use discount codes. The coupons offered by them include health, education, clothing, travel, snacks, groceries, beauty products, etc.

5. Reward Programme

When consumers purchase product on internet, they get reward points. Once the reward points get accumulated, it is used for the purchase of products in future. The idea behind offering reward points is to encourage customers to make large purchases and earn more reward points to get more benefits.

For example, Taj Hotels allow customers to earn reward points and enjoy a host of exciting benefits when they use their services around the world. Taj hotels also have another programme designed for valuable corporate bookers. Bookings at the Taj will enable to earn reward points and special offers from the Taj.

6. Pay per advertising view

Companies pay customer to view their advertisements. Example: Cyber Gold.

7. Banner Swapping

It involves a direct exchange of links between websites. "A" company may agree to display the banner of company "B", which in turn will display the banner of company "A" in the form of a link.

8. Tracking

The response of the viewer of the ad or e-mail can be tracked by placing tiny files called "Cookies" on viewer's computer. It helps advertisers to receive information on what type of consumers are responding to different offers and also to know the kind of offers that evoke generally good response.

9. E-mail

E-mail has the ability to reach global audience at low cost. Unsolicited e-mail creates negative response and solicited e-mail is well received by customers. Email Advertising offers advantages such as Massive reach, Remarkably educated and affluent audience, Unparalleled targeting, Real-time tracking, Rich media branding, Rich media branding, Lead generation and direct sales.

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10. Sky scrappers
Sky scrapers are very long skinny ads. It runs down the left or right side of a website.

1.6 ADVANTAGES OF ONLINE ADVERTISING
Extensive coverage:
Network connection with computers worldwide, it is a global network of large and small throughout the world in accordance with a variety of unified communications protocol consisting of information transmission network. Thus, over the Internet release wide range of advertising information, regardless of time and geographical constraints. From the advertising point of view, as an advertising medium , the wider the scope of dissemination of information, human contact, the more advertising effect will be. From the advertisers market, the consumer markets throughout every corner of the world, even a small business are likely to become an international company overnight.

Large-capacity information:
Capacity to provide information on the most Internet companies is unrestricted. Businesses or advertising agencies can provide the equivalent of thousands of pages of advertising information and instructions, without having to worry every minute of the second increase on the expensive traditional media advertising costs . The network behind small banner ads, companies can put their company and its products and services, including product performance, price, model, morphology, etc. It seems necessary to explain all audiences, including detailed information made into a web page on their website. We can say that under certain circumstances the cost (for storing banner ads on other sites and pay for), companies can increase without limit advertising information, which in the traditional media cannot be imagined.

Strong interaction with sensory:
Online advertising carrier is basically a multimedia, hypertext format, as long as the audience interested in a certain kind of product, you can tap the mouse further to know more, much more detailed and vivid information so that consumers can personally "experience" Products, services and brand. As virtual reality and other new technologies to online advertising, immerse experience for customers such as goods or services, and to book online, trading and settlement, will greatly enhance the effectiveness of online advertising.

Real-time and long-lasting unity:
Internet media has the right to change the function of information, companies can make changes at any time according to need advertising information, 24 hour warehouse industry can adjust product prices, product information, you can instantly get the latest product information dissemination to consumers and online media can also be long-term preservation advertising information. Enterprise established for the product website, you can remain, waiting for consumer inquiries, enabling real-time and persistence unity.

Accurate delivery goals:
The accuracy of online advertising include two aspects: one is corporate advertising target market for the accuracy of the network is actually one of a group composed of members of these organizations tend to have common hobbies and interests, potentially forming a thin market of the target customer base, companies can be specific to a corresponding product advertising consumer site up, clear target market, thereby leading to targeted audiences and the information will be Gang-related advertising messages with their professional and more attention to such information; hand reflected in the accuracy of your audience, the Internet is the need to pay, when consumers browse the site, select the advertising information will only really interested in, so to reach the high accuracy of the information online advertising audience side.

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Non-compulsory transfer information:

As we all know, newspaper ads , magazine ads , TV ads , radio ads , outdoor advertising and is a compulsive medium, all you have to do everything possible to attract visual and auditory, forced indoctrination into your brain. The online advertising belongs on-demand advertising, newspaper classified ads with nature not need to completely view, which can be freely inquiries will focus on looking for information presented to you, thus saving time and avoiding ineffective passive attention.

1.7 DISADVANTAGES OF ONLINE ADVERTISING

Internet advertising has obvious advantages over traditional advertising, and also unavoidably brings its disadvantages, mainly in the following aspects:

Visitors to their online advertising "filtered":

Some visitors simply do not want to see, let alone have report responses. This situation is similar to other media, only a handful of consumers will buy your product, but that was it! Key is to be able to Canton. This part of the report information is passed to the consumer, the biggest difficulty lies in selecting the right online advertising target market, otherwise it is difficult to bring about the final ad buying behavior.

Network technology to filter the ads:

On the one hand for the advertising network itself provides more space, opportunities, tools, and the origin of Internet culture itself is obnoxious commercialism, so there have been some network software and tools will plant a report as a network of cultural dregs filter out. In doing online advertising company, be sure to verify that the target market has a tendency to extreme aversion to commercial advertising, whether the use of these filters online advertising tool.

Lack of skills and marketing skills:

Internet advertising is the guiding ideology of the "information marketing" rather than the "impression inducement," but the expression and transmission of information still need presentation skills to attract consumers. Therefore, only the aspects of the product and the information listed here is definitely not form a successful online advertising. Traditional advertising to generate an irresistible impression and attractive presentation skills and marketing skills in online advertising is still needed, even more demanding. How to marketers to consumers in rich information resources at the same time, but also have a strong attraction for them is a huge challenge.

Online advertising marketing personnel requirements are higher than other media:

Compared to online advertising can almost be seen as a microcosm of the entire marketing, which involves how to attract customers to interact with customers, etc., which is the traditional advertising to customers impressed goals have to go very far. In short online advertising requires marketer's integrated use of traditional advertising performance practices, providing information on the use of soft methods of marketing and network marketing techniques.[2]

1.8 ONLINE ADVERTISING: INDIAN SCENE

Online advertising is still in the embryonic stages in India, while in other parts of the world it has already taken deep roots. The share of India's online advertising in world pie is almost negligible. But developing countries like India; where Internet users are growing very rapidly, it has huge potential. India's leading advertisers are starting to advertise online, but at a very slow pace. Indian companies are also showing keen interest in promoting their products or services online.

Currently finance sector is most dominating sector in online advertising and accounted about 40% of total online advertising in India. Some of the leading companies from this sector are HDFC, Citibank, SBI, and UTI etc. FMCG goods have just started to come in led by companies like Hindustan Lever, Procter and Gamble etc. FMCG accounted about 20% of total online advertisement spending in

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India. Consumer durables companies are also coming and accounted 15% of total online advertisement. Share of media sector is about 10% and rest comes from other. In India, most popular form of online advertising is banner advertising. The reason, it is easy to create, place and use. E-mail advertising follows it.

India has to cover a lot of grounds to come up to the level of online advertising as, say, a country like U.S. There are many stumbling blocks in the growth of online advertising in India like, psychological fears of IT, high cost, low education and above all low awareness level. Still many Indian companies are hesitant, anxious and doubtful about the potential it offers. Unless these are dealt with online advertising can't really take off in India.[3]

1.9 SOCIAL MEDIA ADVERTISING

Social media advertising is a term used to describe online advertising (paid efforts) that focus on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, Twitter) is that advertisers can take advantage of the users demographic information and target their ads appropriately.

Social media advertising combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media advertising, advertisements are distributed to users based on information gathered from target group profiles.[4]

Definition of Social Media Advertising

Social media advertising is the practice of online advertising on social networking channels. It is similar to paid search, with the exception that advertisers, not users, take the initiative – advertisers must "search" for users, rather than the other way around.[5]

Social Aspects of Advertising

There are some positive and some negative aspects of advertising on the social ground. They are as follows.

Deception in Advertising:

The relation between the buyers and sellers is maintained if the buyers are satisfied with what they saw in advertise and what they got after buying that product. If seller shows a false or deceptive image and an exaggerated image of the product in the advertisement, then the relation between the seller and buyers can't be healthy. These problems can be overcome if the seller keep their ads clean and displays right image of the product.

The Subliminal Advertising:

Capturing the Minds of the consumers is the main intention of these ads. The ads are made in such a way that the consumers don't even realizes that the ad has made an impact on their minds and this results in buying the product which they don't even need. But "All ads don't impress all consumers at all times", because majority of consumers buy products on basis of the price and needs.

Effect on Our Value System:

The advertisers use puffing tactics, endorsements from celebrities, and play emotionally, which makes ads so powerful that the consumers like helpless preys buy those products.

These ads make poor people buy products which they can't afford, people picking up bad habits like smoking and drinking, and buy products just because their favorite actor endorsed that product. This affects in increased the cost of whole society and loss of values of our own selves.

Offensiveness:

Some ads are so offensive that they are not acceptable by the buyers. For example, the ads of denim jeans showed girls wearing very less clothes and making a sex appeal. These kinds of ads are

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irrelevant to the actual product. Btu then there is some ads which are educative also and now accepted by people. Earlier ads giving information about birth control pills was considered offensive but now the same ads are considered educative and important.But at the last, there are some great positive aspects which help

- Development of society and growth of technologies
- Employment
- Gives choices to buyers with self interest
- Welcomes healthy competition
- Improving standard of living.
- Give information on social, economic and health issues.

CONCLUSION

The field of advertising has undergone a massive change in the last few years. The Internet has really come up in a large way as far as competition for advertising rupees is concerned. Internet ads have been in place right from the time Internet came into being, television however has always remained the preferred choice of advertisers and that is in spite of the millions of people spending hours every day on the internet.

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