IMPACT OF ONLINE ADVERTISEMENT ON INTERNET USERS

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Abstract:
Online advertising is a medium of advertising which reaches a mass group of citizens, who go around the internet most of their time. Online advertising is a system of message taken to the consumers same as the traditional means of communications but it has been developed with its own form of strategy for communicating to the users of the internet by relating with new techniques and based on the needs of the internet medium of communication. The objective of the research is to find out the users' impact on online advertisement and to know about their attitude and preferences. This research has been carried out in knowing the attitude, preference and impact of 120 respondents chosen through convenient sampling technique. The simple percentage and weighted average ranking techniques are the tools applied in analyzing the collected data. It is found from the present study that there has been a positive impact among the users of internet about the online advertisement.
Key Words: Online Advertising, Opinion & Attitude

Introduction:

Advertising Online is a means of marketing activity which helps in delivering their product to reach the customers who are using the internet for their general purpose as well as to gain knowledge about the products through viewing internet ads. Advertisements are generally made through websites, ad supported software, email and through smart phones with net connections. Internet advertising is established to stimulate information about the products and services to the targeted group of customer in optimistic approach and preparing them agree to buy products and services. Internet is considered as a valuable means of advertising as it enables the customers to go on an easy search about the product requirements and also serves them in saving their money and their valuable time. Successful web publicity for the products and services has the possibility of leading to an increased sales concert of the firm.

The term online advertising is a marketing tactic that comprises the use of internet mediocre to attain websites traffic and target and convey the publicizing communication to the right customers. Online advertising is the equipment, used in the direction of outlining markets through as distinctive and beneficial application. It was from the early 1990s, there has been a potential raise in the growth of this online advertising and evolved into various forms and standards through years to pass. The online advertising is considered to be as the fastest means of promoting their product evidence to a wide geographical area without any geographical frontier. Interactive advertising blooms as a key challenge at present in online advertising.

Online advertising has also been interesting to the viewers as it offers the viewers with animation effect for the products and services that are being advertised for the net viewers. The term "online advertising" encompasses the aspects of advertising such as banner, email, in game and keyword advertising which are included in the podiums such as face book and twitter and on other forms of web related contents stating that advertising has diversity of means to expose and reach the audience and to focus its attention to a specific group of viewers too. Hence an attempt has been made in the present study to know about the impact of online advertising among the internet users and analyzed their attitude and preferences on this net advertising.

Scope of the Study:

Advertising is any paid form of non-personal communication about an organization product services or idea by an identified sponsor. The advertising was originally established in print media, such as newspaper and magazines and television. However focus has started to shift away from the traditional method to online advertising, because recently it get more majority and a need to every internet users because of the changing circumstances of the world . In this research it has been analyzed and examined the factors, attitudes, opinion and problems of online advertising among the internet user.

Statement of Problem:

In today's world, the internet has become an important part in everyone's day to day life. Living without internet has become tough for majority of the humans around the world and it can be said that the internet is to rule the whole world day by day. In the same time it is also equally important to know the worthiness of the communications delivered through online. Hence it clues to the notion of the following questions of whether the users of internet are satisfied with the quality of website provide in online advertising and whether it is secured. It also raises the question of whether the users of internet advertisements face any

problems in it and whether they are affected by any of the factor while making their decision through online advertising. With all these queries keeping in mind the objectives for the present study has been made and it follows as below.

Objectives of the Study:
✓ To know about the attitude of consumers in online advertising.
✓ To know about the satisfaction on the quality of website provided in online advertising.
✓ To know about the preference of customer in the features of online advertising.
✓ To study the factors that affected the customers to choose the online advertising.

Methodology:

The data required for the study have been collected through questionnaire. Questions relating to the personal profile of the respondents and the queries about the impact of online advertisement on the users of the internet are included in the questionnaire. A sample of 120 customers are chosen from pollachi taluk are included. Convenience sampling technique has been followed in choosing the sample of respondents. Primary data has been collected through by issuing questionnaires to the Internet user in pollachi taluk. The secondary data is collected from the journals and the internet.

Statically Tool Applied:

The statistical tools used for this study are simple percentage and weighted average ranking techniques.

Limitations of the Study:

The limitations of the present study are:
✓ The area of the study is limited to pollachi only.
✓ The primary data is collected through questionnaire, so all limitations pertaining to it are bounded.

Analysis and Interpretation:

The following tables interpret the opinion of the internet users on the quality of the websites of online advertising, their attitude towards online advertising, features attracted on online advertising and factors affected in online advertising.

Table 1: Opinion on the Quality of Website
(SA- Strongly Agree, A- Agree, N-Neutral, DA- Disagree, SDA- Strongly Disagree)

Quality	SA (%)	A (%)	N (%)	DA (%)	SDA (%)
Attractiveness of website design	42	40	15	3	-
Feel trust and secure on online advertising website	14	47	27	10	2
Various types of payment	14	52	31	2	1
Sort of website design	6	17	26	48	3

The above table 1 specifies the level of agreement of the internet users in their opinion about the quality of the websites on online advertising. Out of 120 respondents, 42% of the respondents strongly agree with the feature that website designs used in online advertising are attractive, 47% of the respondents agree to the feature that it provides trust and secured, 52% of the respondents agree to the feature that it provide various type of payment, 48% of respondents disagree to the feature, sort of website design stating that the websites does not provide variety in designing the website.

Table 2: Attitude towards Online Advertising
(SA- Strongly Agree, A- Agree, N-Neutral, DA- Disagree, SDA- Strongly Disagree)

Attitude	SA (%)	A (%)	N (%)	DA (%)	SDA (%)
Annoying	35	32	27	5	1
Enjoyable	18	50	18	12	2
Informative	22	33	34	8	3
Boring	12	32	31	22	3
Branding feature knowledge	13	19	43	19	6
Decided to buy	9	20	37	30	4
Keep up to date	17	23	34	18	8
Convenient	12	22	34	28	4
Product differentiation	5	30	40	21	4
Irritating	15	30	18	27	10

From the above table - 2, this specifies the attitude of the respondents towards online advertising. Out of 120 respondents, 35% of the respondents strongly agree to the attitude that Online advertising are Annoying, 50% of the respondents agree to the attitude as online advertising is Enjoyable, 34% of the respondents are neutral to the attitude of Informative , 32% of the respondents agree to the attitude of Boring, 43% of the respondents are neutral to the attitude of Branding feature knowledge, 37% of the respondents are neutral to the attitude of Decided to buy, 34% of the respondents are neutral to the attitude that online advertising Keeps the respondents with up to date information, 34% of the respondents are neutral with the attitude of Convenient in using the online advertising, 40% of the respondents are neutral to the attitude of Product differentiation, 30%

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of the respondents agree the attitude as Irritating. Hence regarding the attitude of the respondents, majority of the attitudinal factors have neutral responses from the viewers of online advertising revealing that they are neither positive nor negative towards the factors relating to their attitude towards watching online advertising.

Table 3: Features Attracted in Online Advertising

Features	1	2	3	4	5	6	7	Total	Rank
Advertisement message	19	28	16	20	16	4	17	120	II
Advertisement image	34	19	20	7	9	20	11	120	I
Brand loyalty	20	19	16	21	18	11	15	120	III
Attractiveness	16	18	26	22	7	8	23	120	IV
Celebrities	13	15	20	20	15	23	14	120	V
Offers and discount	10	11	16	12	29	27	15	120	VI
Content	8	10	6	18	26	27	25	120	VII

The above table - 3 specifies the respondents' preference on the features attracted in online advertising by 120 respondents. The first rank is attained by the feature "Advertisement Image", second rank by "Advertisement Message", followed by "Brand loyalty", "Attractiveness", "Celebrities", "Offers and Discount" as third, fourth, fifth and sixth rank respectively and the least rank is given for "Content".

Table 4: Factors Affected in Online Advertising

Factors	1	2	3	4	5	6	7	8	9	Total	Rank
Convenient	15	23	7	19	13	7	10	4	9	120	III
Time saving	39	14	18	13	6	9	9	8	4	120	I
Easy tool	17	29	15	12	19	8	3	9	8	120	II
Quick access	16	11	23	18	12	11	12	11	6	120	IV
More knowledge	6	18	9	19	19	22	9	9	9	120	V
Fashionable	4	7	13	10	19	21	28	10	8	120	VI
Product differentiation	7	6	12	8	14	23	19	23	8	120	VII
Attractiveness	9	4	9	10	14	9	21	18	26	120	VIII
Feel good	7	8	1	11	4	10	9	28	42	120	XI

The above table - 4 specifies the factors which affect the respondents in viewing the online advertising. Out of 120 respondents, the first rank is attained by the factor "Time saving", second rank by "Easy tool", followed by "Convenient", "quick access", "More knowledge", "fashionable", "Product differentiation", "Attractiveness" and the last has been attained by the factor "feel good".

Summary of Findings:
- ✓ Majority (50%) of the respondents agree with it, that online advertising is Enjoyable, (45%) of the respondents strongly agree that the online advertising is Annoying and majority of the respondents show neutral effect to the attitudes such as Branding features knowledge, decide to buy, keep up to date, convenient and product differentiation revealing that they neither have any positive nor negative attitude towards the above said features.
- ✓ Majority (42%) of the viewers of online advertising strongly agree with the feature that website designs used in online advertising are attractive, 47% of the respondents agree to the feature that it provides trust and secured, 52% of the respondents agree to the feature that it provide various type of payment, 48% of respondents disagree to the feature of sort of website design stating that the websites does not provide variety in designing the website.
- ✓ Advertising Image, Advertising Message and Brand Loyalty scores the first three ranks revealing that these three factors has gained more importance among the viewers regarding the attractiveness feature in online advertising.
- ✓ Regarding the factors affected in online advertising, the top ranks were ordered as time saving, easy tool, convenient, quick access and more knowledge as the first five category of ranking, revealing that majority of the viewers of online advertising has given greater emphasis to the above said factors which have a positive effect among the viewers.

Suggestions:
- ✓ The information and data should be clearly provided.
- ✓ Reduce fake advertisement.
- ✓ Improve security to protect users from threats.
- ✓ The cost of data usage for viewing an online advertisement may be reduced.
- ✓ The data should easily understandable by the people even who are with less computer knowledge.
- ✓ Give necessary details about the product frequently through regular updating.
- ✓ Improve network coverage in village.
- ✓ Avoid irritating the internet users by unrelated advertisement push.
- ✓ Advertisement should be developed with creativity to attract the viewers of online advertising.

Conclusion:

Online advertising is a form of advertisement which is published on the web to serve the web users with up to date information regarding the products and services that are new to the market as well as the products that are already available in the market which needs the promotional activity to reach to the hands of the right persons. It is useful in generating awareness among the viewers about their products and services. The online advertising is a combination of the traditional media ads along with trendy internet styles that can increase brand recall. In today's Internet advertising there are numerous website designed to promote sales and to maintain relationship with customers, so the target audience can make the purchasing decision more efficiently. Hence the present study made an attempt in knowing the opinion, attitude and preference of the viewers of online advertising and it has been concluded from the research that, regarding the opinion about the quality of the website, there is a positive impact, there is a neutral effect on the attitude of the viewers about the online advertising, advertising image, advertising message and brand loyalty gains top three positions regarding the features attracted in online advertising and time saving, easy tool and convenience in using the online advertising for their needs gained the top ranks in factors that are affected on the viewers of online advertising. Hence, on the whole there has been a positive impact on the concept of online advertising among the users of internet.

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