

IMPACT OF ONLINE ADVERTISEMENTS ON STUDENTS AND PROFESSIONAL EMPLOYEES: A RESEARCH ON CONSUMER BEHAVIOUR

Ramesh Babu Kakumanu*

Abstract Online advertisements play a major role in Indian advertising industry and in the present generation, advertisers are looking for major break to go beyond traditional offline advertisements. The present literate Indian customers paved a road map for the online advertisers and they are using Internet excessively. This study is about impact of online advertisements on students and professional employees and their purchasing behaviour. This analysis is carried out to examine customer recalls of different online advertisements like size, type, layout, behaviour and product categories. The study is done by dividing the samples into two categories of Male and Female and two sub categories of Students and Working Group. This working group is again subdivided into 'Married and Unmarried'. The total sample size is 275. The data is converted into contingency table and applied cell chi-square test.

Keywords: Banners, Buttons, Scrappers, Layout, Flash, Popup, Static

INTRODUCTION

Online advertising is a mass media based on traditional advertising but it has its own unique place created by itself in the advertising history. Online advertising is one of the recent trends that have emerged in the contemporary advertising world. Online advertising is typically in the forms of displays or blinks, or pop-ups or roadblocks during transitions in the form of text, logos, images etc. on the webpage via websites, email, ad-supported software and Internet-enabled smart phones. There are different types of online advertisements like contextual ads, banner ads, rich media ads, social network advertising, interstitial ads. The main objective of these advertisements is to draw the attention of the customers. Online advertising is target focused to reach their predetermined target customer group. The number of online customers is sprouting aggressively day by day because of number of Internet users being multiplied in size in the recent days. Even though there is an attrition problem in measuring impact of online advertisements, the advertisers still prefer to use the mode of online advertising opportunities to reach their target customers.

Increase of electronic goods in the market has facilitated Indian customers to access Internet through cell phone and tabloids etc. like electronic instruments that have led to major emergence of online advertisements and even the Government authorities are converting their public services into online services where a common man has to visit the website compulsorily for all general documentation to be

completed online to get benefits of the government public announcements. That is where the success arrived in the arms of the online advertisers equally par with traditional offline advertisements. This research studies about how students and professional employees behave with different online advertisements. Hyderabad, one of the largest cities in India, which is an ethno-centric metro city with approximately eighty lakhs population in its arms, has been sampled for this study.

REVIEW OF LITERATURE

Online advertising is escalating rapidly to its peak (Gaurav Bhakshi, 2013) due to additional assistant devices to Internet like mobiles and televisions and changes in rapid technological move. Since June 1836, when French newspaper *La Presse* launched its first paid advertising, many advertisers has shown character in its quick adoption. Just in about 1840, Volney B. Palmer founded modern day advertising agency in Philadelphia. Late in 19th century N.W. Ayer & Son ad agency was launched. By 1900 the ad agency had become vital in ad planning. Wireless Internet (Bigne) is creating trend setting in the modern Internet advertising era. It facilitated Internet as the handbill in the mobiles of customers. Internet collaboration (Buellingen, 2004) with other mediums such as television, mobile etc., has risen the future of online advertising. The use of internet by customers has grown for many purposes like product search, price search, order placement, payments and delivery information etc. (Sinha, 2010). Internet (Sylke,

* Associate Professor, MBA Department, Vignana Bharathi Institute of Technology, Andhra Pradesh, India.
Email: rameshassociatemarketing@gmail.com

2002) has become an important medium that is available 24 hours. AIMC, 2005 study (Hung) revealed that 37.8% of Internet users have laptops and 95% of laptop owners have mobile phones, 45.6% of them have webcam and 16% have PDAs. Men usually are independent in making decisions and women are more socially relationship builders (Citrin).

Internet advertising (Priyanka Srivastava, 2012) is turning more aggressive like television advertising and even better than that. The term “online advertising” comprising all sorts of banner, email, in game, and keyword advertising, on platforms such as Facebook, Twitter, or MySpace has received increased relevance. According to S H H Kazmi (2012), the estimated value of online ads is about Rs. 100 crore. But still clients are used to this type of advertising. Fayu Zheng (2006) says that products online attract people to change their behaviour. Internet helps consumers to search for their products in the form of images, sound and text (Moon, 2004). Internet shopping provides convenience to the customers (Jarvanpaa and Todd, 1997). It helps in searching for good qualitative products (Lee and Chung, 2000). According to UCLA Centre for Communication Policy (2001), Internet shopping has become the third most popular Internet activities, immediately following email using and web surfing (Li and Zhang, 2002). Online customers are different from offline customer because online customer focuses on purchasing process and buying factors (Guttman, 1999). Bellmann and his colleagues in 1999 who studied the predictors of online behaviour, found that there are two main reasons of Internet buyer behaviour. First, customers normally use the Internet as a part of their lifestyles. Second, customers do not have much time to spend for the traditional ways of shopping.

OBJECTIVES OF THE STUDY

1. To examine behaviour of students and professional employees towards online advertisements during browsing online.
2. To know what elements in the online advertisements influence these students and employees

3. To test whether there is any influence of ad size and type of display ad in drawing attention of the customers.

RESEARCH METHODOLOGY

Primary data have been collected from the Internet users through a structured questionnaire with the sample size of 275 that includes 145 male Internet users and 130 female Internet users. Each gender category of Internet users has been subdivided into Student Group and Working Group who are frequent users of Internet. The Working Group is again subdivided into Married Working Men or Women and Unmarried Working Men or Women. The respondents were asked to mark their favourite factor.

DATA ANALYSIS

The data analysis has been done by organised tabulation and contingency tables with application of cell Chi-Square test individually for each variable and analyzed at 5% level of significance. The value of 0.05 significant levels is used for analysis of individual cells. All the variables where observed values are less than expected value are treated as insignificant and all the variables where observed values are more than expected values are considered for analysis. In this even though some variables are significant in values (OV>EV), they are found insignificant statistically ($p < 0.05$).

RESEARCH INTERPRETATION

The following data have been interpreted with the help of tabulations, and cell chi square analysis.

Do married male employees spend their time online most of the day? Cyber-slacking is a key here to steal the time of employees in the offices to spend more time online for their personal purpose instead of official work. Social networking sites too are playing their job in this, perfectly addicting the employees towards those social networking sites. In earlier days, employees used to check water coolers and wash room areas to find their bunked employees to put them back on

Table 1: Chi-Square Values of Customer Browsing Habits of Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Once in a Day	0.10	0.02	1.60	0.15	0.10	0.07
Twice in a Day	0.36	0.03	0.80	0.03	0.02	0.03
Most of the day	0.50	0.08	0.50	0.08	0.50	0.08
Alternative Days	0.33	0.85	1.33	0.00	0.00	0.00
Twice in a Week	1.01	0.35	1.51	0.01	0.01	0.01
Rarely	0.11	0.30	0.11	0.00	0.11	1.22

Table 2: Chi-Square Values of Purpose of Browsing Factors of Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Sports	3.56	0.15	0.02	0.15	0.65	0.15
Knowledge	0.56	1.22	0.03	1.39	0.03	0.28
Books	0.26	0.00	0.11	0.00	0.11	0.00
Entertainment	0.05	0.71	0.75	0.24	0.11	0.71
Products	0.36	0.03	0.36	2.70	0.36	0.53
News	0.23	0.00	0.23	0.00	1.23	0.00

to their job, but now they are no more available in those places and you find them at their allotted work stations itself but doing their time-pass on the Internet. This survey also reveals that majority of married male employees spend their most of time on the net in their offices. Majority of male students use Internet at least twice a week and female students go online on alternate days. Most of the male and female unmarried employees use Internet once a day while married male employees are online most of the day and married female employees go online rarely.

Do male students browse Internet for sports news? Theresa Stanley says that most of the boys transform themselves into adults by playing sports. If they are keen on sports, remember that they are turning adults. It may be true. Table 2 revealed that most of the male students browse Internet for sports news and next choice is for knowledge while female students browse Internet for knowledge and entertainment. Unmarried male employees browse Internet for entertainment and unmarried female employees look for products online. Married male employees search online for general news purpose while married female employees search for entertainment news online.

Do flash ads make married female employees mad? The highest cell chi square correlation revealed that married

female employees are crazy for flash ads on the webpage and they are attracted to their sudden flashes online. Married male employees do like video ads and expanding ads. Unmarried female employees like expanding ads while unmarried male employees are attracted to flash ads. Male students are caught by static ads while female students are crazy for animated cartoon ads.

Do girls look left side more? Scientists say that female perform better from left side. May be it is due to the fact that girls grow in left side of the mother's womb. Beauticians agree that women look beautiful from left side and obviously women prefer to see from left side more. It is observed in my research that the advertisements which are on the left side on the webpage are highly attractive to female students while male students are attracted to moving flickers on the webpage. Unmarried male and female employees liked advertisements on the top of the webpage while male married employees liked which are at the bottom of the webpage. Married female employees are contrary to girl students who liked ads on the right side on the webpage.

Do boys prefer display ads on the webpage? This research revealed that display ads are more preferred by male students while text ads are preferred by female students. Unmarried employees, both male and female, preferred video Ads and

Table 3: Chi-Square Values of Advertisement Types spotted by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Flashes	1.16	0.40	0.51	0.40	0.01	2.44
Static Ads	2.22	0.31	0.14	0.31	0.06	0.31
Interactive Links	0.11	0.00	0.11	0.00	0.11	1.22
Videos	0.54	0.15	0.10	0.82	0.54	0.82
Expanding Ads	0.00	0.08	0.00	2.08	0.50	0.08
Animated Cartoons	0.98	0.93	0.06	0.93	0.14	0.31

Table 4: Chi-Square Values of Ad Placement by preferred by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Middle of Webpage	0.80	0.03	0.36	0.03	0.02	0.03
Left Side of Webpage	0.33	4.50	1.33	0.50	0.00	0.50
Right Side of Webpage	0.11	0.71	0.11	0.71	0.05	1.33
Bottom of the Webpage	0.23	0.00	0.23	0.00	1.23	0.00
Top of the Webpage	0.23	0.40	3.66	0.69	1.16	0.40
Moving across Webpage	0.82	0.23	0.07	1.23	0.15	0.10

Table 5: Chi-Square Values of Ad Placement by preferred by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Text Ads	0.82	1.23	0.07	1.23	0.82	0.10
Display Ads	1.47	0.15	0.65	0.15	0.02	0.19
Popup Ads	0.02	0.15	0.29	0.15	0.02	0.19
Flash Ads	0.23	0.00	0.23	0.00	0.00	1.23
Video Ads	0.03	0.00	1.25	1.39	0.03	0.37
Interstitial Ads	0.00	0.08	0.50	2.08	0.00	0.08

married female employees are mad for flash ads and married male employees like text ads.

Do female customers watch ads online more than male? Paul Dobarnsky found in his research that women are more curious than men. It is the character of women. This study also reveals that women, unlike men, watch advertisements and then proceed further. It is found that female, both married and unmarried, watch the advertisements completely and proceed further while male customers click on it but close. Overall most of the customers click on close button if they find advertisements.

Do lead boards stimulate unmarried female employees more? It is observed that lead boards which are in big size with large width and length advertisements on the full

coverage of the webpage are more attractive to unmarried female employees than other boards. Boys are attracted by full banners while unmarried male employees are attracted by large rectangles. Girl students are attracted by small sized buttons flickering on the webpage while married male employees like sky scrapers and married female employees like large rectangles.

Do food brands attract married female employees online more? Married women care for family because women are too emotional than men, a survey says. It is proved here that boy students are more attracted to electronic products online cosmetics and married female employees are attracted to food brands online.

Table 6: Chi-Square Values of Behaviour towards ads Ad exhibited by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Click on it	0.50	0.08	2.00	0.08	0.50	0.33
Close it	0.40	0.13	0.03	0.38	0.40	1.20
Ignore it	0.10	0.00	0.23	0.00	0.10	0.00
Save it	0.03	0.05	0.03	0.05	0.03	0.05
Go Home Page	0.11	0.00	0.11	0.00	0.11	1.22
Watch and Proceed	0.07	0.23	0.07	1.23	0.07	0.10

Table 7: Chi-Square Values of Size of the Ad attracted by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Full Banners	0.36	0.03	0.36	2.70	0.02	0.03
Large Rectangles	0.05	0.71	0.75	0.71	0.05	1.33
Buttons	0.08	1.46	0.04	1.27	0.08	0.30
Leader Boards	0.00	0.08	0.00	2.08	0.50	0.08
Wide Scrapper	0.10	0.00	0.10	0.00	0.23	0.00
Sky Scrapper	0.02	0.03	0.36	0.03	0.80	0.03

Table 8: Chi-Square Values of Size of the Ad attracted by Students and Professional Employees

Factors	Students		Unmarried Employees		Married Employees	
	Boys	Girls	Male	Female	Male	Female
Clothing	0.65	0.19	0.02	0.19	0.02	0.19
Food Items	0.23	0.00	0.23	0.00	0.23	3.50
Automobiles	0.05	0.71	0.75	0.03	0.75	0.71
Medicines	0.03	0.05	0.03	0.05	0.03	0.05
Electronic Items	2.51	0.00	0.03	1.39	0.03	1.39
Cosmetics	0.50	0.33	0.50	2.08	0.50	0.33

FINDINGS

1. Married male employees spend their time online most of the day.
2. Male students browse Internet for sports news.
3. Female students browse Internet for knowledge and entertainment.
4. Married female employees are crazy for flash ads on the webpage and they are attracted to their sudden flashes online.
5. The advertisements which are on the left side on the webpage are highly attractive to female students while male students are attracted to moving flickers on the webpage.
6. Display ads are more preferred by male students while text ads are preferred by female students.
7. Women watch advertisements and then proceed further than men.
8. The leader boards which are in big size with large width and length advertisements on the full coverage of the webpage are more attractive to unmarried female employees more than other boards.
9. Married female employees are attracted to food brands online.

2. Sports companies can place their products in student related websites.
3. Female related products should be flashy.
4. Keep appropriate boards .

CONCLUSION

Online advertisements play a major role in drawing attention of Internet users. It is found that all students and employees are turning to be regular customers of Internet. It is found that there are very few literates who visit Internet rarely but most of them use at least once a week to maximum most of the day online. The students are turning to be core Internet browsers for sports news and married women for products and young unmarried employees for entertainment. Flash ads, pop-ups and video ads are becoming very attractive to the customers and are successful in drawing the attention of customers especially students who pose their eye towards flash ads. Placing the advertisements in right place on the webpage is another key area where advertisers need to focus on since most of the students and employed youths have special focus of their favorite webpage. Size of the advertisements especially full banners, buttons, leader boards and scrappers are turning to be vital in reaching their target customers through online advertisements. Ultimately it is found that the online advertisements are creating greater opportunities for advertisers to promote their products to their targeted customer.

SUGGESTIONS

1. It is suggested to target women products online.

REFERENCES

- Azeem, A. & Haq, Z. (2012). Perception towards internet advertising: A study with reference to three demographic characteristics. *Global Business and Management Research*, 4(1), 29.
- Bellmann, S., Lohse, G. L. & Johnson, E. J. (1999). Predictors of online buying behaviour. *Communication of the ACM*, 42(12), 32-38.
- Bigne, E. et al. (2005). The Impact of Internet User Shopping Patterns and Demographics. *Journal of Electronic Commerce Research*, 6(3), 193-209.
- Bigne, E., Ruiz, C. & Sanz, S. (2005). The impact of internet user shopping patterns and demographics. *Journal of Electronic Commerce Research*, 6(3), 193.
- Bakshi, G. & Gupta, S. K. (2013). Online advertising and its impact on consumer behavior. *International Journal of Research in Finance & Marketing*, February, 3(1), 21. Retrieved from <http://www.mairec.org>
- Buellingen, F. & Woerter, M. (2004). Development perspectives, firm strategies and applications in mobile commerce. *Journal of Business Research*, 57(12), 1402-1408.
- Citrin, A., Stern, D., Spangenberg, E. & Clark, M. (2003). Consumer need for tactile input: An Internet retailing challenge. *Journal of Business Research*, 56(11), 915-922.
- Dobersky, P. (2011). Retrieved from <http://www.menspsychology.com/articles/curiosity-is-the-ultimate-screening-device-for-women>
- Evans, D. S. (2009). The online advertising industry: Economics, evolution, and privacy. *Journal of Economic Perspectives*, 23(3), 37-60.
- Guttman, R. H., Moukas, A. G. & Maes, P. (1999). Agent-Media at Electronic Commerce: A Survey. In Klusch, M. (ed.), *Intelligent Information Agents*. Berlin: Springer. Retrieved from <http://ecommerce.media.mit.edu/>.
- Ha, L. (2008). Online advertising research in advertising journals: A review. *Journal of Current Issues and Research in Advertising*, 30(1), 31-48.
- Hung, S. Y., Ku, C. Y. & Chang, C. M. (2003). Critical factors of WAP services adoption: An empirical study. *Electronic Commerce Research and Applications*, 2(1), 42-60.
- Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A. & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International Journal of Marketing Studies*, 4(5), 81.
- Jarvanpaa, S. L. & Todd, P. A. (1997). Consumer reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59-88.
- Kazmi, S. H. H. & Batra, S. K. *Advertising and Sales Promotion* (2nd ed.). pp.320, ISBN 81-7446-394-1(PB)
- Lee, K. & Chung, N. (2000). Effect of virtual reality-driven shopping mall and consumer's purchase intention. *Korean Management Review*, 29(3), 377-405.
- Lee, H., Cho, D. & Lee, S. (2002). Impact of e-business initiatives on firm value. *Electronic Commerce Research and Applications*, 1(1), 41-56.
- Li, N., & Zhang, P. (2002). *Consumer Online Shopping Attitudes and Behavior: An Assessment of Research*. Eight Americas Conference on Information Systems, 508-517.
- Marshall, P. & Todd, E. (2006). *Ultimate Guide to Google Ad Words- How to Access 100 Million People in 10 Minutes*. Entrepreneur Magazine.
- Moon, B. J. (2004). Consumer adoption of the internet as an information search and product purchase channel: Some research hypotheses. *International Journal of Internet Marketing and Advertising*, 1(1), 104-118.
- Schumann, D. W. & Thorson, E. (2007). *Internet Advertising-Theory and Research*. Hillsdale, NJ: Lawrence Erlbaum Association, Inc.
- Sinha, J. (2010). *Factors Affecting Online Shopping Behavior of Indian Consumers*. (Doctoral Dissertation) University of South Carolina, USA.
- Smith, M. (2010). Cyber Slacking. Are-your-employees-spending-too-much-time-on-Twitter-and-Facebook. html. Retrieved from <http://www.evancarmichael.com/Legal/2120/>
- Srivastava, P. (2012). A study on impact of online advertising on consumer behaviour (with special reference to emails). *International Journal of Engineering and Management Sciences*, 3(4), 461-465.
- Sylke, V. C., Belanger, F. & Comunale, C. L. (2004). Factors influencing the adoption of web-based shopping: the impact of trust. *ACM SIGMIS Database*, 35(2), 32-49. Retrieved from <http://dx.doi.org/10.1145/1007965.1007969>
- Theresa, S. (2010). Retrieved from <http://www.nfhs.org/CoachingTodayContent.aspx?id=5905>
- UCLA Center for Communication Policy. The UCLA Internet Report 2001: Surveying - 102 - The Digital Future-Year Two. 2001. Retrieved from <http://www.ccp.ucla.edu/pdf/UCLA-Internet-Report-2001.pdf>
- Xiaoge, H. B. A. (1997). *The World Wide Web as a vehicle for Advertising, Movies to College Students- An Exploratory Study*. Xiangtan University of China.
- Zheng, F. (2006). *Internet Shopping and Its Impact on Consumer Behaviour msc International Business*.