Customer Opinion about Online Advertisement

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Abstract

        The internet users are increasing day by day due to their own interest in using the internet on the regular basis. Recent days companies are changed their advertisement medium from traditional advertisement into online advertisement. Because the online advertisement is very familiar with the customer side. The research mainly discuss to identify the factors that influence the customers buying behaviour. Convenience sampling was also used to determine the sample size for the farmers. Pollachi Taluk is the study area. A total of 250 customers are taken as sample for this study. The study makes use of statistical techniques such as Friedman Rank Test in analyzing the data for finding the result. The study reveals that the company should be provide the online advertisement with subtitle of their mother language so that customer can read your advertisement. The Company should aim to strengthen the volume of customer with more amount of advertisement on the web.

Introduction

        Online advertisement is advertisement through internet. Online advertising is a very fast moving area. The techniques and formats used to advertise are changing constantly as advertisers try to adapt to this medium. Most companies use an outside agency to help create advertising campaigns and to select and purchase media. Today advertising agencies are redefining themselves as communication agencies that assist clients to improve their overall communications effectiveness by offering strategic and practical advice on many forms of communications. Almost Americans are the forerunners of the advertising; it has its roots in England. The industrial revolution led to the expansion of mass manufacturing of goods in Europe and America, making markets larger and larger. Localized markets were replaced by extended domestic nationalized markets. This development altered the relationship between the maker and the user of the goods and created a need for the advertising.

        However, research on the effectiveness of these particular online advertising channels is still rare. The online advertising industry concerns buying and selling advertising space that is accessed by viewers through the Internet. Industry observers often divide the online advertising industry into: (1) "search advertising" that appears on search-results pages; (2) "display advertising"
that appears on non-search web pages; (3) classified listings that appear on web sites; and (4) Internet e-mail based advertisements. (Dr. Manjeet Singh and Vikramjit Singh, 2015).

Web Advertisement

Pop up ads

        A pop up wimdow is created either by the user clicking a button or a link when a web page is first viewed. It takes the form of rectangle size and typically placed left or right side of a web page.

Pop under

        The pop under ad is similar to the pop up ad while pop up ads are often shown instantly but the pop under ads behind the current browser window, appearing only after the other windows have been closed

Interstitials ads

        An interstitials ad load when you click on a link and it is loads between the page you were on and the page you are going to do watch the advertisement.

Skyscraper ad

        Skyscraper ads are very tall with heights from 500 to 800 pixels. It is displayed vertically on the sides of WebPages and it is called as skyscraper banners.

Review of Literature

        Nitin Srivastava, Sanntan Srivastava and Ajeet kumar raj(2014), in their study on "Attitude and Perception toward online advertising among students and

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young professional", to identify the consumer attitude and perception toward online advertising, among students and young professional. The required data for the study have been collected through issue of questionnaire. A sample of 160 customers of student are collected by adopted convenient sampling technique. Tools like Percentage Analysis and Chi-square test have been used to analyse the data. They find that that, the frequency of checking online advertisement does not directly affected a percentage. Also, found that online advertisement are effective as awareness or blending food and also play a next in verifying web users purchase decisions.

Manjeetsingh and Vikramjitsingh (2015) in their study on "A Per Capital study of factors affecting the online advertising", to study the perception and attitude of respondent toward major Factors Affecting the Online Advertising and its implications of the marketers. The required data for the study have been collected in primary and secondary through issue of questionnaire, mail survey, tale-phonic interview, etc. A sample consists of ranger between 207 to 153591 by adapting convenient sampling technique followed by quota sampling Technique. Tools like Correlation, Regression and 'z' test are employed to analyse the data. They find that, the various factors like Entertainment, Informative, Durability trust and Creditability are significantly influence the consumers attitude toward online advertising.

Dr.M.Saravanan and Sajitha.S (2016), in their study titled on, "Consumer Perception towards Online Advertisement", aims to know consumer's awareness about new release in online advertisement. The required data for the study have been collected both primary and secondary data through issue of questionnaires. A sample of 50 customers have been collected by adopting convenience sampling technique. Tools like percentage analysis alone used to analysis the data. They find that, 80% customers are aware about the online advertisements presented through internet.

Statement of the Problem

The real aim of advertising is effective communication between marketer and consumer. The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the targeted audience. Online Advertising media plays an important role to provide the effective communication between the marketer and the consumer. Companies use various mediums to convey their product message through advertisements mediums such as television, internet, newspapers, billboards, magazines but television ads are more effective than others.

As, Organizations spend heavy budget on their promotion strategies to attract the consumers and to influence their buying behavior. But, sometimes advertisement fails to convince consumers and do not persuade their purchase intentions due to its non effectiveness. Ultimately, consumers do not pull towards

advertisement environment and unable to produce emotional feelings essential to change their purchase intentions.

Objectives of the Study
- To identify the factors that influences the customers buying behaviour.
- To know the customer opinion on online advertisements.

Significance of the Study

This present study helps in exploring the impact of online advertisement on customer behavior, It is understood that advertisement is not only use for awareness about the product and services it also play an important role in purchase intention, selection option and preference towards the products. Moreover the study will help whether the direct or indirect advertising can improve the organization. It is a matter of fact that all the companies spend a lot of money on advertisements to establish the product in market as well as brand .It is also important for the companies to know how the customers are benefited with online advertisement.

Research Methodology

This study made an attempt to find out the impact of online advertising on consumer buying behaviour. The following methodologies have been adopted to find out the customers perceptions like
- Data Collection
- Sampling
- Framework of Analysis

Data Collection

The required data for the study has been collected both primary and secondary data. Primary data collected through issued questionnaire and secondary data has been collected they magazines, newspapers, websites, research articles.

Sampling Procedure

A sample of 250 customer living in Pollachi Taluk alone has been selected for the study by adopting random sampling technique.

Frame work Analysis

The data was further processed by doing statistical tools namely:
- Friedman Rank Test

Limitations of the Study
- The study restricted to Pollachi Taluk alone.
- The Result cannot be generalized.

Analysis and Interpretations
I) Types of Advertisement Induced to Customer Purchase Behaviour

The types of advertisement are classified that Floating advertisements, Expanding advertisements,

Wallpaper advertisements, Trick Banner, Pop –up, Pop-under, animated advertisement, Banner plain text and Embedded video are tested in Friedman rank test to know the prominent advertisement that induced the customer purchase behaviour are presented in the following table.

Table 1

Type of advertisement induced to customer purchase behaviour- friedman rank test

S.No	Types	SA	A	N	DA	SDA	Total	Mean Value	Rank
1	Floating advertisements	121 (48.4%)	69 (27.6%)	39 (15.6%)	13 (5.2%)	8 (3.2%)	250	5.86	1
2	Expanding advertisements	23 (9.2%)	165 (66%)	46 (18.4%)	10 (4%)	6 (2.4%)	250	4.60	6
3	Wallpaper advertisements	103 (41.2%)	74 (29.6%)	55 (22%)	12 (4.8%)	6 (2.4%)	250	5.69	3
4	Trick Banner advertisements	42 (16.8%)	88 (35.2%)	76 (30.4%)	33 (13.2%)	11 (4.4%)	250	4.15	8
5	Pop –up advertisements	93 (37.2%)	63 (25.2%)	56 (22.4%)	18 (7.2%)	20 (8%)	250	5.10	5
6	Pop-under advertisements	42 (16.8%)	84 (33.6%)	89 (35.6%)	30 (12%)	5 (2%)	250	4.13	9
7	Animated advertisements	106 (42.4%)	75 (30%)	48 (19.2%)	18 (7.2%)	3 (1.2%)	250	5.79	2
8	Banner plain text advertisements	41 (16.4%)	102 (40.8%)	72 (28.8%)	26 (10.4%)	9 (3.6%)	250	4.33	7
9	Embedded video advertisements	101 (40.4%)	66 (26.4%)	50 (20%)	22 (8.8%)	11 (4.4%)	250	5.35	4

1. Floating advertisement:
Among 250 customer,121 (48.4%) customer are strongly agree,69 (27.6%) customer are agree, 39 (15.6%) customers are neutral, 13 (5.2%) customer are disagree and Remaining 8 (3.2%) Customer are strongly disagree, for floating advertisement is induce them to purchase. It is the mean value is 5.86 and also found the floating advertisement is ranked first.

2 .Expanding advertisement:
Among 250 customer, 23 (9.2%) customer are strongly agree,165 (66%) customer are agree, 46 (18.4%) customers are neutral, 10 (4%) customer are disagree and Remaining 6 (2.4%) Customer are strongly disagree, for Expanding advertisement is induce them to purchase .It is the mean value is 4.60 and also found the Expanding advertisement is ranked sixth.

3. Wallpaper advertisement:
Among 250 customer, 103 (41.2%) customer are strongly agree,74 (29.6%) customer are agree, 55 (22%) customers are neutral, 12 (4.8%) customer are disagree and Remaining 6 (2.4%) Customer are strongly disagree, for wallpaper advertisement is induce them to purchase. It is the mean value is 5.69 and also found the wallpaper advertisement is ranked third.

4.Trick Banner:
Among 250 customer, 42 (16.8%) customer are strongly agree, 88 (35..2%) customer are agree, 76 (30.4%) customers are neutral, 33 (13.2%) customer are disagree and Remaining 11 (4.4%)Customer are strongly disagree, for floating advertisement is induce them to purchase. It is the mean value is 4.15 and also found the trick Banner is ranked eight.

5.Pop-up:
Among 250 customer, 93 (37.2%)customer are strongly agree, 63 (25.2%) customer are agree, 56 (22.4%) customers are neutral,18 (7.2%) customer are disagree and Remaining 20 (8%) Customer are strongly disagree, for pop-up is induce them to purchase. It is the mean value is 5.10 and also found the pop-up is ranked fifth.

6. pop-under:
Among 250 customer, 42 (16.8%) customer are strongly agree, 84 (33.6%) customer are agree, 89 (35.6%) customers are neutral, 30 (12%) customer are disagree and Remaining 5 (2%) Customer are strongly disagree, for pop-under is induce them to purchase. It is the mean value is 4.13 and also found the pop-under is ranked nine.

7.Animated advertisement:

Among 250 customer,106 (42.4%) customer are strongly agree,75 (30%) customer are agree, 48 (19.2%) customers are neutral, 18 (7.2%) customer are disagree and Remaining 3 (1.2%) Customer are strongly disagree, for animated advertisement is induce them to purchase. It is the mean **value** 5.79 and also found the floating advertisement is ranked second.

8. Banner plain text:

Among 250 customer,41 (16.4%) customer are strongly agree,102 (40.8%) customer are agree, 72 (28.8%) customers are neutral, 26 (10.4%) customer are disagree and Remaining 9 (3.6%) Customer are strongly disagree, for Banner plain text is induce them to purchase. It is the mean value is 4.33 and also found the Banner plain text is ranked seven.

9.Embedded video:

Among 250 customer,101(40.4%) customer are strongly agree, 66 (26.4%) customer are agree, 50 (20%) customers are neutral, 22 (8.8%) customer are disagree and Remaining 11 (4.4%) Customer are strongly disagree, for embedded video is induce them to purchase. It is the mean value is 5.35 and also found the embedded video is ranked fourth.

II) Customer Opinion about Online Advertisement

Opinion on online advertisement from the customer are classified that Entertaining, informative, familiar, believable, simple, relevant to the product, helpful to decide a brand, convincing, interesting, recallable, meaningful and likeable are tested in Friedman rank in the following table.

Table 2
Customer opinion about online advertisement- friedman rank

S.No	Opinion	SA	A	N	DA	SDA	Total	Mean Value	Rank
1	Entertaining	162 (64.8%)	64 (25.6%)	21 (8.4%)	2 (0.8%)	1 (0.4%)	250	9.65	1
2	Informative	47 (18.8%)	165 (66%)	34 (13.6%)	4 (1.6%)	0 (0%)	250	7.43	5
3	Familiar	98 (39.2%)	80 (32%)	60 (24%)	9 (3.6%)	3 (1.2%)	250	7.80	3
4	Believable	34 (13.6%)	91 (36.4%)	81 (32.4%)	38 (15.2%)	6 (2.4%)	250	5.58	13
5	Simple	91 (36.4%)	65 (26%)	58 (23.2%)	16 (6.4%)	20 (8%)	250	6.84	8
6	Relevant to the Product	36 (14.4%)	100 (40%)	72 (28.8%)	32 (12.8%)	10 (4%)	250	5.66	12
7	Helpful to decide a brand	100 (40%)	70 (28%)	57 (22.8%)	18 (7.2%)	5 (2%)	250	7.54	4
8	Convincing	46 (18.4%)	88 (35.2%)	75 (30%)	34 (13.6%)	7 (2.8%)	250	5.85	11
9	Interesting	116 (46.4%)	62 (24.8%)	52 (10%)	11 (4.4%)	9 (3.6%)	250	7.89	2
10	Recallable	39 (15.6%)	97 (38.8%)	83 (33.2%)	23 (9.2%)	8 (3.2%)	250	5.86	10
11	Meaningful	88 (35.2%)	79 (31.6%)	53 (21.2%)	21 (8.4%)	9 (3.6%)	250	7.22	7
12	Likeable	64 (25.6%)	82 (32.8%)	62 (24.8%)	32 (12.8%)	10 (4%)	250	6.28	9
13	Easily Understandable	104 (41.6%)	65 (26%)	35 (14%)	24 (9.6%)	22 (8.8%)	250	7.37	6

1. Entertaining:

Among 250 customers,162 (64.8%) customers are strongly agree, 64 (25.6%) customer are agree, 21 (8.4%) customers are neutral, 2 (0.8%) customer are disagree and remaining 1 (0.4%) Customer are strongly disagree, for online advertising is entertaining. It is the mean value is 9.65 and also found the Entertaining is ranked first.

2. Informative:

Among 250 customers, 47 (18.8%) customer are strongly agree,165 (66%) customer are agree, 34 (13.6%) customers are neutral, 4 (1.6%) customer are disagree and remaining 0(0%) Customer are strongly disagree, for online advertising is informative. It is the mean value is 7.43 and also found the Informative is ranked fifth.

3. Familiar:

Among 250 customers, 98 (39.2%) customer are strongly agree, 80 (32%) customer are agree, 60 (24%) customers are neutral, 9 (3.6%) customer are disagree and remaining 3 (1.2%) Customer are strongly disagree, for online advertising is familiar. It is the mean value is 7.80 and also found the Familiar is ranked third.

4. Believable:

Among 250 customers, 34 (13.6%) customer are strongly agree, 91 (36.4%) customer are agree, 81 (32.4%) customers are neutral,38 (15.2%) customer are disagree and remaining 6(2.4%) Customers are strongly disagree, for online advertising is believable. It is the mean value is 5.58 and also found the Believable is ranked thirteen.

5. Simple:

Among 250 customers, 91 (36.4%) customer are strongly agree,65(26%) customer are agree, 58(23.2%) customers are neutral, 16 (0.8%) customer are disagree and remaining 20(8%) Customer are strongly disagree, for online advertising is simple. It is the mean value is 6.84 and also found the Simple is ranked eight.

6. Relevant to the Product:

Among 250 customers, 36 (14.4%) customer are strongly agree, 100 (40%) customer are agree, 72 (28.8%) customers are neutral, 32 (12.8%) customer are disagree and remaining 10 (4%) Customer are strongly disagree, for online advertising is relevant to the product. It is the mean value is 5.66 and also found the Relevant to the product is ranked twelve.

7. Helpful to decide a Brand:

Among 250 customer, 100 (40%) customer are strongly agree, 70 (28%) customer are agree, 57 (22.8%) customers are neutral, 18 (7.2%) customer are disagree and Remaining 5 (2%) Customer are strongly disagree, for online advertising is helpful to decide a brand. It is the mean value is 7.54 and also found the helpful to decide a brand is ranked Four.

8. Convincing:

Among 250 customer,46 (18.4%) customer are strongly agree,88 (35.2%) customer are agree, 75 (30%) customers are neutral, 34 (13.6%) customer are disagree and Remaining 7 (2.8%) Customer are strongly disagree, for online advertising is convincing. It is the mean value is 5.85 and also found the convincing is ranked Eleven.

9. Interesting:

Among 250 customer, 116 (46.4%) customer are strongly agree, 62 (24.8%) customer are agree, 52 (10%) customers are neutral, 11 (4.4%) customer are disagree and Remaining 9 (3.6%) Customer are strongly disagree, for online advertising is interesting. It is the mean value is 7.89 and also found the Interesting is ranked two.

10. Recallable:

Among 250 customer, 39 (15.6%) customer are strongly agree, 97 (38.8%) customer are agree, 83(33.2%) customers are neutral, 23 (9.2%) customer are disagree and Remaining 8 (3.2%) Customer are strongly disagree, for online advertising is recallable. It is the mean value is 5.86 and also found the recallable is ranked ten.

11. Meaningful:

Among 250 customer, 88 (35.2%) customer are strongly agree, 79 (31.6%) customer are agree, 53 (21.2%) customers are neutral, 21 (8.4%) customer are disagree and Remaining 9 (3.6%) Customer are strongly disagree, for online advertising is meaningful. It is the mean value is 7.22 and also found the meaningful is ranked seven.

12. Likeable:

Among 250 customer,64 (25.6%) customer are strongly agree, 82 (32.8%) customer are agree, 62 (24.8%) customers are neutral, 32 (12.8%) customer are disagree and Remaining 10 (4%) Customer are strongly disagree, for online advertising is likeable. It is the mean value is 6.28 and also found the likeable is ranked nine.

13.Easily understandable:

Among 250 customer, 104 (14.6%) customer are strongly agree, 65 (26%) customer are agree, 35 (14%) customers are neutral, 24 (9.6%) customer are disagree and Remaining 22 (8.8%) Customer are strongly disagree, for online advertising is easily understandable. It is the mean value is 5.86 and also found the understandable is ranked six.

III) Reason for Inconvenience

The customer are inconvenient with online advertisement from the reasons are customers are not able to see online advertisement along with their family members, fearness with negative advertisement, sudden emergency of thundering videos, irrelevant to the project, meaningless ads, frequency of ads, offensive and irritating are tested in Friedman rank and presented in the following table.

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Table 3
Reason for inconvenience- friedman rank

S.No	Reason	SA	A	N	DA	SDA	Total	Mean Value	Rank
1	Unable to see along with family members	149 (59.6%)	56 (22.4%)	23 (9.2%)	14 (5.6%)	8 (3.2%)	250	5.74	1
2	Creates a fear by seeing the negative ads	38 (15.2%)	151 (60.4%)	45 (18%)	10 (4%)	6 (2.4%)	250	5.62	3
3	Sudden Emergence of thundering videos	107 (42.8%)	58 (23.8%)	68 (27.2%)	10 (4%)	7 (2.8%)	250	4.60	2
4	Irrelevant to the product	33 (13.2%)	86 (34.4%)	80 (32%)	43 (17.2%)	8 (3.2%)	250	4.59	8
5	Meaningless ads	97 (38.8%)	50 (20%)	47 (18.8%)	20 (8%)	36 (14.4%)	250	4.35	5
6	Frequency of Ads	47 (18.8%)	78 (31.2%)	81 (32.4%)	34 (13.6%)	10 (4%)	250	4.02	7
7	Offensive	87 (34.8%)	63 (25.2%)	71 (28.4%)	23 (9.2%)	6 (2.4%)	250	3.92	4
8	Irritating	52 (20.8%)	90 (36%)	60 (24%)	31 (12.4%)	17 (6.8%)	250	3.66	6

1. Unable to see along with family members:
Among 250 customers, 149 (59.6%) customers are strongly agree, 56 (22.4%) customer are agree, 23 (9.2%) customers are neutral, 14 (5.6%) customer are disagree and remaining 8 (3.2%) Customer are strongly disagree, for Unable to see along with family members is the reason for inconvenience. It is the mean value is 5.74 and also found the Unable to see along with family members is ranked first.

2. Creates a fear by seeing the negative advertisements:
Among 250 customers, 38 (15.2%) customers are strongly agree, 151 (60.4) customer are agree, 45 (18%) customers are neutral, 10 (4%) customer are disagree and remaining 6 (2.4%) Customer are strongly disagree, for Creates a fear by seeing the negative advertisements is the reason for inconvenience. It is the mean value is 5.62 and also found the Creates a fear by seeing the negative advertisements is ranked third.

3. Sudden Emergence of thundering videos:
Among 250 customers, 107 (42.8%) customers are strongly agree, 58 (23.8%) customer are agree, 68 (27.2%) customers are neutral, 10 (4%) customer are disagree and remaining 7 (2.8%) Customer are strongly disagree, for Sudden Emergence of thundering videos is the reason for inconvenience. It is the mean value is 4.60 and also found the Sudden Emergence of thundering videos is ranked second.

4. Irrelevant to the product:
Among 250 customers, 33 (13.2%) customers are strongly agree, 86 (34.4%) customer are agree, 80 (32%) customers are neutral, 43 (17.2%) customer are

disagree and remaining 8 (3.2%) Customer are strongly disagree, for Irrelevant to the product is the reason for inconvenience. It is the mean value is 4.59 and also found the Irrelevant to the product is ranked eight.

5. Meaningless advertisement:
Among 250 customers, 97 (38.8%) customers are strongly agree, 50 (20.0%) customer are agree, 47 (18.8%) customers are neutral, 20 (8%) customer are disagree and remaining 36 (14.4%) Customer are strongly disagree, for Meaningless advertisement is the reason for inconvenience. It is the mean value is 4.35 and also found the Meaningless advertisement is ranked five.

6. Frequency of advertisement:
Among 250 customers, 47 (18.8%) customers are strongly agree, 78 (31.2%) customer are agree, 81 (32.4%) customers are neutral, 34 (13.6%) customer are disagree and remaining 10 (4%) Customer are strongly disagree, for Frequency of advertisement is the reason for inconvenience. It is the mean value is 4.02 and also found the Frequency of advertisement is ranked seven.

7. Offensive:
Among 250 customers, 87 (34.8%) customers are strongly agree, 63 (25.2%) customer are agree, 71 (28.4%) customers are neutral, 23 (9.2%) customer are disagree and remaining 6 (2.4%) Customer are strongly disagree, for Offensive is the reason for inconvenience. It is the mean value is 3.92 and also found the Offensive is ranked four.

8. Irritating:
Among 250 customers, 52 (20.8%) customers are strongly agree, 90 (36%) customer are agree, 60

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(24%) customers are neutral, 31 (12.4%) customer are disagree and remaining 17 (6.8%) Customer are strongly disagree, for Unable to see along with Irritating is the reason for inconvenience. It is the mean value is 3.66 and also found the Irritating is ranked six.

Suggestions

- Customer should not leave the advertisement on till they, read/watch full specifications.
- The number of companies advertising online is soaring, but even then fraud and deception may reduce consumer confidence. So, they should be ensured that products and services are described truthfully in online advertisements.
- The company should provide the online the advertisement as meaningful for their product
- The company should not show the vague advertisement, the customer may watch with family members.
- The company Should be provide the online advertisement with subtitle of their mother language so that customer can read your advertisement.
- The Company should aim to strengthen the volume of customer with more amount of advertisement on the web.

Conclusion

      The study reveals that i) Variables namely, age, gender, educational qualification, occupation, non-earning members in the family, monthly income of the customers are associated with customers level of satisfaction on online advertisements. ii) Majority of the customers perceives the floating advertisement is the factor that induces them to purchase. iii) Majority of customer perceives that, the online advertisement is inconvenience which watching the online advertisement along with family members.

      However the present study is carried out only with regard to the customer perception on online advertising, it provide the space for further research in the following areas i) Customer perception on online advertisement is only other district / states. ii) The comparative study on traditional advertising and online advertising and iii) Study on customer perception on online advertising in various social medias.

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