

A Study on Effectiveness of Online Advertising among College Students with Special Reference to Perambalur District

^{1*} M. Maliniponseka, ² Dr.D.Elangovan

¹Ph. D. Research Scholar - Full Time, PG & Research Department of Commerce, Government Arts College (Grade-1), (Affiliated to Bharathidasan University), Ariyalur-621713, Tamil Nadu, India.

²Research Supervisor, Assistant Professor and Head, PG & Research Department of Commerce, Government Arts College (Grade-1), (Affiliated to Bharathidasan University), Ariyalur-621713, Tamil Nadu, India.

Abstract:

The right advertising channels and appropriate advertising are one of the success factors of the organization in the competitive environment of information. The proper utilization of these techniques along with a good website can help organizations to draw traffic and achieve internet marketing goals they have set up. The web site of an organization becomes one of the most significant tools in competitive environment in the information age. Focus has been placed on the click-through rates, instead of on attitudinal responses, and it is necessary to assess the effectiveness of online advertising from a more comprehensive perspective. Web based advertising has sizable effects on brand loyalty and perspectives. Online advertising features force consumers to make relationship with Organization's brand, which leads to increase brand image in purchaser's mind. The data are collected from college students in Perambalur district and the sampling technique is stratified random sampling technique. For statistical analyses, SPSS-25 version used and Statistical tools like percentage analysis, Correlation-test, Inter correlation matrix-test, 't' test and ANOVA test applied. The findings were based on the Research hypothesis, demographic profile and various dimensions of effectiveness of online advertising among college students. Suggestions and Conclusion are based on these findings.

Keywords: Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction about online advertisements.

Introduction

Internet is the hottest medium for the exchange of information in today's world. In the entire history of the human race, there have been five major mass communication media: the newspaper, the magazine, the book, the radio and television. Presently there is a 6th medium called the internet, which is believed to be the greatest of all the media. In today's era, online advertising is very popular because of its ability to reach to the masses without any geographical boundaries.

Internet advertising is an advertising strategy that includes the application of the internet as a means to get website traffic and deliver marketing messages to the right set of customers. The success of any business entirely depends on whether they are capable of attracting or retaining their customers at a profit and this goal can be achieved only when Organization can build a strong consumer perception for its products and services. Consumer perception is a complex phenomenon. It is very helpful to know the attitude and behavior of customers. A well designed persuasive advertisement and a positive frame of mind in a consumer's perception always tempted the individual and influenced his/her buying behavior.

One of the most important developments to affect advertising worldwide in the 21st century has been the development of the internet as a medium of mass communication. As a communication tool, the web is arising as a new challenge to mass media advertising. As a output of this, many advertising organizations are modifying their traditional the techniques to cater to a wider range of audience. The internet has enormous potential as an advertising medium because it offers many advantages over traditional methods. The potential of online advertising is vast, as its audience is genuinely global. There is agreement that online advertising can be audited

through factors such as brand awareness, product or service recalls, changes in attitudes and behavior. Such processes focus on information processing on the internet.

Online advertising is a very quick moving area. The techniques and arrangements used to advertise are changing constantly as advertisers try to adapt to this medium. Projections for the monetary development of online advertising are going up year by year. Marketers recognize that online advertising has become one of the leading Media for advertisers to promote their products.

Review of literature

Mitchel (2012) in a study on uncluttered homepages, conducted a survey that included 3200 respondents who were internet representatives and were exposed to one of the four websites and one of the four different advertising environments, where 200 respondents were allotted 16 cells each. To collect the an eye tracking data, the researcher used eye tracking device by GazeHawk's proprietary technology among a subset of 200 respondents. The study concluded that clean web pages have high preference for advertisers and consumers. Consumers prefer sites that are less cluttered with ads, as they have higher recall value and empower brands. It was also found that consumers spend twice as much time on clean web pages that carry one or two ads for a particular brand.

Bakshi (2013) in a research project to study online advertising and its impact on consumer purchasing behavior adopted content analysis as a method to study the dimensions responsible for affecting the consumer purchasing decision and those contributing to the effectiveness of web advertisements. The study concluded that the web world is providing the business advertisement world lucrative services of advertisement formats, interactive platform and vast reach, thus making web world as popular and standardized format for advertisements. Therefore, every precaution should be taken by the marketers to strategize as per consumer needs and gain most extreme benefits

Naser et al. (2015) analyzed the effect of online advertising on consumers' purchase behavior in Malaysian organizations. The research revealed that web based advertising has a positive impact on consumers' purchase behavior.

Prateek Maheshwari et al. (2017) elaborated on the concept of advertisement effectiveness and the different measurements used to gauge advertisement effectiveness. Regarding various mediums such as print, TV and Internet, the author highlighted that various factors are taken into account in different media for measuring the effectiveness of advertising.

Aasma Nazeer, (2018) in his review entitled "Factors affecting attitude toward web advertising – A scenario of university students in Pakistan", found that the predominant part of members do not like internet advertisements because these advertisements created annoyance. The study further shows that respondents do not like internet advertised brands and they do not take help from internet advertisements for their purchase decisions, because internet advertisements do not contain enough information regarding the products.

Research methodology

Statement of the problem

In the current year there are various types of advertising in the society. There is no agreement that online advertising can be audited through factors such as brand awareness, product or service recall, changes in attitudes and behaviors. These attitudes and behaviors are the biggest challenges of such processes, which focus on information processing on the internet. Thus, this research carried out a study on the effectiveness of online advertising among college students.

Objectives of the study

The research has been undertaken with the following objectives:

1. To find-out level of the effectiveness of online advertising among college students.
2. To describe demographic profile of the students.

3. To identify the level of satisfaction about online advertisements.
4. To analyze various factors of effectiveness of online advertising among college students.
5. To provide suitable suggestions to enhance online advertising.

Research Design

Research design proposed for the study is 'Descriptive' type of research design. This type of research led to an understanding of the effectiveness of online advertising among college students in Perambalur District. In this paper the researcher attempts to analyze the various dimensions of effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction about online advertisements. Hence descriptive design was adopted.

Data collection

Data was collected in two ways.

- i. Primary data and
- ii. Secondary data.

Primary data

The primary data was collected by questionnaire survey method based on a pilot study. The primary data are those data which are collected a fresh and for the first time. It is the first hand data collected directly from the college student with a designed schedule for the purpose at Perambalur District in Tamil Nadu.

Secondary data

Secondary data was collected from websites, journals and research articles to support the research.

Research Hypothesis:

1. There is a significant correlation between respondents' age and various dimensions of effectiveness of online advertising among college students.
2. There is a significant inter correlation matrix among various dimensions of effectiveness of online advertising among college students.
3. There is a significant difference between respondents' gender and various dimensions of effectiveness of online advertising among college students.
4. There is a significant difference between respondents' course and various dimensions of effectiveness of online advertising among college students.
5. There is a significant variance among the respondents' domicile with regard to various dimensions of effectiveness of online advertising among college students.
6. There is a significant variance among the respondents' year of study with regard to various dimensions of effectiveness of online advertising among college students.

Sampling techniques

Sample size: 89. The sample data was collected from the College students in Perambalur district at Tamil Nadu. Stratified random sampling technique has been used to select the sample.

Period of study

The study on effectiveness of online advertising among college students at Perambalur District in Tamil Nadu was carried out for the period of October 5th to November 3rd 2022.

Analysis of data

The analysis of the collected data was carried out using percentage analysis, Correlation-test, Inter correlation matrix-test, 't' test and ANOVA test.

Table 1: Karl Pearson's Co-Efficient of correlation between the respondents' Age and various dimensions of effectiveness of online advertising among college students

S.No	Effectiveness of online advertising among college students	Correlation value	Statistical Interface
1.	Age and Effectiveness of online advertisements	0.730**	P < 0.01
2.	Age and Improving efficiency of online advertisements	0.761**	P < 0.01
3.	Age and Attitude towards online advertisement	0.769**	Significant P < 0.01
4.	Age and Essential Of Online Advertisement	0.801**	Significant P < 0.01
5.	Age and Level of satisfaction about online advertisements	0.845**	Significant P < 0.01
6.	Overall Effectiveness of online advertising Age and among college students	0.805**	Significant P < 0.01

** Correlation is **significant** at the **0.01** level* Correlation is **significant** at the **0.05** level

Table 1: There is a significant association between age of the respondents and various dimensions of Effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction.

Table 2: Inter Correlation Matrix among various dimensions of Effectiveness of online advertising among college students

	Effectiveness of online advertisements	Improving efficiency of online advertisements	Attitude towards online advertisement	Essential Of Online Advertisement	Level of satisfaction about online advertisements	Overall Effectiveness of online advertising among college students
<i>Effectiveness of online advertisements</i>	1					
<i>Improving efficiency of online advertisements</i>	.875**	1				
<i>Attitude towards online advertisement</i>	.947**	.935**	1			
<i>Essential Of Online Advertisement</i>	.946**	.924**	.941**	1		

<i>Level of satisfaction about online advertisements</i>	.919**	.895**	.953**	.926**	1	
<i>Overall Effectiveness of online advertising among college students</i>	.954**	.953**	.961**	.975**	.959**	1

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

Table 2: There is a significant relationship among the various dimensions of Effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction at 0.01 levels.

Table 3: ‘t’ test between respondents’ Gender and various dimensions of Effectiveness of online advertising among college students

S.No	Effectiveness of online advertising among college students	– X	S.D	Statistical Inference
1.	Effectiveness of online advertisements Male (N:42) Female (N:47)	31.5952 37.7447	3.83857 2.12099	t =9.485 p < 0.001 Significant
2.	Improving efficiency of online advertisements Male (N:42) Female (N:47)	17.3571 21.2553	2.04607 1.89356	t =9.334 p < 0.001 Significant
3.	Attitude towards online advertisement Male (N:42) Female (N:47)	31.0238 35.7447	2.31103 2.15152	t =9.978 p < 0.001 Significant
4.	Essential Of Online Advertisement Male (N:42) Female (N:47)	20.0000 25.5106	2.86271 1.97674	t =10.659 p < 0.001 Significant

5.	Level of satisfaction about online advertisements			
	Male (N:42)	36.9048	3.48383	t =11.722 p < 0.001
	Female (N:47)	44.4681	2.57793	Significant
6.	Overall Effectiveness of online advertising among college students			
	Male (N:42)	139.7619	10.19997	t =12.310 p < 0.001
	Female (N:47)	162.1489	6.78226	Significant

Table 3: There is a significant difference between respondents' Gender and various dimensions of Effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction.

Table 4: 't' test between respondents' Course and various dimensions of Effectiveness of online advertising among college students

S.No	Effectiveness of online advertising among college students	– X	S.D	Statistical Inference
1.	Effectiveness of online advertisements			
	Under Graduate (N:39)	31.3333	3.86164	t =9.674 p < 0.001
	Post Graduate (N:50)	37.5800	2.15795	Significant
2.	Improving efficiency of online advertisements			
	Under Graduate (N:39)	17.1538	1.98068	t =9.850 p < 0.001
	Post Graduate (N:50)	21.1800	1.85923	Significant
3.	Attitude towards online advertisement			
	Under Graduate (N:39)	30.8718	2.33034	t =9.794 p < 0.001

	Post Graduate (N:50)	35.5800	2.18613	Significant
4.	Essential Of Online Advertisement			
	Under Graduate (N:39)	19.6923	2.73528	t =11.529 $p < 0.001$
	Post Graduate (N:50)	25.4200	1.94925	Significant
5.	Level of satisfaction about online advertisements			
	Under Graduate (N:39)	36.5897	3.41605	t =11.967 $p < 0.001$
	Post Graduate (N:50)	44.2600	2.63268	Significant
6.	Overall Effectiveness of online advertising among college students			
	Under Graduate (N:39)	138.6667	9.74769	t =13.054 $p < 0.001$
	Post Graduate (N:50)	161.6600	6.85598	Significant

Table 4: There is a significant difference between respondents' Course and various dimensions of Effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction.

Table 5: One way analysis of variance among the respondents' Year of study with regard to various dimensions of Effectiveness of online advertising among college students

S. N	Source	Df	SS	MS	– X	Statistical Inference
1.	Effectiveness of online advertisements					
	Between Groups	2	967.589	483.795	G1=24.2857 G2=35.1231	F=60.988 $P < 0.001$
	Within Groups	86	682.209	7.933	G3=38.1176	Significant
2.	Improving efficiency of online advertisements					

	Between Groups	2	282.335	141.167	G1=15.0000 G2=19.1385 G3=22.2941	F=31.027 P < 0.001 Significant
	Within Groups	86	391.283	4.550		
3.	Attitude towards online advertisement					
	Between Groups	2	471.311	235.656	G1=26.8571 G2=33.4308 G3=36.5882	F=44.550 P < 0.001 Significant
	Within Groups	86	454.913	5.290		
4.	Essential Of Online Advertisement					
	Between Groups	2	572.196	286.098	G1=15.7143 G2=22.7692 G3=26.4118	F=39.872 P < 0.001 Significant
	Within Groups	86	617.085	7.175		
5.	Level of satisfaction about online advertisements					
	Between Groups	2	1146.824	573.412	G1=31.1429 G2=40.5692 G3=46.1765	F=53.296 P < 0.001 Significant
	Within Groups	86	925.266	10.759		
6.	Overall Effectiveness of online advertising among college students					
	Between Groups	2	8745.197	4372.599	G1=123.8571 G2=150.9077 G3=165.5882	F=42.965 P < 0.001 Significant
	Within Groups	86	8752.421	101.772		

G1= I Year, G2= II Year and G3= III Year

Table 5: There is a significant variance among the respondents' year of study with regard to various dimensions of Effectiveness of online advertising among college students such as Effectiveness of online advertisements, improving efficiency of online advertisements, Attitude towards online advertisement, Essential of Online Advertisement and Level of satisfaction.

Findings And Suggestions

Findings based on socio-demographic profile

1. Nearly half (i.e.) 43.8 per cent of the respondents were in the age group of 21 to 22 years.
2. More than half (i.e.) 52.8 percent of the respondents were female.
3. Nearly half (i.e.) 44.9 percent of the respondents were living in semi-urban area.
4. More than half (i.e.) 56.2 per cent of the respondents were Post Graduate.
5. Nearly three-fourth (i.e.) 73.0 per cent of the respondents were studying in II year.

Findings based on Low and high level of various dimensions of effectiveness of online advertising among college students

1. More than half (i.e.) 59.6 per cent of the respondents got high level with respect to Effectiveness of online advertisements.
2. More than half (i.e.) 59.0 per cent of the respondents had high level with respect to Improving efficiency of online advertisements.
3. Majority (i.e.) 66.3 per cent of the respondents obtained high level with regard to Attitude towards online advertisement.
4. More than half (i.e.) 59.6 per cent of the respondents acquired high level with regard to Essential of Online Advertisement.
5. More than half (i.e.) 56.2 per cent of the respondents got high level with regard to Level of satisfaction about online advertisements.
6. More than half (i.e.) 52.8 per cent of the respondents had high level with respect to Overall Effectiveness of online advertising among college students.

Findings based on hypotheses

1. There is a significant correlation between respondents' age and various dimensions of effectiveness of online advertising among college students.
2. There is a significant inter correlation matrix among various dimensions of effectiveness of online advertising among college students.
3. There is a significant difference between respondents' gender and various dimensions of effectiveness of online advertising among college students.
4. There is a significant difference between respondents' course and various dimensions of effectiveness of online advertising among college students.
5. There is a significant variance among the respondents' domicile with regard to various dimensions of effectiveness of online advertising among college students.
6. There is a significant variance among the respondents' year of study with regard to various dimensions of effectiveness of online advertising among college students.

Suggestions

1. Online advertisement should provide high quality, wide read (Worldwide reach), advanced targeting capabilities and easy-to use interface.
2. Online advertisement should convey details about the product/service clearly.
3. Online advertisement should be enabling to make comparison of particular products with the competitors' products.
4. Online advertisement should be interesting and creative.

5. Online advertisement should give necessary details about products/services to save time for the students.

Conclusion:

This paper leads to effectiveness of online advertising among college students at Perambalur District in Tamil Nadu. More than half of the online college students are not satisfied about overall performance of online advertising. Majority of the college students are not aware about online facilities like order cancellation, return back the goods, and refund the money from online. The above said suggestions being practical, if implemented will make online advertising as a profitable and desirable one.

Reference:

- [1] Assma Nazeer, “ Factors affecting attitude toward web advertising – A scenario of university student in Pakistan”, European Journal of Business and Social Sciences, Vol:2, Issue No:2, 2018.pp.1-21
- [2] Bakshi Gaurav and Surender Gupta. (2013). Online Advertising and its Impact on Consumer Buying. International Journal of Research in Finance & Marketing, 3(1), 21–30. Retrieved from <http://www.mairec.org>
- [3] Mitchel, K. (2012). Uncluttered Web Pages Make Ads Work Better. SAY Media and IPG Media Lab _ Business Wire. Retrieved from <http://www.businesswire.com/news/home/20120607005281/en/Uncluttered-WebPages-Ads-Work-Research-Media>
- [4] Naser, Payambarpour, Alwashali & Abdolkarimi 2015, ‘The impact of online advertising on consumer purchase behavior based on Malaysian organizations’, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, vol. 9, no. 10, pp. 3340-3345.
- [5] Prateek Maheshwari, Nitin Seth, & Anoop Kumar Gupta 2017, ‘Advertisement effectiveness: A review and research agenda’, International Journal of Social, Management, Economics and Business Engineering, vol. 8, no. 12, pp. 3601-3605.