

Millennials Attitude on Effectiveness of Online Advertisement

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ABSTRACT-- Online advertisement is about delivering advertisements to online users via websites, email, ad supported software and internet enabled smart phone. Online advertising includes many forms of commercial content from electronic advertisements that are similar to traditional advertisement to formats that are different from traditional advertisements. Online advertising consists of a variety of methods including web banner advertising, blog advertising, promotional advertising, social network advertising and hence the objective of the study is based on the consumer attitude and preference towards online advertisement. Questionnaire Method is used to collect the data for this research. 267 respondents were taken for the study using convenient sampling technique. For analyzing the data the Simple Percentage and Garret ranking method is applied. The major findings of the study and suitable suggestions are presented in this article.

Key words: Online, advertisement & Technology change

INTRODUCTION

Internet advertising is synonymous with web advertising and online advertising. Technology advancement has enabled internet penetration into every part of our lives, and we are spending more time on internet. This creates high possibilities for an internet user to engage in online advertising. The first online advertisement that appeared on the web was in year 1994. The word online advertising is a marketing strategy that involves the use of internet medium to obtain web sites traffic, target and deliver marketing message to the right customers. Effectiveness of online advertisement study is based on the millennials. The Millennials are a cohorts born between 1981- 1997 and their ages are from 18 -37 at present. Millennials are also known as Generation Y or Gen Y.

REVIEW OF LITERATURE

To provide a selective review of the past research works related to the present study. A lot of researches have done but very few are related with his unique one. Among the researches done the following are mentionable.

▶ **Chan Mei Lee et al., (2008)** focuses a study on “Attitude toward online advertising” aims that the factors that affect consumer’s attitude towards online advertising and their influence on consumer’s informational responses. By using statistical packages for social science they found that all the variables are

significant related to consumer’s attitude towards online advertising. The study regards that it is crucial for advertisers to have a clear picture and understanding of consumer’s attitude towards online advertising to attract consumer’s attention.

- ▶ **Abdul azeem and Zia CulHaq (2012)** in their article analyzed the “Perception towards Internet advertising” with reference to three different demographic groups. The objective of the research is discussing internet marketing relevance and investigates antecedents of consumer attitude towards internet advertising. The findings of this research showed significant differences of beliefs and attitude among public as demographic variables.
- ▶ **Gokhan Aydm (2016)** conducted a study on “Attitudes towards digital advertisement testing differences between social media ads and mobile ads”. The study aims to understand the differences between attitude towards the social media ads and mobile ads, the most recent and rapidly growing forms of digital advertising. The findings indicate that overall attitudes are negative towards both the mobile app advertisements and face book advertisements.
- ▶ **Prasanna Kumar et al., (2018)** explore that “Evaluation of customer perception towards Online Advertisement Technology”. The study is to know impact of online advertisement in creating the customer awareness and to compare the difference advertise medium in terms of their reach to the customer. The study is to identify the people perception towards online advertisement and it prefer promotion through social media and they prefer advertised products more than non- advertised Products.

STATEMENT OF PROBLEM

In today’s world, the day to day activities even based on the working of internet. The day to day usable household items even purchased through online shopping because of its advertisement. So it is important to know the worth ability in online. So it leads to the suspicion that 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 online advertising face any problem in it and whether they are affected by any of the factor which marking their decision through online advertising.

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OBJECTIVES OF THE STUDY

- To know about the Socio Economic Profile.
- To evaluate the consumers Attitude and Preference towards online advertising.

SAMPLE SIZE AND DATA COLLECTION

The study is concerned with Millennials attitude on effectiveness of online advertisement. As the universe is large a sample of 300 respondents were selected out of them 267 was collected. Convenience sampling method has been followed to choose the sample. The study is based on the Primary data and the data collection is being made by issuing questionnaires to the online users in Pollachi Taluk. Secondary data were collected from the books, research publications, and websites.

STATISTICAL TOOL APPLIED

The statistical tools used for this study are simple percentage and Garret ranking are used to analyses the data.

LIMITATIONS OF THE STUDY

The drawbacks of the 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 binded.
- Availability of resources.

RESULT ANDANALYSIS AND INTERPRETATION

An attempt has been made to identify the Demographic data, attitude and preference of the respondents has been evaluated by using simple percentage & Garrett ranking method and the results are summarized in the following shown below:

TABLE: 1 DEMOGRAPHIC DATA WISE CLASSIFICATION

PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE
Gender	Male	92	34.46
	Female	175	65.54
Year of Born	1981-1984	20	7.50
	1985-1989	18	6.74
	1990-1994	60	22.46
	1995-1997	169	63.30
Age	20-24 years	169	63.30
	25-29 years	60	22.46
	30-34 years	18	6.74
	35-37 years	20	7.50
Area of Residence	Town	96	36
	Village	171	64
Marital Status	Married	71	26.60
	Unmarried	196	73.40
Educational Qualification	Up to HSC	16	5.90
	Under Graduate	115	43.10
	Post Graduate	91	34.10
	Others	45	16.9
OCCUPATION	Self-Employed	52	19.48
	Government Employee	18	6.75
	Private Employee	51	19.1
	Professional	30	11.25
	Students	116	43.4
Types of Family	Nuclear	180	67.41
	Joint Family	87	32.59
No. Of Family Members	2 – 3	73	27.35
	4 – 6	172	64.41
	Above 6	22	8.24
Earning Members	1 – 2	176	65.92
	3 – 4	66	24.72
	Above 4	25	9.36
Monthly Income	Up to Rs.10000	100	37.5
	Rs.10001 - Rs. 25000	108	40.4
	Rs.25001-Rs.50000	47	17.76
	Above 50000	12	4.5

From the above table majority of the respondents 175(65.54%) are female, 169(63.30%) of the respondents are born in the year 1995-1997, 169 (63.30%) of the

respondents belong to the age group between 20-23 years, majority of the respondents 171(36%) of the respondents are residing in the village area, 196(73.40%) of the respondents are unmarried, 115(43.10%) of the respondents are having their educational qualification as under graduate, 116(43.4%) of the respondents are

occupied as students,180(32.59%) are vested to nuclear family, 172(64.41%) are between 4-6 members in the family,176 (65.92%) of the respondents belonging to the earning members of the family between 1-2, and the majority of the respondents108 (40.4%) monthly income is Rs.10,001- Rs.25000.

TABLE: 2 ATTITUDES AND PREFERENCE WISE CLASSIFICATION

PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE
Influences Of Online Advertisement In Buying A Product	Often	55	20.59
	Rarely	122	45.69
	At Need	90	33.72
Click On Advertisement	All the Time	20	7.50
	Often	67	25.10
	Sometimes	68	25.46
	Rarely	77	28.84
	Never	35	13.10
Repeated Online Advertisement Medium	Face Book	81	30.33
	Virus cleaner	26	9.72
	Instagram	24	9
	Twitter	6	2.24
	True Caller	29	10.86
	UC Browser	64	24
Preference Of The Types Of Advertisement In Online	You Tube	37	13.85
	Texts Ads	30	11.23
	Video Ads	115	43.06
	E-Mail Ads	12	4.50
	Floating Ads	15	5.61
	Banner Ads	40	15
	Discounts & Coupon Ads	35	13.10
Pop-up Ads	20	7.50	

The above table shows the attitude of the majority of the respondents, 122 (45.69%) of the respondents are rarely influenced by the online advertisement in buying a product, 147(55.05%) of the respondents choose life style products, 77(28.84%) of the respondents rarely click on

the advertisement 81(30.33%) of the respondents come over online advertisements repeatedly in face book and the majority of the respondents 45(43.06%) have preference of the type of advertisements in online is video advertising.

TABLE: 3 PREFERENCE BASED ON VISIBILITY WISE CLASSIFICATION – GARRETT RANKING

PREFERENCE	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	TOTAL	AVERAGE	RANK
Discount Offer	4374	2730	1323	912	1612	611	1596	684	551	252	14645	54.85	I
Animation	3888	2450	1071	1254	1404	1175	1386	648	609	360	14245	53.35	II
Size of Ad	2430	1960	2016	1653	1612	893	1260	828	493	522	13667	51.87	III
Color in Ad	1458	1610	1764	1938	1716	1081	1218	1188	783	396	13152	49.25	V
Features	1701	1680	1638	1710	1768	940	714	1008	928	720	12807	47.96	VII
Celebrities	1296	1680	2268	1197	1768	1645	1260	900	580	450	13044	48.85	VI
Price	1215	1890	2457	1368	728	1175	1260	1584	580	504	12761	47.79	VIII
Function	1863	1960	1701	2166	624	1363	1050	1188	1102	270	13287	49.76	IV
AD Message	1377	1820	1323	1938	1664	940	798	792	1044	702	12398	46.43	IX



Brand Loyalty	2025	910	1260	1083	988	2726	672	792	1073	630	12159	45.53	X
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In the above table 4.4.2 it is inferred the preference for visibility that attracts in Online Advertisement ,the respondents have ranked, ‘Discount Offer’ as first followed by ‘Animation’, ‘Size of Ad’, ‘Function’, ‘Color in Ad’, ‘Celebrities’, ‘Features’, ‘Price’, ‘Ad Message’, and the last rank is given to ‘Brand Loyalty’ for the preference for visibility that attracts in Online Advertisement.

SUGGESTIONS

- Online advertisement is good can know more about new updated products and interesting information so it is useful to purchase the product.
- Reduce fake advertisement.
- Give necessary details about the products frequently through updating.
- Vague advertisement can be avoided it makes users annoying.
- Discount offer is one of the tempting tool in online advertisement so by providing more discounts it will grasp the user’s attentions.

CONCLUSION

Online advertising is an advertisement which is published on internet. This can be useful in creating awareness of the product and services, and the online advertising in combination with traditional media ads, can increase brand recall. Hence study focus on area, gender, age, marital status, educational qualification, and monthly income, types of family, no of earnings members in a family, no of members in the family and their attitude and impact of online advertisement.

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TEXT BOOKS

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