
THE EFFECTIVENESS OF ONLINE ADVERTISEMENTS IN THANJAVUR DISTRICT

Dr. V. Mahesh

Assistant Professor, Department of Commerce, (CA), Annai Velankanni Arts and Science College, (Affiliated to Bharathidasan University), Thanajvur, Tamil Nadu, India

R. Maruthanayaki

Research Scholar, Guest Lecturer in Commerce, Government Women's Arts and Science College, Orathanadu, (Affiliated to Bharathidasan University), Thanajvur, Tamil Nadu, India

ABSTRACT

The web advertising is one of the new advertisement method for product and service sector. The internet users are the main target audience for online advertisers. This study has selected information, entertainment and trust to measure the effectiveness of online advertising. This study has used simple random sampling method. Both primary and secondary methods are used for data collection. The demographic details and internet user preferences are analyzed by using frequency method. The stepwise regression analysis shows that entertainment and attitude influence on effectiveness. The online advertisers need to pay attention on the selected factors of this study to improve their business.

Key words: online advertising, effectiveness, information, entertainment.

Cite this Article: V. Mahesh and R. Maruthanayaki, The Effectiveness of Online Advertisements in Thanjavur District, *International Journal of Management (IJM)*, 11(11), 2020, pp. 3666-3671.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

1. INTRODUCTION

The number of internet users are increasing day by day. The users initially used internet for emails, news and knowledge. But now there is a vast change in the users' mind. The world wide web become as an emerging tool to connect each other (Usharani & Gopinath, 2020a). The internet advertising is one of the modern methods for the companies to advertise their products. It is a major communication method in the world (Gopinath & Kalpana, 2019). The internet gives wide scope for the advertising firms. The advertisers face cyber risk, competition and consumer behavior change during their promotion (Kavitha & Gopinath, 2020).

2. STATEMENT OF THE PROBLEM

There are many researchers has conducted their research work in online advertisements. There are various factors affecting online advertisement and its effectiveness. This study has found information, entertainment, trust and attitude are the major factors affecting the effectiveness. This study specifically studied the effectiveness of online advertisements in Thanjavur District.

3. OBJECTIVE OF THE STUDY

1. To study the variables that affects online advertisements.
2. To analyze some variables and their suitability in the study area.
3. To measure the impact of selected variables towards online advertisements in the study area.

4. REVIEW OF LITERATURE

Khong Kok Wei et al., (2010) analyzed online advertising in Malaysia. The online advertisements create awareness and brand image for the companies. The visuals attract consumers well than traditional advertising. Peng-Ting Chen and Hsin-Pei Hsieh (2012) studied mobile advertising. This is a multiple gate way of communication. In the online advertisement right message will reach the right person on right time. Xu and David Jingjun (2007) studied online advertisement consumer attitude. They found entertainment is a major factor for online advertising. Munusamy and Wong (2007) found entertainment gives enjoy to the internet users .Tsang et al., (2004) studied the relationship between information and consumer attitude. There is a positive relationship between information and consumer attitude for online advertisement. Xu and David Jingiun (2007) found that there is a need for a right information should reach the consumers for their benefit. Hyeonjin Soh et al., (2007) analyzed trust in advertisement sector. There is a trust variation across the media. Trust varies based on awareness, education and income. Glen L. Urban et al., (2009) found the importance of trust in online advertisement. It depends on the customer's expectation. Trust is important than other factors like privacy and security. Chingning Wang et al., (2002) found that consumers consider brand image for advertising. There are various factors like information, demographic and entertainment affects consumer's attitude towards online advertisement. Chowdhury et al., (2006) attitude affects online advertising. There is a correlation between credibility and consumer attitude towards online advertisement. Palanisamy and Wong (2003); Gopinath, 2019b were analyzed the relationship between online users and effectiveness. Online advertisement is an communication tool in the online platform. Ramraj and Suzanna (2003) found that there an effectiveness on online advertisement. The skills and target audience makes these effectiveness.

Table 1 Demographic Profile

S. No.	Demographic Details	Options	Frequency	Percentage
1.	Gender	Male	98	63.63
		Female	56	36.36
2.	Age	20 to 25 years	63	40.91
		26 to 35 years	35	22.72
		35 to 45 years	34	22.07
		Above 45 years	22	14.28
3.	Monthly Income	Rs.4,000 to Rs.14,000	75	48.70
		Rs.14,001 to Rs.25,000	60	38.96
		Above Rs. 25,000	19	12.33

4.	Qualification	Secondary School Education	16	10.38
		Higher Secondary School Education	23	14.93
		U.G. Degree	36	23.37
		P.G Degree	53	34.41
		Others	26	16.88
5.	Marital Status	Unmarried	84	54.54
		Married	49	31.81
		Others	21	13.63
6.	Nature of Job	Self employee	38	24.67
		Private Job	71	46.10
		Government Job	22	14.28
		Others	23	14.93

5. RESEARCH METHODOLOGY

The researcher has used descriptive research design for this research paper. There are 154 respondents approached by the researcher for this research work. This study has used simple random sampling method. This study has collected the data by using structured questionnaire. Both primary and secondary data were used for this research paper.

6. RESULTS AND DISCUSSION

There are three sections in the result analysis. The first section has details about demographic details. The second section has details about internet user preference. In the third section, the researcher has used regression analysis to measure the impact of selected variables on effectiveness.

The demographic details have six questions. They are gender, age, monthly income, qualification, marital status and nature of job. The age has two classifications. 63.63 percent of the respondents are male and 36.36 percent of the respondents are female. The age has four options. 40.91 percent of the respondents are between 20 to 25 years, 22.72 percent of the respondents are between 26 to 35 years, 22.07 percent of the respondents are between 35 to 45 years and 14.28 percent of the respondents are above 45 years. The monthly income has three options. 48.70 percent of the respondents earn Rs.4000 to Rs.14000, 38.96 percent of the respondents earn Rs.14001 to Rs.25000 and 12.33 percent of the respondents earn above Rs.25000.

The qualification has classified into five options. 10.38 percent of the respondents have studied secondary school education, 14.93 percent of the respondents have studied higher secondary school education, 23.37 percent of the respondents have studied U. G. Degree, 34.41 percent of the respondents have studied P. G. Degree and 16.88 percent of the respondents have studied other courses. The marital status has three options. 54.54 percent of the respondents are unmarried, 31.81 percent of the respondents are married and 13.63 percent of the respondents are in others category. The nature of job has classified into four options. 24.67 percent of the respondents are self employee, 46.16 percent of the respondents are working in a private job, 14.28 percent of the respondents are working in a government job and 14.93 percent of the respondents are in other category.

Table 2 Internet User Preference

S. No.	Internet User Preference	Options	Frequency	Percentage
1.	Usage of Internet	Time pass	66	42.85
		Connect others	65	42.20
		Gain knowledge	23	14.91
2.	Time spend for Internet	Less than 2 hours	26	16.88
		2 to 4 hours	74	48.05
		More than 4 hours	54	35.06
3.	Interest on Online Advertisement	Banner	51	33.11
		Website	103	66.88
4	Online advertisement response	Purchase	36	23.37
		Attend	56	36.36
		Ignore	64	41.55

The internet user preference has four questions. They are usage of internet, time spend for internet, interest on online advertisement and online advertisement response. The usage of internet has three options. 42.85 of the respondents are using internet for time pass, 42.20 percent of the respondents are using to connect others and 14.91 percent of the respondents are using to gain knowledge. There are three options for time spend for internet. 16.88 percent of the respondents spend less than 2 hours, 48.05 percent of the respondents spend 2 to 4 hours and 35.06 percent of the respondents spend more than 4 hours for internet (Jaya & Gopinath, 2020).

The interest on online advertisement has two options. 33.11 percent of the respondents are interested in banner advertisements and 66.88 percent of the respondents are interested in website advertisements. The online advertisement response has three options. 23.37 percent of the respondents purchase after online advertisement, 36.36 percent of the respondents attends the advertisement and 41.55 percent of the respondents ignore the advertisements in the study area (Unnamalai & Gopinath, 2020).

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268 ^a	.072	.047	.95842

a. Predictors: (Constant), Attitude, Trust, Entertainment, Information

The above table shows attitude, trust, entertainment and information are the predictors for effectiveness. The ‘R’ value is 0.268, ‘R Square’ value is 0.072 and ‘Adjusted R Square’ value is 0.047.

Table 4 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	10.617	4	2.654	2.889	.024 ^b
	Residual	136.868	149	.919		
	Total	147.485	153			

a. Dependent Variable: Effectiveness

b. Predictors: (Constant), Attitude, Trust, Entertainment, Information

The above ANOVA table shows that the ‘F’ value is 2.889 with 0.24 significant level.

Table 5 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.740	.545		6.869	.000
	ENTERTAINMENT	.167	.119	.114	1.402	.163
	INFORMATION	-.243	.094	-.230	-2.597	.010
	TRUST	-.047	.103	-.040	-.451	.653
	ATTITUDE	.051	.089	.047	.570	.569

a. Dependent Variable: *EFFECTIVENESS*

The above regression coefficient analysis shows the Beta value for the study variables. Entertainment and attitude influence on effectiveness in the study area (Karthick et al., 2020a).

7. CONCLUSION

This study investigated demographic details and internet user preference in Thanjavur District. The sample respondents are interested in online advertisements and purchase (Karthick et al., 2020b). The online advertisement companies need to attract more internet users to develop their business size (Gopinath, 2019a). The variables like entertainment and attitude influence on effectiveness in the study area. There is a potential market for online advertisers in Thanjavur District.

REFERENCES

- [1] Chingning Wang, Ping Zhang, Risook Choi and Michael D'Eredita (2002), "Understanding consumers attitude toward advertising", Americas Conference on Information Systems proceedings, pp.1143-1148.
- [2] Chowdhury, Humayun Kabir., Parvin, Nargis., Weitenberner, Christian. And Becker, Michael. (2006), Consumer Attitude Toward Mobile Advertising in An Emerging Market: An Empirical Study, *International Journal of Mobile Marketing*, 1, 2, pp.33-42.
- [3] Glen L.Urban, Cinda Amyx and Antonio Lorenzon (2009), "Online Trust: State of the Art, New Frontiers, and Research Potential", *Journal of Interactive Marketing*, Vol.23, pp.179- 190.
- [4] Gopinath, R. (2019a). Factors Influencing Consumer Decision Behaviour in FMCG. *International Journal of Research in Social Sciences*, 9(7), 249-255.
- [5] Gopinath, R. (2019b). Online Shopping Consumer Behaviour of Perambalur District, *International Journal of Research*, 8(5), 542-547.
- [6] Gopinath, R., & Kalpana, R. (2019). A Study on Consumer Perception towards Fast Food Retail Outlet in Perambalur District. *International Journal for Research in Engineering Application & Management*, 5(1), 483-485.
- [7] Hyeonjin Sho, Leonard N.Reid and Karen Whitekill King (2007), "Trust in different advertising media", *J&MC quarterly*, Vol.84, No.3, pp.455-476.
- [8] Jeya, J., & Gopinath, R. (2020). Customer Service Techniques and National Insurance Company Efficiency, *International Journal of Management*, 11(12), 3776-3784.
- [9] Karthick, S., Saminathan, R., & Gopinath, R. (2020). Agricultural Marketing – An Overview, Tamilnadu, *International Journal of Management*, 11(11), 3007-3013.
- [10] Karthick, S., Saminathan, R., & Gopinath, R. (2020a). A Study on the Problems faced by Farmers in Paddy Marketing of Cauvery Delta Region, Tamilnadu, *International Journal of Management*, 11(10), 2155-2164.

- [11] Kavitha, J., & Gopinath, R. (2020). A Study on Perception of Internet Banking users Service Quality-A Structural Equation Modeling Perspective, *International Journal of Management*,11(8), 2204–2217.
- [12] Khong Kok Wei, Theresa Jerome and Leong Wai Shan (2010), “Online advertising: A study of Malaysian consumers”, *International Journal of Business and Information*, Vol.5, No.2, pp.111-131.
- [13] Munusamy, J. & Wong, C. H. (2007). Attitude towards Advertising Among Student at Private Higher Learning Institutions in Selangor. *Journal of Unitar*, 3(1): 35-38.
- [14] Palanisamy,R. and Wong S.A (2003) “Impact of Online Consumer characteristics on Web-based Banner Advertising Effectiveness” *Global Journal of Flexible Systems Management*, Vol (4)1 and 2,pp15-25.
- [15] Peng-Ting Chen and Hsin-Pei Hsieh (2012), “Personalized mobile advertising: Its key attributes, trends and social impact”, *Technological forecasting and Social change*, Vo.79, pp.543-557.
- [16] Ramaraj P. and A. W. Suzanna, 2003,”Impact of Online Consumer Characteristics on Web-Based Banner Advertising Effectiveness”, *Global Journal of Flexible Systems Management*, 4, 15-25.
- [17] Tsang, Melody M., Ho, Shu-Chun. And Liang, Ting-Peng. (2004), *Consumer Attitudes Toward Mobile Advertising: An Empirical Study*, *International Journal of Electronic Commerce*, Vol.8, No.3, pp. 65–78.
- [18] Unnamalai, T., & Gopinath, R. (2020). Brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirapalli district. *International Journal of Management*, 11(11),2909-2917.
- [19] Usharani, M., & Gopinath, R. (2020a). A Study on Consumer Behaviour on Green Marketing with reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology*, 11(9), 1235-1244.
- [20] Usharani, M., & Gopinath, R. (2020b). A Study on Customer Perception on Organized Retail Stores in Tiruchirappalli Town, Bangalore, *International Journal of Management*, 11(10), 2128-2138.
- [21] Xu, David Jingjun. (2007), The Influence of Personalization in Affecting Consumer Attitudes Toward Mobile Advertising in China, *Journal of Computer Information Systems*, winter 2006-2007, pp.9