

## INSIGHTS OF E-USERS TOWARDS DIGITAL ADVERTISING

Dr. M. KAVITHA<sup>1</sup> & P. PERUMAL<sup>2</sup>

<sup>1</sup>Assistant Professor, Research Guide & Supervisor, PG & Research Department of Commerce,  
Guru Nanak College, Chennai, Tamil Nadu, India

<sup>2</sup>Research Scholar, PG & Research Department of Commerce, Guru Nanak College, Chennai, Tamil Nadu, India

### ABSTRACT

*The present research paper is an effort to examine the insights of e-users towards digital Advertising. The research exercise was carried out on a sample of 209 respondents residing in and around Chennai city using non-probability convenience sampling method. Independent samples t- test and ANOVA were applied to answer research questions and it was established that the users are possessing favorable perception towards digital advertising and the role of gender is significant as far as the same is concerned. The results also exposed the fact that male respondents hold relatively favorable perception towards digital advertising than female respondents and perceptual differences between genders is also significant.*

**KEYWORDS:** Digital Advertising, Perception, t- Test, ANOVA, e-Users

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### INTRODUCTION

The rise of digital advertising has revolutionised the dimensions of advertising horizon. Global marketers are keen on making use of innovative cues and technology in their marketing communications to grab the competitive advantage. India is the 9th largest advertising market and 2nd biggest online market of the world (Adage India, 2018 Sep 20). Domination of smart phones, availability of 3G/4G network services and growing internet penetration rates in India were witnessing significant increase in the Ad spent by digital advertisers. Traditional media continuous to be the largest share of the total media spent but the shift from traditional to digital media is happening at a faster pace. Digital advertising proved to be promising contributor to the whole Indian advertising market preparing the marketers to take advantage in win over the media clutter. In this scenario, it is essential to explore the perspective of the prospective consumers towards digital advertising which would throw lights on the winning mantra of the digital marketers.

### REVIEW OF LITERATURE

In everyday life, technological devices become more common in the developed countries. (Balasubramanian, Peterson and Jarvenpaa, 2002). Their relevance is obvious to all of us. The instant adoption and rapid growth in the usage of mobiles shows that larger portion of the respondents are agreed to accept technological devices in the day-to-day life in many developed countries. E.g., in the US the number of cell phone users has reached a level of almost 72% (number of cell phone subscribers according to FCC, 2004) as a portion of total US population older than 14 years (US-Census, 2001). In Western Europe, 60% of the total population was unique mobile phone users in 2002, almost 30% were unique SMS users (Marcussen, 2004).

Rolph E. Anderson, Srini S. Srinivasan (2003) aimed to explore the impact of satisfaction on loyalty among e-commerce users. Results prove that satisfaction has a significant and positive relationship on customer loyalty among e-commerce users.

Danaher, P., Mullarkey, G. (2003) this study discusses the factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement.

Parissa Haghirian, Maria Madlberger, A. Tanuskova (2005) this thesis explores the consumers with individualized advertising messages via mobile devices. The fundamental paper discusses its importance and investigates the experience of consumer attitudes toward advertising via mobile devices. The analysis is based on a consumer survey.

Raji Ridwan Adetunji, Siti Syamsul Nurin Mohamad Yazam (2012) examined the relationship between the theory constructs and viewers' satisfaction of digital billboards and results indicate that there is a significant relationship among the digital advertisements and viewers' attitude e-commerce.

Hsu-Hsien Chi (2013) explored the motivation factors of individuals towards social media marketing. The researcher found that two types of major factors influencing the factors of social media marketing namely, social capital and psychological well-being for the interaction in virtual community.

Imran A Mir (2014) investigated the attitude of the social media networking sites users towards social networking advertisements. The result indicates pre-purchase motivation and information search are the major factors that contribute for the individual behavior towards social media advertisements.

## **ADVANTAGES**

- Digital Advertising is Cost-Effective to enlarge business through online.
- Digital Advertising gives huge return on investment for the investor who starts up business through online.
- Digital Advertising creates Brand development with the consumers who are all active in internet.
- Digital Advertising helps the business to reach globally through online.
- Digital advertising is the most measurable form of marketing for the investors to endorse the new product with the help of online.
- Digital advertising helps to connect producers and the mobile customers through internet.

## **DISADVANTAGES**

- Digital advertising is a complicated one for the uneducated and non internet users.
- In Digital advertising if a Mistake is done and it would cost higher.
- Internet world digital advertising is a tough job to survive in the industry with many competitions.
- A common weakness of this advertising is non internet users and uneducated people.

## METHODOLOGY

The current study has been conducted and executed on 209 respondents residing in Chennai city. Structured questionnaire was the instrument used for the study. First part of the questionnaire had questions on demographic profile and internet usage behaviour. Second part contained 15 items measuring perception of e-users towards digital advertising and the scale (based on Kevin Johnston et al., 2013) has been subjected to Cronbach alpha reliability test and the value is 0.892 which shows high internal consistency of the scale. Descriptive statistics, t-test and F test were used to answer research objectives. Data were collected from 248 respondents by employing a non probability sampling method out of which 209 responses found complete and useful for the study. The Sample respondents comprise of 96 males and 113 females and the mean age is 29. Majority of them are undergraduates and belong to the monthly family income category between Rs 25,001 and Rs 50,000.

### Objectives

- To study the perception of e-users towards digital advertising.
- To analyse the impact of gender & age of e-users on perception towards digital advertising.

## ANALYSIS & INTERPRETATION

### Perception of e-users towards Digital Advertising

**Table 1: Descriptive Statistics of e-Users' Perception towards Digital Advertising**

S. No	Satisfaction Towards Digital Advertising	Gender	N	Mean	Std. Deviation
Q1	Digital advertising provides extensive choices of products & services	Males	96	3.34	1.024
		Females	113	2.20	1.483
Q2	Digital advertising is so informative	Males	96	2.81	1.108
		Females	113	2.05	1.368
Q3	Digital advertising saves time and physical efforts	Males	96	2.83	.959
		Females	113	2.54	1.547
Q4	Digital advertising is comparatively believable	Males	96	2.82	1.170
		Females	113	1.96	1.352
Q5	Expert opinion on digital advertising is trust worthy	Males	96	3.15	1.151
		Females	113	2.67	1.491
Q6	Digital advertising relatively appealing	Males	96	2.43	1.140
		Females	113	2.01	1.271
Q7	Digital advertising leads to compulsive buying behaviour	Males	96	2.56	1.247
		Females	113	3.49	1.593
Q8	Digital advertising offers cost effective solutions	Males	96	2.18	1.179
		Females	113	1.67	1.168
Q9	Digital advertising to access global market	Males	96	3.31	1.225
		Females	113	2.50	1.471
Q10	Digital advertising helps in 24/7 connectivity	Males	96	2.91	1.240
		Females	113	2.13	1.366
Q11	Digital advertising keeps the users updated on trends	Males	96	1.57	.843
		Females	113	1.54	1.053
Q12	Digital advertising offers convenience & speed	Males	96	1.57	.830
		Females	113	1.51	1.027
Q13	Digital Advertising facilitates personalized experience	Males	96	2.95	1.268
		Females	113	3.13	.950
Q14	Digital advertising is irritating	Males	96	2.40	1.252
		Females	113	1.53	.867
Q15	Digital advertising helps in better purchase decisions	Males	96	2.55	1.457
		Females	113	2.36	1.126

From Table 1 it can be seen that overall male users hold relatively favorable perception towards digital advertising as the mean values are higher than their female counterparts.

**Table 2: Independent Samples Test**

Perceptual Components		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Perception (Total)	Equal variances assumed	1.236	.134	5.572	207	.000	6.085	1.092	3.932	8.237
	Equal variances not assumed			5.802	184.513	.000	6.085	1.049	4.015	8.154

From Table 2 it can be seen that males have more favorable satisfaction towards digital advertising than females. The result shows that there is a significant perceptual difference between genders. It should also be noted that the equality of variance assumption has been met in all cases (refer Levene's test).

#### Impact of Gender & Age of e-users on Perception towards Digital Advertising

Attempts have also made to analyse the impact of both gender and age on perception towards digital advertising by employing ANOVA.

**Table 3: Tests of Between-Subjects Effects**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	2141.005 <sup>a</sup>	3	713.668	11.618	.000	.145	34.853	1.000
Intercept	130796.260	1	130796.260	2129.204	.000	.912	2129.204	1.000
Age	217.199	1	217.199	3.536	.061	.017	3.536	.465
Gender	544.762	1	544.762	8.868	.003	.041	8.868	.842
Age * Gender	22.025	1	22.025	.359	.550	.002	.359	.092
Error	12593.081	205	61.430					
Total	287040.000	209						
Corrected Total	14734.086	208						

a. R Squared = .145 (Adjusted R Squared = .133); Dependent Variable: Perception

b. Computed using alpha = .05

**Table 4: Levene's Test of Equality of Error Variances**

F	df1	df2	Sig.
1.751	3	205	.157

Dependent Variable: Perception

Table 3 shows that looking at the overall model F value and significance level, one can safely conclude that there is a significant impact of gender and age on perception towards digital advertising among the respondents. When analyzing individually it seems only gender has got greater effect on perception compared to age which is on the expected lines. The combined impact of age and gender on perception proved to be insignificant. Equality of variance assumption has been met in all cases (refer Levene's test in Table 4).

## CONCLUSIONS

Digital advertising is a happening vehicle of medium to stay connected with growing e-users of India. The present study attempted to figure out the e-users perception towards digital advertising. The results were highlighted the fact that e-users have favourable perception towards digital advertising and the male e-users hold relatively favourable perception than the female e-users. The impact of gender on perception towards digital advertising proved to be significant and age of the e-users seems to have little role to play shaping up the perception towards digital advertising.

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## AUTHORS PROFILE



**Dr. M. Kavitha**, M.Com. MBA, M.Phil, Ph.D. is serving as an Assistant Professor in Guru Nanak College (Autonomous), Chennai and qualified SET in Commerce and SET in Management with 15 years of UG, 11 years of PG Teaching and research experience (Masters and Doctorate Level). Recognized Research Supervisor of University of Madras. Currently 7 candidates are pursuing their Ph.D. under her guidance. Evaluator of academic projects and trainer for FDP. She has experience in providing coaching for Soft skills and Personality development programmes for UG and PG students. She is an Academic counsellor, Project Guide and Evaluator of IGNOU, Board of examiners of University of Madras and other universities and autonomous colleges. Executive Editor of *Guru Nanak Journal of Multi-Disciplinary Research- special issues*. To her credit she published more than 50 articles in reputed journals and conference volume proceedings, participated and presented several papers in many national and international conferences. She has successfully completed the ARPIT course of MHRD. She is a Women-in-charge of commerce department and Department Co-ordinator of IQAC. Organizing committee member of national and international conferences and serving as member in several committees and event organizer of various academic programme.



**Mr. P. Perumal** is currently pursuing his Ph.D. under the guidance of Dr. M. Kavitha, Assistant Professor in Guru Nanak College. He Completed his M.Com. Degree in First Class in Guru Nanak College. He is regularly presenting research papers in National and International Conferences. His articles have been published in conference proceedings and in leading research journals. He attended workshops and symposiums. His area of Research is Marketing.

