



FACTORS AFFECTING ONLINE ADVERTISEMENTS IN THANJAVUR DISTRICT

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ABSTRACT

The online advertisement sector is growing well in India. The online advertisement is using internet platform to advertise their client's products and services. This study was done in Thanjavur District. This research work has identified the factors influencing on online advertisement effectiveness in the study area. This study investigates the factors affecting the effectiveness of online advertising. The factors are entertainment, information, trust and attitude. There are 154 samples identified for this research work. The questionnaire was prepared and internet users are the target respondents in Thanjavur District. This study use convenient sampling method for data collection. The primary data and secondary data are used for this study. The five points Likert scale is used in the statements to collect the opinion. The factors entertainment, information, trust and attitude have positively correlated among themselves. The effective online advertisement techniques will attract more internet users to visit online advertisements which lead to purchase.

Key words: entertainment, information, trust, attitude, effectiveness, online advertisement

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1. INTRODUCTION

The internet changes our life in many ways. The traditional advertising has change into digital advertising. There is good scope for online advertising due to the vast growth of internet growth worldwide (Jaya & Gopinath, 2020). The online advertising companies are increasing year by year. The online advertising companies are providing excellent service for their clients. The online advertisement factors vary product to product (Usharani & Gopinath, 2020a). The multi-

national companies were using latest technology to develop online advertisements in the various internet platforms. There are various factors affecting online advertisements in India (Karthick et al., 2020a)

2. STATEMENT OF THE PROBLEM

There is a need to know the factors affecting online advertisements. The review of literature found various factors affecting online advertisements (Kavitha & Gopinath, 2020). The purpose of the study is to investigate the selected factors and their influence on online advertisements in Thanjavur District. After careful analysis of the review of literature the researcher has selected entertainment, information, trust and attitude for this study (Unnamalai & Gopinath, 2020)

3. OBJECTIVES OF THE STUDY

1. To identify the factors affecting online advertisements in Thanjavur District.
2. To evaluate the selected factors that affects online advertisements.
3. To measures the impact of entertainment, information, trust and attitude on online advertisements.

4. REVIEW OF LITERATURE

Schlosser et al., (1999) defined advertising online is a commercial information available in the online platform. Businesses need to keep their products visible to all. Aziz et al., (2008) studied the benefits of web advertising. There is a good business opportunities for web advertising. They have more options than traditional advertising.

Raney et al., (2003) studied the entertainment factor in the web. Consumers prefer entertainment advertisements. Teo et al., (2003) studied that entertainment is a major predictor for advertisement value. Rubin (2002) found information is a major factor for online advertisement. It affects the web advertising. The attitude is affected by information. Soberman (2004) studied information factor in online advertisement. The online advertisement carries information. This information creates product awareness and provides service details. Siau and Shen (2003) studied trust factor in mobile commerce. Trust plays a major role in online advertisement. Damon Aiken and David M. Boush (2006) studied the effectiveness of online market. The trustworthiness was considered by certification, source rating and implication. Ducoffe (1996) studied consumer attitude in online advertisement. Attitude directly affects the value of the advertisement. Wood (2002) found that there is an attitude change. It may be positive, moderate or negative. Dreze and Zufyden (1998) studied the effectiveness of online advertising. The online advertisement is an alternate method to reach more number of customers. Pavlov and Stewart (2000) studied the effectiveness of advertisements. The effectiveness is depends on consumer attitude and other factors. More effectiveness makes more reach ability.

5. RESEARCH METHODOLOGY

This study has used descriptive research design. There are 154 internet users selected for the survey. This study has chosen convenient sampling method to collect the primary data. There are thirty question used in the questionnaire. The secondary data were collected from books, journal articles, websites and other sources. The five point Likert scale is used to collect the respondent's opinion for the variables.

6. RESULTS AND DISCUSSION

The result section has three divisions. They are demographic profile, internet user preference and correlation analysis.

Table 1 Demographic Profile

S. No.	Demographic Profile	Options	Frequency	Percentage
1.	Gender	Male	96	62.33
		Female	58	37.66
2.	Age	21 to 30 years	64	41.55
		31 to 40 years	34	22.07
		41 to 50 years	33	21.42
		Above 50 years	23	14.93
3.	Income per month	Rs.5,000 to Rs.15,000	84	54.54
		Rs.15,001 to Rs.30,000	52	33.76
		Above Rs. 30,000	18	11.68
4.	Education Qualification	Less than 12 th Grade	23	14.93
		12 th Grade	32	20.77
		College Degree	74	48.05
		Professional Degree	13	8.44
		Others	12	7.79
5.	Marital Status	Single	96	62.33
		Married	44	28.57
		Others	14	9.09
6.	Occupation	Business	32	20.77
		Private Job	54	35.06
		Government Job	23	14.93
		Others	45	29.22

The demographic profile has six questions. They are gender, age, income, qualification, marital status and occupation. The percentage analysis briefs the details as follows. The gender has two options. They are male and female. 62.33 percent of the respondents are male and 37.66 percent of the respondents are female. The age has classified into four options. They are 21 to 30 years, 31 to 40 years, 41 to 50 years and above 50 years. 41.55 percent of the respondents are between 21 to 30 years, 22.07 percent of the respondents are between 31 to 40 years, 21.42 percent of the respondents are between 41 to 50 years and 14.93 percent of the respondents are above 50 years.

The income has classified into three options. They are Rs.5000 to Rs.15000, Rs.15501 to Rs.30000 and Above Rs.30000. 54.54 percent of the respondents are earning between Rs.5000 to Rs.15000, 33.76 percent of the respondents are earning between Rs.15001 to Rs.30000 and 11.68 percent of the respondents are earning above Rs.30000. There are five options used for qualification. The above table shows 14.93 percent of the respondents have studied less than 12th Grade, 20.77 percent of the respondents have studied 12th Grade, 48.05 percent of the respondents have studied college degree, 8.44 percent of the respondents have studied other courses. There are three options used for marital status. 62.33 percent of the respondents are single, 28.57 percent of the respondents are married and 9.09 percent of the respondents are in others category.

There are four options used in the research instrument for occupation. The table value shows 20.77 percent of the respondents are doing business, 35.06 percent of the respondents are working in a private job, 14.93 percent of the respondents are working in government job and 29.22 percent of the respondents are in others category.

Table 2 Internet User Preference

S. No.	Internet User Preference	Options	Frequency	Percentage
1.	Usage of Internet	Entertainment	47	30.51
		Socialize	64	41.55
		Information search	43	27.92
2.	Time spend	Less than 3 hours	54	35.06
		3 to 5 hours	78	50.64
		More than 5 hours	22	14.28
3.	Advertisement interest	Sponsorship	104	67.53
		Hyperlink	50	32.46
4	Response to the online advertisement	Ignore	66	42.85
		Attend	54	35.06
		Search the website	34	22.07

The internet user preference has four questions. They are usage of internet, time spend, advertisement interest and response to the online advertisement. The usage of internet has three options. 30.51 percent of the respondents are using internet for entertainment, 41.55 percent of the respondents are using for socialize and 27.92 percent of the respondents are using for information search. The time spend has three classifications. 35.06 percent of the respondents spend less than 3 hours, 50.64 percent of the respondents spend 3 to 5 hours and 14.28 percent of the respondents spend more than 5 hours. The advertisement interest has two options. 67.53 percent of the respondents are interested in sponsorship advertisement and 32.46 percent of the respondents are interested in hyperlink advertisements. The response to the online advertisement has three options. 42.85 percent of the respondents ignore, 35.06 percent of the respondents attend and 22.07 percent of the respondents search the website for advertisements (Gopinath, 2019b).

Table 3 Correlation Analysis

		ENTERTAINMENT	INFORMATION	TRUST	ATTITUDE
ENTERTAINMENT	Pearson Correlation	1	.092	.066	.245**
	Sig. (2-tailed)		.257	.419	.002
	N	154	154	154	154
INFORMATION	Pearson Correlation	.092	1	.447**	.132
	Sig. (2-tailed)	.257		.000	.102
	N	154	154	154	154
TRUST	Pearson Correlation	.066	.447**	1	.128
	Sig. (2-tailed)	.419	.000		.114
	N	154	154	154	154
ATTITUDE	Pearson Correlation	.245**	.132	.128	1
	Sig. (2-tailed)	.002	.102	.114	
	N	154	154	154	154

***. Correlation is significant at the 0.01 level (2-tailed).*

There are four variables identified for correlation analysis. The entertainment has positively correlates with information and trust. The information has positively correlates with entertainment and attitude. The trust has positively correlates with entertainment, information and attitude. The attitude has positively correlates with entertainment, information and trust (Usharani & Gopinath, 2020b).

7. CONCLUSION

This study analysis the demographic profile and internet usage pattern of the sample respondents in Thanjavur District. This study shows respondents are spending good amount of time for internet (Gopinath, 2019a). They are aware about online advertisements and also interested in advertisements. The variables entertainment, information, trust and attitude are positively correlates with each other (Gopinath, 2011). There is a good scope for online advertisers to attract internet users towards their advertisements in Thanjavur District

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