

## Attractiveness of Online Advertisement – A study on online buyers in engineering students

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**Abstract:** Financial Times and Business Week have assumed that India is poised to overtake US and China by the year 2025 in terms of GDP growth. India with a population of 1.3 Billion 1/6 of the world's population, is the ultimate destination of 'Idea Merchants'. Brand positioners have hit a goldmine in ever-increasing huge market of 300 million plus middle class to reach out. The new found economic prosperity is credited to ICT revolution. Internet marketing ties with creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing is the way of growing and promoting an organization's products using online media. Internet marketing does not mean just 'building a website' or 'promoting a website'. Somewhere behind there exist a website, a real organization with real goals. Internet marketing strategy includes all aspects of online advertising products, services, and websites, including market research, e-mail marketing, and direct sales.

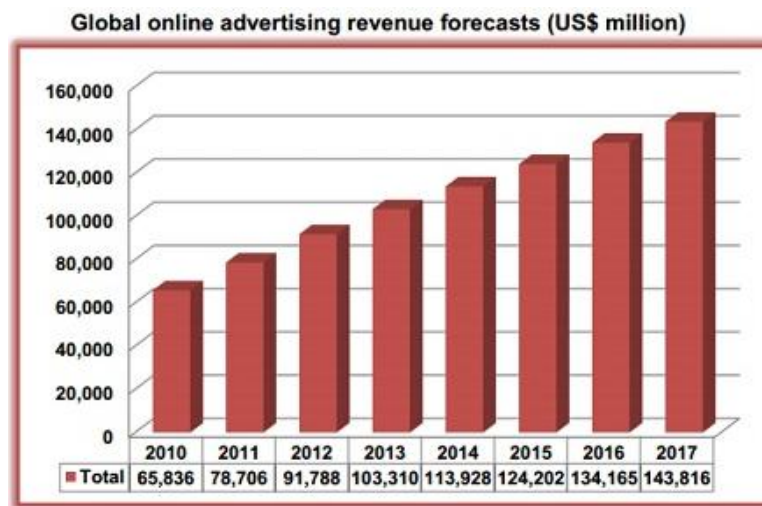
**Key Words:** Online media, internet design, website, online advertised products.

Date of Submission: 19-01-2018

Date of acceptance: 03-02-2018

### I. Introduction

Web advertising is a new tool of marketing, in which marketers increase sales and build brand awareness via the Internet. Unlike T.V., cinema & other visual ads channel web is a graphic media containing information in the form of text, pictures & hyperlinks. It provides a beautiful combination of web design, web software and web marketing: in fact complete online solution. Web advertising gives the chance to display message to thousands of Internet users who visit web sites. Or if one prefers to target a specific set of Internet users, one could display the message on select web sites which cater to one's target audience. The online advertisers revenue forecast is shown in Fig -1



Source: Digital TV Research

[Fig 1]

### Various advertisements methods

#### 1. Images:

The presence of image can be used as an integral part of message or just a peripheral item. The memorization relies on the fact that graphics information generates more mental codes than verbal information (Childers and Houston, 1984; Unnava and Burnkrant, 1991). Schweiger and Hruschka(1980) show, in a business to business

context, that the number of calls resulting from persons who saw the advertisement increased when the proportion of text relative to image size decreased. Singh, Lessig, Kim, Gupta and Hocutt (2000) stipulate that the positive effect depends on the fit of the image with the contents. Edell and Staelin(1983) showed that individuals exposed to announcements with framed image (that is, commented with the text that connects the image to the product), are more likely to remember and estimate the attributes of the product than individuals exposed to an unframed image. On the other hand, image presence can be an element of the vividness (Fortin and Dholakia, 2000) of the message. This vividness can increase the advertisement's effectiveness.

## 2. Animation:

People takes interest in an animated banner more than a static one which can increase a banner's click through rate. Animation can also help to communicate (Douglas Bowman, "Ad Banner Design" 1999), an idea that would otherwise require more words. The time limit for a animation can be between 3 seconds to 5 seconds since it should be absolute maximum amount of time it takes any animation to play, keeping in mind the difference in browser speeds. However animation should be used very carefully since the purpose of animation is to attract the visitors, not to irritate them. The key is to strike a perfect balance between too-long (which risks losing the viewer's interest) and too short (which might prevent the viewer from getting the entire message) duration. Some general guidelines for animated banner given by Grantastic designs say: The animation should be subtle enough to attract attention but should not be so ostentatious as to interfere or clash with the design of the web page you are advertising on. An animation66 that loops endlessly generally irritate visitors. Having the animation loop 7-10 times, leaving the main message on the last animation frame is better. Conversely, some visitors' stop a web page from loading before the banner animation has loaded, leaving only the first frame. Thus, it might be a good idea to have message come across in first frame if one knows that the web page that are advertising on has a long download time.

## 3. Use of "Click Here or Free"

Use of "Click here" or "Free" word leads to call to action which is proven to increase click through rates of Web ad. A call to action is a feature one can provide on Web ad that gives the viewer a path of action. Having the word appear in the Web ad can entice people to click on it. The word "Free" is an incentive to all audience. Naturally, it indicates that something of value for free (product, information, etc)

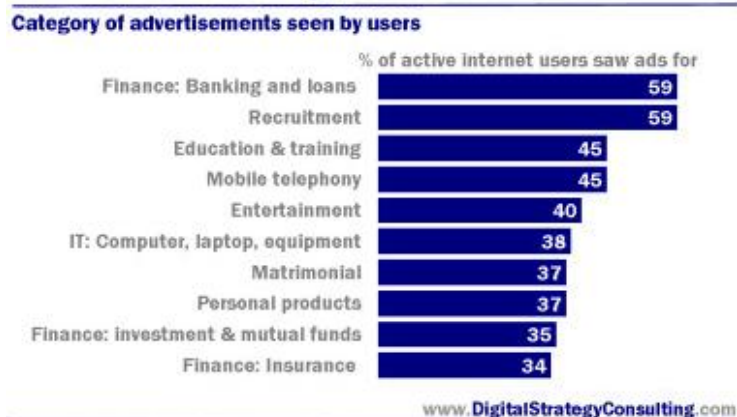
## 4. Frequency of changing Web ad design

The article "Tips from Yahoo" discloses that banner burn out after 2 weeks. So it is changed the look by changing the design. Changing the Web ad design after specific interval will attract the user and increase the click through rate.

## Indian Perspective

Internet advertising continues is the key mover over the five-year period, overtaking broadcast TV advertising as the most important medium with a 36.0% share of the total advertising in 2019. Internet advertising's CAGR of 12.1% will make it the fastest-growing segment of advertising over the forecast period, as brands continue to see value in its innovation and improving accountability, and the global ranks of Internet-connected consumers continue to expand. A primary driver of growth in overall Internet advertising will be mobile Internet advertising revenue. India also is now an emerging economy along with China in the world. In North America and Europe growth has reached saturation point prompting the world marketers to biggest investment opportunities in India [as shown in the sector wise use in Fig -2] and China.

### Online advertising sectors: India



[Fig 2]

India has become the proverbial gold mine for international and national brands for setting operations. Entrepreneurs are competing with each other to conquer the market for their fast moving consumer durables and perishables. In India, advertising is an Rs.10, 000 crore industry all set to speed up by leaps and bounds. Two of the most important developments in online advertising in the past decade also play directly to the Internet's strength of measurability: rich media and search engine advertising.

### **Types of Display Advertising**

There are many different ways to display messages online, and as technology develops, so does online advertising. Here are some of the most common forms used,

#### **1. Interstitial Banners**

Interstitial banners are shown between pages on a Web site. As one click from one page to another, one is shown this advertisement before the next page is shown. Sometimes, one is able to close the advertisement.

#### **2. Pop-Ups and Pop-Under**

As the name suggests, these are advertisements that pop up, or under, as the Web page being viewed. They open in a new, smaller window. One will see a pop-up right away but will probably only become aware of a pop-under after he closes his browser window. These were very prominent in the early days of online advertising, but audience annoyance means that there are now "pop-up blockers" built into most good Web browsers. However this can be problematic as sometimes a Web site will legitimately use a pop-up to display information to the user.

#### **3. Map Advertisement**

A map advertisement is advertising placed within the online mapping solutions available, such as Google Maps. This is used to locate the position of various establishments for the convenience of the consumer.

#### **4. Floating Advertisement**

A floating advertisement appears in a layer/upper portion of the content, but is not in a separate window. Usually, the user can close this advertisement. These are sometimes referred to as "Shoshkeles," a proprietary technology. Floating advertisements are created with dynamic hypertext markup language (DHTML) or Flash and float in a layer above a site's content for a few seconds. Often, the animation ends by disappearing into a banner advertisement on the page.

#### **5. Wallpaper Advertisement**

A wallpaper advertisement changes the background of the Web page being viewed. Usually, it is not possible to click through this advertisement by the visitor

#### **6. Banner Advertisement**

A banner advertisement is a graphic image or animation displayed on a Web site for advertising purposes. Static banners are graphics interchange format (GIF) or Joint Photographic Experts Group (JPEG) images, but banners can also employ rich media such as Flash, video, JavaScript, and other interactive technologies. Interactive technology allows the viewer to interact and transact within the banner. Banners are not limited to the space that they occupy; some banners expand on mouse over or when clicked on. It is one of the popular ways of advertising the product.

#### **7. Search Engine Optimization**

This form of Internet marketing seeks to promote a company's Web site by increasing its visibility on search engine results pages. Customers usually click results that are highly ranked. Companies can target different segments like image search, local search, and industry-specific vertical search.

#### **8. Sky Scrapers**

Sky-scraper ads have the same function and properties as banner ads, but the rectangular boxes containing them have a vertical rather than a horizontal layout. These ads usually appear on the right side of a page and are linked to the advertiser's Web site.

#### **9. Social Networking**

Companies have begun to advertise and promote themselves and their products and services on social networking sites, where they can get direct access to a community of potential customers. This kind of advertising works best when it results from word-of-mouth or when a group exists for people who want to know what is happening with a company or product.

#### **10. Sponsorships**

To gain visibility, companies can sponsor a Web site or a certain section of a Web site where their ads appear. The Web has adopted this concept from the real world, because it provides scope for better business opportunities. The combination of activity-based sponsorship and media-related sponsorship is an interesting mix that innovation has extended in new directions.

### **Payment Models for Display Advertising**

As well as a variety of mediums, there are also a number of different payment models for display advertising.

#### **1. Cost per Impression or Cost per Thousand Impressions**

Cost per impression (CPI) allows advertiser pays each time the advertisement appears on the publisher's page. The most common way of referring to this model is cost per mille (CPM), or cost per thousand impressions (the letter M is the Roman numeral for a thousand, or mille). In this method a campaign is normally priced when brand awareness or exposure is the primary goal.

#### **2. Cost per Click**

Cost per click (CPC) permits the advertiser only to pay when their advertisement is clicked on by an interested party. CPC advertising is normally associated with paid search marketing, also called pay-per-click (PPC) advertising. Banners can be priced this way when the aim is to drive traffic. It is also a payment method sometimes used in affiliate marketing, when the aim is to drive traffic to a new Web site.

#### **3. Cost per Acquisition**

The cost per acquisition (CPA) model allows the advertiser only pays when an advertisement delivers an acquisition. Definitions of acquisitions vary from site to site and may be a user filling in a form, downloading a file, or buying a product. CPA is the best way for an advertiser to pay because they only pay when the advertising has met its goal. For this reason it is also the worst type for the publisher as they are only rewarded if the advertising is successful. The publishers have to belief and depend on the conversion rate of the advertiser's Web site, something that the publisher cannot control. This model is not commonly used for banner advertising and is generally associated with affiliate marketing.

#### **4. Flat Rate**

Sometimes, owners of lower-traffic sites choose to sell banner space at a flat rate, that is, at a fixed cost per month regardless of the amount of traffic or impressions. This would appeal to a media buyer who may be testing an online campaign that targets niche markets.

#### **5. Cost per Engagement (CPM)**

Cost per engagement is an emerging technology in which advertisers pay for the rollover advertisements, placed in videos or applications (such as Facebook applications), and based on the interactions with that advertisement. "Engagement" is defined as a user-initiated rollover, or mouse over, action that results in a sustained advertisement expansion. Once expanded, an advertisement may contain a video, game, or other rich content. It happens without taking an Internet user away from her preferred Web page, and marketers only pay when an individual completes an action. CPM favors the publisher, while CPA favors the advertiser. Sometimes, a hybrid of the two payment models is pursued. Typically, high-traffic, broad-audience Web sites will offer CPM advertising. Examples include Web portals such as <http://www.yahoo.com> or news sites like <http://www.news24.com>. Niche Web sites with a targeted audience are offering more CPA advertising to advertisers with an appropriate product. These can also fall under the umbrella of affiliate marketing.

### **Ad servers and Advertising Network**

Types of advertising can be understood on a scale from more intrusive (and thus potentially annoying to the consumer) to less intrusive. In the same way, payment models can be scaled to those that favor the publisher to those that favor the advertiser. When planning a campaign, it is important to know how the advertising will be paid for and what kinds of advertising are offered by publishers. A lot of this can be resolved by using a company that specializes in advertisement serving, media planning, and media buying. Ad servers are servers that stocks advertisements and serve them to Web pages. Ad servers can be local, run by a publisher to serve advertisements to Web sites on the publisher's domain, or they can be third-party ad servers that serve advertisements to Web pages on any domain. Ad servers facilitate advertisement trafficking and provide reports on advertisement performance.

An advertising network is nothing but a group of Web sites on which advertisements can be purchased through a single sales entity. It could be a collection of sites owned by the same publisher (e.g., AOL, CNN, and Sports Illustrated are all owned by AOL/Time Warner), or it could be an affiliation of sites that share a representative. The advertising network works as an intermediary between advertisers and publishers and provides a technology solution to both. As well as providing a centralized ad server that can serve advertisements to a number of Web sites, the networks offer tracking and reporting, as well as targeting.

## **II. Objectives Of The Study**

When it comes to measurability, online marketing certainly has an advantage over traditional media, both real and perceived. The following are among the metrics by which sophisticated advertisers commonly measure the effectiveness of their online campaigns, post-click conversions, cost per conversion, unique reach of ads delivered, average frequency of exposures, frequency-to-conversion ratio, ad exposure time (rich

media), ad interaction rate (rich media), brand impact lift vs. control ad, (including ad recall, brand awareness, message association, brand favorability, purchase intent) The study is designed with the following objectives:

- 1) To know the various types of display advertising.
- 2) To explore the various payment models for display advertisement
- 3) To find out the reasons for preferring on line advertisement.
- 4) To offer valuable suggestions based on the findings of the study.

### III. Methodology Of Study

The primary data for the study was collected by using a structured questionnaire. The sample size for the study consists of 250 engineering college student of Berhampur, town Odisha. The questionnaire was prepared in such a way so as to gather data from the respondents, which will be helpful in attaining the objectives of the study. The collected data was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages

### IV. Tools & Techniques

#### Percentage

Ratio is very often expressed as percentages ratio established the relationships between two variables. In the calculation of percentages also one figure is taken as base and is divide by another number and multiplied by hundred.

#### Lickerts scaling technique

A5 points lickerts realing technique is used to find out more preferable features which attract the respondents towards features of the brand. Points were given as, Excellent: 5 points , Very Good : 4 points ,Good : 3 points Average : 2 points ,Poor : 1 point

### V. Analysis Of Results

#### Times spend in Online:

This table shows how many times spend in online in a day by the respondents. This factor is important to analyze the effectiveness on online Advertising.

Duration	Number of Respondents	Percentage
Less than Half Hour	38	15.2
Half hour to One Hour	78	31.2
One Hour to Two Hour	89	35.6
More than Two hours	45	18
Total	250	100%

[Source: Primary Data]

#### Kinds of Online Advertisement Seen before Online Purchase

Category	Number of Respondents	Percentage
Floating Advertisement	67	26.8%
Banner Advertisement	39	15.6%
Pop-up Advertisement	48	19.2%
Wall paper Advertisement	31	12.4%
Interstitial Banner	65	26%

[Sources Primary Data]

#### Impression of customer on Online Advertisement

Variable	Excellent X 5	Very Good X 4	Good X 3	Average X 2	Poor X 1	Total Score	Rank
Less Time Consuming	26[130]	17[68]	19[57]	10[20]	5[5]	280	1
Lower than Market Price	15[75]	10[40]	15[45]	11[22]	8[8]	190	2
Door Delivery	19[95]	11[44]	9[27]	9[18]	1[1]	185	3
Convenient to Order	15[75]	12[48]	6[18]	4[8]	0[0]	149	4
Brand Collection	10[50]	8[32]	6[18]	3[6]	1[1]	101	5

[Source Primary Data]

Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted advertising messages. Companies can take advantage of web advertising to complement their standard media and print marketing. The wide reach and continual exposure of online advertising work tirelessly to give businesses heightened visibility and audience contact.

Companies can differentiate their brand online with useful information, positive interaction for their website visitors and enhanced communication to attract new customers.

## **VI. Findings**

The findings based on the primary data collected are listed here.

1. The numbers of respondents who use internet daily for an hour are more as opposed to those who use the internet for two hours and more than two hours.
2. Most of the respondents prefer online advertised products more because it is less time consuming to search the product.
3. Out of all the different advantages of online advertisements, brand collection and convenient to order placement are least ranked by majority of the respondents.
4. It is found out that not many respondents spend time on online purchasing.
5. Even though only a few of the respondents have experienced online advertising fraud, almost all of the respondents are aware of online advertising malpractices.
6. Out of various displays adopted by Advertisers Floater & Interstitial Banner advertisements are attracted to by majority of respondents.

## **VII. Limitations Of The Study**

The main limitation of the study was time constraint.

- 1) The sample size is limited to 250 internet users and hence the result of the study cannot be taken as universal.
- 2) Findings of the survey are based on the assumption that the respondents have given correct information.
- 3) Some of the respondents were hesitate to answer.
- 4) The study was conducted only in Berhampur town, Odisha. And therefore, several potential samples outside the city were neglected.

## **VIII. Suggestions**

The number of companies advertising online is soaring, but even then fraud and deception may reduce consumer confidence. Therefore, it should be ensured that products and services are described truthfully in online advertisements.

1. Trust or confidence can be built in online business by using testimonials with the permission of customers.
2. To avoid interference in work, advertisements should be designed to meet the preferences of target customers or target audience.
3. Use of multi-media' and use of banner advertisements give viewers a chance to interact with banners which helps in online advertising.

## **IX. Conclusion**

The study titled 'Attractiveness of Online Advertisement – A study on online buyers in engineering students' reveals that the most effective media of advertising is online advertising. Internet advertising gives enhanced awareness of companies. It is an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. The main problem related to this is the interference of online advertisements in the work of people and the fear of falling prey to online advertising fraud and malpractice. As people get more accustomed to finding product information on the web, more and more readers will actively seek out Internet advertising sites. As advertisers are challenged to reach consumers in a fragmented media world, "experiential marketing" metrics such as "time spent" and "brand interaction" will become more relevant, both online and offline. There are many signs that advertisers are starting to get the message, and once again the Internet marketing community is leading the way. Stengel's phrase "permission marketing" is now almost synonymous with best practices in opt-in email marketing, which stands in stark contrast to spam. Finally, for ad agencies, more creative ad programs and more attention paid to ad effectiveness means higher margins and less likelihood of formulaic ad models being farmed out to the lowest-cost production houses.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Dr. Susil Kumar Sarangi "Attractiveness of Online Advertisement – A study on online buyers in engineering students." IOSR Journal of Business and Management (IOSR-JBM) 20.1 (2018): PP 71-77.