Digital Advertisement: - Student's Perception

Mrs. Jyoti Harchekar[1],
Assistant Professor,
Department of Management, Tilak Maharashtra Vidyapeeth, Pune
jyoti.thorat@gmail.com
Dr. C Sunanda Yadav[2]
Professor and HOD (Phd Department), Tilak Maharashtra Vidyapeeth, Pune

Abstract

The tremendous advancement of the global network, the proliferation of the internet, created an immensely competitive route for advertisers and business owners to get cheaper prices and high advertising revenue. A large volume of advertisements, followed by harmful impacts on consumers, has been published by advertisers today. This paper examines today's advertisements on the Internet and the harmful effect on web usage of internet advertising. The paper aims to analyze online influences that influence the perception and behavior of Internet advertisement consumers. The online survey was carried out among 107 participating Internet users at Tilak Maharashtra Vidyapeeth, Pune. The findings reflect the steady rise of the last 4-5 years of online advertisements. Many respondents consider online advertisements are distractive / invasive, noting that online advertising accounts for nearly all internet and social website privacy concerns. The study also reveals that users' attitude towards internet advertising is negative, the most upsetting among online marketers being especially pop-ups, video ads and diverted advertisements. The study finds that the general perception of online advertisements by Internet users is unfavorable and suggests that it should be improved.

Keywords: Online Advertisements, Negative Impact, Ads, Commercial Mindset, Worldwide Site, Poll,

Hypothesis:-

1) Now a day's E-Advertisements are interrupting

2) Most of the privacy issues are due to online advertisements.

Objectives:-

1. To understand the E-advertisements impact.
2. To note the view points of Students regarding online Advertisements.
3. To understand the Privacy issues with regard to Online Advertisements.

Introduction: -

Today's Internet is simply a part of the lives of people. Based on emerging information and networking technologies through the Internet network, smart phone-mediated connectivity has transformed the way people stay in contact and the way corporations conduct business. Digital stimulus, the worldwide infrastructure of interconnected data networks, has improved immensely in such a way that stuff on which a whole day has been spent can now be done in a few clicks thanks to the power of the Internet. Over the years, the historical value of the Internet and its rapid growth has provided an important outlet for advertisers and businesses to sell their goods around the world.

The popularity of online advertising (e-marketing) has risen exponentially over the past 15 years. One of the world's newest and emerging marketing devices is e-communications. Marketers who invest 10 percent of their success targets are three times more likely than their sales targets to reach 25 percent or higher. This includes the creative use of internet technologies in different languages to produce catchy commercials, formats and e-shops where the product can be shown, advertised and sold, with the use of various visuals, illustrations, text, etc. Email, social media, display ads, search engine optimization, and so on are web marketing methods and tactics. Internet ads are targeted at attracting clients through the platforms where they spend time reading, browsing, shopping or socialising online.

Literature Review

Research by Moore and Rodgers (2005) found consumers do not trust the information gathered on social networking sites through online advertising. The results showed four precedents of advertising avoidance in the online social networking environment: consumers believe that online social networking sites lack credibility and perceive that there is little policing of advertising claims on this medium; previous negative experiences or expectations of negative experiences due to word of mouth.

Harchekar, J. S., & Kandalgaonkar, S. R. (2017). "Impact of technology on retail grocery business of pune". Found that the An increasing number of people use the Internet, and in many cases they are unaware that information is being collected from them as People are concerned about privacy and security issues due to the widespread use of cookies and web bugs on websites by net advertising companies that can obtain personal information such as purchasing habits, email and other personal information. The research showed that 66 per cent of the 140 websites analyzed in New Zealand received any customer personal data.

Harchekar, J.S. (2018) Impact of Social Media on Society, found that, online ads, particularly pop-up ads, are perceived by social media users as intrusive and ineffective. Social media users have a negative attitude towards pop-up ads, owing mainly to their obstructive nature. The study also shows that pop-up ads have little impact on social media users' purchasing behaviour, as a negative attitude towards pop-up ads has been formed. To put it another way, the products/services advertised via pop-up ads do not appeal to these users. Based on the study's results, it may be concluded that pop-up ads are not effective in influencing social media users' buying behaviour.

Digital Advertising

Gradually advertisers transferred their expenditures away from traditional advertising (e.g., cable, newspapers, and magazines) to digital advertising. Adobe advertisement spend is set to grow from $83 billion in 2017 to over $129 billion by 2021 according to DBM's report. The Internet provides several advantages such as increasing performance, reducing costs and offering more accessibility on a global network. The advent of the mobile has only intensified this transition, because the way smart-phones access content has profoundly changed. The annual app penetration rates are up 64 per cent and internet ads accounts for $37 billion of overall ad spending of $73 billion (51 per cent) as per the Digital Marketing Depot (2017). At the moment the position of online advertising is crucial. Today Internet browsing is a regular activity; consumer access to

online advertising is similarly constant as well, which is likely to be the most significant source of revenue for such a website. Advertising can foster good qualities, attitudes and habits such as sociability, empathy, kindness, loyalty, ecumenism, personal prosperity and welfare (Holbrook, 1987). In comparison, advertisement is also a force that disrupts the surfing practices tourists have been engaging in. Unintended effects that contribute to its focus on a variety of negative attitudes including materialism, indifference, irrationality, selfishness, fear, social competition, personal interest, powerlessness, and lack of self-respect have been criticized (Pollay, 1987).

In the last few years the number of advertisements has increased. According to the 2016 Ad Blocking Report, 91 percent of people claim ads are more intrusive today than before, 87 percent report more ads in general than 2–3 years ago and 79 percent feel they're being tracked by retargeted ads. For example, Gibbs (2008) recorded instances of accessibility of news websites due to advertising, such as causing the user to forget his or her position and perceiving the text below the ad as a whole new story or users failing to locate the 'close' button to get rid of a pop-up ad.

The attitude of customers towards online advertising has changed; the effectiveness of advertisements has been broken. It is one of today's marketers' biggest challenges. Website advertisement is important for the advertising industry but it also gives Internet users a negative attitude (Cho & Cheon, 2004). As the number of advertisements has doubled over the past few years, as they visit websites, people willingly or intrusively come across advertisements very frequently (Chatterjee, 2008).

Some studies indicate that the efficacy of online ads is being called into question, indicating that people's attitudes towards it are not as positive as anticipated. Accordingly, the aim of this research is to investigate the latest changes in Internet users' relationship to online ads and the factors that cause these changes coupled with the consequences that trouble users.

Impact of Various Online Advertisements:-

Along with the rapid growth of online advertising popularity, it continues to be plagued by problems of fraud and viability, as well as low creative standards, less efficiency, etc. Some people say that advertisement on the Internet has certain underlying issues which are hard to correct. The problems it produces are poor click-through rates (0.1 percent on display ads), widespread click manipulation and poor viability (only half of the advertising actually seen by users served online). Concerns have also been raised regarding the 'creations' nature of retargeting, annoying pop-ups and the widespread use of ad-blocking apps. The that arguments against Internet privacy concerns that most online consumers know very sensitive issues are often ultimately related to marketer ads (Chung & Paynter, 2002).

There are numerous varieties of online ads that distract people from their primary intention to be online. According to Page air Report (2016), 298 million users are taking advantage of AdBlock browsers on their smart-phones. However, according to Chapman (1998), online ads should ideally be part of an online media strategy which should include specific targets, targets and target markets with a separate online marketing budget to make it more effective.

The most common formats of online ads are as follows:

Display Advertising:-

It evolves from a simple type of banner advertising, integrating visual advertisements on third-party websites (floating banners, pop-up ads, images, flash advertisements, etc.). While banner advertisements are dominant in Internet ads, their effectiveness remains debatable. Benway and Lane (1998) found that web users appear to avoid looking at these ads even though they are designed to attract attention—a phenomenon called 'banner

blindness.' Internet users are now so used to seeing them that they have created and overlooked a kind of banner blindness. 54% don't press banner advertising because they don't like them (banner sack). In 2013, Nielsen reported in his study 'Trust in Advertising' that online banner ads are one of the least trusted forms of consumer advertising that fall even behind traditional ads, such as in newspapers or magazines. Coupled with banner ads, pop-up ads have been putting a lot of pressure on lately because people think they are irritable. A report from last spring's statistical research claimed that pop-ups are 50 percent more likely to be noticed than banners, but also 100 percent more likely to be considered disturbing and intrusive. Pop-ups are one of the main factors distracting users and driving them off websites. Various pop-ups littered all over websites easily affect the reputation of the brand.

Social Media Advertisements

It is not only an open but also an important marketing arena for advertisers. Social networking ads, which are somewhat similar to display advertising, may be anything from a basic banner or image to an autoplay video. While social media marketing is indispensable and social media advertising budgets are growing year after year (2018, 23 per cent), advertising criticism is also increasing (CMO Survey). Particularly, when users come across some Facebook or Instagram product advertisements, they get annoyed by those advertising. Even, because of the vast number of advertisements on Facebook, most Internet users lost interest in this social media website claiming that it has become only advertisements. 45 percent of the American users used ad blockers in 2017, and hence the utilisation of adblocking apps has been popularised. In China, 54 per cent of users block most ads; it's 18 per cent in Japan, 67 per cent of which marketers use Facebook (Edison Research, 2017). Cambridge Analytica claimed that a famous social media website sold a large amount of user's private information to third-party sites through the use of cookies during the recent facebook crises of privacy issues.

Ethnic Announcements

Ethnic Announcements are those sponsored listings which appear on your Facebook feeds at the end of blog posts and are posted to other social media. While there is not that much disapproval rating of these advertisements in statistical reports, this is also because nearly half of consumers have no idea what native advertising is and about such consumers, and 51% of those consumers are skeptical about it. In a Trusted Media Brands survey, 44% of respondents called native advertising a 'less intrusive ad format' and 27% quoted the 'better user experience' of native people (Marketing Land).

Video Releases

This advertisement contains several formats, types, and content options, especially Youtube video ads that have received higher popularity. Although 52 percent of advertisers agree that video is successful for brand recognition (although it's too costly ad format; Wyzowl, 2016) and consumer demand for video sharing improved (70 percent of users report sharing a brand video with a friend or on their social media channels; Wyzowl, 2016), there are a variety of concerns about this advertising as well. Pre-video ads (with and without skiping) and autoplay video ads are at the highest rate after pop-ups in the list of the most ad-dislike formats (Fessenden, 2017).

Retarget advertising

Advertising of the same product or service to those who already know about it is one of the most annoying and distracting adverts for Internet users nowadays (especially on Facebook , Google and Twitter). The Consumer Survey carried out by InSkin Media found that the two main responses to a retargeted ad were annoyance and28 International Journal of Marketing and Communication of Business Volume 8 Issue 2 & 3 April & July 2019. If adverts are displayed five times, an ad becomes annoying and intrusive; the dominant reaction

becomes when anger is shown ten times. Based on the data, 55% of customers put off buying, 53% get irritated and only 10% buy while users see retargeted advertisements

Personal Email Announcements

That is the easiest and most cost-effective way for companies to communicate individually with their customers. This form of interactive communication is becoming increasingly popular and bringing increased revenue. It also has many disadvantages though. The consumer becomes annoyed and rather unsubscribe due to the huge number of emails from businesses; 55 per cent of email users admit to hitting the spam button instead. A large number of emails sent by online shopping companies several times a week remain unopened and are deleted directly without consumers reading, without clicking on them

Research Methodology and Data Analysis

The quantitative analysis approach is used to achieve the aims of the study. Among 107 active Internet users in India, a descriptive research design was carried out in the form of an online survey. The research examines the impact of online advertising on attitude-based measures of Web users, using Google forms to construct the questionnaire. On a five-point Likert scale, the elements used to assess the effects of online advertising were coded, ranging from strongly disagree (1) to strongly agree (5).

Research Sample

In this analysis, the students of different courses currently studying in management department of Tilak Maharashtra Vidyapeeth Pune city, India, are considered as the sample of study. For this research undertaking, students are considered appropriate as they communicate regularly with various websites and social media. The online survey was sent to 107 students about current internet ads and its impact on users via email and social media. A survey questionnaire consisting of 11 questions was prepared in English and was divided into two parts. In Section A, the standardized questionnaire consisted of the impression of users of online advertising, and Section B was scaled to examine the impact of online advertising on users and their attitudes towards them, as well as socio-demographic factors such as age, gender, education, and Internet interactivity. During December 2020, primary data was obtained from the respondents

Measures:-

The questionnaire was in two segments. Segment A captured information about the respondents such as information regarding: - Age, Gender, Educational Qualification, Profession and Frequency of Internet Interaction.

Segment B captured information on independent variable: – Remarkable increase in Internet Advertisement over last 4 to 5 years, E-Advertisements are interrupting, Social Media with Largest number of E-Advertisements, Most of the privacy issues are due to online ads, are Advertisements are more unwanted, consumer Views about the E-advertisements.

Data Analysis and Findings

Demographic information of survey participants is presented in Table 1. Out of the total number of respondents, 46% were male and 54% were female. The most active age group of students was 18–24 years (76%) followed by 25–34 years (16%). In terms of educational qualification, master students were in majority (22%). Bachelor students consist of 56% of the total respondents, followed by secondary students (22%). As can be seen from the collected data, survey respondents frequently interact with the Internet. 36% of the students daily surf Internet for 3–4 hours and 27% for 5–6 hours in a day. Interestingly, 12% of the students interact whole day with the Internet.

Data was analyzed through descriptive statistical methods with mean and standard deviation, thus, it can be concluded that the instrument used in this study was consistent and reliable Participants were commerce students in the Department of Management, Tilak Maharashtra Vidyapeeth, Pune who have enrolled in the course Commerce. Ninety-six students filled the questionnaire their demographic characteristics are shown in Table 1.

A questionnaire has been given to students to investigate the students' perceptions of the online assessment.

This questionnaire was structured to obtain information about the students ' application awareness and previous online assessment experience and their review of specific components such as user interface, learning method results and use of the website's online evaluation system. The questions were of; Likert five-point scale items from strongly agree, agree, neutral, disagree, to strongly disagree. Reliability refers to the time permanence of the responses.

Table 1: Respondent Profile

Demographics											
Age	**No.**	**%**	**Gender**	**No.**	**%**	**Education**	**No.**	**%**	**Profession**	**No.**	**%**
18-24	81	75.70	Male	58	54.2	Bachelor	61	57.0	Student	82	76.6
25-34	17	15.90	Female	49	45.8	Secondary	23	21.5	Public Sector	03	02.8
35-44	08	07.50				Master	23	21.5	Private Sector	22	20.6
45-54	01	07.50									
55-64	00	00.00									

Table 2: Frequency of Internet Interaction

Frequency of Internet Interaction	No.	%
1–2 hours	23	21.5
3-4 Hours	25	23.4
5-6 Hours	24	22.4
Whole day on the internet	27	25.2
sometimes I check my accounts	27	25.2

Perception of Users about Online Advertisements

The understanding of Internet ads by a respondent plays an important role in knowledge and ability to communicate in consuming practises. The goal of the analysis is to investigate how many Internet users in India have knowledge and understanding of today's online ads on different websites. Respondents find that more Internet commercials than ever are used by them. Marketers have boosted global internet ad investment and the number of internet ads has risen over the past 4-5 years. The five-point Likert scale was used in this analysis to assess the respondent's responses. Over the last 4-5 years, 1 presents a remarkable rise in Internet ads.
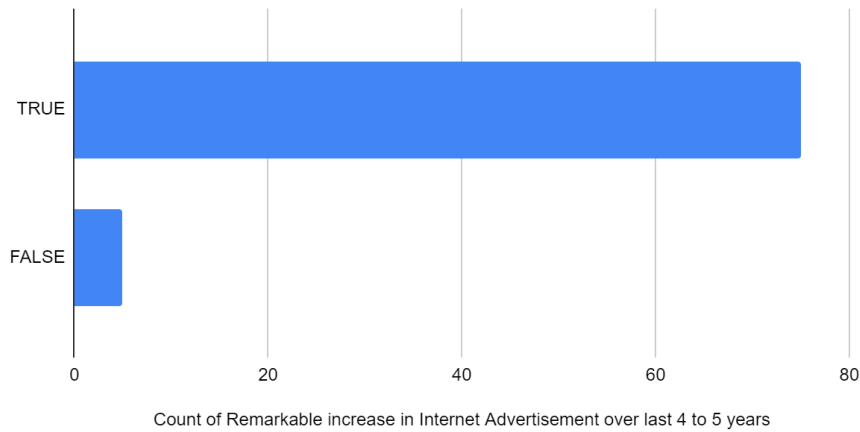
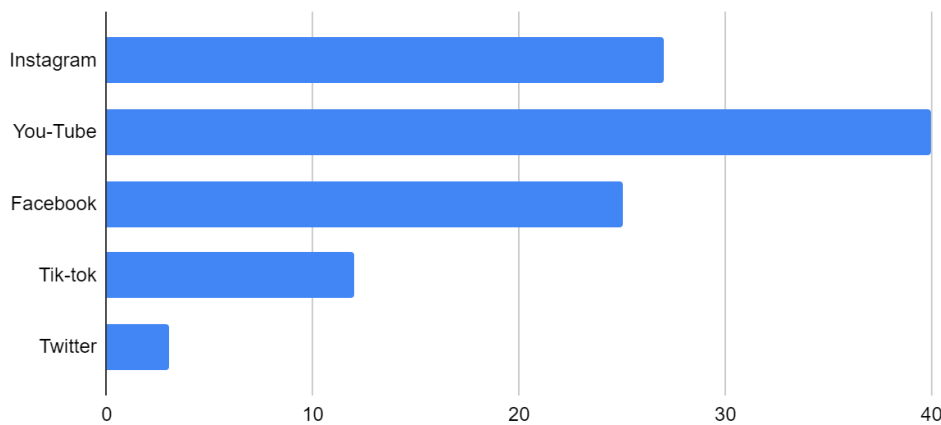Fig. 1: Remarkable growth in internet ads over the last four to five years

Fig. 2 Social Media with the Largest Number of Internet Advert

Table 2: Opinion of Online Advertisements by Users

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	count	%	count	%	count	%	count	%	count	%
Now a day's E-Advertisements are interrupting	19	17.76	35	32.71	13	12.15	01	0.93	00	00
Most of the privacy issues are due to online ads	24	22.43	41	38.32	31	28.97	09	8.41	02	1.87

The Attitude of Users towards Online Advertisements

The important part of our research is to determine the effects of today's online advertisements on Internet users and how they react towards it. To know this, the researcher presented several most well-known types of Internet advertisements and their effects on users. The attitude of Internet users towards online advertisements has measured on the seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree). The five most well-known types of online advertisements are used as items: pop-ups, video ads, banner ads, text ads and email ads. The results are presented in Fig. 3. As evident from the figure, it is clear that pop-up advertisements are the most unwanted among other online advertisements. Ninety-one respondents assured that they strongly dislike this online advertisement. Video advertisements are the second most unwilling online advertisements (67 Respondents) after pop-ups. For banner ads, 50 respondents strongly dislike them, 30 like them and 17 had a neutral response towards them. The interesting point here is that the simple text ads have a more positive attitude than negative to users. Forty-one respondents replied that they like text ads, 37 strongly dislike them and 27 had a neutral response towards them. The results for email advertisements are as follows: 66 dislike them, 45 had a neutral response and 21 strongly dislike them.
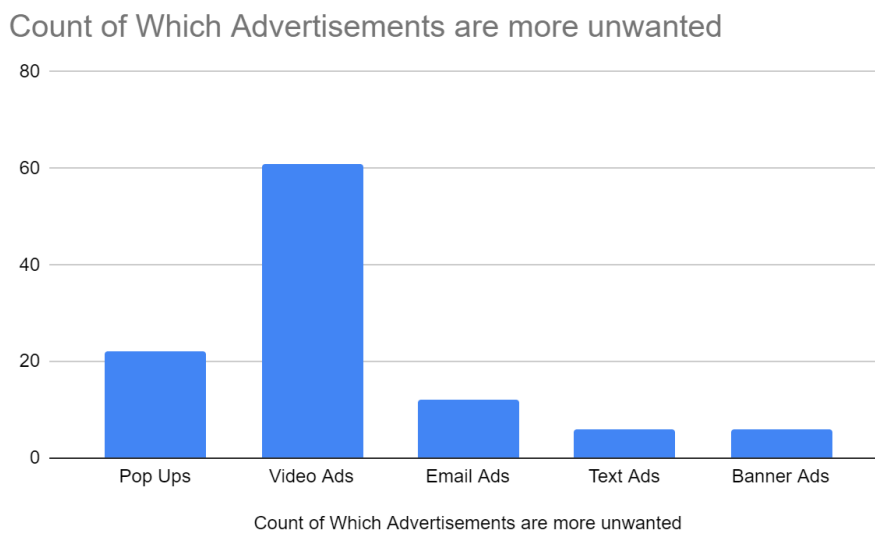

Fig. 3: Advertisements are more unwanted

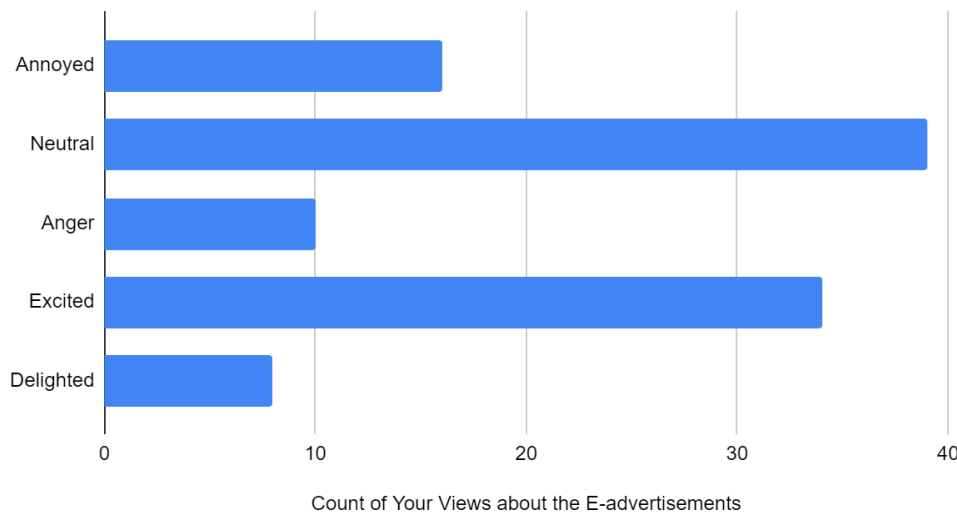Count of Your Views about the E-advertisements

Count of Your Views about the E-advertisements

Fig. 4: The Reaction of Web Users towards Retargeted Advertisements

Conclusion

In view of today's online advertising on different websites and social media, the intent of this study was critically evaluated due to the increased number, intrusion, disruptive existence, disruption and diversion that negatively affect the attitude and behaviour of web users. The study showed that currently, the number of Internet ads has increased and comparatively harmful side effects have also increased. The bulk of online ads are noisy and destructive, according to the reactions of Internet users in India, often interrupting them from operating openly online. In addition, they reiterated the argument that much of the privacy concerns are due to online advertising. The research also showed that the most undesirable commercials for internet advertising are pop-ups and video ads. Retargeted ads, in particular, create frustration and dissatisfaction among consumers. It is also important to remember that Internet consumers are not actively opposed to web advertising; they have a favourable point of view and are assured that some of them are beneficial. The study concludes that the general view of Internet users about online ads is neutral, including that it should be enhanced and that existing harmful consequences should be avoided. Advertisers should advertise of measurements on internet pages, without interference and duplication, obeying the privacy policy guidelines and respecting users' preferences.

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