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A STUDY ON DETERMINANTS OF ONLINE ADS QUALITY

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ABSTRACT

Recent years are a testimony to the astonishing development of the Internet, an increasingly important factor in current lifestyle. Internet advertising, as well, has seen a similar development, since marketers' online advertising budgets are growing as the years go by. In this study, I also characterized the respondents with respect to their preferred type of advertisement. The online ads quality should be measured based on the various factors like content, time limit and location factors. Everyone feels irritated by online ads that they think ads are distractive and misleads them. The results of the latter showed that the number of clickers on banner advertisement is higher than that of pop-up advertisement, and that its efficiency rates are higher as well. Clearly, Internet advertising is different in some fundamental ways from other forms of advertising. Researchers and practitioners seem to have identified four key differences. Traditionally, marketers have talked about the need for setting different kinds of objectives for advertising and marketing based on the notion that advertising works on the communication aspects of the hierarchy (e.g. awareness, attitude) while marketing works on the higher-level behavioral goals (e.g. purchase, brand loyalty). Advertising traditionally took place in the media while the retail environment was the place to focus on changing behaviors.

KEYWORDS

online advertising, effectiveness of online ads, determinants of ads quality.

INTRODUCTION

With the introduction of internet in our daily life, it has become a need for everyone. People use internet for everyday tasks. Internet is no longer just a medium of getting information for people. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. Every day, several new websites are being introduced covering different sections like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites every day from different parts of the world. Another important place for advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name. While traditional offline advertising is used by many companies to drive customers to their websites, many businesses are trying online ads (such as banners, pay-per-click ads, pay-per-call ads and pop-ups) in e-newsletters, on compatible websites, on search engines and in online versions of newspapers and magazines as a way of reaching people who use the internet for shopping or to gather information. While online advertising is still new to many, you can take heart in the fact that the same design and content requirements and guidelines translate well from traditional advertising to online ads. In fact, your newspaper print ads can simply be duplicated in the online version of the publication you're advertising in as long as you include a link to your website. Color, fonts, the size of your ad(s) and your message will all play the same critical role in getting your ads noticed and, more important, responded to. No one wants to have to wade through too much text to understand an ad's message. So present your message concisely and clearly, and relate it to an emotion or a situation shared by the consumers you're trying to reach. As with traditional ads, online ads must be placed where the right people will see them ("right people" meaning the consumers you want to reach). So choose your placements according to age and gender, interests, hobbies, and all the psychographic (income, education, hobbies, etc.) information you use when you're buying ads in television, print or radio.

Center gatherings can help you decide the look of your promotions so they draw in the purchasers you truly need to reach. Pulling in the eye starts things out - remember that what they see thinks about straightforwardly your organization. Make certain that when they get to your site or call you, they're not frustrated with that "next stride." Your site must load rapidly, be effectively explored, and not require an excessive number of structures to finish or involve an excessive number of ventures to get to the last request or look at or call. Individuals noting your telephones must be educated, useful, brisk and ready to precisely catch data, take requests and offer data on different items or administrations you have accessible.

Pay-per call advertisements are new, however consider how engaging this is for a customer or planned customer who needs an answer now or necessities to make a buy now to have the capacity to make a brisk call and deal with their squeezing need, instead of tapping on a pennant and being directed to your site where they may need to fill in an enrollment frame and afterward send you an email and sit tight for an answer.

Consumers. Advertising can be through a variety of media, namely electronic media and print in making the ads need to understand the direct purpose of advertising is to create the effect of advertising because communication is a process of communication which in turn will help the sale. Advertising is the message of a brand, product, or company submitted to the audience through the media (SIH, 2010: 12). Effective advertising is not just conveying information, but also convey the message that will generate a positive image for media. In this study will take the electronic media, especially advertising on the internet. The utilization of the web as a limited time publicizing today is exceptionally fascinating on the grounds that it depends on the advancement of Internet clients are extremely fast and huge increment consistently making the organization started to consider utilizing the web as a medium to advance their items. Through the web little, medium or extensive can give item data, value, buy terms, requesting and installment, and conveyance of products to clients, forthcoming purchasers, and business accomplices around the globe Internet media fills in as an approach to achieve clients without being restricted space and time, and wound up plainly mainstream in the realm of business today. Web based publicizing is normally found on a site made by the organization that means to limited time exercises. For that in this review embraces a web based promoting model proposed by Yazer Nasdini on in making an online ad should have the component substance and Communicate. Calculate content web based promoting is the means by which to outline the substance of the advertisements may pull in the consideration of Internet clients both as far as appearance and design of the advertisement while components Communicate contains about how web based publicizing can give clear and precise data to shoppers.

OBJECTIVES OF THE STUDY

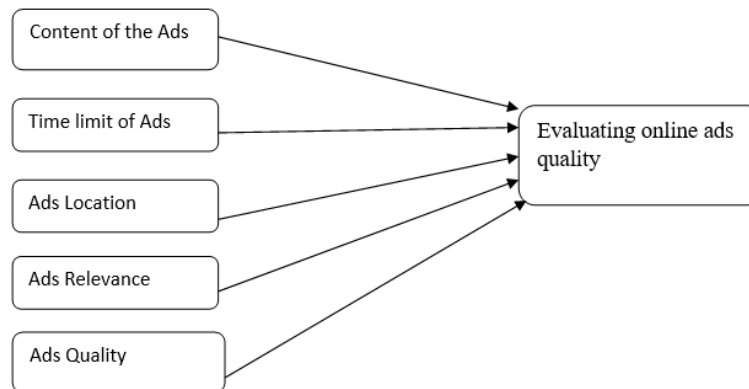
The study is designed with the following objectives:

1. To know the best media of promotion.
2. To investigate and distinguish elements of online advertisement quality
3. To discover the purposes behind leaning toward on line notice.
4. To offer significant proposals in light of the discoveries of the review.

LITERATURE REVIEW

In this review isolates into two sections which must be possessed by web based promoting are: Communicate variable and component content. Impart variable is the manner by which an online promotion highlighting a data and correspondence about the item with the goal that clients acquire data about existing items in the commercials, comprising of intelligence and availability. Intelligence in internet promoting media is the degree of two-way correspondence that alludes to the capacity of shared correspondence amongst sponsors and buyers, and the reaction to the info they receive. In its initial days publicizing was available in print media like daily papers and after that on other support such as TV. With the Internet insurgency, promoting has moved to another channel with significantly more conceivable outcomes to impact and induce clients. It is anticipated that the web based promoting industry will grow three times quicker than promoting in whatever other media. Informal communities are utilized as an advertising instrument for a wide range of purposes. Those promoting organizations utilize these locales to pick up data on their objective market, and how individuals feel about their items. They can likewise utilize these locales to pick up data on their opposition. Independent companies may likewise utilize these destinations to advance their image. The most profitable piece of promoting utilizing Social Networks is that it permits individuals to showcase their administrations to a vast market at no cost. Face book alone has 750 million clients and every client burns through 15 hours 33 minutes on a normal consistently on Face book. Subsequently Social Networks can achieve a mass market for nothing out of pocket. One expansive advantage to showcasing on Social Networks is the sharing element. Clients of these systems tend to share things that are important to them, or that they trust their companions will discover fascinating. Informal communities are additionally gainful to organizations who are wishing to make email records to send coupons or promotions through the mail. Organizations may post releases on sites urging individuals to agree to accept their day by day bulletins, and so forth. Advertisers are additionally ready to screen how individuals are survey their brands, what their rivals are doing, and how clients are review the opposition. The term openness is for the most part identified with how clients can get to the data and substance of web based publicizing. Entertainment is the ability of advertising to give pleasure or entertainment to consumers while inserting advertising information. (Ducoffe, 1996; Wang & Zhang, 2006; Wang and Sun, 2010; Mir, 2012; Yaakop, Helmsley & Gilbert, 2011). It deals with how advertising can influence consumer attitudes to entertainment or an attractive appearance that can make consumers interested in advertising. In formativeness an ad ability to supply information to consumers, so as to give a true picture of a product. For instance, the content for a picture of a publicizing content, download speed and discoverability (Godwin - Jones 2001; Hackett et al, 2004; Hackett and Parmanto, 2009). Figure substance is the means by which the shape, design and representation are shown by web based publicizing that pull in clients to see online advertisements, comprising of: engaging, in development, bothering, believability. Diversion is the capacity of promoting to give delight or excitement to shoppers while embeddings publicizing data. (Ducoffe, 1996; Wang and Zhang, 2006; Wang and Sun, 2010; Mir, 2012; Yaakop, Hemsley and Gilbert, 2011)

RESEARCH FRAMEWORK



HISTORY OF ONLINE ADVERTISING

In its 17-year presence, Online Advertising has turned into the quickest, and a standout amongst the best promoting mediums ever. Today, it is one of the basics of an effective business, a media stage that permits communication with clients in the most inventive and intriguing ways.

The Origin of Spam: By 1980, online advertisers had charged from_ flooding Usenet gatherings to conveying messages, a practice that proceeds up until today. The quantities of spam messages that are sent each day is an astounding 90 million. As a promoting method nonetheless, spam messages have little adequacy since the majority of the clients scarcely read any Banner commercials: The year 1994 saw the main online notice that was immediately trailed by a time of experimentation on sponsor and distributor notice arrangements and innovation. This underlying stage finished with the dispatch of one of the principal commercial advances, the double tap in 1995. In the late 1990s, billions were put resources into online promotion. Standard notices today, are not viable web based publicizing mediums. With significant planning required, they are tedious and costly to make.

METHODOLOGY

The specimen size is of 120 respondents. Information for this review was gathered utilizing a self-regulated survey that was conveyed to respondents specifically through mail and printed copy of poll and sufficiently given time respondents to fill the poll to lessen inspecting blunder. Poll is developed in built in a transmittable dialect.

QUESTIONNAIRE DESIGN

The survey is precisely intended to meet the prerequisites of the exploration. The inquiries are taken from past writing on Consumer's approach towards online attire stores with a view to approve the exploration progressively and a portion of the inquiries are self-organized to cover the differing qualities of research issues. The poll comprises of two primary parts; initial segment is predominantly centered around inquiries of statistic variables. Second some portion of the survey will cover relating to components that impact customers to shop on the web.

Part A: Is about the statistic elements. This area incorporates individual and delicate inquiries with respect to Gender, Age, Income, and Education.

Part B: Second some portion of the poll will cover the inquiries identifying with components of online advertisements quality

Part C: Third piece of the survey will cover the inquiries identified with the free factors and ward variable.

DATA COLLECTION

For this review, to accumulate the information and considering the few specimens by connecting with the respondents straight forwardly.

The information grouped into 2 sources:

- Primary Data
- Secondary Data

By distributing the questionnaires randomly and sending mails and collecting from consumers with previous experiences purchasing from online apparel sites. All survey items were measured on a five-point Likert scale, which ranged from "strongly agree" (1) to "strongly disagree" (5)

DATA ANALYSIS

The primary data that is collected will be statistically analyzed by using SPSS software. The primary data is collected from the 200 respondents from different age groups by distributing the questionnaires through online and direct approach to people and make them to fill the questionnaire. Whereas secondary data is collected from some other researcher's articles and it helps my research to show more effective result.

MULTIPLE REGRESSION ANALYSIS

The purpose of multiple regression analysis is to investigate the relationship between the independent variables and the dependent variable. It clearly identifies the significant between the independent variable and the dependent variable and by using the significant value we can clearly say whether the independent variable is really show an impact on the dependent. And we can also see the anova and the coefficient regression also shows the significant impact of the dependent and independent variables.

TABLE 1: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.527	1.24656

- a. Predictors: (Constant), ADR, TOA, COA, ADL
1. Predictors constant ADR-Ad Revelance
 2. Predictors constant TOA-Time limit of Ad
 3. Predictors constant COA-Content of Ad
 4. Predictors constant ADL-Ad Location

TABLE 2: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	210.703	4	52.676	33.899	.000 ^b
	Residual	177.146	114	1.554		
	Total	387.849	118			

a. Dependent Variable: ADQ

TABLE 3: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.455	.544		.837	.404
	COA	.119	.045	.258	2.657	.009
	TOA	.091	.047	.153	1.955	.053
	ADL	.029	.064	.045	.451	.653
	ADR	.453	.074	.467	6.144	.000

- a. Dependent Variable: ADQ(Ad Quality)
- b. Predictors: (Constant), ADR, TOA, COA, ADL
- Independent variables** are ADR, TOA, COA, and ADL

We can see that all independent variables are having a significant (p<0.05) relationship with the dependent variable of attitude to adopt online shopping simultaneously, the other independent variables have no significant (p>0.05) relationship with attitude. We can see that the Beta values of all variables.

CHI-SQUARE TEST

From the cross tabs we got the chi-square test Chi-square is a versatile statistical test used to examine the significance of relationships between two (or more) nominal-level variables. In the following research project, we considered the demographic factors and its influence on the purchasing power of the customer.

TABLE 4: CROSS TABULATION FOR AGE AND TIME SPENT ON INTERNET

		Time spent on internet					Total
		Less than 1 hour	1-2 hours	3-4 hours	5 hours	Above 5 hours	
Age	0-18 years	0	2	2	0	0	4
	18-25 years	6	32	23	14	14	89
	25-35 years	2	4	3	0	0	9
	35-50 years	1	10	4	2	0	17
Total		9	48	32	16	14	119

TABLE 5: CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.886 ^a	12	.377
Likelihood Ratio	17.118	12	.145
Linear-by-Linear Association	4.020	1	.045
N of Valid Cases	119		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .30.

TABLE 6: CROSS TABULATION FOR LOCALITY & TIME SPENT ON INTERNET

		Time spent on internet					Total
		Less than 1 hour	1-2 hours	3-4 hours	5 hours	Above 5 hours	
Locality	Rural	3	20	6	8	2	39
	Semi-urban	2	12	14	4	2	34
	Urban	4	14	8	2	6	34
	Metropolitan city	0	2	4	2	4	12
Total		9	48	32	16	14	119

TABLE 7: CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.967 ^a	12	.051
Likelihood Ratio	21.229	12	.047
Linear-by-Linear Association	4.285	1	.038
N of Valid Cases	119		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .91.

TABLE 8: CROSS TABULATION FOR INCOME LEVEL & TIME SPENT ON INTERNET
Income level * Time spent on internet Cross tabulation

		Time spent on internet					Total
		Less than 1 hour	1-2 hours	3-4 hours	5 hours	Above 5 hours	
Incmllevel	< 20000	4	22	12	8	8	54
	20000-30000	1	16	14	4	2	37
	30000-40000	0	8	2	2	2	14
	> 40000	4	2	4	2	2	14
Total		9	48	32	16	14	119

TABLE 9: CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.861 ^a	12	.092
Likelihood Ratio	17.860	12	.120
Linear-by-Linear Association	.245	1	.621
N of Valid Cases	119		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.06.

TABLE 10: CROSS TABULATION FOR AGE AND LEVEL OF CONSCIOUSNESS

		Level of consciousness					Total
		0-5 seconds	5-10 seconds	10-15 seconds	15-20 seconds	Above 20 seconds	
Age	0-18 years	0	0	2	2	0	4
	18-25 years	20	34	12	13	10	89
	25-35 years	3	0	2	2	2	9
	35-50 years	0	0	2	7	8	17
Total		23	34	18	24	20	119

TABLE 11: CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.289 ^a	12	.000
Likelihood Ratio	46.771	12	.000
Linear-by-Linear Association	18.409	1	.000
N of Valid Cases	119		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .61.

This test shows you that there is significant difference between the age & Level of (chi square = 39.289)

TABLE 12: OCCUPATION * LEVEL OF CONSCIOUSNESS CROSS TABULATION

		Level of consciousness					Total
		0-5 seconds	5-10 seconds	10-15 seconds	15-20 seconds	Above 20 seconds	
Occupation	Student	18	28	10	10	2	68
	Government	0	0	2	9	6	17
	Private	1	6	4	5	6	22
	Business	4	0	2	0	6	12
Total		23	34	18	24	20	119

TABLE 13: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.243 ^a	12	.000
Likelihood Ratio	66.059	12	.000
Linear-by-Linear Association	15.859	1	.000
N of Valid Cases	119		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is 1.82.

TABLE 14: CROSS TABULATION FOR LOCALITY AND LEVEL OF CONSCIOUSNESS

		Level of consciousness					Total
		0-5 seconds	5-10 seconds	10-15 seconds	15-20 seconds	Above 20 seconds	
Locality	Rural	8	10	2	9	10	39
	Semi-urban	3	10	6	9	6	34
	Urban	10	10	8	2	4	34
	Metropolitan city	2	4	2	4	0	12
Total		23	34	18	24	20	119

TABLE 15: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.019 ^a	12	.115
Likelihood Ratio	21.852	12	.039
Linear-by-Linear Association	3.552	1	.059
N of Valid Cases	119		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.82.

TABLE 16: CROSS TABULATION FOR INCOME AND LEVEL OF CONSCIOUSNESS
Income level * Level of consciousness Cross tabulation

		Level of consciousness					Total
		0-5 seconds	5-10 seconds	10-15 seconds	15-20 seconds	Above 20 seconds	
Income level	< 20000	10	30	8	6	0	54
	20000-30000	7	4	4	8	14	37
	30000-40000	0	0	4	4	6	14
	> 40000	6	0	2	6	0	14
Total	23	34	18	24	20	119	

TABLE 17: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.841 ^a	12	.000
Likelihood Ratio	82.112	12	.000
Linear-by-Linear Association	9.075	1	.003
N of Valid Cases	119		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 2.12.

This test shows you that there is significant difference between the income & level of consciousness (chi square = 67.841a, p =.000).

CONCLUSION

Today, shoppers of any age and socioeconomics are spending a lot of their time on the Internet. Because of this pattern, organizations have extended their advertising efforts to achieve customers through online stages. As Facebook, Twitter and YouTube have turned out to be more prevalent, organizations are paying to publicize on these famous person to person communication destinations. While most concur that a business ought to have an online networking nearness, the adequacy of these publicizing strategies is bantered about. The fact of the matter is on what premise they are pulled in to watch online promotions that implies the substance of the advertisement and time breaking point of the promotions. By taking the clients conclusion on various age bunches they gave diverse feelings on the online promotion quality. What's more, the other imperative thing is position of promotion or area of the advertisement. Clients feel occupied because of the shameful situating of advertisements.

Twitter and YouTube have been recognized as the most well known online networking destinations of today. A huge number of Americans get to these locales day by day. It is accepted that if a business' web based promoting technique is figured accurately, advertisers can viably focus on this substantial portion of the populace. So as to build up a successful showcasing procedure purchaser's sentiments and longings should be considered and followed up on. By and large, the respondents were exceptionally open about their utilization, observations, and suppositions of internet promoting. While disparate conclusions and reactions were uncovered, there were a few examples that developed that may clarify different consequences for the issues encompassing web based publicizing and its viability. Respondents felt that promoting was for the most part neither a decent nor a terrible thing, yet were all the more eager and energetic when they communicated their disappointments. They appeared to give positive proclamations later as an approach to adjust their dissatisfactions. The majority of the online advertisements doesn't give data's and a large portion of the clients feel the they don't consider anything in online promotions while they are perusing the internet. 90% of the clients feel online promotions distractive and chafing. They consider the advertisements just when they have any necessities about the particular item. A portion of the clients feel the data and different variables considered in online are not solid. The members were part with respect to regardless of whether they have ever tapped on an online promotion. At the point when members clicked or checked on online advertisements, they specify that their encounters have been both positive and negative, however have by and large been more positive. Despite the fact that tapping on online advertisements in some cases blended up terms, for example, superfluous, or diverting, respondents say the outcomes were more positive when they could discover more data on pertinent items decently fast.

FINDINGS

- Nearly both male and female are both actively participated in my survey has a 75% male and 25% female respondents answered their opinions on the determinants of online ads quality.
- Most of my research respondents are 18-25 years and they gave valuable opinions it was known from my research survey.
- Most of the people who responded to my survey are 57.14% students. Remained 14.29% government employees, 18.49% private employees and 10.8% business people.
- And from my survey it was clearly know that about 40.34% of people daily spent 1-2 hours on internet.
- In my research 32.77% of rural 28.57% of semi-urban, 28.57% of urban people, 10.08% of metropolitan people are responded.
- From this survey we know that majority of people 57.98% of respondents frequently experienced online ads while they are browsing internet. 23% of respondents very frequently, 13.45% of respondents occasionally experienced online ads while browsing internet.
- We know that 19.33% of respondents said that their level of consciousness on online ads is 0-5 seconds, 28.57% have 5-10 seconds, 15.13% have 10-15 seconds, 20.17% have 15-20 seconds, finally 16.81% have their level of consciousness on online ads is above 20 seconds.
- The five determinants that will impact the 'online ads quality' are content of ads, Time limit of ads, ads location, ads relevance and ads quality based on above related questions and these determinants will show effectiveness of online ads.
- And finally we find that online users having different opinions on online ads based on our research they said that the above determinants may or may not impact the online ads quality.

SUGGESTIONS

- According to my study online ads will create impact on user based upon the relevance and type of ads.
- Most of the people feel that online ads are irritating they will distract the user from his work.
- When we are studying about online ads we should know how far online ads are informative and distractive to the user.
- Based on the determinants we can able to know the required information about the online ads.
- Here in this study it was known that many people are experienced online ads when they are browsing internet. They said that online ads should be short and simple it should convey more information in less time.

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