



# SENSIBILITY OF ONLINE ADVERTISEMENTS – AN ANALYSIS ON INTERNET USERS’ PERCEPTION

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## **Abstract:**

The internet revolution in the digital media for advertisement has led the consumers to search the product information and brand availability round the clock and anywhere of accessibility. In recent days every one is having their own tablet, MacBook and mobile phone devices with internet connectivity. The online advertisement by making use of the internet facility through these electronic devices delivers the product promotional messages at large. But at the same time, it is of crucial importance to measure the sensibility of advertisements which are placed online platform in terms of its capacity to attract the attention of the internet users, enjoyable and entertaining the interest of the internet users to view online advertisements. Similarly, the online advertisements should be believable and not irritating and boring the internet users. Thus, this paper explores the perception of the internet users towards sensibility attributes of online advertisements.

**Index Terms – Advertisements, internet, online, sensibility.**

## **INTRODUCTION**

Advertising in today’s scenario is rapidly growing along with the growth of digital media. The advent of information technology has contributed more for doing the business and capturing the market by the companies for its products and services with the help of internet. The traditional media for advertisements like newspaper, magazine, television and radio are now replaced by internet advertising which is otherwise called as online advertising. The online advertising is a new emerging media for advertisements because now-a-days everyone is having their own tablet, MacBook and mobile phone devices with internet connectivity. The online advertisement by making use of the internet facility through these electronic devices delivers the product promotional messages at large. The advertisements placed in the online platform should have the ability to influence the internet users’ perception in terms of company’s product and brand image. The message delivered through the online media for advertisements should enhance the qualitative peculiarities such as accuracy, informativeness, truthfulness and approachability to the internet users (Siau & Shen, 2003). Similarly, the advertisements posted in online forum should contain concise and humorous message to arrest the quick attention of the internet users’ perception (Katterbach, 2002). The perception of any audience towards any media for advertisements is always subjective in nature and influenced by their psychological factors such as believability, sense of coherence, motivation etc., and demographic factors such as age, gender, education, occupation, income level, etc. (Kotler and Armstrong, 2011). Hence, the high level of significance is arisen to study and analyze the perceptual factors of internet users towards sensibility of online advertisements. The perception of the audience about any media for advertisements are always not static in nature and hence it should be measured from time to time to judge the quality of advertisement messages. Thus, this paper explores the positive or negative feelings of internet users such as the online advertisements are entertaining and enjoyable, fun and easy to use, exciting and retaining attention, irritating and boring, confusing and unbelievable.

## **Research methodology**

The Erode District of Tamil Nadu was chosen as Universe for the study and it was decided to adopt analytical study to investigate the respondents. The target groups of respondents for the study were students and teachers of engineering, arts & Science and polytechnic colleges of Erode District. The samples were drawn using snow ball sampling technique from these colleges and totally 929 sample respondents were identified. The required data were collected using questionnaire from these respondents.

## **Objectives of the study**

- To study the viewing pattern of online advertisements by the internet users
- To analyze the purpose of viewing online advertisements by the internet users
- To determine the relationship between demographic profiles of the respondents and sensibility of online advertisements

## Analysis and Interpretation

The collected data were statistically analysed using multi-response analysis, mean score, standard deviation and Z test in order to bring out the objective-wise interpretation of the data.

### Analysis on the viewing pattern of online advertisements by the internet users

The respondents were asked to state their responses about noticing of advertisements at the time of surfing internet either at the top of the screen, middle of the screen, bottom of the screen or at the either side of the screen. The captured data were analysed using multi-response analysis and presented as follows:

**Table 1**  
**Classification of respondents based on noticing of advertisements on the online screen**

S. No.	Noticing of advertisements in online	Responses		Percentage of cases
		N	Percentage	
1	At the top of the screen	120	12.9%	12.9%
2	In the middle of the screen	103	11.1%	11.1%
3	At the bottom of the screen	248	26.7%	26.7%
4	At either side of the screen	9	1.0%	1.0%
5	Top and middle of the screen	50	5.4%	5.4%
6	Top and bottom of the screen	217	23.4%	23.4%
7	Top and either side of the screen	8	0.9%	0.9%
8	Middle and bottom of the screen	108	11.6%	11.6%
9	Middle and either side of the screen	26	2.8%	2.8%
10	Bottom and either side of the screen	40	4.3%	4.3%
	Total	929	100.0%	100.0%

a. Dichotomy group tabulated at value 1.

The Table 1 reveals that 26.7% of the respondents are noticing the advertisements in the online platform at the bottom of the screen followed by 23.4% of the respondents who are noticing the advertisements both at the top and bottom of the screen while they are online. Whereas, only 0.9% of the respondents are noticing advertisements in online top and either side of the screen.

**Table 2**  
**Classification of respondents based on their promptness of clicking an advertisement in online**

S. No.	Promptness	Responses		Percentage of cases
		N	Percentage	
1	Attractiveness of the advertisement	156	16.8%	16.8%
2	Relevance to something i've been looking for	131	14.1%	14.1%
3	The color and design, music, etc.	184	19.8%	19.8%
4	Sheer curiosity	43	4.6%	4.6%
5	Attractiveness of the advertisement as well as relevance to something i've been looking for.	50	5.4%	5.4%
6	Attractiveness of the advertisement and the color and design, music, etc.	183	19.7%	19.7%
7	Attractiveness of the advertisement and sheer curiosity.	8	0.9%	0.9%
8	Relevance to something i've been looking for and the color and design, music, etc.	108	11.6%	11.6%
9	Relevance to something i've been looking for and sheer curiosity	26	2.8%	2.8%
10	The color and design, music, etc. and sheer curiosity.	40	4.3%	4.3%
	Total	929	100.0%	100.0%

a. Dichotomy group tabulated at value 1.

The frequency Table 2 of multiple responses set describes that 19.8% of the respondents are prompt in clicking on advertisements because of its color and design, music, etc. The attribute of attractiveness of advertisements along with color, design, music etc., are prompts 19.7% of the respondents. Whereas 16.8% of the respondents are prompted to click online advertisements because of its attractiveness only. Among the total number of 929 respondents surveyed for the purpose of this study, only 0.9% of the respondents were getting promptness to click online advertisements due to both attractiveness and sheer curiosity. Thus, majority of the respondents are prompted to click on advertisements due to color, design and background music of the online advertisements.

**Table 3**  
**Classification of respondents based on their purpose of viewing online advertisements**

S. No.	Purpose	Responses		Percentage of cases
		N	Percentage	
a	For immediate purchase	156	16.8%	16.8%
b	For updating the knowledge about product	131	14.1%	14.1%

c	To induce others to buy the products	56	6.0%	6.0%
d	To compare the products with different brands	214	23.0%	23.0%
e	For immediate purchase & For updating the knowledge about product	50	5.4%	5.4%
f	For immediate purchase & To induce others to buy the products	140	15.1%	15.1%
g	For immediate purchase & To compare the products with different brands	8	0.9%	0.9%
h	For updating the knowledge about product & To induce others to buy the products	108	11.6%	11.6%
i	For updating the knowledge about product & To compare the products with different brands	26	2.8%	2.8%
j	To induce others to buy the products & To compare the products with different brands	40	4.3%	4.3%
	Total	929	100.0%	100.0%

a. Dichotomy group tabulated at value 1.

Table 3 portrays the multiple responses of the respondents towards their purpose of viewing advertisements in online either for their immediate purchase after viewing online advertisements, for updating knowledge about the product or to induce neighbors to buy the products or to compare the products with different brands and combinations of all these purposes together with each another. Among the 929 respondents surveyed for this purpose, 214 respondents (23%) have viewed the advertisements online for comparing the products with different brands followed by 156 respondents (16.8%) who are viewing advertisements in online platform for the purpose of their immediate purchase. 140 respondents (15.1%) are viewing advertisements in online for the purpose of both for their immediate purchase and to induce others to buy the product. Only 8 respondents (0.9%) are viewing advertisements in online both for immediate purchase and to compare the products with different brands. Thus, majority of the respondents have opined that the advertisements in online are viewed mainly for the purpose of comparing the products with different brands.

#### Analysis on the relationship between demographic profile and sensibility of online advertisements

The overall score of general perception on Sensibility towards online Advertisement were included as dependent variable and all the categories of demographic factors were assumed as independent variables. Post – Hoc Tukey HSD test is used to test the significant difference between the groups based on mean difference.

#### Age and perception on sensibility towards online advertisement

The age group of the respondents considered for this study are classified into five groups such as 18 to 24 Years, 25 -32 Years, 33 - 39 Years, 40 - 46 Years and Above 46 Years. The classification of respondents according to their age and mean score of perception towards sensibility of online advertisements are given below:

**Table 4**  
**Age group and mean score for perception on sensibility of online advertisements**

S. No.	Age group	No. of Respondents	Mean Score	Standard Deviation
1	18 to 24 Years	680	3.7182	3.00033
2	25 -32 Years	144	4.0625	1.61924
3	33 - 39 Years	54	3.7518	4.33474
4	40 - 46 Years	45	3.6800	2.72530
5	Above 46 Years	6	4.4333	2.63944
	Total	929	3.7763	2.98577

It is clear from the above Table 4 that the mean score of the respondents who belongs to the age group of above 46 years is obtained with the highest value of 4.4333. This is followed by age group of 25 to 32 years of respondents with the mean score of 4.0625, the age group of 33 to 39 years of respondents with the mean score of 3.7518, 18 to 24 years age group of respondents with the mean score of 3.7182 and 40 to 46 years age group respondents with the mean score of 3.6800. The analysis of variance is applied to test the significance difference between the mean scores of this age group of respondents and perception on sensibility of online advertisements with the following null hypothesis:

**H01: There is no significant difference between age group of the respondents and their perception towards sensibility of advertisements viewed online.**

**Table 5**  
**Significance of difference in perception among different age group of respondents**

Source of variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	428.187	4	107.047	12.609	0.000
Within Groups	7844.788	924	8.490		
TOTAL	8272.975	928			

From the above Table 5, it is found that P value (0.000) is lesser than the value of 0.05 at 5% level of significance. So, the null hypothesis is rejected. Hence, it is concluded that there is a significant difference between the age group of the respondents and respondents' perception towards sensibility of online advertisements.

**Table 6**  
**Significance of difference in perception between the categories of age group**

Categories Compared	Mean difference (i-j)	Sig.
Above 46 years and 40-46 years	3.76667	0.025
Above 46 years and 18 – 24 years	3.575490	0.024
Above 46 years and 33- 39 years	3.407407	0.052
Above 46 years and 25 – 32 years	1.854167	0.545

Post – Hoc Tukey HSD test is used to test the significant difference between the groups based on mean difference. The age categories of above 46 years and 40-46 years shows more favorable opinion than the respondents with other age categories at 5 percent level of significance.

#### Gender and perception towards sensibility of online advertisements

The present study considers Gender as an important independent factor for analyzing the perception on sensibility towards online advertisement. The classification of respondents according to gender and their opinion scores is given in the following table:

**Table 7**  
**Gender and Mean Score for sensibility of online advertisements**

S. No.	Gender	No. of Respondents	Mean Score	S.D
1	Male	445	3.7447	3.49936
2	Female	484	3.8053	2.41401

The above Table 7, exhibits that the mean score of the female respondents is higher (3.8053) than the male respondents. Hence, the Z-test is used to test the significance of difference in mean scores between male and female respondents with the null hypothesis mentioned below.

**H0: There is no significant difference between perceptions towards sensibility of online advertisements and gender wise classification of the respondents.**

**Table 8**  
**Significance of difference in perception between male and female respondents**

Gender	Z Value	
	Z	SIG.(2-tailed)
Male and Female	-1.548	0.122

From the above Table 8, it is clear that Z value is -1.548 which is below the average mean score for overall perception of the male and female respondents. Further, the P value 0.122 which is more than 0.05 at 5 percent level of significance states that the null hypothesis is accepted. Hence, there is no significant difference between perception on sensibility towards online advertisements and gender wise classification of the respondents.

#### Marital status and perception towards sensibility of online advertisements

The married and unmarried respondents were asked to record their responses in the questionnaire about sensibility of online advertisements. The collected data were analysed using frequency analysis and the mean score obtained for the categories of married and unmarried respondents are tabulated below:

**Table 9**  
**Marital status and Mean Score for sensibility of online advertisements**

S. No.	Marital status	No. of Respondents	Mean Score	S.D
1	Married	302	4.0046	1.97563
2	Unmarried	627	3.6663	3.22604

The above Table 9 reveals that the mean score of the married respondents is higher (4.0046) than the unmarried respondents. Hence, the Z-test is used to test the significance of difference in mean scores between the categories of marital status of the respondents and perception towards sensibility of online advertisements with the following null hypothesis.

**H0: There is no significant difference between categories of marital status of the respondents and their perception towards sensibility of online advertisements**

**Table 10**  
**Significance of difference in perception between married and unmarried respondents**

Marital Status	Z Value	
	Z	SIG.(2-tailed)
Married and Unmarried	8.384	0.00

From the above Table 10, it is clear that Z value is 8.384 which is above the average mean score. Further, the P value is 0.00 which is less than 0.05 at 5 percent level of significance which clearly depicts that the null hypothesis is rejected. Hence, there is a significant difference between the categories of marital status of the respondents and their perception on sensibility towards online advertisements.

### Nature of family and perception towards sensibility of online advertisements

The respondents who are belongs to either nuclear family or joint family types are surveyed to capture their perception towards sensibility of online advertisements.

**Table 11**  
**Nature of family and Mean Score for sensibility of online advertisements**

S. No.	Nature of family	No. of Respondents	Mean Score	S.D
1	Nuclear	570	3.8828	3.37370
2	Joint	359	3.6072	1.96230

The above Table 11, reveals that the mean score of the nuclear family respondents is higher (3.8828) than the joint family respondents. The Z-test is used to test the significance of difference in mean scores between Nuclear and joint family respondents with the following null hypothesis.

**H0: There is no significant difference between nature of family-wise classification of the respondents and their perceptions towards sensibility of online advertisements.**

**Table 12**  
**Significance of difference in perception between nuclear and joint family type of respondents**

Nature of family	Z Value	
	Z	SIG.(2-tailed)
Nuclear and Joint	7.025	0.00

From the above Table 12, it is clear that Z score is positively deviated from 7.025 which are more than the average mean score for overall perception of the respondents about sensibility of online advertisements. Further, the P value is 0.00 which is less than 0.05 at 5 per cent level of significance and hence the null hypothesis is rejected. So, there is a significant difference among the respondents who belongs to either nuclear family or joint family and their perception towards sensibility on online advertisements.

### Educational Qualification and perception towards sensibility of online advertisements

The mean scores obtained for the educational qualification wise classification of the respondents such as diploma, UG degree, PG degree, Ph,D and other educational qualifications are given below:

**Table 13**  
**Educational Qualification and Mean Score for sensibility of online advertisements**

S. No.	Qualification	No. of Respondents	Mean Score	S.D
1	Diploma	117	4.1521	4.51368
2	UG Degree	540	4.4000	2.19608
3	PG Degree	120	3.7233	2.58042
4	Ph.D.	145	4.0055	3.24239
5	Others	7	3.6370	3.21455
Total		929	3.7763	2.98577

It is inferred from the above Table 13, that the mean score of the respondents with UG degree as their Educational qualification is the maximum i.e., 4.4000. This is followed by the respondents with Diploma qualification whose mean score is 4.1521, the respondents with Ph.D. degree whose mean score is 4.0055, PG degree holders' secured mean score of 3.7233 and the other qualification holders secured mean score of 3.6370. The analysis of variance is applied to test the significance of difference between the mean scores of these categories of the respondents classified according to Qualification, with the following null hypothesis:

**H01: There is no significant difference between the educational qualification wise classification of the respondents and their perception towards sensibility of online advertisements.**

**Table 14**  
**Significance of difference between perception and educational qualification wise classification of the respondents**

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	941.938	4	235.485	29.680	0.000
Within Groups	7331.037	924	7.934		
Total	8272.975	928			

From the above Table 14, it is found that P value 0.000 is lesser than the value of 0.05 at 5% level of significance. So, the null hypothesis is rejected. Hence, there is a significant difference between the educational qualification of the respondents and their sensibility towards online Advertisements.

**Table 15**  
**Significance of difference in perception between the categories of educational qualifications**

Categories Compared	Mean Difference (i-j)	Sig.
UG and Other Category	3.8148	0.004
PG and Other Category	3.3833	0.18
Diploma and UG Degree	2.5755	0.000
Diploma and PG Degree	2.1440	0.000
Ph.D and UG Degree	1.8424	0.000
Ph.D and PG Degree	1.4109	0.001

Post – Hoc Tukey HSD test is used to test the significant difference between the groups based on mean difference. The qualification with UG degree and other category component (Diploma, PG and Ph.D) shows more favorable perception (Mean Difference 3.8148) than the respondents with all other educational qualifications at 5 percent level of significance.

#### Occupational status and perception towards sensibility of online advertisements

For the purpose of this study, the occupational status of the respondents are categorized into students and teachers of engineering, arts & science and polytechnic colleges,

**Table 16**  
**Occupational status-wise classification of the respondents and mean score for their perception**

S. No.	Occupational Status	No. of Respondents	Mean Score	S.D
1	Students	782	3.7473	2.84687
2	Teachers	147	3.9306	3.54936

It is inferred from the above Table 16, that the mean score of the college teachers are higher (3.9306) than the mean score of the students (3.7473). Hence, the Z-test is used to test the significance of difference in mean scores between the occupational status (students and teachers) of the respondents and their perception with the following null hypothesis.

#### H0: There is no significant difference between occupational status of the respondents and their perception towards sensibility of online advertisements

**Table 17**  
**Significance of difference in perception among different occupational statuses of the respondents**

Occupational Status	Z Value	
	Z	SIG.(2-tailed)
Students and Professors	-3.434	0.001

From the above Table 17, it is clear that Z value is negatively deviated from -3.434 which are below the average mean scores for the overall perception of the respondents towards sensibility of online advertisements. Further, the P value 0.001 which is lesser than the value of 0.05 at 5 per cent level of significance depicts that the null hypothesis is rejected. Hence there is a significant difference between the occupational status of the respondents and their perception towards sensibility of online advertisements,

#### Monthly income and perception towards sensibility of online advertisements

The present study considers income as one of the important independent factors for analyzing the Perception on sensibility towards online Advertisements. The mean scores obtained for the respondents' perception belongs to different monthly income groups are given below:

**Table 18**  
**Significance of difference in perception among different monthly income groups off respondents**

S. No.	Monthly Income	No. of Respondents	Mean Score	S.D
1	Below Rs.20,000	101	3.8693	2.70716
2	Rs. 20,001 - Rs. 40,000	268	4.0619	3.23794
3	Rs. 40,001 - Rs. 60,000	304	3.6118	1.86060
4	Rs. 60,001 - Rs. 80,000	196	3.7102	2.76840
5	Above Rs. 80,000	60	3.3999	4.47580
	Total	929	3.7763	2.98577

From the above Table 18, it is evidence that the mean score of the respondents with the monthly income of Rs. 20,001 - Rs. 40,000 is the maximum i.e., 4.0619. This is followed by the respondents with monthly income below Rs.20,000 whose mean score is 3.8693, the respondents with monthly income Rs.60,001 – Rs.80000 whose mean score is 3.7102, monthly income of Rs. 40,001 - Rs. 60,000, the mean score is 3.6118 and for the monthly income of above Rs.80,000 respondents' category, the mean score is 3.3999. The analysis of variance is applied to test the significance of difference between the mean scores of these categories of the respondents classified according to their monthly income with the following null hypothesis:

#### H01: There is no significant difference between monthly income wise classification of the respondents and their perception towards sensibility of online advertisements

**Table 19**  
**Significance of difference in perception among monthly income wise classification of the respondents**

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1015.452	4	253.863	32.321	0.000
Within Groups	7257.523	924	7.854		
Total	8272.975	928			

From the above Table 19, it is found that P value (0.000) is lesser than the value of 0.05 at 5% level of significance. So, the null hypothesis is rejected. Hence, it is concluded that there exist a significant difference between the monthly income of the respondents and their perception towards sensibility of online Advertisement.

**Table 20**  
**Significance of difference in perception between the different categories of monthly income**

Categories Compared	Mean Difference (i-j)	Sig.
Rs.20,001 to Rs.40,000 and above Rs.80,000	3.34303	0.00
Below Rs. 20,000 and above Rs.80,000	2.37987	0.00
Rs.20,001 - 40,000 and Rs.40,001 -60,000	2.25049	0.00
Rs.20,000 – 40,000 and Rs.60,000 – 80,000	1.7586	0.00
Below Rs.20,000 and Rs.40,000 – 60,000	1.2873	0.001

Post – Hoc Tukey HSD test is used to test the significant difference between the monthly income groups based on mean difference. The monthly income category Rs.20,001 to Rs.40,000 and above Rs.80,000 shows more favorable perception (3.34303) than the respondents with other income categories at 5 percent level of significance.

### Implications of the study

From the major findings of the study, it is clear that majority of the respondents are having the habit of viewing advertisements online at the bottom of the screen. So, it would be always better to the advertisers and online providers to place the advertisements online at the bottom of the screen to get the attention of the internet users. Further, the internet users are getting promptness to click online advertisements due to its colour, design, and background music. Thus, if an advertisement for online platform is designed with colourful effects and rhythmic background music, it will be more attractive and sheers curiosity of the internet users to often view the advertisements online. Further, the online advertisements should not irritate and boring the internet users at the time of their searching in online.

### Conclusion

It is clear from the study that the advertisements should be placed in online in such a way which are entertaining and enjoyable. The sensibility of online advertisements is well measured and is having direct impact among the consumers only if it is believable by them and retained their attention for ever. Further, it is evident from the study that except gender related category, all other demographic group such as age group, marital status, educational qualification, occupational status, nature of family and monthly income wise classifications of the respondents are differed significantly in their perception towards sensibility of online advertisements. Thus, the advertisers and online media owners should present advertisements in online platform with high level of sensibility in terms of truthfulness, believability, entertaining and retaining the attention of the internet users.

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