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User's Response To Online Ads

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Abstract : After the Internet came into existence, it had huge impact on the way organizations were doing their business. The number of Internet users also grew exponentially over the last two decades. Presently online advertising is a part of the advertising mix of almost all large business organizations. It is known that a person's buying behaviour is affected by the psychological factors such as attitude, perception, motivation, learning and beliefs etc. There is a need to find out the effect of Internet advertising on these psychological factors of the Internet users. The objective of this paper is to measure the attitude of the Internet users towards Internet advertising. The study also tries to explore the factors that affect the attitude of the Internet users towards online advertising. The data for this paper were collected through the conduct of a primary study and through the analysis of available secondary sources. Random sampling method was used for the purpose of selection of samples. The sample size is 100 for the purpose of this study. Personal interviews were conducted with the help of questionnaire for the purpose of collecting data from the respondents using Likert scale. The research provides insight into the decision making process of young Internet users and their attitude towards Internet advertising. This study will help the organizations in formulating an effective advertising mix.

IndexTerms – Online Ads, Online Promotion, Advertisements, Digital Marketing

I. INTRODUCTION

The topic of this business research study is about users Response towards online advertising: The study on informational responses. Users of consumer's responses are about an individual's personal perception, feelings, behaviour and belief towards online advertising. The purpose of this research paper is to study the factors that affect consumers' Response towards online advertising and their influence on consumer's informational responses. The Internet and the WWW has created a fast moving industry. Within this industry, the world of online advertising has grown rapidly in last two decade. It is expected that a larger portion of advertisers' media budgets, within the next decade, will be dedicated to this new form of marketing. It appears that getting consumers to shop online, rather than only search for information, has proved difficult and it is estimated that businesses worldwide lost approximately \$6.1 billion due to failed purchase attempts. Many studies have already proved that the intention to purchase is affected by the psychological factors such as attitude, motivation, learning and perception. Attitude towards an object affects the consumers' intention to purchase that product. Online advertising does not fit into the mould of any traditional advertising model. It disseminates information in order to affect a buyer-seller transaction, as would any traditional model (i.e. television, radio, newspaper, magazine, etc.). However, there are four major differences between the online versus the traditional method. They are interaction, customization, tracking, and deliverability. Although the proficiency of using Internet is relatively low and Internet advertising is still in its infancy, with the advantages of being convenient, safe, efficient and economical, many companies are confident that the benefits of Internet advertising would outweigh traditional way of advertising in the future and therefore, companies are eager to implement the new technology and services in order to penetrate the market and gain competitive advantage. Advertiser's website is usually hyperlinked with the display advertisements. Users can simply click on the advertisements and can be redirected to another website. As the number of Internet users is increasing dramatically, it provides a big room for web advertising. However, as web users get more and more experienced, the web advertisements become less effective. Internet users think that the online advertisements are annoying and contain computer virus. Due to the increase of this kind of advertising, lots of software is built to block them. Research found that about 38% of web surfers use some form of blocker to block the annoying advertisements.

2.Review of Literature

The IAB Internet Advertising Revenue Report for the first six months of the year 2011 showed record results in the United States. Released in September, 2011 by the Interactive Advertising Bureau (IAB) and prepared by PWC US, the latest report says that, Internet advertising revenues in the United States totalled \$14.9 billion for the first six months of 2011, with Q1 2011 accounting for approximately \$7.3 billion and Q2 2011 totalling approximately \$7.7 billion. Internet advertising revenues for the first six months of 2011 increased 23% over 2010. As per the website wikipedia.org attitude can be defined as —A hypothetical construct

that represents an individual's degree of like or dislike for something. Attitudes are generally positive or negative views of a person, place, thing, or event— this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question || . As per the website businessdictionary.com Online advertising can be defined as the —Use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software (browser) reveals sufficient information about the site's visitors, online advertising can be custom-tailored to match There are various types of online advertising used by the organizations to convince the Internet users. As per the website leadsleap.com there are five different categories of online advertising such as: Content Advertising, Link Advertising, Viral advertising, Incentivized advertising, Obtrusive advertising. Internet users are those individuals who use the Internet for various purposes may be from their home, office or from other places. We can broadly divide the Internet users in to two categories such as a. Internet browsers

3. Research Objectives

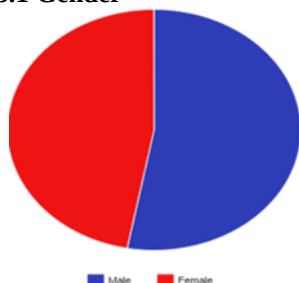
- 1.To identify key factors influencing the online user's response towards online advertising.
- 2.To measure the user's Response of Internet users towards the online advertising.
- 3.Building brand awareness.
- 4.Creating consumer demand.
- 5.Informing consumers of the advertiser's ability to satisfy that demand.
- 6.Driving response.

4. Research Methodology

In the first part of this part, we started to identify our research topic, to develop your research statement and you thought about possible research question(s). While you see might already have clear research questions or objectives, it is possible that, at this stage, you are uncertain about the most appropriate strategy to implement in order to address those questions. This section looks briefly at a few research strategies you are likely to adopt. We found the four main types of research strategy: case study, qualitative interviews, quantitative survey and action-oriented research. It is likely that you will use one of the first three; you are less likely to use action-oriented research

5. Data Analysis And Interpretation

5.1 Gender

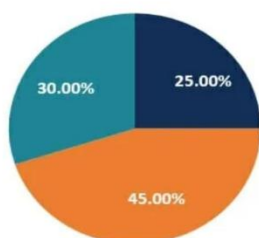


INTERPRETATION

Male: 53% male respondents have filled up this questionnaire.

Female: 47% of female respondents have filled up this questionnaire.

5.2 Age group



INTERPRETATION

20-25: there are 45% respondents between this group

25-30: there are 30% respondents between this age group

Above 30: there are 25% respondents between this age group

5.3 Gender of the Respondents-



INTERPRETATION

Student: There are 30% of the respondents who are students

Employee: There are 30% of the Respondents who are employees

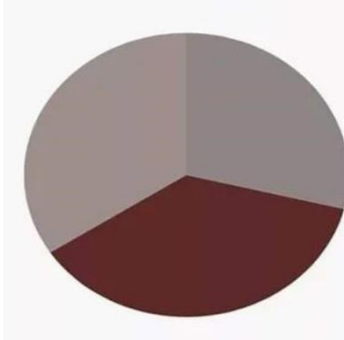
Self employed: There are 21% of the Respondents who are self employed

Others: There are 19% who are others.

5.4 Do you surf internet**INTERPRETATION**

Yes: 80% respondents

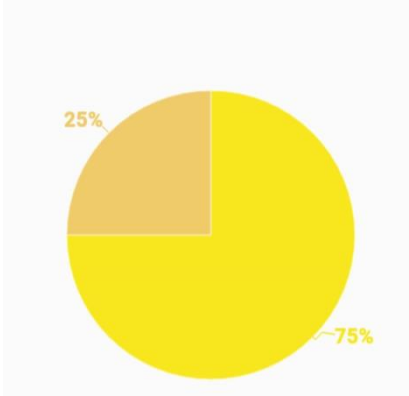
No: 20% respondents

5.5 How many hours do you spend on surfing**INTERPRETATION**

More than 1 hr: 35% Respondents

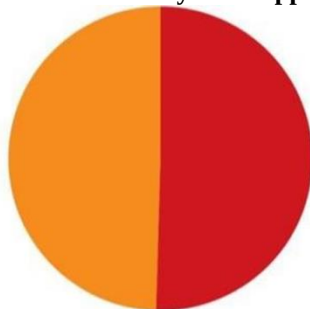
1 hr: 35 % respondents

Less than 1 hr: 30% respondents

5.6 Are you aware of online ads**INTERPRETATION**

Yes: 75% respondents

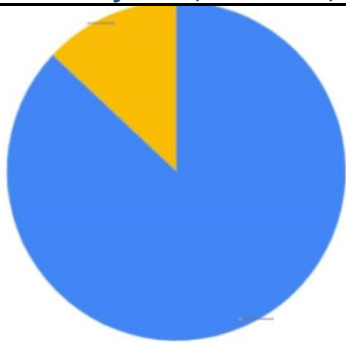
No: 25% respondents

5.7 Does online ads influence your shopping trends**INTERPRETATION**

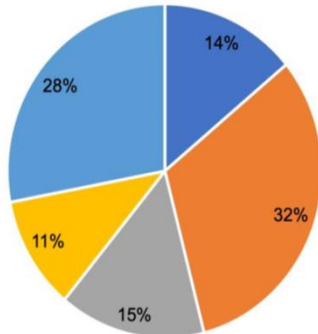
Yes : 50% respondents agreed.

No: 50% respondents denied.

5.8 How often do you purchase online?

**INTERPRETATION**

Often: 75% Respondents Rarely: 25% Respondents

5.9 What usually makes you feel dissatisfied when posting questions**INTERPRETATION**

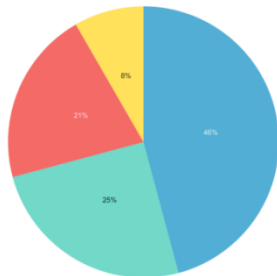
No response: 14 % respondents

Slow response: 32 % respondents

Incomplete information: 15% respondents

Incorrect information: 11% respondents

Others: 28% respondents

5.10 How much time do you take to make a purchase after seeing an advertisement**INTERPRETATION**

1 day:21% respondents

Few days: 25% respondents

Few weeks: 46% respondents

1 month: 8% Respondents

6. Findings and Conclusion

In this research project we observed and measures positive causal effects of online advertising for a major retailer. The advertising profitably increases purchases by 5%. 93% of the increase occurs in brick-and-mortar stores; 78% of the increase derives from consumers who never click the ads. Our large sample reaches the statistical frontier for measuring economically relevant effects. We improve econometric efficiency by supplementing our experimental variation with non-experimental variation caused by consumer browsing behaviour. Our experiment provides a specification check for observational difference-in-differences and cross-sectional estimators; the latter exhibits a large negative bias three times the estimated experimental effect.

By contrast, direct-response advertising may produce more statistical power in experiments than brand advertising, because the ads are more salient (higher signal) and produce more immediate responses (less noise). This may explain why direct-mail marketers are more likely to engage in experimentation than other advertisers

1. The retailer selected for the match a subset of their customers to whom they wished to advertise. We do not have precise information about their selection rule.

2. Early drafts of this paper also examined a third campaign, whose analysis required an imperfect data merge. For improved data reliability and simplicity of exposition we now choose to omit all references to the third campaign.

The industry uses “impressions” as the standard accounting unit to refer to “online ads that loaded in a web page on the recipient’s computer.” While there is no guarantee that a given impression rendered on a user’s screen or received any visual attention by the internet user, for simplicity of exposition and in accordance with industry practice we use the words “impression,” “exposure,” and “view” synonymously.

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