



GENERAL OPINION ABOUT ONLINE ADVERTISEMENTS AMONG THE TEENAGERS – AN EMPIRICAL STUDY

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ABSTRACT

In the electronic component of advertising media, Internet advertising has completed about seven years till now and emerging as a new interactive media for advertising when compare to Radio and TV as an electronic media for advertisement which are 40 years and 15 years old respectively. Around 1.4 million users are added every month and internet is growing at an incredible fast in all the places of world. A recent survey reveals that in India during the year 2000 the number of internet users was 3.1 million and now in the year 2013 India is the second largest country in the world with more than 300 million internet users. This ultimately attracts the markets and advertisers to promote their products at global level. Thus, this paper focussed on analysing the attitude of teenagers about online advertising because internet is surfed by the young people at large.

KEYWORDS : Advertising, Internet, Online, Teenagers

INTRODUCTION

With the advent of information technology and massive growth in multimedia concepts, the internet has the ability to support a variety of online advertising formats (Rodgers & Thorson, 2000). According to Wolin, Korgaonkar, & Lund (2002), web advertising's broad format consists of commercial content paid for by sponsors, designed for audiences, delivered by video, print, audio, graphics or animation. All these online advertising formats can be a good source of information for making purchase decision. Further, in every one's life internet becomes emerging media for information and entertainment. Almost all demographic groups of people availing the internet facility and they come across with online advertisements while surfing internet. This will ultimately raise a question whether the online advertisements creates any impacts. Though there are many people using internet for information gathering, entertainment, chatting, exchanging information and ideas, buying and selling of products and services, teenagers are mostly attracted by internet sophistications. Hence, this paper signifies impacts of online advertisements among the teenagers.

Methodology adopted

It was decided that case study method using primary data would be appropriate to investigate the objectives and the hypotheses. The instrument used to collect the data was a Questionnaire. The geographical area of Tamil Nadu state was chosen as the Universe. The main reason for choosing Tamil Nadu state is that the investigator is located here and is familiar with the state. More significantly, Tamil Nadu state has the distinction of being an active commercial centre and a centre of learning of IT and IT related courses. The data was collected by the Field Investigator as well as the Research Assistant themselves which follows systematic sampling technique. Also, Snowball Sampling technique was followed to collect data using questionnaires distributed to identified school and college students by the researcher himself. Accordingly, a total of 2500 questionnaires were administered to sample respondents both by systematic and snowball sampling techniques. Ignoring the incomplete questionnaires, 2001 usable questionnaires were used for the

present study with a yielding rate of 80.04%.

Objectives of the study

- To analyze the general opinion about the online advertisements
- To study the respondents' opinion about Online Advertisements for Commercial Products

Analysis and Discussion

The general opinion of the teenagers about online advertisements was captured using six different statements and the responses were analyzed using appropriate statistical analysis. The results are discussed below.

Analysis on general opinion about online advertisements

Initially, the respondents were queried about possession of laptop, frequency of going online, time spent for browsing, general opinion about online advertisement, frequency of clicking online advertisements and the types of online advertisements. Their responses were subjected to frequency analysis and test of significance using Chi-Square test with the following Null and Alternative Hypothesis.

H_0 : There is no significant difference in the respondents based on possessing a laptop

H_1 : There is a significant difference in the respondents based on possessing a laptop

The result is tabulated in Table 1

Table 1 Frequency analysis on possession of laptop by the respondents

S. No.	Owning a laptop	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	1916	95.8	95.8	1675.443 df=1 p=0.000
2.	No	85	4.2	100.0	
	Total	2001	100.0		

It is obvious from Table 1 that majority of the respondents (95.8%) own a laptop and only 4.2% of the respondents do not have a laptop with them. Further, the significant Chi-Square result (1675.443; $p=0.000$) reveal that there is a significant difference in the respondents' based on possessing a laptop with them. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

Further, the responses for the frequency of going online was analyzed using frequency analysis and test of significance using Chi-Square analysis with the following Null and Alternative Hypotheses:

H_0 : There is no significant difference in the respondents based on their frequency to go online

H_1 : There is a significant difference in the respondents based on their frequency to go online

The results are tabulated in Table 2

Table 2 Analysis on frequency of going online

S. No.	Frequency of going online	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Everyday	527	26.3	26.3	45.623 df=3 p=0.000
2.	At least once a week	598	29.9	56.2	
3.	At least once a month	487	24.3	80.6	
5.	More than once a month	389	19.4	100.0	
	Total	2001	100.0		

It is clear from the Table 2, that majority of the respondents (29.9%) have opined that they go online at least once a week, followed by 26.3% of them using online everyday, 24.3% of them go online at least once a month and only 19.4% of them go online more than once a month. Also, there is a significant difference in the respondents frequency of going online as depicted by the significant Chi-Square value (45.623; $p=0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

Further, the analysis on the time spent per session of internet

Table 4 Respondents' opinion about online advertisements

S. No.	Opinion about online advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Irritating	244	12.2	12.2	553.725 df=3 p=0.000
2.	Informative	800	40.0	52.2	
3.	Useful	724	36.2	88.4	
4.	Depends on the type of dvertisement	233	11.6	100.0	
	Total	2001	100.0		

Table 4 portrays the frequency analysis on the opinion of the respondents about online advertisements. It is obvious from the table that majority of the respondents (40%) state that online advertisements are informative. Similarly, 36.2% of the respondents have stated that online advertisements are useful followed by 12.2% of them have opined that they are irritating and only 11.6% of the respondents have opined that it depends on the type of advertisements. The significant Chi-Square value (553.725; $p=0.000$; $df=3$) depicts that H_0 is rejected and H_1 is accepted at 5% level of significance.

Table 5 Analysis on the types of online advertisements

S. No.	Type of online advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Banner Advertisements	237	11.8	11.8	517.294
2.	Pop-up advertisements	509	25.4	37.3	df=5

usage is presented in table 5.3. The Null and Alternate hypotheses are :

H_0 : There is no significant difference in the respondents based on their time spent per session of internet usage

H_1 : There is a significant difference in the respondents based on their time spent per session of internet usage

Table 3 Analysis on time spent per session

S. No.	Time spent per session	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Less than 1 hr online	619	30.9	30.9	439.610 df=3 p=0.000
2.	1-2 Hrs online	660	33.0	63.9	
3.	I'm always online	627	31.3	95.3	
4.	Depends on the work	95	4.7	100.0	
	Total	2001	100.0		

From Table 3, it can be extracted that majority of the respondents (33%) have opined that they spend about 1-2 hours online, followed by 31.3% of them stating that they are always online, 30.9% of them stating that they spend less than 1 hour online and only 4.7% of the respondents have stated that time spent online depends on their work. There is a significant difference in the respondents' time spent per session of online access as depicted by the significant Chi-Square value (439.610; $p=0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

The Null and alternative hypotheses for the test of significance using Chi-Square for the respondents' opinion about online advertisements are as follows:

H_0 : There is no significant difference in the respondents' opinion on online advertisements

H_1 : There is a significant difference in the respondents' opinion on online advertisements

The analysis results of the respondents' opinion on the type of online advertisements are presented in Table 5. The Null and Alternative hypotheses are as follows:

H_0 : There is no significant difference in the respondents' opinion on the types of online advertisements

H_1 : There is a significant difference in the respondents' opinion on the types of online advertisements

3.	Pop-down advertisements	486	24.3	61.6	p=0.000
4.	Interstitial advertisements	503	25.1	86.7	
5.	Logo advertisements	136	6.8	93.5	
6.	E-mail advertisements	130	6.5	100.0	
	Total	2001	100.0		

It is clear from table 5 that majority of the respondents (25.4%) have come across popup advertisements followed by 25.1% of them stating about Interstitial advertisements and 24.3% of them stating that they have come across pop-down advertisements. 11.8%,6.8% and 6.5% of the respondents respectively have come across banner advertisements, logo advertisements and Email advertisements. Also, there is a significant difference in the respondents opinion on the different types of online advertisements as depicted by the significant Chi-Square value (517.294;p=0.000). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

Table 6 Analysis on the frequency of clicking online advertisements

S. No.	Frequency of clicking online advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Once in a week	202	10.1	10.1	50.096 df=2 p=0.000
2.	Only when I'm free	976	48.8	58.9	
3.	Always	196	9.8	68.7	
4.	Only for product which I need	627	31.3	100.0	
	Total	2001	100.0		

It is clear from table 6 that majority of the respondents (48.8%) have stated that they click online advertisements only when they are free. But 31.3% of the respondents have stated that they will click on online advertisements only for those products which they need followed by 10.1% of them stating that they will click online advertisements once in a week and only 9.8% of the respondents have opined that they will click on online advertisements always. The significant Chi-Square value (50.096;df=2;p=0.000) imply that H_0 is rejected and H_1 is accepted at 5% level of significance.

Table 7 Frequency analysis on the frequently available online advertisements

S. No.	Frequently available online advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Commercial Products	757	37.8	37.8	811.464 df=3 p=0.000
2.	Social Advertisements such as AIDS awareness, deforestation etc	194	9.7	47.5	
3.	Harmful advertisements such as alcohol, drug use etc	175	8.7	56.3	
4.	Misleading advertisements	875	43.7	100.0	
	Total	2001	100.0		

Table 7 portrays the frequency analysis on the frequently available online advertisements. It is clear from the table that majority of the respondents (43.7%) have opined that misleading advertisements are frequently available online. 37.8% of the respondents have stated that advertisements about commercial products are frequently available on the internet, followed by 9.7% stating social advertisements and 8.7% of them stating harmful advertisements are frequently available on the internet. Further, the opinion of the respondents are statistically different as depicted by the significant Chi-Square value (811.464; p=0.000). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

Analysis on the respondents' opinion about Online Advertisements for Commercial Products

The respondents' opinion about the online advertisements on commercial products was analyzed using frequency analysis and test of significance using Chi-Square test. The results are tabulated below. Initially, the influence of commercial product advertisements that are displayed online was analyzed and the result is tabulated in Table 8. The appropriate Null and Alternative Hypotheses are:

H_0 : There is no significant difference in the respondents' opinion on the influence of commercial product online

Finally, the respondents' responses on the frequency of clicking online advertisements were analyzed using frequency analysis and chi-square test with the following Null and Alternative hypotheses:

H_0 : There is no significant difference in the respondents' frequency of clicking online advertisements

H_1 : There is a significant difference in the respondents' frequency of clicking online advertisements

The results are tabulated in Table 6

The Null and Alternative hypotheses for the respondents' opinion on frequently available online advertisements are as follows:

H_0 : There is no significant difference in the respondents' opinion on frequently available online advertisements

H_1 : There is a significant difference in the respondents' opinion on frequently available online advertisements

advertisements on online

H_1 : There is a significant difference in the respondents' opinion on the influence of commercial product online advertisements on online

Table 8 Influence of commercial product advertisements on the online

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	1347	67.3	67.3	240.004 df=1 p=0.000
2.	No	654	32.7	100.0	
	Total	2001	100.0		

Table 8 depicts the frequency analysis on the opinion of the respondents about the influence of commercial product advertisements on the online. It can be extracted from the table that majority of the respondents (67.3%) have stated that the online advertisements about commercial products influences them to click for more details. On the other hand, 32.7% of the respondents have opined that the online advertisements about commercial products do not influence them to click it for more information. Further, there is a

significant difference in the respondents' opinion as depicted by the significant Chi-Square value (240.004; $p=0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

The Null and Alternative hypotheses on the attractiveness of online advertisements about commercial products are:

H_0 : There is no significant difference in the respondents' opinion on the attractiveness of online advertisements about commercial products

H_1 : There is a significant difference in the respondents' opinion on the attractiveness of online advertisements about commercial products

Table 9 Frequency analysis on the attractiveness of online advertisements about Commercial products

S. No.	Attractiveness of online advertisements about commercial products	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	1341	67.0	67.0	231.765 df=1 p=0.000
2.	No	660	33.0	100.0	
	Total	2001	100.0		

It is clear from Table 9 that majority of the respondents (67%) have stated that online advertisements about commercial products are attractive. But 33% of the respondents have stated that the online advertisements about commercial products are not attractive. Also, there is a significant difference in the respondents' opinion about attractiveness of online advertisements about commercial products as portrayed by the significant Chi-Square value (231.765; $p=0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

The Null and Alternative hypotheses on the influence of commercial product online advertisements to buy are:

H_0 : There is no significant difference in the respondents' opinion on the influence of commercial product online advertisements to buy

H_1 : There is a significant difference in the respondents' opinion on the influence of commercial product online advertisements to buy

Table 10 Influence of commercial product online advertisement to buy the product

S. No.	Influence of commercial product online advertisements to buy the product	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	1255	62.7	62.7	129.476 df=1 p=0.000
2.	No	746	37.3	100.0	
	Total	2001	100.0		

Table 10 presents the frequency analysis on the influence of commercial product online advertisements to buy the product. Table 10 depicts that majority of the respondents (62.7%) have agreed that the online advertisements about commercial product influence them to buy the product. But, 37.3% of the respondents have stated that they are not influenced by the online advertisements on commercial product. Further, there is a significant difference in the respondents' opinion as depicted by the significant Chi-Square value (129.476; $p=0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

The Null and Alternative hypotheses on the respondents' opinion about their ability to differentiate harmful and useful advertisements are:

H_0 : There is no significant difference in the respondents' opinion on their ability to differentiate harmful and useful advertisements

H_1 : There is a significant difference in the respondents' opinion on their ability to differentiate harmful and useful advertisements

Table 11 Frequency analysis on the ability to differentiate between harmful and useful advertisements

S. No.	Ability to differentiate between harmful and useful advertisements	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	633	31.6	31.6	269.978 df=1 p=0.000
2.	No	1368	68.4	100.0	
	Total	2001	100.0		

Table 11 presents the frequency analysis on the respondents' ability to differentiate between harmful and useful advertisements. It is clear from the table that majority of the respondents (68.4%) have stated that they can differentiate between harmful and useful advertisements in the online advertisements about commercial products. The significant Chi-Square value depict that H_0 is rejected and H_1 is accepted at 5% level of significance.

responses on various items displayed on online commercial advertisements are:

H_0 : There is no significant difference in the respondents' responses on various items displayed on online commercial advertisements

H_1 : There is a significant difference in the respondents' responses on various items displayed on online commercial advertisements

The Null and Alternative hypotheses on the respondents'

Table 12 Respondents' responses on various items displayed on online commercial advertisements

S No.	Queries	Response	Frequency	Percentage	Chi-Square (Significance at 5% Level)
1.	If you see an advertisement on internet about drug/alcohol what will you do?	Click on it immediately	695	34.7	412.258 df=2 p=0.000
		Click on it when elders are not near	283	14.1	
		Close it immediately	1023	51.1	
2.	If you see an ad on internet about your favorite actor/ actress what will u do?	Click on it immediately	977	48.8	831.436 df=2 p=0.000
		Click on it when elders are not near	965	48.2	
		Close it immediately	59	2.9	

3.	If you see an ad on internet about cosmetics what will u do?	Click on it immediately	1908	95.4	3463.469 df=2 p=0.000
		Click on it when elders are not near	49	2.4	
		Close it immediately	44	2.2	
4.	If you see an ad on internet about costumes what will u do?	Click on it immediately	1932	96.6	3601.682 df=2 p=0.000
		Click on it when elders are not near	66	3.3	
		Close it immediately	3	0.1	
5.	If you see an ad on internet about accessories such as shoe/belt/chains/clips/bands what will u do?	Click on it immediately	1971	98.5	3824.072 df=2 p=0.000
		Click on it when elders are not near	11	0.5	
		Close it immediately	19	0.9	
6.	If you see an ad on internet about health products such as health drinks/food what will u do?	Click on it immediately	119	5.9	3313.559 df=2 p=0.000
		Click on it when elders are not near	3	0.1	
		Close it immediately	1879	93.9	
7.	If you see an ad on internet about educative products such as CD/books what will u do?	Click on it immediately	1764	88.2	1165.282 df=2 p=0.000
		Click on it when elders are not near	0	0	
		Close it immediately	237	11.8	
8.	If you see an ad on internet about entertainment such as movie/song/games what will u do?	Click on it immediately	1185	59.2	68.046 df=2 p=0.000
		Click on it when elders are not near	0	0	
		Close it immediately	816	40.8	
9.	If you see an ad on internet showing dirty pictures what will u do?	Click on it immediately	351	17.5	224.612 df=2 p=0.000
		Click on it when elders are not near	821	41.0	
		Close it immediately	829	41.4	

Table 12 represents the respondents' responses on the different queries related to online advertisements about commercial products. It can be extracted from the table that majority of the respondents (51.1%) have opined that they will close the online commercial advertisement about drug/alcohol. Further 48.8% (majority) of the respondents have stated that they will click immediately the online advertisements that contain picture of their actor/actress. Also, 95.4% of the respondents have agreed that they will click immediately on the online commercial advertisements about cosmetic products. Similarly, 96.6% of the respondents have stated they will click immediately on the online advertisements containing costumes. 98.8% of the respondents have stated that they will click immediately on the online commercial advertisements containing accessories. But 93.9% of the respondents have stated that they will close immediately the commercial online advertisements about health products. But 88.2% have opined that they will click immediately on the commercial online advertisements about educational products. 59.2% of the respondents have opined they will click immediately the online commercial advertisements about movie/song/games. Finally, 41.4% of the respondents have stated that they will close immediately the online advertisements containing dirty pictures. Further, the Chi-square value is significant for all the queries portraying significant difference in the opinion of the respondents for all the queries. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

CONCLUSION

Thus, this paper gives a vivid picture of general opinion about online advertisements among the teenagers. Although, the sample size is more than that required to imply the results as a whole, a few questions has given maximum responses to be neutral. Further, the opinion and attitude changes from time to time may result in a different finding in future. But, the finding from the study has paved way for implications and policies that will enhance the quality of online advertisements and thereby stop ruin of the youngsters. Further, it is also recommended to implement a regulatory body to monitor the advertisements that are available on the internet so as to

make it more effective and less harmful. Hence, it is concluded that the online advertisements can be used for right purposes and it is in the hands of the government/parents and the society as a whole to either educate the youngsters to demarcate right from wrong or to completely avoid such felonious advertisements.

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