A STUDY ON THE EFFECTIVENESS OF INTERNET ADVERTISEMENT WITH REFERENCE TO MOBILE PHONE IN CHENNAI

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Abstract
"A study on the Effectiveness of internet advertisement with reference to mobile phone in Chennai" aims to find out the general opinion on advertisement and its effectiveness in the internet. The main objective of the study is to assess the effectiveness of Online Advertisement and the secondary objectives are to determine the users expectation of Advertisement in Internet to give suggestion to improve the advertisement in Internet. A questionnaire is used as the instrument to collect the primary data from the respondents. The target respondents are users of Internet in the Chennai. Customers above 18 years of age of different income group and professions are chosen for the survey. The tools that are used in this project are Percentage method, Chi-square test. Simple Random sampling is chosen to take the accessible population members for the study. Every research has its own limitation. Some of the limitations are most of the consumers did not spend more time in the questionnaire, so it might affect the quality of the data collected, due to shortage of time we did not meet more respondents, the shortage of time is another constraint for the study and human error is unavoidable.

Keyword: Internet, online, Advertisement, Interactive.

Introduction
Advertisement is used to publicize a product, service, or theme. Several types of adverts are acquirable for the aim of establishing brand consciousness and expanding product sales. Advertisement is ever-present in nearly all facets of day-to-day living. Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, the emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted an interruptive strategy "A study on the Effectiveness of internet advertisement with reference to mobile phone in Chennai" aims to find out the general opinion on advertisement with respect to mobile phones and its effectiveness in the internet. The main objective of the study is to assess the effectiveness of Online Mobile Advertisement and the secondary objectives are to determine the users' expectation of Mobile Advertisement in Internet, to identify user experience of viewing advertisement in Internet, to find out how they feel about Online mobile phone advertisement, to determine the effectiveness of Advertisement towards the users, to find out the type of mobile advertisement comfortable for users, to give suggestion to improve the advertisement in Internet with reference to mobile phones. The traditional mindset is that getting that level of exposure and placing your brand or business in touch with your target market on such a large scale costs millions of dollars. The reality is that online advertising is so effective it can put you on your customer's virtual doorstep every minute of every day for the tiniest fraction of what major multinational corporations fork out on television advertising time One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. If someone offered you the opportunity to advertise your product or service for the duration of all television commercials during the AFL Grand Final and promised to deliver that level of exposure every year for just a few hundred dollars each month would you accept it. Billions of dollars are spent globally every year trying to compete for optimal advertising space – just consider the AFL Grand Final, the NFL Super Bowl in the US or the UEFA Champions League final in Europe as three major sporting events that command monster, million-dollar advertising fees for mere seconds – a few seconds in which to make an impression on what can only amount to a handful of relevant segments of respective target markets for the handful of products advertised.
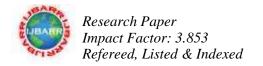
Review of Literature.
The effects of media context experiences on advertising effectiveness
Author : Malthouse, Edward C, Calder, Bobby J
Source : Journal of Advertising, September 22, 2007
The effectiveness of advertising depends on both the quality of the product being advertised and the quality of the ad itself. A third factor is equally obvious, but receives relatively less attention.

Response to Internet Advertising Among Malaysian Young Consumers
Author : Yet-Mee Lim, Teck-Chai Lau

Source : Journal of Marketing Research,1987
This study examines how young consumers perceive the Internet as an advertising medium. It explores their Internet usage, attitudes toward Internet advertising, beliefs about Internet advertising, Internet advertising effectiveness, online purchasing patterns, and their preference between Internet and traditional advertising.

Business-to-business advertising effectiveness and mediating factors in the Web
Author : Kiani, Gholamreza
With the birth of the World Wide Web, the current decade has witnessed tremendous evolution in the media environment, which indicates that electronic commerce, defined as the electronic exchange of information, goods, services, and payments, has finally come of age. Despite the fast growing popularity of electronic commerce and the presence of many companies on the virtual market, the rules of the game in this new environment are still unknown.

Post Impressions: Internet Advertising without Click-Through
Authors : Ursula Grandcolas, Charles McNeil
This research compared the factors affecting the click-through and post impression rates of internet banner advertising. The data analyzed included over 7 million impressions, with 739 placements, and covered 12 different campaigns. Post-impressions were correlated with click-through; the average click-through was 0.44% which compared to 0.13% for post-impressions.

Research Gap
Online advertising has some disadvantages as well in spite of its numerous advantages. Thus the actual status can be obtained only if the feedback received from the employees of diversified function of entity. It is important if the area is not focused to a particular function because the data collected from diversified organization involving all levels of employees and getting feedback from all the functions/department ensures an effective decision making. Thus we have focused diversified respondents from different functions as possible.

Need for the study
This research is conducted with an aim to help the company to increase users for its client web sites. The main scope of this project will help us to understand the user experience and expectation towards Online Advertisement. The information gathered through this research can be used by the company to improve its services and become more user-friendly. This can increase the goodwill of the company and its overall performance; it helps the organization to understand the user psychology on viewing the webpage so that the product can be positioned easily. A questionnaire is used as the instrument to collect the primary data from the respondents. The target respondents are users of Internet in the Chennai. Customers above 18 years of age of different income group and professions are chosen for the survey. The tools that are used in this project are Percentage method, Chi-square test, Correlation. Simple Random sampling is chosen to take the accessible population members for the study. Every research has its own limitation. Some of the limitations are most of the consumers did not spend more time in the questionnaire, so it might affect the quality of the data collected, due to shortage of time we did not meet more respondents, the shortage of time is another constraint for the study and human error is unavoidable.

Objectives and Scope
Primary Objective
The main objective of this study is to study the Effectiveness of internet advertisement with reference to mobile phone in Chennai

Secondary Objectives
- To identify users experience of viewing advertisement with reference to mobile phones in Internet.
- To determine the users' expectation of Advertisement with respect to mobile phones in Internet.
- To find out how they feel about Online Mobile Advertisement in Internet
- To determine the effectiveness of Mobile Advertisement towards the users.
- To find out the type of Mobile Advertisement comfortable for mobile users.
- To give suggestion to improve the mobile advertisement in Internet.

Scope of the Study
- This research was conducted with an aim to help the company to increase users for its client web sites in mobile phones

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- This study will help to understand the user experience and expectation towards Internet Advertisement in mobile phones
- The information gathered through this research can be used by the company to improve its services and become more user-friendly. This can increase the goodwill of the company and its overall performance.
- It helps the organization to understand the user psychology on viewing the webpage so that easily the product can be positioned.

Deliverables
- To study the effectiveness of mobile advertisement in internet
- To identify the most preferred way of approaching customers through advertisement in internet with respect to mobile phone.

Target Responders
The target respondents were users of Internet in the Chennai. Customers above 18 years of age of different income group and professions were chosen for the survey

Limitations
Every research has its own limitation. It is not possible that a research is accomplished without having any limitations. There are always some short comings which come into the way of accomplishment of a particular research study. It is almost impossible for research to get away from it.
Following are the some limitations during the dissertation,
- Most of the consumers did not spend more time in the questionnaire, so it might affect the quality of the data collected.
- The shortage of time is another constraint for the study.
- Due to shortage of time more respondents could not be met.
- Human error is unavoidable.

Sampling Technique
Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment about the aggregate or totality is made. It refers to the technique or the procedure, the researcher would adopt in selecting some sampling units from which inferences about the population is drawn, Sampling design is determined before any data are collected. The sample size decided for the study is 100 respondents.

Research Design
Research Design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficiently as possible yielding maximal information with minimal expenditure of effort, time and money. Research design stands for the advanced planning of the methods to be adopted for collection of relevant data. The approach identified for this research is survey approach. This is best suited for descriptive research studies. Here a survey on the user experience and expectation of Online Advertisement and getting suggestion to improve it.

Research Instrument
A questionnaire is used as the instrument to collect the primary data from the respondents. The questionnaire used is a well structured questionnaire consisting mostly of closed ended questions. Close Ended Questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

Data Sources
After identifying and defining the research problem and determining specific information required to solve the problem, the researcher`s task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.
Data sources may be classified as
  ➢ Primary data
  ➢ Secondary data
The primary data for the study titled "Effectiveness of Online Advertisement respect to mobile phone" is collected through primary data collection method. The secondary data provided the starting point for the research study. It offered the advantage of low cost and ready availability.

Percentage of Respondent

1. Advertisement seeing frequently

Table 1 Advertisement seeing frequently

Advertisement	No. of respondents	Percentage (%)
Touch Phones	35	35
Key-Pad phones	18	18
Touch with Keypad	33	33
Others	14	14
Total	**100**	**100**

Sources: Primary data

Inference : The above table indicates that 35% of the respondents seeing touch phones, 18% are seeing Key-pad phones, 33% are seeing Touch with Keypad, 14% are seeing other advertisements frequently.

2. **Null Hypothesis :** Search engine and place of seeing advertisement in internet.
   There is no significant difference in the variable for using search engine and place of seeing advertisement in internet.

$$^2 = \quad ((O\text{-}E)\ ^\wedge 2/E)$$

Table 2. Observed Count

Factors	Search engine	Social network	Web portals	Other	Total
Google	12	8	13	10	43
Yahoo	7	11	4	2	24
Others	18	6	8	1	33
Total	37	25	25	13	100

Table 2.1expected Count

Factors	Search engine	Social network	Web portals	Others	Total
Google	11.7	8.2	12	10.2	43
Yahoo	8.5	10.0	5.12	1.20	24
Others	17.2	7.12	7.8	2.1	33
Total	37	25	25	13	100

Table 2.2 Search engine and seeing advertisement in Internet

O	E	(O-E)	(O-E)2	(O-E)2/E
12	11.7	0.3	0.09	0.0076
8	8.2	-0.2	0.04	0.0048
13	12	1	1	0.0833
10	10.2	-0.2	0.04	0.0039
7	8.5	-1.5	2.25	0.2647
11	10.0	1	1	0.1
4	5.12	-1.12	1.25	0.2441
2	1.20	0.8	0.64	0.5333
18	17.2	0.8	0.64	0.0372
6	7.12	1.12	1.25	0.1755
8	7.8	0.2	0.04	0.0051
1	2.1	-1.1	1.21	0.5761

Source: Primary Data
R^2 = 1.1268
The calculated value   = 2.3904
Degree of freedom   = (Row-1) (Column-1)

$$= (2\text{-}1) \ (4\text{-}1)$$
$$= 3$$

C.V < T.V ACCEPTED.

Inference: Thus chi – square test infers that there is no significant difference in the variable for using search engine and place of seeing advertisement in internet. Table value of x2 for three DOF 5 Percentages a level of significance = 7.815

Summary of Findings.
- 40 % of the respondents are using internet at night.
- 5-10 hrs is spend by 42% of the respondents for internet.
- 38% of the respondents are using internet in office.
- In social network, 44% of the respondents seeing advertisements.
- 48 % of the respondents getting advertisement regarding products or services.
- 63 % of the respondents are not felling the effectiveness of Online Advertisement.
- 34 % of the respondents are dissatisfied with the advertisement displaying in internet
- Pop-up advertisement are clicked and viewed by 72% of the respondents.
- 54% of the respondents strongly agree that the advertisement disturbs browsing.
- Search engine advertisement as good opinion by 38% of the respondents.
- Banner advertisement is easy to follow by 53% of the respondents.
- 40% of the respondents are very much interested of getting credits for clicking advertisements.
- 30% of the respondents are frequently seeing advertisements related to products.
- From the chi- square analysis it is inferred that there is no significance difference in the variable for using search engine and place of seeing advertisement in internet.
- From the correlation analysis it is inferred that the positive correlation between two variables getting advertisement regarding product and clicking pop-up advertisement.

Suggestion and Recommendations
- Online Advertising companies have to understand the client requirements completely before designing the website and advertisement.
- Online Advertising companies have to make survey among few users after releasing advertisements in websites.
- Advertisements should contain proper and attractive words.
- Animations and audio can be avoided in advertisement to reduce the loading time of webpage. This gives the comfortable browsing for user.
- Banner advertisements are suggested for websites.
- To increase the user for advertisements, credits can be given to encourage the users.
- Search engine optimization can be adopted to make the website as popular.
- Websites related to matrimony, job portal can be advertised in Social networks.

Conclusion

Advertisements in Internet are more attractive for users. Organizations use this opportunity to promote their products. User expecting the advertisement should have less animation; this helps the page to load faster and makes the browsing comfortable. Banner advertisements can be followed to reach the advertisements among more users.

Nowadays social networks are famous among students and employees. Social network can be utilized for advertisement. This project helps the organization to know the user expectation towards Online Advertisement.

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