PERCEPTION TOWARDS INTERNET ADVERTISING:
A STUDY WITH REFERENCE TO TWO DIFFERENT GROUPS

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ABSTRACT

The technology has been upgraded, the internet has become one of the best ways to advertise your product. Internet advertising is a route through which an Organisation can communicate about its product/service and it can expand its scope, client base and achieve higher benefits. It is a modern form of advertising to promote products/service. Internet advertising is a marketing strategy for the promotion of a product through which we can grab and target the audience. Through internet advertising, a marketer can deliver & target the right message to the right person at the right place at the right time and the right cost. In this paper, we have thoroughly analysed the perception of two different groups from Ludhiana district towards internet advertising by using the various statistical technique.

INTRODUCTION

Internet advertising or online advertising is a form of advertising which uses internet to deliver promotional marketing message to consumer. It has provided opportunity to a marketer to capture new potential market. It is one of the cheapest and flexible methods of advertising which covers a large area. Internet advertising is giving a tough challenge to traditional advertising. Internet advertising is a speedy move of digital marketing. Internet users get benefit by right, required and detailed information at anytime from anywhere over their gadgets. Internet advertising is a great platform for Organisations to promote their product worldwide. It has enabled marketers to target specific customer segment, gather information, assess sales potential and ensure product exposure over the country/world.

REVIEW OF LITERATURE

Abdul Azeem and Zia ul-Haq (2012) their study provides with insight based on which it is understood that the five factors which are entertainment, information credibility, economy and value are significant predictors of attitude towards internet advertising. This research provides fruitful findings to the managers that can be applied to integrate direct business with global customers.

Ebrahim Al-Gamal and Dr Abbokar Siddiq (2018) in their paper Consumer Perception towards Online Advertising-a Study concerning Foreign Students in Mysore, conclude that there are various that will influence consumer attitude towards online advertising. They recommended that online advertising has to bring some surprise to be in success. By considering all the factors, the advertisers can make the advertisement more effectively and persuade consumers.

RESEARCH OBJECTIVES

1) To measure the perception of different internet users towards internet advertising.
2) To identify the problems related to internet advertising and articulating suggestions for improvement.

RESEARCH HYPOTHESIS

Hypothesis:

H0: let us take null hypothesis that there is no significant difference between perceptions of two groups regarding internet advertising.

H0: let us take null hypothesis that there is no significant difference between two groups regarding blocking of advertisement over the internet.
SAMPLE SIZE: The sample size of this study is 25 respondents.

SOURCES OF DATA
In this study primary data was collected through personal interview by using questionnaire. The questionnaire was filled from 25 internet users, from which 15 users are below 30 years and 10 users are above 30 years of age. The secondary data was collected from books, websites, research reports, journals and unpublished thesis.

TOOLS OF THE STUDY
In this study, Likert scale for analyzing the data, and chi square test was used to test the goodness of fit.

LIMITATION OF THE STUDY
1) This is subjected and prejudices of the respondents, hence 100% accuracy cannot be assured.
2) The research was carried out in a short span of time, where in the research could not widen the study.
3) The findings are based on the answers given by the employees, so any error or bias may be affect the validity of findings.

DATA ANALYSIS AND INTERPRETATION

**Demographic profile**
Interpretation-There is two age groups of internet users. 15 respondents are below 30 years of age whereas 10 respondents are above 30 years of age.
Interpretation: the above chart depicts the education level of respondents. 5 respondents are under-graduation, 13 respondents are graduated whereas 7 respondents are post graduated.
Interpretation—the above pie chart shows that what medium or gadget is used for internet surfing. 60% respondent use mobile gadget, 24% use laptop and 16% use desktop PC for internet surfing.
Perception of two groups towards advertisement over internet $H_0$: let us take null hypothesis that there is no significant difference between the perceptions of two groups towards internet advertising.

<table>
<thead>
<tr>
<th>Statements</th>
<th>X</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Advertising provides timely information.</td>
<td>3.73</td>
<td>2.1</td>
</tr>
<tr>
<td>Internet Advertising is enjoyable.</td>
<td>3.6</td>
<td>3.1</td>
</tr>
<tr>
<td>Internet Advertising promotes undesirable values in our society.</td>
<td>2.93</td>
<td>3.6</td>
</tr>
<tr>
<td>Internet Advertising results in better products for the public.</td>
<td>3.2</td>
<td>2.7</td>
</tr>
<tr>
<td>Internet Advertising is update source of information.</td>
<td>3.67</td>
<td>2.9</td>
</tr>
<tr>
<td>Overall, I like Advertising on the Internet.</td>
<td>3.8</td>
<td>3.1</td>
</tr>
<tr>
<td>Because of Internet advertising, people buy a lot of things that they do not really need.</td>
<td>2.86</td>
<td>3.4</td>
</tr>
<tr>
<td>Most Internet advertising insults the intelligence of the average consumer.</td>
<td>2.86</td>
<td>3.0</td>
</tr>
<tr>
<td>Internet advertising encourages people to buy something to impress others.</td>
<td>2.8</td>
<td>3.3</td>
</tr>
<tr>
<td>I would recommend Internet advertising to my friend when he or she needs to buy something.</td>
<td>3.26</td>
<td>2.4</td>
</tr>
<tr>
<td>I would consider Internet advertising before making purchase decision.</td>
<td>3.53</td>
<td>2.7</td>
</tr>
</tbody>
</table>

$X =$ group below age of 30 years.
$Y =$ group above age of 30 years.

$X = 3.317, Y = 3.053.$

Applying t-test, $t = 2.149$

$D.f. = v = n_1 + n_2 - 2 = 15 + 15 - 2 = 28$

For $v = 28$, $t_{0.05}$ for two tailed test, table value $t = 2.048$

Since, calculated value of $t$ is more than table value, we reject the null hypothesis and conclude that is significant difference between the perception of two groups towards internet advertising.

**Q:** Which of the following purposes, currently you are using internet & do you like advertisement at that place?

<table>
<thead>
<tr>
<th>Statements</th>
<th>a)Purpose of using Internet</th>
<th>b)If using then would you like advertisement at that place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading or Sending E-mails</td>
<td>Yes</td>
<td>20</td>
</tr>
<tr>
<td>Buying or making reservation for travel</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Shopping</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>Paying bills online</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Surfing the internet for fun</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Listening to music</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Watching a video clip or movie online</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Social Networking</td>
<td>25</td>
<td>-</td>
</tr>
</tbody>
</table>

**Interpretation:** From the above table, we can interpret that...
no. Of respondents is using internet for various purpose, but among those users most of the users do not like advertisement at that place. For example, 20 respondents are using internet for paying bills and no respondent like advertisement at that place.

Hypothesis; H₀: let us take null hypothesis that there is no significant difference between two groups regarding blocking of advertisement over the internet.

<table>
<thead>
<tr>
<th>BLOCKED ADVERTISEMENT</th>
<th>X</th>
<th>Y</th>
<th>Row total</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>10</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>NO</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Column Total</td>
<td>15</td>
<td>10</td>
<td>25</td>
</tr>
</tbody>
</table>

X= group below age of 30 years  
Y= group above age of 30 years

X² , for d.f. = (r-1)(c-1) = 1, at 5% significance value \( \chi^2_{0.05} = 3.841 \). Since, the calculated value of \( \chi^2 \) is less than table value of \( \chi^2 \), the null hypothesis is accepted, i.e. the two groups have same opinion in blocking the advertisement over the internet.

**FINDINGS AND SUGGESTIONS**

- The findings of this study indicate that Y group have neutral perception towards internet advertising while X group have towards agreed perception that they like advertisement.
- There is significant difference between the perception of two groups towards internet advertising.
- The users have same opinion regarding blocking of advertisement while surfing internet.
- Most of the users do not like advertisement while they are using internet for any purpose.
- Youngsters get attracted and get new information about new products in the market.
- Various factors are to be considered while giving advertisement over the internet to influence users.

**SUGGESTIONS**

- On the basis of the findings from the study, it is suggested that Internet users should not be targeted when they are using internet for sending e-mail, for listening music, for paying bill online or surfing internet for any of their important work.
- Repetition of ads should be avoided.

**CONCLUSION**

The usage of internet is increasing as it becomes part in one’s life. Therefore, it encourage marketer/advertising agency to advertise their product over the internet. But before doing advertising, they should analyse the behaviour of internet users. The concern of this study relates to perception of internet users towards internet advertising. As a result, age group of below 30 and above 30 i.e. group X and group Y have different perceptions towards internet advertising. And they do not like advertisement while surfing internet and block advertisement. Even though customer does not react immediately after watching online advertising, but they have somewhere impact of that advertising in their minds.

**REFERENCES**