CHAPTER 6
FINDINGS & CONCLUSION

The study on ‘Effect of Online Advertising on Consumers: A Study’ was conducted on the basis of content analysis and survey technique. This chapter focuses on the findings drawn from both the methods and concluding them with the conclusion.

6.1 Findings from Content Analysis

✓ Banner type of internet advertisement in different formats is the most common type of online ads followed by pop up advertisements.
✓ The advertisements of Banking and Insurance products were most commonly found in all websites except yahoo homepage.
✓ Product advertisement were designed in big picture layout while service oriented products had copy heavy layouts.
✓ Only yahoo.com carried advertisements showing functionality of the products.
✓ Information like price, variety, offers, features and discounts were given on all advertisements depending upon the layout of product or service advertised.
✓ Advertisements are mostly placed on top, right and centre of homepage except in Times of India homepage that experiment more with placement of the advertisements.
✓ Consumers prefer advertisements that are movable in their design and uses animation and graphics.

6.2 Findings from Survey

The survey among 500 respondents has led to the following findings:
✓ The result shows that majority of people do opt for online advertising but prefer ecommerce sites for buying their product as compared to web portals and company website.
✓ In context to the four informational websites that were studied, Yahoo was selected as the most preferred site by the respondents.
✓ In comparison to movable and immovable ads, netizens prefer movable advertisements that include visuals, music, graphics and animations.
The survey also concludes that netizens like still online ads that are designed in Big Picture Layout for the tangible products but for service oriented products respondents prefer Copy Heavy Layout ads that display information about services offered.

Though various types of internet advertisements appear on the website but the respondents prefer rectangular banner advertisements followed by skyscraper ads that are in vertical format.

Majority of the respondents who took survey responded that they agree or strongly agree to the statement that websites do contain more advertisements than content.

With reference to the websites studied, respondents notice online advertisements of ecommerce sites like Jabong, Flipkart, Amazon, etc. in majority followed by online advertisements of mobile phones.

Regarding the placement of the online advertisements on homepages of websites it was concluded that the ads placed above the mast head and on the right side of the homepage attract the maximum attention of the respondents towards it.

While researching for people reaction to the persuasive words, it was found that words of persuasion like shop now, buy now, discount, apply and many such words do influence the purchasing behaviour of the consumer.

There are many immovable online advertisements on the homepage of the website that do not show the functions and utility of the product and people also responded in dislike for such practice, thus preferring movable ads over immovable ads.

Though Yahoo is the most preferred site by the respondents that follow the Fixed sidebar and Advance grid pattern for its layout, but consumers prefer Headline and Gallery layout of the website which is preferred by Rediff.com.

Advertisements displaying discount offers attract the netizens immediately followed by other features of the ads like colors used in the ads and promotions provided on the online ads of the products.

Though netizens do like the visual ads but the majority of people prefer to close the ad whereas there would be some who would expand the ad for complete viewing.
6.3 Combined Analysis of Content Analysis and Survey

6.3.1 Similarities

- Respondents felt that the websites carry more advertisements content and content analysis also concluded that average numbers of online advertisements are higher.

- Big Picture Layout and Copy heavy layout are the most common layout trends in online advertisements and these types are liked by netizens too. Tangible products advertisements go for big picture layout which is admired by the respondents whereas copy heavy layout is preferred for services oriented products. It concludes that these two layout formats are not only designed and placed in website but also respondents pay heed to it.

- Yahoo.com’s Fixed sidebar and Advance grid pattern is liked by the respondents the most. Their second preference is Headline and gallery layout pattern which is adopted by Rediff.com and by hindustantimes.com too.

- Websites give most of the information about the product but they use images for tangible products more often and keep copy heavy for service products. Netizens get attracted to discount offers, product’s features and also the use of colors in online advertisements.

- Mostly the websites put their mast head on the top, and place the advertisements below that and also in the right side of the homepage. In layout point of view, it falls in eye centre and that’s why the viewers have no choice except to see/read the advertisements placed at this place. Survey indicates that the respondents prefer those online advertisements on homepages of website which are above the mast head though these are less in numbers and the right side of homepage is the next choice.

- The advertisements which have movement and are created as animation are preferred by netizens and Yahoo.com is ahead in this regard. Rediff.com and Indiatimes.timesofindia.com use combination of still and animation and if one clicks the still ad which is having expand option, the animated ad is played.

- To move the probable consumers instantly, catchy words which may pursue the netizen are profusely used.
6.3.2 Differences

✓ Most of the websites take advertisements as banner that too rectangular in shape and also it is preferred by the respondents. The respondents gave second priority to skyscraper ads which is practised by hindustantimes.com and is vertically placed. Though website put pop up ads as the common category but this was not liked by the respondents.

✓ Banking and Insurance advertisements are the most favoured sectors on the homepages of the websites in terms of online advertisements. Ecommerce and mobile phone advertisements dominate in terms of numbers and also the survey shows that the respondents notice these advertisements mostly.

✓ The respondents expect that the products should be shown about it working so that they may have a fair idea about its functionality but it is not there in online advertisements only Yahoo.com puts video advertisements for display whereas other websites lack in this aspect.

✓ Visual ads with movement meet their purposes better if are seen in full. But survey summarized that people close the online ads more frequently because of their other priorities while surfing different websites.

✓ Frequent change in appearance attracts the netizens and except Rediff.com, all other three websites adopt this practice and their advertisements keeps on changing. Contrary to it, Rediff.com took one advertisement on its homepage for days together.

6.4 Conclusion

6.4.1 Conclusion from Objectives

✓ *To study the content of online advertisements in context to the homepage of informational websites.*

Under this objective, the researcher analysed the content of four informational websites where Yahoo.com was found to be the most preferred site. It was found that banner ads especially its Skyscraper and Rectangular and Square format are the most common formats of advertisements used on homepages followed by Pop up ads. 970*250 and 300*250 pixels are the standardised banner sizes used. It was also
concluded that all three websites except Rediff.com adopt the practice of changing advertisements everytime the page is refreshed.

✓ To examine types of layouts used for designing the websites and also the layouts of online advertisements.

Headline & Gallery, Power Grid and Fixed Sidebar are the most used types of website layouts by the informational sites. Advertising being the major source of revenue for the informational websites too, their web portals experiment with all types of online advertisements from banner ads to rich ads, from interstitials to skyscrapers, etc.

In context to online advertisement layouts, it is found that products advertisements were designed in big picture or picture heavy layouts whereas service advertisements are designed more in copy heavy advertisement formats.

✓ To study persuasive information given in online advertisements which are appearing on the homepage of the websites.

In terms of information, services ads contain persuasive words like apply now, know more while following the copy heavy advertisement layout whereas product ads contain words like discount offers, shop now, schemes and prices. Online advertisements also contained information like address panel, offers and images of the product.

✓ To know what type of product category advertisements are mostly displayed on the homepage of the websites.

The result of the study shows that banking and insurance are the most favoured product categories for showcasing their advertisements on the homepages. E-commerce and mobile phone advertisements dominate in terms of number of advertisements on homepages.

✓ To find out preference of the visitors whether they like static or video advertisements on homepage of the websites.

It was found that visual ads or movable advertisements are more liked by the netizens especially the ones displaying the functionality of the product.

✓ To study whether online advertisements placed on the top of the homepage really attract consumers or not.
The study proves that the advertisements placed above the mast head and on the right side of the homepage are the most preferred areas for the placement and also attract the consumer.

✓ To identify features of online advertisement that attracts visitors of the website. It is concluded that though consumers get attracted to motion or visual ads but bright colors also appeal them. It was also found that persuasive information is equally important for them such as discount or promotional offers.

6.4.2 Conclusion from Hypotheses

✓ The study rejects hypothesis 1 as the result show that respondents in all the age and income groups do opt for online advertising, irrespective of their area of location and occupation.

✓ The study also rejects hypothesis 2 that state that there is a variation in liking of the movable and immovable advertisements among respondents belonging to different age and income groups. Also consumer from different area and occupation react differently to these advertisements.

✓ Hypothesis 3 is also rejected by the study as opinions regarding presence of content relating to advertisements on website vary among respondents.

✓ The results show that persuasive words do influence the purchase behaviour of the respondents irrespective of their age, income, location and their occupation, therefore hypothesis 4 is also rejected.

✓ The study rejects hypothesis 5 on the grounds that respondents do prefer advertisement that display the functionality of the product.

6.5 Proposed Model

Hence by considering the theoretical framework under study and the conclusions drawn from the content analysis and online survey, the following model has been proposed by the researcher that displays the process of posting advertisement on the websites.
Figure 6.1 Process of posting advertisements on the homepage of the website
6.5.1 Explanation of the Model

Taking Harold Laswell model as the base for the study, five basic elements of communication process have been studied i.e. who, says what, through which channel, to whom and with what effects in context to the online advertising. In it, the content and consumer’s perception regarding online advertisements appearing on the homepage of the website were studied and the researcher has proposed the above model that demonstrates the process whose explanation is mentioned below:

Who: In this model ‘who’ i.e. sender refers to the online marketing strategist or the advertiser who selects the particular website for their product, idea or service campaign and design the content to be inserted in the advertisement.

Says What: In the next step i.e. ‘says what’ the content present on the website is analysed. The research finds that the website content should be in relation to the content of the online advertisement uploaded on the website. There are few factors which should be kept in mind while designing the website and designing the online advertisement that attracts the viewers and increases its visibility and clicks.

Part I: While selecting the website for campaign, the advertiser should check the website layout, website reputation and also the elements of uncluttered website are important for effective display.

Part II: Whereas while designing the online advertisements, the advertisers should make it sure that advertisement is designed as per the suitable layout as per product, idea or service oriented ad. Also other factors like color, placement, functionality, information displayed are aptly highlighted.

Which channel: Channel here stands for the internet through which the internet advertising runs.

Whom: The next element of whom stands for the consumers who can also be referred as viewers and netizens for whom the online advertisement are designed.

What Effect: Last but the most essential element of this process is the feedback i.e. what is the effect of the whole process of displaying the online advertisements on the homepage of the website.

In this model, feedback is attained by the sender at two levels. First is the immediate feedback where the viewer rejects (close) or clicks the advertisements and
other another is *an indirect feedback* to the sender where he needs to understand the consumer perception about the website and online advertisement preference and strategise his online campaign as per their needs.

6.6 Future Scope of the Study

a) Managerial Scope

The conclusion of this research will be of great value to the marketers, advertisers, online media strategist and web developers. In this cut throat competition, where the online market is flooded with n number of websites on variety of products, ideas and services, it is essential to understand what is in the trend and is demanded by the consumers. The layouts used for designing the website and online advertisement would also be a great learning source for website developers along with parameters like placement of ads, colors used for designing ad, information posted for call for action, etc. that are used for website development. The research conclusions will also help the marketers and online strategist to advertise their product on websites with good reputation and maximum clicks on them.

b) Academic Scope

This research will also open up new avenues for the academicians as well. The conclusions drawn from this research has widen the areas for study that focus on the creative aspect of designing a website and online advertisements ad consumers response towards its preference. This topic can further be elaborated for studying other categories of websites were online ads appear like gaming, government sites, political sites, etc.