CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS
AND CONCLUSION

5.1. Introduction

Although web advertising is still fairly new, it has become an attractive vehicle for advertisers because of its several features and qualities. It integrates many positive aspects of major advertising media such as the visual impact of television and the parallel delivery of an ad with content a user is searching for, like billboard. More and more companies are using web advertising as part of their overall communication plan with potential customers. The future of internet advertising seems to be that of a continued growth into the next millennium. In this context, to assess the value perception of the web advertisements among viewers, the present study was conducted in the Salem district with the sample size of 500 respondents. The research originally sparked off by research objectives in Chapter I which led to the hypotheses outlined about the perception of viewers towards web advertisements for select services. The research was carried out and information was gathered which included biographical data that describe different groups that are found in the population and viewers’ perception towards web advertisements. The methodology followed is described in Chapter I. The reviews of previous studies are presented in Chapter II and the conceptual framework of web advertisements is
discussed in Chapter III. Viewers’ perception towards attributes of web advertisements, effectiveness of web advertisements, viewers’ satisfaction towards web advertisements of select services and problems in the web advertisements are analyzed in Chapter IV. In this chapter, the main findings of the study are summarized, the problems in web advertisements are mentioned, recommendations are made and scope for the future studies is outlined.

5.2. Findings

1. Out of 500 respondents, 88 per cent are male and 12 per cent are female. The predominant age group of the respondents (49.60 per cent) in Salem district is upto 25 years. A good majority of the remaining respondents are dispersed in the age group 26-35 years and 36-45 years. 12.20 per cent of the respondents are dispersed in the age group above 45 years.

2. The predominant literacy group (36 per cent) of the respondents has postgraduation and above qualifications. 15.20 per cent of the respondents have H.Sc qualification. 13.60% and 35.20% of the respondents have studied Diploma/ITI and degree courses respectively.

3. Out of 500 respondents, 37.80% are employed, 7.60% are professionals, 43% are students and 11.60% are businessmen.
4. 56.60 per cent of the respondents have monthly income below Rs.20000 and 29.60 per cent have Rs.20001-30000 as monthly income. 6.60 per cent of the respondents have monthly income Rs.30001-40000. About 7.20 per cent of the respondents have above Rs.40000 as monthly income.

5. Out of 500 respondents, 15.60 per cent of the respondents have upto 2 dependants, 31.40 per cent of the respondents have 3 to 4 dependants, 40.40 per cent of the respondents have 5 to 6 dependants and 12.60 per cent of the respondents have 7 and above dependants.

6. Majority of respondents (58%) belong to nuclear family and 42% respondents belong to joint family. 55.40 per cent of the respondents are married and 44.60 per cent are unmarried.

7. 67.80 per cent of the respondents belong to Hindu religion, 7.40 per cent belong to Muslim religion and 24.80 per cent of the respondents are Christians. 20%, 20%, 20%, 20% and 20% of the respondents belong to Attur, Salem, Mettur, Sankari and Omalur blocks of Salem district respectively.

8. All the respondents are accessing internet. 18.80 per cent of the respondents are using internet below for one year period and 9.90 per cent are using internet for 1-2 years. 40 per cent and 31.40 per cent of
the respondents are using internet for 2-3 years and above 3 years respectively.

9. In regards to frequency of using internet, 58 per cent are using daily, 22.80 per cent are using weekly twice, and 15.40 per cent are using weekly. 3.60 per cent and 0.20 per cent of the respondents are using internet monthly twice and monthly once respectively.

10. Out of 500 respondents, 44.60 per cent and 22.40 per cent of the respondents are using internet for seeking jobs and matrimonial purposes respectively. About 33 per cent of the respondents are using internet for banking and insurance purpose. Majority of the respondents (80.40%) are using Google search engine, 15.80% are using Yahoo search engine and 3.80 per cent are using MSN search engine.

11. Out of 500 respondents, 81.60% and 18.40% of the respondents are aware and partially aware of the web advertisements respectively in Salem district.

12. With regard to likeability of the message of web advertisements, majority of the respondents reveal that they do not like at all (27.80%), followed closely by like a little (23.80%) and like a great deal (21%). 17.20% and 10.20% of the respondents like a lot and like a moderate amount respectively with the message of web advertisements. The
average acceptance score reveals that the respondents have a higher acceptance level (3.22) towards funny nature of message in the web advertisements, followed by meaningful message (3.02). In the case of informative nature of message, the respondents have a lower acceptance level (2.43).

13. The viewers of the matrimonial ads have high level of likeability (3.29) towards message of web advertisements followed by the viewers of the recruitment ads (3.12). The viewers of the banking and insurance ads have low level of likeability towards message of the web advertisements (2.02).

14. No significant relationship is found among the acceptance levels of the respondents belonging to different genders, age groups, educational status groups, income groups, occupations, blocks and using different search engines towards attributes of web advertisements. A significant relationship is found among the respondents viewing various ad sites towards attributes of web advertisements in Salem district.

15. Male respondents, respondents in the age group 26-35 years, respondents having postgraduation and above qualifications, respondents belonging to monthly income Rs.20001-30000, professionals, respondents viewing matrimonial sites, respondents belonging to Salem block and respondents using Google search engine
have higher acceptance level towards attributes of web advertisements in Salem district.

16. There exists consistency in the acceptance level of female respondents, respondents belonging to above 45 years, respondents who have Diploma/ITI qualification, respondents having monthly income below Rs.20000, employed viewers, respondents viewing banking and insurance sites, respondents belonging to Omalur block and respondents using MSN search engine towards attributes of web advertisements in Salem district.

17. There has been a low correlation (0.062) between the overall acceptance score on the attributes of web advertisements and the selected personal variables. Gender, age, education and monthly income of the viewers have no significant effect on their acceptance towards attributes of web advertisements.

18. In regards to level of acceptance towards attributes of web advertisements for the select services, majority of the respondents reveal that they strongly disagree (28.80%), followed closely by disagree (27.40%) and neither agree nor disagree (22.40%). 8.80% and 12.60% of the of the respondents strongly agree and agree respectively with the attributes of web advertisements. The average acceptance score reveals that the respondents have a higher acceptance level (2.62)
towards memory feature of web advertisements, followed by faster feedback and reach more customers (2.56). In the case of informative feature, the respondents have a lower acceptance level (2.31).

19. The viewers of the recruitment ads have high level of acceptance (2.74) towards attributes of web advertisements followed by the viewers of the banking and insurance ads (2.27). The viewers of the matrimonial ads have high low level of acceptance towards attributes of web advertisements (2.14).

20. There is no significant relationship among the satisfaction levels of the respondents belonging to different genders, age groups, educational status groups, income groups, occupations, blocks and using different search engines towards web advertisements of the select services. A significant relationship is found among the respondents viewing various ad sites towards web advertisements of the select services.

21. Male respondents, respondents in the age group 26-35 years, respondents having postgraduation and above qualifications, respondents belonging to monthly income Rs.30001-40000, students, respondents viewing matrimonial sites, respondents belonging to Salem block and respondents using Google search engine are more satisfied towards web advertisements of the select services.
22. There exists consistency in the satisfaction level of male respondents, respondents belonging to above 45 years, respondents who have H.Sc qualification, respondents having monthly income above Rs.40000, students, respondents viewing banking and insurance sites, respondents belonging to Mettur block and respondents using MSN search engine towards web advertisements of the select services in Salem district.

23. There has been a low correlation (0.093) between the overall satisfaction score on the web advertisements of the select services and the selected personal variables. Gender, age, education and monthly income of the viewers have no significant effect on their satisfaction towards web advertisements of the select services in Salem district.

24. Majority of the respondents are highly dissatisfied (27.20%), followed closely by dissatisfied (26.80%) and neither satisfied nor dissatisfied (21.40%) towards web advertisements. 12.20% and 12.40% of the respondents are highly satisfied and satisfied respectively with the web advertisements of the select services. The average satisfaction score reveals that the respondents have a higher satisfaction level (2.73) towards consistent with company image, followed by availability of replay facility and layout and design of the web ads (2.71). In the case of creative/interesting aspects of web ads, the respondents have a lower satisfaction level (2.33).
25. The average satisfaction score reveals that the respondents viewing matrimonial ads have higher satisfaction level (2.92) followed by the respondents viewing recruitment ads (2.61). Therefore, the respondents are more satisfied with the web ads of matrimonial services. However, the respondents have low level of satisfaction towards the web ads of banking and insurance services (2.22).

26. No significant relationship is found among the acceptance levels of the respondents belonging to different genders, age groups, educational status groups, income groups, occupations, blocks and using different search engines towards effectiveness of web advertisements for select services in Salem district. A significant relationship is found among the respondents viewing various ad sites towards effectiveness of web advertisements for select services.

27. Female respondents, respondents in the age group 26-35 years, respondents having degree qualification, respondents belonging to monthly income below Rs.20000, businessmen, respondents viewing job sites, respondents belonging to Salem block and respondents using Google search engine have higher acceptance level towards effectiveness of web advertisements for select services in Salem district.
28. There exists consistency in the acceptance level of male respondents, respondents belonging to 26-35 years, respondents who have Diploma/ITI qualification, respondents having monthly income Rs.30001-40000, professionals, employed viewers, respondents viewing job sites, respondents belonging to Omalur block and respondents using Google search engine towards effectiveness of web advertisements for select services in Salem district.

29. There has been a low correlation (0.044) between the overall acceptance score on the effectiveness of web advertisements for select services and the selected personal variables. Further, gender, age, education and monthly income of the respondents have no significant effect on the effectiveness of web advertisements for select services in Salem district.

30. The multiple discriminant function was used to find whether any significant difference exists among the three groups of viewers. The multiple discriminant function analysis applied resulted in two discriminant functions, of which the factors such as global reach/wide coverage, enable to know number of visits generated, reduce mental stress, information requests and increases customer expectations contribute to the first discriminant function (Website Characteristics) and the variables such as increases conversion rate, increases
interactivity and targets particular user groups contribute more to the second discriminant function (Online User Coverage). The efficiency of these functions were tested using classification matrix which predicted 80.40% of the cases correctly. The multiple discriminant function analysis results shows that the viewers of job sites differ more from viewers of matrimonial and banking and insurance sites in ‘Website Characteristics’ dimension. Banking and insurance sites viewers scored less on the ‘Online User Coverage’ compared to viewers of matrimonial and job sites.

31. Out of 500 respondents, majority of the respondents indicate that they strongly disagree (43.20) with the effectiveness of web advertisements, followed closely by disagree (17%) and strongly agree (16.60%). 13% and 10.20% of the respondents agree and neither agree nor disagree respectively with the effectiveness of web advertisements for select services in Salem district. The average acceptance score reveals that the respondents have a higher acceptance level (2.76) towards attractive display, followed by improving personal touch (2.71). In the case of increase in offline sales, the respondents have a lower acceptance level (2.21).

32. The average acceptance score reveals that the respondents viewing web ads for matrimonial services have higher acceptance level (2.76)
followed by the respondents viewing ads for recruitment services (2.48). Therefore, the web ads for the matrimonial services have higher level of effectiveness. However, the respondents have low level of acceptance towards effectiveness of web ads for banking and insurance services (2.11).

33. In regard to problems in the web advisements, majority of the respondents reveal that they neither agree nor disagree (31.80%), followed closely by agree (27.60%) and disagree (22.80%). 9.40% and 8.40% of the respondents strongly agree and strongly disagree respectively with the problems in the web advertisements. The average acceptance score reveals that the respondents have a higher acceptance level (3.62) towards psychological fear of information technology, followed by not an emotional medium like television (3.42). The respondents have lower acceptance score (2.71) towards lack of innovation in web advertising.

34. The average acceptance score reveals that the respondents viewing web ads for matrimonial services have higher acceptance level (3.26) followed by the respondents viewing ads of banking and insurance services (3.12) towards problems in the web advertisements. However, the respondents viewing web ads for recruitment services have low level of acceptance towards problems in the web advertisements.
35. There has been a low correlation (0.108) between the overall acceptance score on the problems associated with the web advertisements and the selected personal variables. Gender, age, education and monthly income of the respondents have so significant effect on the problems associated with the web advertisements for select services in Salem district.

36. Respondents ranging from 26.20 per cent to 45.20 per cent suggest that optimal frequency, government support, extended space and good copy writing will improve the scope and effectiveness of web advertisements for select services. Understanding customers, avoidance of psychological fear of IT and use of appropriate formats are the suggestions of the viewers to improve the effectiveness of web advertisements at 48.20%, 49.60% and 50.80% respectively. Respondents ranging from 54.60 per cent to 61.40 per cent suggest that target to potential customers, better presentation, advertising ethics and improvement in web technology will improve the effectiveness of web advertisements for select services.

5.3. Suggestions

From the foregoing analysis and findings, it is clear that web advertisement is the most important concern in the present market environment. The researcher has studied various aspects of web
advertisements of the select services. Based on the perception of the respondents and the analysis, the following suggestions are given to improve the effectiveness of web advertisements for select services:

1. Consumers value the internet as a tool to access product or service information. Therefore, the availability of more information on the web are more appealing to consumers. The users of the web have an interest in the information accessed after click through, rather than offers or appeals shown on web. Therefore to draw these viewers, the advertisers of the select services should make their web advertisements to satisfy the wants and needs of viewers for information based benefits.

2. An adequate amount of infrastructure and human capacity building is required for developing countries to adopt the global technology for their web advertisements. The Government of India can help the viewers in reducing the cost of interconnectivity and information and communication technology. This will ensure more access to web advertisements of select services.

3. Copy writing of web advertisements is essential when selling the services to potential consumers. Having a well written copy that is persuasive will not only attract an audience, but also convert that audience to customers. If the advertisers want to keep the interest alive,
then they can also create discussion with the customers. This will attract more visitors to the advertisers’ sites of select services.

4. The advertisers of the select services don’t forget to research information about the users on the web advertisements. What is most important is a demographic analysis of the target audience. Therefore, the advertisers of the select services should target their audience with pinpoint accuracy like location, income, gender, interests, hobbies, etc. Further, the advertisers of the select services should utilize effective pay per click management software to measure results. They should use ad analytics to measure delivery as well.

5. Consumers value the internet and pay attention to the web that enable them to access information they want quickly and efficiently. Consumers are less likely to be attracted by the appearance of web advertisements, such as visual effects or attractive looks. Rather, consumers seem to value web advertisements’ functional benefits and capabilities; that is, immediate access to the information. Advertisers of the select services therefore should concentrate their creative efforts in developing web advertisements to become efficient. The advertisers of the select services shall also determine optimal frequency, which determines the effectiveness of web advertising.
6. Advertisers of the select services should comprehend the current situation and the performance of the web, and then they should develop advertising strategies to fit into the current state of the web. Even though consumers have favourable attitudes towards non-traditional advertising strategies, they do not appear to be totally free from the concerns accompanying interactivity with advertisers on the web. The consumers are highly concerned with the issue of privacy and security issues in interacting with advertisers on the web. Moreover, consumers are reluctant to give advertisers their personal data and information in exchange for additional product information. The rising cases of internet related frauds have made the web environment in India very complex. About 49.60 per cent of the respondents state about avoidance of psychological fear of IT. Thus, privacy not only covers confidentiality data but also guarantees the data’s level of privacy. A correct system architecture and design will help in managing operational and security risks to a greater extent.

7. About 62.25 per cent of the respondents suggest the use of appropriate formats in the web advertisements of select services. No contest, pop-ups ads win the trophy for being the least liked of all types of internet ads. Hence, all the marketing rupee spent on these ads are not as productive as the same amount of rupee spent on other types of internet marketing. Web advertising costs money, sometimes lots of
money, so it is important to get lasting value out of each ad the advertisers place. Therefore, it is suggested that designing of web ads using standardized sizes, such as banners, will tend to keep them “fresh” longer and make them more easily used on other sites without having to do a major overhaul each time.

8. The advertisers need to know the target audience. Web advertisements work best when they appear in the right context, which is in the right place in front of the right people and ideally at the right time. The landing page is the perfect place for explanation and justification if needed in the advertisements of select services. Apparently vertical pictures are more attractive than horizontal ones and the ad layout should be such that the reading progression leads the user to the response device, usually a hyperlink. To be most effective, the adverts should only appear on websites that are relevant to and popular with the audience.

9. The human eye is designed to be attracted to colour. Custom designing ads to pleasingly complement a website’s colour scheme can seriously affect how long visitors will remain on website and how often they click through for more information. Using bright neon colours and flashing lights are counter productive and tend to actually irritate potential customers, instead of attracting them. Further, the
message of the web advertisements appears to be very short because people don't have time to drill into the advertisement for meaning. Therefore it is suggested that the web advertisers of the select services keep in mind all these factors while preparing the advertisement coy.

10. E-mail campaigns use free gifts and special offers with reasonable rates of return, but these incentives do not seem to be effective when used in internet marketing. Therefore, it is informed that using these strategies in website advertisements may have a cheapening effect and cause potential customers to hesitate or lack confidence in the quality level of the service being marketed. Therefore, the advertisers of the select services should avoid this kind of promotional strategies.

11. The number of people who are connected to the internet by broadband and cable modem is increasing noticeable. These broadband technologies make internet access much faster than dial-up modem. However, in the current web environment, most households use a dial-up modem to access the internet. People connected to the internet by the broadband technologies change their media use and habits, reducing the time spent on traditional electronic media, such as television and radio, and spend more time online. Therefore, the improvement on the web technology would change media habits and
may result in revision of the ways consumers perceive the web as an advertising medium.

12. In employing non-traditional advertising procedures, advertisers are afraid that consumers might feel unfamiliar with the requirements for computer related knowledge or the involvement of complicated advertising messaging. In the early days of the web, some people were concerned that consumers might perceive web advertising to be less valuable due to a lack of familiarity. However, as the web penetrates the population more deeply, unfamiliarity with the medium seems to decrease noticeably. Also, as people use the web for more varied purposes, they perceive the medium to be as familiar as the established media. Therefore the advertisers of the select services should use web advertisement extensively for their services.

13. Advertisers of the select services are recommended that if the service, which they are going to promote, is not known, do not insist on availing the service on the internet if possible, because the buyer is willing to be aware of the service and cannot trust because he doubts if the service will be offered or not. By this way, the vendors can advertise their service by introducing them and encourage the user to avail; at this stage the user can go to the address, which the seller has presented on the internet, and avail personally. Since the user is totally
familiar with the brand and name, when sees the promotion, he will get complete knowledge and information, and the promotion encourages the user to avail the service by its own effectiveness and sells on the internet environment.

5.4. Conclusion

The internet has reduced the cost and increased the speed of information transfer. It has transformed the economic landscape, allowing new and exciting ways to generate revenue that includes and differs from traditional economic models. The global reach of the internet makes it an attractive platform for any company wishing to advertise its products or services. No doubt, web advertising offers potential benefits like target ability, tracking, deliverability, flexibility, interactivity, etc. that are not available in traditional media. But it does not mean that web advertising is the superb way of advertising. It has many limitations also. Further, several factors will influence the future of web advertising like privacy issue, legal issue, and security issue, infrastructural and above all market itself. Therefore, the success of web advertising requires sound strategy, management understanding, commitment and integration of internet with companies overall marketing strategy. Therefore, advertisers should keep in mind the importance of building effective creative concepts for web advertisements. The researcher suggested optimal frequency, government
support, extended space, good copy writing, understanding customers, avoidance of psychological fear of IT, use of appropriate formats, target to potential customers, better presentation, advertising ethics and improvement in web technology to improve the effectiveness of web advertisements for select services. To ensure a positive outcome, attention to the factors identified in the suggested framework is important for improving effectiveness of web advertisements. If the study provokes the authority concerned to take some positive measures, the researcher will feel amply rewarded.

5.5. Scope for Further Research

In the course of the literature survey and field study, it is found that the web advertising is gaining momentum in the recent years. As this study is confined to web advertisements of select services in Salem district, the findings cannot be generalized in a wider context. Hence, in order to generalize the study at the national level, a nationwide investigation that covers more services and regions is suggested. Currently, the type of web advertisements is becoming more varied, along with developments in web technology and advertisers’ efforts to look for alternative promotional methods to substitute for banner advertisements. Therefore, future research needs to encompass on the formats of web advertisements gaining popularity among advertisers. Since advertisers have their own market
circumstances and target audiences, they may feel the need to develop advertising strategies suitable to their own situations. Hence, future research needs to categorize web advertisers more specifically to reflect the current e-market situation and online environment better. Further, more research is needed to specify how media user characteristics interact with media structure and content variables to influence presence. Certainly, more work needs to be done before to have a complete understanding of the operation of presence in web advertisements. Comparing similar studies over time could provide a picture of the changing nature of these phenomena. Future research should also focus more clearly on such questions as why internet ads evoke less positive responses than television ads and how they can be made more appealing. The above list is illustrative of further research.