CHAPTER 6

THE SUMMARY, CONCLUSIONS AND SUGGESTIONS

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6.1 THE SUMMARY
The last decade has witnessed a phenomenal growth in internet advertising business. Internet is the latest form of mass communication that provides users with a new economy of information distribution and acquisition. Internet is a medium of choice as consumers can click on an internet ad for communication, transaction and distribution that none of traditional advertising media could offer. McMillan (2003) suggested that advertisers must adjust to this new internet medium, as it is not bound by either space or time and has the capability to involve and engage the users. Now-a-days internet users are more often logging on and spending much of their time on the internet, this provide an opportunity for advertisers to create internet ads that establish one-to-one relationship between companies and users.

The internet advertising has become an important tool to reach the right customers via unique and useful web applications. Also an online ad can be customized easily to better suit a consumer’s needs. Liu and Shrum (2002) suggested that via internet ads companies can communicate more effectively with consumers on an individual basis and tailor their message to the interests and expectations of individual consumers. Internet advertising reach to the public is faster and once a firm has an understanding of how internet users perceived these ads, they can come up with effective internet ads. Banner ads are most popular format of internet advertising among others because most internet users had encountered some banner ads in their day-to-day internet usage. The exposure to banner ads influences the internet users’ decisions to purchase advertised products/services. Therefore, it is essential to know the perception of internet users towards banner ads that will contribute in the formation of purchase attitude.
The present study on the title *A Study of Internet Users’ Perception towards Internet Advertising* was carried out with the aim to provide an insight about the internet users’ perception towards frequently used banner ads and to know the effect of selected demographic variables on this perception. After reviewing the available literature on the topic, demographic variables selected for this study were gender and age of internet users that were consider as independent variables. The explored dimensions that affect internet users’ perception towards banner ads of internet advertising were the dependent variables.

The study is based on primary data collected from internet users. It first, explored important dimensions that affect internet users’ perception towards banner ads of internet advertising. Then it studied the effect of age, gender and their interaction on identified dimensions. On the basis of findings of the study a model was proposed to provide a conceptual foundation on the topic so that useful strategies related to internet advertisements are possible to develop by advertisers, marketers and researchers. The report of the study is classified into seven chapters with an attempt to present research work in logical and systematic sequence.

The chapter one titled *Introduction* has three parts- Conceptual Framework, Rationale and Objectives. The first part i.e. Conceptual Framework of the study introduces the concepts on which the rationale and objectives of the study are based. This framework of the study is divided into various sub-heading to frame the concepts of the independent variables (viz. internet users’ age and gender) and dependent variable i.e. perception of internet advertising with reference to banner ads. The chapter begins with an introduction and definitions of internet and internet users. Then it described demographic variables viz. age and gender of internet users.

The explanation of various types of internet advertising including banner ads was presented next. Since, the study focuses on the term perception, the
importance of internet users’ perception towards internet advertising has been presented lastly in this part. The second part of this chapter contains the rationale of the study which entails the reasons why this study was undertaken. Finally the objectives of the study have been listed in the third and last part of this chapter.

The chapter two on Review of Literature contains the extensive review of the earlier researches carried out by various research scholars on the banner ads of internet advertising and internet users’ perception towards it. An attempt is made to draw attention to the prevalent gaps in knowledge to complement the primary objectives of the study. The chapter is organized into few sub heading based on available streams of researches. Each section of this chapter helps to understand the nature and direction of the related research works available.

It begins with the earlier studies related to the internet advertising and the importance of using banner ads in comparison to other internet ads. Then it reviews the studies on the effect of internet users’ age, gender and their interaction on internet ads. The detailed review on the perception towards internet advertising with reference to banner ads was presented next. Other model and theories converging reference domain were also reviewed at last. All these literature extended foundation for developing the instrument for data collection and to interpret the factors influencing the internet users’ perception towards banner ads of internet advertising. A substantial gap was also found in the literature pertaining to the effect of demographic variables like age and gender on the internet users’ perception towards banner ads of internet advertising.

The third chapter titled Research Methodology relates the research design and procedure adopted to accomplish the study. It is divided into five parts: The Study, The Research Design, The Sample, The Tools for Data Collection and The Tools for Data Analysis. The first part describes the nature and scope of
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the study. The study is exploratory in nature. The second part describes the multistage design process conducted to achieve the objective of the study in terms of research paradigm. It relates the arrangement and designation of independent and dependent variables and their levels. A ‘2 x3’ factorial design with two independent variables one with two level and another with three level i.e. six subgroups of internet users were formed. The independent variables identified were the gender and age of internet users. Gender has two levels male and female. Another variable was age with three levels namely youngsters, adults and middle aged. The dependent variables were the dimensions related to internet users’ perception towards the banner ads of internet advertising.

The sampling unit of research is internet user who seen the internet ads. The population consisting of internet users located in Indore city. In the absence of sampling frame non-probability judgment sampling method was applied to select the sample from population. Total 700 questionnaires were collected but due to incompleteness and incongruence in responses only 614 respondents was finalize, yielding response rate of 87.71 percent for data analysis. The self-administrated instrument was developed to collect the responses for the purpose of data collection. The tools for data validation and statistical tests have been presented as tools data analysis. The normality of collected data and reliability of scale were tested using Kolomogorov-Simirnov Test and Chronbach’s alpha methods respectively. Principal component method of factor analysis using varimax rotation was used to explore the dimensions. Further analysis was carried out through ANOVA and Z- test. Due to the magnitude of the analysis involved, a computer based statistical analysis package - SPSS 16.0 was employed.

The fourth chapter titled Results focuses on the findings obtained in the course of present research study. The chapter was classified in four parts viz. Dimensions affecting Internet Users’ Perception towards Banner Ads of
Internet Advertising, Effect of Independent Variables on Dependent Variable, Internet Advertising Perception Model and Grand Summary of Results. The first part highlights the four imperative dimensions viz. Perceived Believability, Perceived Hedonism, Perceived Usefulness and Perceived Creativity that emerged out after applying the two rounds of factor analysis. Second part explained the interaction and interrelationship among independent variables and their effects on dependent variable. This has been shown in two sections subtitled as Layout of Experiments and Details of Significant Results.

The layout of the experiment contain ten problems having ninety hypotheses covering dependent variable i.e. perception for banner ads towards internet advertising along with its four mentioned dimensions. The details of significant results are further divided into two stages for better comprehension and reading. The first stage calculated 15 F-values that identified the effect of independent variable and their interactions for internet advertising perceptions. While 75 Z-values calculated in the second stage to identify the differences in the mean perception of internet users falling into six subgroup of research paradigm. The summary of results was also presented for clarity at the end. Third part proposed a model that provides a conceptual foundation for internet users' perception towards the banner ads of internet advertising and the effect of age, gender and their interaction on it. In the fourth part the grand summary of results formulated a framework for linking the significant results with various concepts and practices.

The fifth chapter is titled Discussions, which discussed the result in the light of the grand summary of the study. The results pertaining to different perception of internet users towards banner ads of internet advertising were integrated and examined to identify the hidden patterns. Thus, the results of various statistical tests were carefully examined and discussed with appropriate explanations and with the related studies. Finding of the other researches was reported with the existing study to draw some significant observations. Firstly, the dimensions
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affecting the internet users’ perception have been discussed to facilitate the assimilation of new knowledge into existing mass literature pertaining to banner ads of internet advertising. Then the relevant and available literatures were utilized to interpret and explain the summarized results of hypotheses testing. Lastly, internet advertising perception model was discussed in detail as consolidated outcome of the present research.

The sixth chapter is divided into three parts – Summary, Conclusions and Suggestions. The summary is having salient points that bringing out the gist of each chapter. Hence, to show the overall picture of the contents, the summary presented a chapter wise overview. The conclusion part highlighted the major finding of the work in the light of the research objectives. In the view of certain limitations of the study, which could not be avoided, and experiences gained from this academic endeavor, the suggestions have attempted to highlight some critical issues for further research.

The seventh chapter titled Implications is an effort for utilization of inputs obtained from interpretation of results in the managerial concepts and practices. It contains the implications of the present research work for academia, management practitioners and ad designers. Some of the implications highlighted for the academia to understand the internet users’ perception towards internet ads for building theories and concepts. Implications for the practitioners are presented for improving internet ads effectiveness according to internet users’ perception. A few of the implications for creative peoples helps in the ad designing after considering the effect of age and gender of internet users on the dimensions of internet advertising perception identified by the study.

The References of the research studies cited in the report have been presented at the end in standard format. The tools used for data collection, tables of item-total correlation, tables of factor analysis along with the histogram of normality
6.2 THE CONCLUSIONS

The internet has become a proven medium for advertising and has become a viable alternative to traditional media, such as television and billboards. The results of the study led to the analysis of two important demographic variables i.e. age and gender of internet users and their interaction that have significant effect on the perception of internet advertising with reference to banner ads. The conclusions have been drawn in the light of the objectives which were framed for carrying out the present study. The study has successfully achieved its objectives as concluded below.

Objective 1: To explore the dimensions affecting internet users’ perception towards internet advertising with reference to banner ads.

The study has resulted into exploration of four dimensions related to internet users’ perception towards banner ads of internet advertising. The four dimensions that emerged out of eight identified factors are Perceived Believability, Perceived Hedonism, Perceived usefulness and Perceived creativity. In order to get these dimensions an iterative sequence of factor analysis was executed. The first order factor analysis resulted into eight imperative factors namely, Perceived Informativeness, Perceived Involvement, Perceived Web-ad-appearance, Perceived Attractiveness, Perceived Acceptability, Perceived Ease-of-use, Perceived web-ad location and Perceived Innovativeness. Four vital dimensions was the outcome of the second order factor analysis.
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Objective 2: To study the effect of gender on internet users’ perception towards banner ads.
The internet users’ perception does not differ on the basis of gender because gender alone was not found to be effective. Thus, male and female internet users have the similar perceptions towards banner ads of internet advertising and for its identified dimensions. In today’s scenario, the male and female both use the internet and experience the internet ads frequently so their perception toward internet ads does not vary significantly on the basis of their gender only. But when gender is consider with the different age groups the perception difference occurs.

Objective 3: To study the effect of age on internet users’ perception towards banner ads.
Results demonstrated that the age has the significant effect on the internet users’ perception towards internet advertising. The age of internet users were classified into three levels i.e. the youngsters (18-30), adults (31-42) and middle aged (43-55). It was found that age have appreciably better effect on the perception towards internet advertising rather than the gender of internet users. The middle aged internet users showed significantly better perception towards banner ads of internet advertising and for Perceived Creativity dimension than the youngster and adults internet users. Despite the fact that effect of age was more on the internet advertising perception, it was found that its effect was not significant on the perceptions towards Perceived Believability, Perceived hedonism and Perceived usefulness dimensions of internet advertising with reference to banner ads.

Objective 4: To study the interactive effect of age and gender on internet users’ perception towards banner ads.
The findings showed that the interactive effect of internet users’ age and gender on the perception towards internet advertising is very important. Internet users in the same age groups but different in gender have significant effect on the
perception towards the internet advertising and all its dimensions. The study identified that perception of male youngsters towards internet advertising and for its four dimensions - Perceived Believability, Perceived Hedonism, Perceived Usefulness and Perceived Creativity was better than the female youngsters. Whereas when different levels of age were consider for same gender, they were not found significant for all dimensions of internet advertising. Female internet users in the youngster age group have significantly better perception towards the internet advertising and for perceived hedonism, perceived usefulness and perceived creativity dimensions rather than the female internet users in the middle age groups. While male internet user in the youngsters age group have significantly better perception towards the internet advertising and perceived hedonism dimension in comparison to the male internet users in adult age groups.

When female of different age groups are compared with the males of different age groups, it was found that males in all age groups have more positive perception towards internet advertising. The results emphasized that in comparison to the female internet users in the youngsters’ age group, the male internet users in the middle aged group have significantly better perception towards the internet advertising and for perceived hedonism and perceived usefulness dimensions. Male internet users in the adult age group also have significantly better perception towards the internet advertising and for perceived creativity dimension in comparison to the female internet users in the middle age groups. Whereas the male internet users in the youngsters’ age group have considerably better perception towards perceived creativity dimension of the internet advertising in comparison to the female internet users in the youngsters age group.
Objective 5: To propose an internet advertising perception model that develops a base for applications of the findings in terms of implications of the study.

The model tries to develop an explanatory understanding about the two major underlying concerns viz., (1) exposure to banner ads will draw some perception about the offered product/service in the internet users’ mind, and (2) these perception will be affected by the internet users’ age, gender and their interaction. With the description about how the various dimensions determine the internet users’ perception towards the internet ads, the model offers an enhanced understanding of internet advertising. While designing banner ads, the advertisers and marketers must also consider the effect of age, gender and their interaction on the target audience’s perception in terms of four dimensions suggested by the model apart from some frequently used dimensions such as reach, frequency, cost efficiency, etc.

6.3 THE SUGGESTIONS

The experiences encountered during this research have facilitated in making certain suggestions for further enriching the subject.

1) Scope of the present study was limited to banner ads only in the view of limited use of other types of internet ads. In the light of the present findings, it is apparent to identify internet users’ perception towards other categories of internet advertising like pop-up ads, email ads, etc. Hence, more studies on internet advertisement can further the scope and understanding of the internet advertising construct.

2) The present study had chosen two demographic variables only. Further work can be envisaged with incorporation of other demographic and psychographic variables like life style.
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3) The present study was limited to the respondents of Indore city only. Therefore, it could also be replicated in other geographical areas. This would enhance understanding of academicians and practitioners about the realistic facts of internet advertising in India.

4) The internet advertising can also be studied as a correlate of other consumer behavior constructs, such as emotions, motivation and other such variables to appreciate the value of internet advertising concepts.

5) The study can also be expanded to cross cultural domains to explore the influences of cultural dissimilarities on internet advertising constructs and secondly to explore whether internet advertising dimensions are consistent across cultures or not. The research also suggested that the reinforcement effects will be likely more evident for the future use of internet advertising associated.

6) The model proposed in the study has indicated an important direction for the development of similar internet advertising models.