

A DESCRIPTIVE STUDY ON THE DISTINCTIVENESS OF ADVERTISEMENTS IN THE WEB MEDIA FROM THE PERCEPTION OF ITS USERS

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ABSTRACT

The Web has wide applicability in the areas of research, business, communication and several other emerging fields. This has led to the exponential increase in the number of users of Web which enables them to access from anywhere at any time. Hence, the marketers are using the Web as a medium for advertisement to attract this mass audience. The advertisement posted by the marketer in the Web persuades the customer to find comparative information about companies, products, competitors and prices without leaving their place. Also unlike other media, the Web advertisement has a unique advantage of interaction with consumers and can directly lead them to purchase the product. It is of crucial importance to note that presenting a right advertisement in an irrelevant medium would be a waste of resource. The media planners and the media owners should select the right media for the right message based on the audience's perception. Hence, the present study which focuses on the viewers' perception towards web media has high level of significance in terms of improving the standards of advertisements presented in web media. In order to capture the responses of the respondents who are the internet users and are having the habit of viewing the advertisements in websites, a well-structured questionnaire was administered to 1,300 respondents by using snowball sampling technique. From the study, it was found that majority of respondents have opted the web media as their second preference for viewing the advertisements. Further, among the various website, Yahoo is the first preferred website and banner form of advertisement is mostly preferred by the majority of the respondents for viewing the advertisements. Thus, this study reveals that there is positive opinion about the web media advertisements due to the fact that it is round the clock access and globally connected.

KEYWORDS: Web media, medium, advertisements, perception, preference.

INTRODUCTION

Advertising is an inseparable aspect of product promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and persuades the potential consumers to take eventual purchase decisions (Adeolu B.Ayanwale et al., 2005). Media are the means or vehicle by which advertising messages are carried to the target audience comprising of the

readers, viewers, listeners and users of newspapers, television, radio and Web. The effectiveness of advertising media obviously consists of the degree of achievement of the objectives set by an advertiser. In the case of typical marketing situation, this may be increase in the sales or market share or penetration into a new market segment (Manendra Mohan, 1999). Moreover, an effective advertising medium should create purchase intention and purchase behaviour among the consumers.

WORLD WIDE WEB – A BOOMING MEDIA FOR ADVERTISEMENTS

World Wide Web, the most popular commercial component of Internet is currently being used for a variety of purposes (George. E. Belch and Michael. A. Belch, 2001). The invention of the World Wide Web made the Internet a viable advertising vehicle. It is an "open system," and therefore potentially available for anyone to access, which gives the Web tremendous reach. Also, the Web allows the combination of sound, graphics, and text at one electronic location, which can be linked to other similar locations by "hyperlinks". These links can aid effective advertising for a product by the creation of homepages which are Internet locations that provide information about the chosen product. In addition, the Web advertisement has an advantage of real time interaction with consumers and can directly lead them to purchase the product. Hence, the Web often called as "Cyberstores" is used by many business firms to advertise and sell their products and services.

REVIEW OF LITERATURE

Aaker (1992) studied the value of advertising on the Web and found that the content of the advertisements (Informativeness) and form (Entertainment) of advertisements play a crucial role in the effectiveness of Web advertising. Less information and entertainment in the advertisements may cause irritation leading to a negative influence on the consumer's attitude towards Web advertisements.

Hoffman and Novak (1996) in their study on "Marketing in hypermedia computer-mediated environments: Conceptual foundations" concluded that in a hypertext environment, consumers are not passive and captive as they are assumed to be in advertising models of traditional media advertising. Rather, they are active participants in managing the content with which they interact, making the Web as an effective advertising media.

Schlosser et al. (1999) reported that attitudes toward Web advertising are affected by enjoyment, informativeness, and the advertisement's utility for making purchase decisions. Hence, more the information in the Web advertisements more will be its effectiveness.

Bracket and Carr (2001) modified several attitude models of Web advertising and developed an integrated Web advertising attitude model. Their model is based on the premise that the perceived entertainment, informativeness, irritation, and credibility of an advertisement affect the way in which consumers evaluate it. Besides these four variables, the model also includes relevant other variables. Hence, all these factors are crucial for increasing the effectiveness of Web advertising.

A study by Shamdasani et al. (2001) examined changes in the effectiveness of Web advertisements based upon the reputation of the Website containing the advertisement. It was found that there is relevance between the site's content and effectiveness of banner advertisements. This study looked at effectiveness of Web advertisements in terms of attitude toward the advertisement, attitude toward the brand and purchase intention, based upon the studies by Briggs and Hollis (1997) and Millward Brown Interactive (1997).

Yoon and Kim (2001) studied the effectiveness of Web advertising and pointed out that the effectiveness of Web advertising differs from traditional media advertising in many ways. Among the most salient characteristics are: (1) unlimited delivery of information beyond time and space, (2) unlimited amounts and sources of information, and (3) the ability to target specific groups or even individuals.

A study by Mark Brown (2002) looked at the effectiveness of banner advertisements that employ a new creative tactic – pull-down menus – in order to encourage awareness, improved brand attitude and elaboration. From the comparison on banner advertisements with pull-down menus to traditional static banner advertisements, it was found that banner advertisements with pull-down menus were more effective.

George Baltas (2003) found that the effectiveness of Web advertising depends upon banner size, animation, message length and logos as well as media factors such as campaign length, number of host Websites, and use of offline media. These factors enhance the direct response of the target audience as measured by click through rates. The results led to important implications for Web advertising.

Thus, the Web is a hypertext medium. Unlike mass media such as television, radio, newspapers, magazines, and outdoor billboards, the multimedia capacity of hypertext permits the use of text, graphics, animation, video, and sound, alone or in any combination. The use of multiple modes of communication with interactivity has the potential to increase effectiveness of advertisements in Web by synergistically conveying different aspects of a message (Gallagher, 2001).

SIGNIFICANCE OF THE STUDY

The balanced proportion of the promotional mix decides the marketability of the product. The advertisement, one of the components of the promotional mix, facilitates to educate the consumers about the product through various media for advertisements. It is of crucial importance to note that presenting a right advertisement in an irrelevant medium would be a waste of resource. The media planners and the media owners should select the right media for the right message based on the audience's perception. Hence, the present study which focuses on the viewers' perception towards web media has high level of significance in terms of improving the standards of advertisements presented in web media.

RESEARCH DESIGN

It was decided to conduct a descriptive study using primary data. The geographical area of Dharmapuri District was chosen as the Universe and Snow ball sampling technique was used to collect the data. The data was collected for a period of one year from 1st January 2011 to 31st December 2011 through a well structured questionnaire. On this basis, the questionnaire was administered to 1,300 respondents with a yielding rate of 77.1% (1001 usable questionnaire).

OBJECTIVES OF THE STUDY

- To capture the viewers' preferences for advertisements in web media.
- To determine the viewers' viewing habits of advertisements in web media
- To analyse the viewers' perception towards advertisements in web media.

TOOLS USED FOR THE ANALYSIS

The techniques used for the analysis are descriptive statistics, Chi-Square test and Friedman two-way ANOVA.

ANALYSIS AND INTERPRETATION

The data collected through questionnaire was analyzed using appropriate statistical tools and the results are tabulated and interpreted in this section.

OBJECTIVE 1: VIEWERS' PREFERENCES FOR ADVERTISEMENTS IN WEB MEDIA

Initially, the respondents ranking for web as a media for advertisements is captured and analyzed. Further, the order of preference for the different websites for viewing advertisements and their order of preference for the different functional forms of advertisements in web media are analyzed.

RESPONDENTS' ORDER OF PREFERENCE FOR WEB AS A MEDIUM FOR ADVERTISEMENTS

The respondents' order of preference for Web as a medium for advertisements was analyzed using percentage analysis and Chi-Square test with the following null and alternative hypotheses:

H₀: There is no significant difference in the respondents' order of preference for Web as a medium for advertisements.

H₁: There is a significant difference in the respondents' order of preference for Web as a medium for advertisements.

TABLE 1

RESPONDENTS' ORDER OF PREFERENCE FOR WEB AS A MEDIUM FOR
ADVERTISEMENTS

| S. No. | Order of preference | Frequency | Percentage | Cumulative Percentage | Chi-Square (Significance at 5% Level) |
|--------|---------------------|-------------|--------------|-----------------------|---------------------------------------|
| 1. | First | 186 | 18.6 | 18.6 | 433.285 (0.000) |
| 2. | Second | 644 | 64.3 | 82.9 | |
| 3. | Third | 171 | 17.1 | 100.0 | |
| | Total | 1001 | 100.0 | | |

Table 1 elucidates that 18.6% of the respondents have selected Web media as their first preference for advertisements, followed by 64.3% of them selecting it as their second preference and 17.1% of them selecting it as their third choice for advertisements. Chi-square statistic (433.285) reveals that the respondents' order of preference for Web as a medium for advertisements differs significantly. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance. Hence, the respondents do not have equal order of preference for Web as a medium for advertisements.

RESPONDENTS' ORDER OF PREFERENCE FOR THE VARIOUS WEBSITES TO
VIEW ADVERTISEMENTS

To test for significant difference in the respondents' order of preference for viewing advertisements in various Websites, Chi-Square test was conducted and mean-ranks were obtained using Friedman Two – Way ANOVA. The appropriate null and alternative hypotheses are:

H_0 : There is no significant difference in the respondents' order of preference for viewing advertisements in various Websites.

H_1 : There is a significant difference in the respondents' order of preference for viewing advertisements in various Websites.

TABLE 2
RESPONDENTS' ORDER OF PREFERENCE FOR WEBSITES TO VIEW
ADVERTISEMENTS

| S. No. | Websites for viewing advertisements | Mean Rank (N= 1001) | Chi-Square (Significance at 5% Level) |
|--------|-------------------------------------|------------------------|---|
| 1. | Yahoo | 2.42 | 1842.312 (0.000) |
| 2. | Rediff | 2.98 | |
| 3. | Google | 2.73 | |
| 4. | Hotmail | 3.51 | |
| 5. | Indiatimes | 3.79 | |
| 6. | Others | 5.57 | |

Table 2 shows the results of Friedman Two-Way ANOVA. It is obvious from Chi-Square value (1842.312; $p = 0.000$) that there is a significant difference in the respondents' choice of Websites for viewing advertisements. Hence, H_0 is rejected and H_1 is accepted at 5% level of significance.

On examination of the mean ranks, it is seen that Yahoo is the first preferred Website (mean rank = 2.42) followed by Google (mean rank = 2.73); Rediff (mean rank = 2.98); Hotmail (mean rank = 3.51); Indiatimes (mean rank = 3.79); and other Websites (mean rank = 5.57) for viewing advertisements.

RESPONDENTS' ORDER OF PREFERENCE FOR THE DIFFERENT FORMS OF WEB ADVERTISEMENTS

The respondents' order of preference for the various forms of Web advertisements such as Banner advertisements, Pop-ups, Interstitial advertisements, Logos and e-mail advertisements were studied. To test for significant difference in the ranking of the different forms of Web advertisements, Chi-Square test was done and Friedman Two-Way ANOVA was conducted to calculate the mean ranks. The null and alternative hypotheses are:

H_0 : There is no significant difference in the respondents' ranking on the forms of Web advertisements.

H₁: There is a significant difference in the respondents' ranking on the forms of Web advertisements.

TABLE 3

RANKING ON THE DIFFERENT FORMS OF WEB ADVERTISEMENTS

| S. No. | Forms of Web advertisements | Mean Rank (N= 1001) | Chi-Square (Significance at 5% Level) |
|--------|-----------------------------|------------------------|---|
| 1. | Banner advertisements | 2.56 | 197.415 (0.000) |
| 2. | Pop – ups | 2.70 | |
| 3. | Interstitial advertisements | 3.38 | |
| 4. | Logos | 3.17 | |
| 5. | e-mail advertisements | 3.19 | |

Table 3 shows that the Chi-Square statistic is 197.415, which is significant at 5% level. Hence, H₀ is rejected and H₁ is accepted at 5% level of significance.

On examination of the mean ranks, it is evident that the banner advertisements are the first preferred (mean rank = 2.56) followed by Pop-ups (mean rank = 2.70); logos (mean rank = 3.17); e-mail advertisements (mean rank = 3.18) and Interstitial (mean rank = 3.38) form of Web advertisements.

OBJECTIVE 2: VIEWERS' VIEWING HABITS OF ADVERTISEMENTS IN WEB MEDIA

To study this objective, the respondents' frequency of watching advertisements, their reasons for viewing advertisements and their preference for the different product advertisements in web media are analyzed and presented.

FREQUENCY OF VIEWING ADVERTISEMENTS IN WEB

To examine the respondents' frequency of seeing advertisements in Web, percentage analysis was used. To test for significant difference in the frequency of seeing advertisements, Chi-Square test was conducted. The following are the appropriate null and alternative hypotheses:

H₀: There is no significant difference in the respondents' frequency of seeing advertisements in Web.

H₁: There is a significant difference in the respondents' frequency of seeing advertisements in Web.

TABLE 4

RESPONDENTS' FREQUENCY OF VIEWING ADVERTISEMENTS IN WEB

| S. No. | Description | Frequency | Percentage | Cumulative Percentage | Chi-Square (Significance at 5% Level) |
|--------|------------------------|-------------|--------------|-----------------------|---------------------------------------|
| 1. | Daily | 212 | 21.2 | 21.2 | 95.795 (0.000) |
| 2. | Frequently | 373 | 37.3 | 58.5 | |
| 3. | Occasionally | 252 | 25.2 | 83.7 | |
| 4. | During e-mail checking | 164 | 16.4 | 100.0 | |
| | Total | 1001 | 100.0 | | |

Table 4 shows that 21.2% of the respondents watch advertisements daily; 37.3% of them frequently; 25.2% of them occasionally and 16.4% of them view advertisements in Websites while checking e-mail. Thus, majority of the respondents watch advertisements frequently in Websites.

Chi-Square result (95.795) shows that there is a significant difference ($p = 0.000$) in the respondents' frequency of viewing advertisements in Websites. Hence, H₀ is rejected and H₁ is accepted at 5% level. This indicates that the frequency of watching advertisements in Web among the respondents is different.

REASONS FOR VIEWING ADVERTISEMENTS IN WEB MEDIA

To know about the various reasons for viewing advertisements in Web media by the respondents, Chi-Square test was conducted and mean-ranks were calculated using Friedman Two – Way ANOVA. The null and alternative hypotheses are:

H₀: There is no significant difference in the respondents' reasons for viewing advertisements in Web media.

H₁: There is a significant difference in the respondents' reasons for viewing advertisements in Web media.

TABLE 5

RESPONDENTS' REASONS FOR VIEWING ADVERTISEMENTS IN WEB MEDIA

| S. No. | Reasons | Mean Rank (N= 1001) | Chi-Square (Significance at 5% Level) |
|--------|-----------------------------------|------------------------|---|
| 1. | To update new product information | 1.97 | 608.821 (0.000) |
| 2. | To make buying decision | 2.26 | |
| 3. | For e-marketing activities | 2.45 | |
| 4. | Other reasons | 3.32 | |

Table 5 shows the results of Friedman Two-Way ANOVA. It is clear from the Chi-Square value = 608.821; $p = 0.000$, that there is a significant difference in the various reasons for viewing advertisements in Web media stated by the respondents. Hence, H₀ is rejected and H₁ is accepted at 5% level of significance.

On examination of the mean ranks, it is seen that availability of updated new product information is the first reason (mean rank = 1.97), followed by convenience for buying decision (mean = 2.26); e-marketing activities (mean = 2.45) and other reasons (mean = 3.32) for viewing advertisements in Web media.

RESPONDENTS' ORDER OF PREFERENCE FOR SEEING THE TYPE OF PRODUCT ADVERTISEMENTS IN

WEB MEDIA

To determine the respondents' order of preference for seeing the different varieties of product advertisements in Web media, Chi-Square analysis was done and ranking was performed using Friedman Two-Way ANOVA. The null and alternative hypotheses are:

H₀: There is no significant difference in the various types of product advertisements that the respondents prefer to see in Web media.

H₁: There is a significant difference in the various types of product advertisements that the respondents prefer to see in Web media.

TABLE 6
RESPONDENTS' ORDER OF PREFERENCE FOR SEEING THE DIFFERENT
PRODUCT ADVERTISEMENTS IN WEB MEDIA

| S. No. | Product advertisements | Mean Rank (N= 1001) | Chi-Square (Significance at 5% Level) |
|--------|------------------------|------------------------|---|
| 1. | Jewellery | 3.78 | 662.681 (0.000) |
| 2. | Garments | 3.22 | |
| 3. | Automobiles | 4.42 | |
| 4. | Electronic goods | 4.37 | |
| 5. | Household appliances | 3.86 | |
| 6. | All the above | 3.09 | |
| 7. | Others | 5.26 | |

Table 6 enumerates the results of Friedman Two-Way ANOVA. It is seen from Chi-Square value (662.681; $p = 0.000$) that there is a significant difference in the respondents' preference for seeing various types of product advertisements in Web media. Hence, H_0 is rejected and H_1 is accepted at 5 % level of significance.

On examination of the mean ranks, it is clear that the respondents prefer to see advertisements related to all products such as jewellery, garments, automobiles, electronic goods and household appliances (mean rank = 3.09), followed by garments advertisements (mean rank = 3.22); jewellery advertisements (mean rank = 3.78); electronic goods advertisements (mean rank = 4.37); automobiles advertisements (mean rank = 4.42) and other product advertisements (mean rank = 5.26).

OBJECTIVE 3: PERCEPTION TOWARDS ADVERTISEMENTS IN WEB MEDIA

Initially, the respondents' perception towards twenty different aspects of advertisements in web media was captured on a 5 point scale and analyzed using descriptive statistics. The results are presented in table 7.

TABLE 7
DESCRIPTIVE STATISTICS ON THE USERS' PERCEPTION TOWARDS
WEB AS MEDIA FOR ADVERTISEMENTS

| S.No | Description | Mean | SD |
|------|--|------|-------|
| 1 | Able to get accurate information | 5.21 | 1.869 |
| 2 | Able to get information consistently | 5.04 | 1.746 |
| 3 | Dependable with minimum downtime | 4.70 | 1.862 |
| 4 | Content is up-to-date and accurate | 5.25 | 1.826 |
| 5 | Look and feel is viewer friendly | 4.89 | 1.896 |
| 6 | Fast and reliable | 5.14 | 1.963 |
| 7 | Easy access | 5.06 | 1.883 |
| 8 | Supportive to draw conclusions about the product/brand | 4.90 | 1.888 |
| 9 | Suggestive to decide on the product/brand | 4.91 | 1.848 |
| 10 | Credible Information | 4.96 | 1.817 |
| 11 | Secure | 4.65 | 2.126 |
| 12 | Allows users to inspire trust | 4.61 | 1.949 |
| 13 | Allows users to inspire confidence | 4.80 | 1.941 |
| 14 | Content is appropriate | 4.90 | 2.047 |
| 15 | Communication provides individual attention to viewers | 4.91 | 1.925 |
| 16 | Content is easy to understand | 5.06 | 1.862 |
| 17 | Convenience of operating / viewing hours | 4.95 | 1.843 |
| 18 | Information is found with minimum effort | 4.85 | 1.857 |
| 19 | Visuals are appealing | 4.99 | 1.830 |

| | | | |
|----|--|------|-------|
| 20 | This media increases my confidence level | 5.00 | 1.919 |
|----|--|------|-------|

N=1001; SD= Standard Deviation

From Table 7, it is clear that the mean score for all the different aspects of advertisements is above 4.00 on a 7 point scale. This depicts that the respondents are of positive opinion about the advertisements in web media. The maximum mean score of 5.25 was obtained for the statement “content is up-to-date and accurate” which reveals the standard of the contents in web advertisements. Similarly, the statements, “Able to get accurate information” (Mean = 5.21), “Able to get information consistently” (Mean = 5.04), “Fast and reliable” (Mean = 5.14), “Easy access” (Mean=5.06), “Content is easy to understand” (Mean = 5.06) and “This media increases my confidence level” (Mean=5.00) have scored a mean above 5.00. This proves that the web advertisement attracts the users by way of its content, consistency, accuracy, easy accessibility and reliability.

On the other hand, the other statements such as “Dependable with minimum downtime” (Mean=4.70), “Look and feel is viewer friendly”(Mean=4.89), “Supportive to draw conclusions about the product/brand”(Mean=4.90), “Suggestive to decide on the product/brand”(Mean = 4.91), “Credible Information” (Mean=4.96), “Secure” (Mean = 4.65), “Allows users to inspire trust”(Mean = 4.61), “Allows users to inspire confidence” (Mean = 4.80), “Content is appropriate”(Mean =4.90), “Communication provides individual attention to viewers”(Mean = 4.91), “Convenience of operating / viewing hours”(Mean = 4.95), “Information is found with minimum effort” (Mean = 4.85) and “Visuals are appealing”(Mean=4.99) have secured a score less than 5.00. But all these statements have a mean score above 4.50 which also portrays positive opinion among the respondents. But, the statement “Secure” has secured the least mean score of 4.65 which depicts the negative opinion about the security of web advertisements.

After analyzing the respondents’ perception on the various aspects of web advertisements, their agreeability towards advertisements appearing in the middle of browsing was captured and analyzed.

RESPONDENTS’ AGREEABILITY FOR ADVERTISEMENTS APPEARING IN THE MIDDLE OF BROWSING WEB

To analyze the respondents’ level of agreeability for advertisements appearing in the middle of browsing Web, percentage analysis and Chi-Square test were used. The level of agreeability was captured on a 7-point scale. (Scale 1 - Strongly disagree; scale 7 – Agree). The null and alternative hypotheses for the test of significance are:

H₀: There is no significant difference in the respondents’ agreeability for advertisements appearing in the middle of browsing Web.

H₁: There is a significant difference in the respondents’ agreeability for advertisements appearing in the middle of browsing Web.

TABLE 8
RESPONDENTS' AGREEABILITY FOR ADVERTISEMENTS
APPEARING IN THE MIDDLE OF BROWSING WEBSITES

| Level of agreeability | Frequency | Percentage | Cumulative Percentage | Chi-Square (Significance at 5% Level) |
|-----------------------|-------------|--------------|-----------------------|---------------------------------------|
| 1 | 211 | 21.1 | 21.1 | 41.147 (0.000) |
| 2 | 132 | 13.2 | 34.3 | |
| 3 | 145 | 14.5 | 48.8 | |
| 4 | 142 | 14.2 | 63.0 | |
| 5 | 121 | 12.1 | 75.1 | |
| 6 | 124 | 12.4 | 87.5 | |
| 7 | 126 | 12.6 | 100.0 | |
| Total | 1001 | 100.0 | | |

Mean = 3.69; Standard Deviation = 2.058

Table 8 shows that 21.1% of the respondents have reported scale 1 for their level of agreeability for advertisements appearing in the middle of browsing Websites; 13.2% of them have reported scale 2; 14.5% of them have reported scale 3; 14.2% of them have reported scale 4; 12.1% of them have reported scale 5; 12.4% of them have reported scale 6 and 12.6% of them have reported scale 7. The mean response on their agreeability for advertisements appearing in the middle of browsing Websites is 3.69 with a standard deviation of 2.058. This shows that there is a moderate preference among the respondents for advertisements appearing in the middle of browsing Websites.

On examination of the test for significant difference, it is found that the respondents differ significantly in their level of agreeability for advertisements appearing in the middle of browsing Websites as indicated by the Chi-Square value (41.147; $p = 0.000$). Hence, H_0 is rejected and H_1 is accepted at 5% level.

Finally, the respondents' opinion about advertisements appearing in the middle of browsing was analyzed and presented in Table 9.

RESPONDENTS' PERCEPTION ON ADVERTISEMENTS APPEARING IN THE MIDDLE OF BROWSING WEBSITES

The respondents' perception on the advertisements appearing in the middle of browsing Websites was analyzed by using percentage analysis and Chi-Square test with the following null and alternative hypotheses:

H_0 : There is no significant difference in the respondents' perception on advertisements appearing in the middle of browsing Websites.

H_1 : There is a significant difference in the respondents' perception on advertisements appearing in the middle of browsing Websites.

TABLE 9

RESPONDENTS' PERCEPTION ON ADVERTISEMENTS APPEARING IN THE MIDDLE OF BROWSING WEBSITES

| S. No. | Perception | Frequency | Percentage | Cumulative Percentage | Chi-Square (Significance At 5% Level) |
|--------|----------------------|-------------|--------------|-----------------------|---------------------------------------|
| 1. | Unwanted disturbance | 304 | 30.4 | 30.4 | 245.294 (0.000) |
| 2. | Less concentration | 412 | 41.2 | 71.6 | |
| 3. | Over irritation | 210 | 21.0 | 92.6 | |
| 4. | Other opinion | 75 | 7.5 | 100.0 | |
| | Total | 1001 | 100.0 | | |

Table 9 shows that 30.4% of the respondents consider advertisements appearing in the middle of browsing Websites as an unwanted disturbance; 41.2% of them are of the opinion that it decreases their concentration; 21.0% of them state that it is an irritation and 7.5% of them have similar other opinions. Chi-Square statistic (245.294; $p = 0.000$) indicates that there is a significant difference in the opinion of respondents on advertisements appearing in the middle of browsing Websites. Hence, H_0 is rejected and H_1 is accepted at 5% level.

IMPLICATIONS

- The Web owners host more number of advertisements in a Website which is mostly visited by the users. Consequently, the respondents consider these advertisements

especially pop-ups as irritation while accessing other useful information. Hence, it is suggested that such annoyance should be avoided.

- Also, the respondents feel a kind of insecurity while providing their personal information during posting queries and interaction with the advertiser. As a result, the advertisers lose their valuable customers who do not even send a query about the advertised product. Hence, this area should be concentrated.
- As the number of advertisements in a single Web page proliferates, the likelihood of one advertisement being noticed drops accordingly. The result is that some advertisements may not get noticed and other advertisements may have less recall and retention value among the viewers. Consequently, the effectiveness of those advertisements is lost. Hence, the advertisers are recommended to avoid Web clutter.
- The Web media can incorporate the multimedia content in its advertisements. Hence, it is possible to let the customer to sample the product. For example, Listening to a sound clip or previewing a book chapter is being facilitated in Web media.

CONCLUSION

Thus, the Web media potentially offers the benefits such as the ability to give up-to-date accurate content with interactivity and supportive to draw conclusions about the product which enhances the value of advertisements. Also, the advertisements in this media have round the clock accessibility that can be connected globally. Hence, it provides a greater opportunity for Web based direct marketing.

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