

## **A study on gender wise response to online advertisements and its Impact**

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### **Abstract**

Internet revolution has led to the emergence of an e generation era, where every aspects of life are taken online. So is as the case with the business, where internet has widened the horizon of promotion through advertising. Online advertising is a universe in itself, with different ways to present the promotional message of company each with different level of effectiveness. The evolution of internet as an integral part of organization's marketing efforts is because more and more consumers are going online for information search as well as purchase. It offers the capability to more closely and precisely measure the effect of advertising and other type of promotions.

This paper is an attempt to fill the research gap in the area of online advertisement and thus to explore the attitudes of consumer towards online advertisement, the preference of content, attraction, and formats of online advertisement on consumer purchase decision. The study focuses on researching on gender influence on consumer attitudes and aimed to find out the effectiveness of online advertising. Data was collected mainly from primary sources and it determined the relationship between gender and other variables.

**Keywords:** internet revolution, gender

### **Introduction**

The roots of the advertising industry can be traced in United States of America. Advertising as a discrete form is generally agreed to have begun with newspapers, in the seventeenth century, which included line or classified advertising. Technological development in the twentieth century served as a blessing for the advertising industry and marketers started using mass media other than print i.e. cinema and radio for commercial messages.

Online advertising is still in the embryonic stages in India, while in other parts of the world it has already taken deep roots. The share of India's online advertising in world pie is almost negligible. But developing countries like India; where Internet users are growing very rapidly, it has huge potential. India's leading advertisers are starting to advertise online, but at a very slow pace. Indian companies are also showing keen interest in promoting their products or services online. Currently finance sectors most dominating sector in online advertising and accounted about 40% of total online advertising in India. Some of the leading companies from this sector are HDFC, Citibank, SBI, and UTI etc. FMCG goods have just started to come in led by companies like Hindustan Lever, Procter and Gamble etc.

The growth that has occurred in India since the adoption of Industrial Policy of 1991 coupled with the recent economic recession in the developed western countries has made India one of the most sought after business destinations in the world. Also, a large population with continuously increasing purchasing power has resulted in creation of a stupendously huge and lucrative market. This augurs well for Indian Advertising Industry which is now looking at harnessing the benefits of internet to augment its growth.

In Developed countries, online advertising has already become a big phenomenon and is attracting both the

advertisers as well as the consumers owing to its plethora of advantages over traditional forms of advertising. The claim about online advertising being completely free may be a little exaggerated; nevertheless, the cost-effectiveness of online advertising cannot be challenged. Online advertising methods are, arguably, leading to significant reductions in transactions costs between merchants and consumers.

In India, there is little data available regarding the genesis and development of online advertising and there is almost no research being carried out regarding its future prospects at present. Although few industry specific studies are there, but there is no authentic academic research available in the area in our country. Even in the context of the world, research in the field of online advertising started as late as towards the end of the twentieth century. Berth on, Pitt and Watson's article on online advertising published in the Journal of Advertising Research is considered to be the first authentic research study in the field. In India, however, there is severe dearth of authentic scholarly articles on the topic

There are various dimensions of Online Advertising that need to be explored and deliberated upon by the researchers and industry experts before it can be catapulted into the high growth orbit. Online advertising is already a booming industry in the developed countries with companies like Google and Yahoo making billions out of it. However, in India there is still skepticism about the utility of online advertising as a potent tool of Integrated Marketing Communications capable of reaching the masses and more importantly, increasing revenues and augmenting profits. John Wanamaker, who may be regarded as the first advertiser of the world, has famously said during the later decades of the nineteenth century that, "Half the money I spend on advertising is wasted. The trouble is I don't know which half.

“Now in the beginning of the twenty-first century, Greg Stuart, chief of Internet Advertising Bureau, United States of America, estimates that ‘advertiser’s waste’- the advertising messages that do not reach the targeted audiences or advertising messages received by none at all – is around \$112 million in America alone and \$220 million in the world, amounting to half of the total expenditure of the advertisers. This is the biggest drawback of traditional advertising. Online advertising, which adopts a completely different model of advertising, is in a position to minimize this humungous waste which costs advertisers very dearly.

Traditional advertising is directed towards theoretical audiences who may or may not be receiving and responding to advertising messages as planned or perceived by the advertisers, leading to wastage of exorbitant amounts of money and labor. Internet advertising can be used effectively to minimize advertiser’s waste, reduce per capita cost of advertising, ensure that the advertising messages reach to their target audiences and authentic feedback is received. The opportunities in the field of online advertising are innumerable, but to reap the benefits of online advertising, Indian companies and businesses need authentic data regarding the behavior of the consumers, various latent attributes of online advertising, the manner in which it impacts the prospective leads or turns casual bystanders into leads and the factors impeding its growth are required. There is negligible research in the field of online advertising in India. This research study will endeavor to provide authentic data regarding the genesis and growth of online advertising in India and will aim to delineate various routes that online advertisers may take to maximize their benefits on every rupee spend on advertising. This will also pave way for further research in the field and provide a foundation on which new edicts will be raised. These are the types of online advertisements:

**Banners:** A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser

**Pop-up:** Pop-up ads or pop-ups are forms of online advertising on the World Wide Web. A pop-up is a graphical user interface (GUI) display area, usually a small window that suddenly appears (“pops up”) in the foreground of the visual interface.

**Floating Ads:** A floating ad is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific time period (typically 5-30 seconds).

**Full Screen Ads:** These are ads that take up the entire webpage; these are usually displayed when the user opens a website for the first time.

**Advergames:** A video game which in some way contains an advertisement for a product, service, or company. Some advergames are created by a company with the sole purpose of promoting the company itself or one of its products, and the game may be distributed freely as a marketing tool. Other

times, an advergame can be a regular popular video game, which may be sponsored by a company, and include advertisements within the game for the sponsoring company; for example you might see a character drink a particular brand of soft drink, or a race car might drive past a billboard advertising a certain snack food. Advergames have become more popular with the rise of internet.

## Review of Literature

- Parrissa Haghirian & Maria Madlberger (2005) <sup>[1]</sup> studied consumer attitudes towards advertising via mobile device. The study discusses the relevance and investigates antecedents of consumer attitudes towards advertising via mobile. The analysis is based on consumer survey. For this purpose a quota sample of 815 cellular phones users in Austria has been interviewed. The result indicate that advertising value and advertising message content have the largest impact on attitudes towards advertising via mobile device
- Chan Mei Lee, Chee Hui Loo, Chin Siew Peng And Sim Gek Xian (2014 April) <sup>[3]</sup> are studied that consumer attitudes towards online advertising with the objective of to identify and examine and examine the relationship between consumer attitudes towards online advertising. This study conducts a questionnaire survey. 200 samples have selected with the criteria of frequent click on internet advertisement at least 5 hours in king valley area. Data are analysed by using the statistical tool such as Pearson’s correlation analysis and multiple regression analysis. The study provide the evidence to support that informative, hedonic pleasure and materialism in an online advertisement are important for marketers take into consideration when they create online advertisement
- Fathima Furaji, Malgorzata Latusynska, Agta Wawrzyniak, And Barbara Waiskwska (2013) they are attempt to document differences in purchase decision of men and women. The purpose of this study is to investigate the influence of advertising attractiveness on male and female purchase decision. The regression and correlation analysis are used for data analysis. Data are collected through survey conduct in December 2011 in Basra result in 174 correctly filled questionnaires. Research shows that even in the same group of customer difference abound that make marketing to men and women and another factor to consider. These differences require that the company define their target markets of men and women
- Meghna Verna and Saranya. R (2014) <sup>[2]</sup> have conducted a study to find out the factors that affect consumer attitudes towards online advertising at Bangalore city. This paper made an attempt to explore the attitudes of consumer towards online advertising, preference content and format of online advertisement. The empirical investigation is conducted through the development of structured questionnaire. The statistical method employed in this study is chi-square. The study found that the attitudes of the youth population of both gender was generally positive towards online advertisement. 31% of the respondents prefer to see advertisement with animated content in it and seek information about the price of the product in online.

- Morteza Jamalzadeh, Navid Behravan and Roozbeh Masoudi <sup>[4]</sup> have conducted a study about advertising email characteristics and its influence on consumer attitudes about email based advertising. Primary data were collected by the questionnaire survey method. The data analysis has been done using SPSS Software. The statistical method is used for the study is regression analysis. There are several factors can influences consumers attitudes yet strong relationships exist between the privacy and attitudes of customer towards email advertisement
- Fazal UR Rahman, Muhammed Illyas, Tariq Mawaz And Shabir Hyder <sup>[5]</sup> have conducted a study about how the face book advertising affect buying behaviour of young consumer. The primary objective of their study to determine the impact of emotional and environment response on buying behaviour of young consumer and assess buying behaviour of consumer towards Face book advertising. The data collected through structured questionnaire based on 309 Face book users both male and female. They use regression analysis and correlation for data analysis. The study found that FB. Advertisement has positive effects and environment has negative effect on buying behaviour. They also found that female has a moderating effect on Face book advertisements
- L S Sharma and DS Chaubery (2013) <sup>[6]</sup> conducted a research with basic objective to study the effectiveness of online advertisement in recalling product. The study has done at Dara Dun. Variety factors are considered for internet advertising that can to drive a potential customer to the website. The association of different type of advertisement format and their impact on online advertisement were studied. Data were collected through structured questionnaire from 1000 respondents from Dara Dun. The statistical tool such as percentage means ANOVA are used for data analysis. The study reveals that there is a close association between animated advertisement banner text followed by floating advertisement pop up advertisement and embedded video. Embedded video advertisement has recollection ability than other type of advertisement format
- Chi\_Shuin Ooi, Huei-Chen Hii (2010) are conduct a study to find out gender attitudes on web advertisement at Taiwan. The study attempt to investigate attitudes of consumer towards web advertisement. The male and female disclose different attitudes. The data were collected from age group 10 to 60 as respondents from data base. The statistical tool such as ANOVA used for data analysis. The study reveals that high involved product people prefer web advertisement appeal with the interactive design and low involved product they prefer no interactive design. The study also found that male will evaluate an interactive web advertisement than a non-interactive one with strong attitudes. The female will prefer non interactive advertisements.
- Marrie Odile Richard and Jean (2009) attempted to find out factors that affect online consumer behaviour at OCT Drug Company from one of the largest company in North America. The impact of various variables like website structure, effectiveness of information entertainment etc. The study based on the primary data collected through structured questionnaire. The samples are selected from snowball sampling. The study revealed that there is positive relationship between skill and exploratory behaviour challenges and attitudes towards website, challenges and pre purchase evaluation.
- Kim Pro Ling and Rashad Yazadanifrad studied that does gender play a role in online consumer behaviour. In this study the gender differences in different aspects of online consumer behaviour and concerned and investigates with the various factors such as perception, motivation. The study reveals that to purchase online male indicate more positive attitudes and more willingness to purchase than females. This is because females are not secure and not familiar with online purchasing. Male tend to have utilitarian motivation because they focus on time saving and convenience which is rational to purchase. Female have higher insecurity and think of consequences of risk seriously than males. This study also found that gender is a crucial factor which affects every single process during online purchasing.
- Muhammed Aqsa and Dwi Karthi (2015) <sup>[8]</sup> made an attempt to explore the impact of online advertising on consumer attitudes and interest on buying online in MAKASSAR city. Data were collected from 340 respondents in public university student and privet student in MAKASSAR city. The study mainly focuses on the internet user's perception towards advertising. Perception is analysed by considering the impact of various variable like informative, interactivity, entertainment, irritation and credibility etc. Data were analysed through SPSS. The statistical method employed in the study is student t test. After the analysis it is found that advertisement message that include price of the product can affect the consumer's attitude towards online advertising.

### Statement of the Problem

We all know men and women have different taste, thus we can assume that men and women create a different meaning from the advertisement they sell. They bring different perception to advertisement. Now a day the scope for online advertisement is increasing. Online advertising is effective because it allows direct response that beneficial to both consumer and seller. The consumer can just click to learn more about product and even allow buying the product online. Most of the customer neglects the online advertisement due to lack of time, irritating ads viewing problems and similar reasons. Consumer gets distracted too many option of the screen. Many studies are conducted around the world in this area, but in Indian context there is no more relevant studies are conducted. So this study to aim to identify the consumer attitudes and preference of various attributes of online advertising

### Significance of the Study

The study mainly focuses on analyzing the gender influence in consumer attitudes towards online advertising. The study of online advertising helps to plan marketing strategies, it always a good idea to identify our target audience. If the marketer is aware about the target audience, they can make a major impact on the type of ads that they choose to run and content inside in their ads. This study is just a beginning to scratch the surface of how men and women view advertising

differently in Valanchery area and to ascertain the effectiveness of online advertising. The depth analysis of role of gender in influencing consumer attitudes towards online advertising will help the marketer and advertising companies to make efficient strategies for conquering the mind of consumer

**Scope of the Study**

Generally, men and women have different in perception and attitudes. The gender carries an important role in consumer attitudes. The study focuses on gender influence in consumer attitudes towards online advertisement. The consumer attitudes are changing day by day. So this study will contribute to a better conceptual understanding of consumer attitudes by extending the existing frame work. The study was conducted in Valanchery Municipality and it cover gender influence in attitudes of consumer, order of preference to different advertisement formats and effectiveness of advertisement in purchasing decision of a consumer.

**Objectives**

- To study the role of gender in influencing consumer attitudes towards online advertising
- To study the order of preference to young consumer for online advertisement
- To study the influence of online advertisement in making purchase decision

**Hypothesis**

- ❖ H<sub>0</sub>=There is no significant relationship between gender and attractiveness of online advertising.  
H<sub>1</sub>= There is significant relationship between gender and attractiveness of online advertising.
- ❖ H<sub>0</sub>=There is no significant relationship between gender and satisfaction towards informative content of online advertising.  
H<sub>1</sub>= There is significant relationship between gender and satisfaction towards informative content of online advertising.
- ❖ H<sub>0</sub>=There is no significant relationship between gender and irritation while seeing online advertising.  
H<sub>1</sub>= There is significant relationship between gender and irritation while seeing online advertising.
- ❖ H<sub>0</sub>=There is no significant relationship between gender and purchasing decision. H<sub>1</sub>= There is significant relationship between gender and purchasing decision.

**Research Methodology**

There are few types of method used in this study to collect relevant data information. The qualitative and descriptive research is being used for the study. Samples consist of 100 respondents from Valanchery Municipality constitutes the primary source of information. Secondary data includes books, journals and internet. Convenient sampling is the sampling technique used here. The sole purpose of this study is to investigate the role of gender in determining consumer attitude towards online advertising.

**Tool for analysis**

The statistical tool used for data analysis is CHI-SQUARE test used here to test of independence.

$$\chi^2 = \frac{(O-E)^2}{E}$$

**Data Analysis and Interpretation**

**Testing the Relationship between Gender and Attractiveness**

**Table 1:** Chi-Square result of attractiveness

Gender	1	2	3	4	5	Total
Male	8	5	10	12	15	50
Female	2	1	20	18	9	50
Total	10	6	30	30	24	100

O	E	O-E	(O-E)	(O-E)/E
8	5	3	9	1.8
2	5	3	9	1.8
5	3	2	4	1.3
1	3	2	4	1.3
10	15	5	25	1.6
20	15	5	25	1.6
12	15	3	9	.6
18	15	3	9	.6
15	12	3	9	.75
9	12	3	9	.75
Total				10.3

**Hypothesis**

- H<sub>0</sub>: There is no significant relationship between gender and attractiveness
- H<sub>1</sub>: There is a significant relationship between gender and attractiveness

$$\chi^2 = \frac{(O-E)^2}{E} = 10.3$$

Degree of freedom=(r-1) (c-1)= (5-1)(2-1)= 4×1=4  
Level of significance=5%  
Table value =9.488

**Interpretation**

The calculated value is more than table value. Therefore the null hypothesis is rejected and it accepts the alternative hypothesis. So the study indicates that there is difference in the attractive factor of online advertisement between male and female.

**Testing the Relationship between Gender and Satisfaction towards Informative content of Online Advertisement**

**Table 2:** Chi-Square Result of Informative Content of Online Advertisement

Gender	1	2	3	4	5	Total
Male	6	9	11	14	10	50
Female	0	11	5	18	16	50
Total	6	20	16	32	26	100

O	E	(O-E)		
6	3	3	9	3
0	3	-3	9	3
9	10	1	1	.1
11	10	1	1	.1
11	8	3	9	1.12
5	8	3	9	1.12
14	16	2	4	.25
18	16	2	4	.25
10	13	3	9	.69
16	13	3	9	.69
				<b>10.32</b>



**Hypothesis**

H0= There is no significant relation between gender and satisfaction towards informative content of online advertisement

H1= There is a significant relationship between gender and satisfaction towards informative content of online advertisement

$$x^2 = \frac{(O-E)^2}{E} = 10.32$$

Degree of freedom =(r-1) (c-1) =(5-1)(2-1)=4

Level of significance =5

Table value=9.488

**Interpretation**

The calculated value is more than table value .Therefore the null hypothesis rejects it and accepting alternative hypothesis. So the study indicates that the male and female have different opinion about informative content of online advertising.

**To test the Relationship between Gender and Irritation While Seeing Online Ads**

**Table 3**

Gender	1	2	3	4	5	Total
Male	16	6	18	6	4	50
Female	2	6	38	2	2	50
Total	18	12	56	8	6	100

O	E	O-E	(O-E)	(O-E)/E
16	9	7	49	5.44
2	9	-7	49	5.44
6	4	2	4	1
6	4	2	4	1
18	28	-10	100	3.57
38	28	10	100	3.57
6	4	2	4	1
2	4	-2	4	1
4	3	1	1	.33
2	3	-1	1	.33
Total				<b>20.68</b>

**Hypothesis**

H0= There is no significant relationship between gender and irritation while seeing online ads

H1=There is a significant relation between gender and irritation while seeing online ads

Degree of freedom =(r-1)(c-1) =(5-1)(2-1)=4

Level of significance =5

Table value=9.488

Calculated value =10.68

**Interpretation**

The calculated value is more than table value. Therefore the null hypothesis rejects it and accepting alternative hypothesis. So the studies indicate that male and female have different opinion about irritation while seeing online ads.

**Testing the Relationship between Gender and Their Purchasing Decision**

**Table 4**

Gender	1	2	3	4	5	Total
Male	7	7	10	12	14	50
Female	21	15	8	2	4	50
Total	28	22	18	14	10	100

O	E	O-E	(O-E) <sup>2</sup>	
7	14	7	49	3.5
21	14	7	49	3.5
7	11	4	16	1.4
15	11	4	16	1.4
10	9	1	1	.11
8	9	1	1	.11
12	7	5	25	2
2	7	5	25	2
14	9	5	25	2.7
4	9	5	25	2.7
Total				<b>19.4</b>

**Hypothesis**

H0= There is no significant relation between gender and purchase decision

H1= There is a relation between gender and their purchasing decision

$$x^2 = \frac{(O-E)^2}{E} = 19.4$$

Degree of freedom =(r-1) (c-1) =(5-1) (2-1)=4

Level of significance =5

Table value=9.488

**Interpretation**

The calculated value is more than table value. Therefore the null hypothesis reject it and accepting the alternative hypothesis. So the study indicate that the male and female have different opinion about online advertisement helps in purchase decision

**Findings**

- The study reveals that the gender has role in consumer attitudes towards online advertising.
- Majority of male respondent spend time in online than female respondent.
- Majority of the male respondent prefer entertainment oriented product, majority of female respondent prefer to purchase FMCG product while seeing online advertisement.
- Majority of the respondent are influenced by the price of the product only few of them consider the free shopping offer.
- Both genders were attracted by video and animation in online advertising.
- The CHI-SQUARE result of attractiveness show that there is a difference found in attractiveness of online advertising to different gender.

- CHI-SQUARE result of informative content show that there is a difference found in satisfaction level in both gender.
- CHI-SQUARE result of irritation while seeing online advertisement show that there is a difference response in both gender
- CHI-SQUARE result of helps in purchasing decision indicates online advertising helps in both gender, but there is difference in both genders.
- Majority of male respondent extremely aware about online advertising, majority of the female respondent are moderately aware about online advertising.

### **Conclusion**

The study was undertaken with a view to study the effect of online advertising in the youngsters. The result obtained from the study shown 100 response of Valanchery. Internet advertising offers increased awareness about companies, an easy method to distribute information, advanced method of targeting consumer, an immediate and direct line to the customer, and reduced cost in performing these tasks. The study concludes that gender has a role in the consumer's attitude towards online advertisement. The statistics clearly indicate that both genders were generally positive towards online advertisement. They prefer to see advertisement with video content and majority of the customer prefer price of the product in the online advertisement.

### **Limitations**

- Sample size of the study not a true representation of the total population
- Consumer attitudes, perception towards online advertising may be still evolving and changing over time

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