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## **A study on the impact of age on attitude towards online ADS**

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### **Abstract**

Online shopping has brought tremendous changes in to the buying behavior of consumers. The online shopping has changed the game rules of traditional merchandise. On the back of attractive discounts and the growth of Internet-ready devices, online shopping in India is expected to grow rapidly year on year. Discounting from flash sales, daily deals, online loyalty programmes, increasing popularity of smart phones and recent demonetization accelerates online shopping in India. In this context, marketing communication became one of the important sources of competitive advantage. Fresh information on the impact of online ads on consumers will serve e-commerce firms to make their communication strategy more competitive. Customer attitude towards online ads is still a grey area for strategy makers. The present paper attempts to examine the relationship between the attitude towards online advertising and the age group of respondents. Researcher believes that though there is several demographic factors impact the attitude towards online advertising, the present study is aimed at drawing conclusions on age of the respondents.

**Keywords:** Online advertising (Ad), Age and attitude

### **1. Introduction**

With the growth of information on the internet has led to the growth of time people spend on it, which has in turn generated a new market for Internet advertising. As a company looking for advertising opportunities to a specific market, internet advertising offers some targeting methods that insure that those who see your ads are the ones most likely to buy. Programs like Google's AdWords and AdSense match up advertisers with content that their target market peruses regularly. Forget the costly machine-gun strategy of newspaper advertisements, internet advertising is targeted!

With the emergence of Internet all over the world, today the advertisers are running back Internet advertising rather than traditional media to get in touch with their targeted customers. With the increase in usage of smart phones and tablets, more number of users are bombarding with various advertisements from National and International advertisers. As the world is getting digitalized, an ad posted on the web become viral and reaches all parts of the world. As this medium has its deep presence all over the world, Indian market is a bit different. The customers in metro and cosmos are habituated to watch web advertising and this trend is slowly penetrating in Tier-II and Tier-III cities because of the digital revolution. In the 2<sup>nd</sup> and 3<sup>rd</sup> Tier cities, the concept of web advertising is in budding stage.

India's Advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.61 billion) in 2016, due to positive industry sentiment and a strong GDP growth of 7 per cent and above.

India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while spending as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015.

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10%.

Of the current Rs 2,750 crore (US\$ 407.66 million) digital advertisement market, search and display contribute the most - search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study.

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The Internet's share in total advertising revenue is anticipated to grow two folds from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US\$ 429.9 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.48 billion) in five years, increasing at a compound annual rate of 28 per cent. (www.ibef.org)

The online advertising market in India is projected to grow 30% in the current fiscal year as advertisers warm up to the more measurable nature of the digital medium that helps brands understand their advertising campaign's popularity and success in real time.

The total value of the online advertising market in India is expected to increase to Rs.3,575 crore in the year ending 31 March from Rs.2,750 crore in the year earlier, according to the latest *Digital Advertising in India* report, jointly published by lobby group Internet and Mobile Association of India (IAMAI) and IMRB International, a market researcher.

The Internet and new media space in India continues to remain dependent on revenues from advertising, according to the report.

"This high growth can be attributed to the increasing advertisement measurability which is both quick and effective. The online advertisements follow a cycle of activities which can simply be summarized as planning, targeting, engaging and measuring," the report said. "Out of these, measuring is the main aspect that is aggravating the usage."

Currently, search (30%) and display (23%) advertising contribute a lions share to the total online ad market in India. But spending on both search and display advertising are expected to go down as newer forms of digital ads emerge. Ad spending on mobile devices are growing at an annual average pace of 46% while that on social media are growing at an annual rate of 41% and stood at Rs.385 crore and Rs.495 crore in March, respectively. Spending on video advertising online have reached Rs.330 crore and is expected to grow at an annual pace of 56%.

## 2. Literature review

An estimated figure is around Rs.100 crore worth of ads on the net. A lot of agencies are coming forward to do net advertising. An advertiser can approach his target through a variety of sites, but with one single media buy. Advertisers can select audiences location wise, say a BPL mobile ad in Mumbai and Bharathi telecom ad in New Delhi. Consumers have direct control over web based advertisements on what ads, when, where and how long they would like to see them (Gallagher *et al.*, 2001). Strangelove (1994) [4] documented several ad formats, including electronic mailing lists, usenet news groups, signature files, free electronic newsletters, software samples, electronic brochures and storefronts on the web. Bush and Harris (1998) [4] continue to show that the number one barrier to online advertising continues to be no proof of ROI or other measure of effectiveness.

Unlike traditional media, exposure to advertising on the web does not occur accidentally but deliberately and desired by the consumer who determines the duration of his visit and his exposure. Several effectiveness indicators of advertising on the internet have been developed specifically to measure the persuasive power of this form of communication. According to Raman and Leckenby (1998) [4], the degree of the visitors interacting with advertising is the best measure

of the value and effectiveness of electronic communication. The effectiveness of interactive media can also be measured in terms of exposure assessment and commitment in terms of time spent viewing the advertising (Bezjian, calder and Iacobucci, 1998) [4]. Other reasearcher's propose measures of awareness and memory (Briggs and Hollis, 1997) [5] assessments of emotional responses in terms of attitude (Raman and Leckenby, 1998; Cho lee and Tharpe, 2001; Chtourou et chandon, 2002; Shura abida and Ben Dahmene Mouelhi, 2003) [5] and behavioral responses measured by direct click through rate and indirect in terms of intent and purchase behavior (Singh and Dalal, 1999) [4].

## 3. Objective of the study

- To study the role of age group in influencing the attitude of consumers towards online advertising.

## 4. Hypothesis of the study

H<sub>0</sub>: Consumers attitude towards online ads is independent of Age group.

H<sub>A</sub>: Consumers attitude towards online ads is dependent on Age group.

## 5. Research design

The study 'Role of Age group in influencing consumer's attitude towards online advertising' is an empirical research, where the data is collected from both primary and secondary sources. The primary data was collected using questionnaires where our data sources are geographically scattered. The major source of data was people residing in Hyderabad city of Telangana State. The sample was taken by using a sampling method from probability sampling methods called stratified random sampling. As we divided the respondents into four strata's like professionals are kept in one stratum, self-employed, Business and Students of Hyderabad city in other strata's. Again simple random sampling method was used to select the appropriate sample which is needed for the study.

Due to the time and resource limitations we confined the size of our sample to 120. We distributed the questionnaires via mail and by hand to few respondents. The respondents were given enough time to fill the questionnaires to reduce errors. The questions were framed in an easy to understand language to reduce ambiguity to the respondents.

## 6. Data analysis

The tool that we used for data analysis was one-ANOVA, as it is to find out the significant relationship between age group of respondents and their attitude towards online advertising. Four age groups were taken i.e., respondents with 20 years or less, 21 to 30 years, 31 to 40 years and 40 years or more. The attitude of these age groups were measured based on twelve variables which are binned using SPSS into three major categories. A 4\*3 matrix was prepared and the tool selected was applied for analysis.

As said above, Comparisons between age of the respondents and attitude towards online shopping is made using one-way ANOVA, with age group of the respondents as the factor, with four levels (Less than 20 years, 21-30 years, 31 to 40 years and 40years and above). Tukey's HSD was applied following significant main effects to identify pair-wise differences. Differences between age of the respondents and attitude towards online shopping were analyzed using one-way ANOVA test at the significance level of 0.05.

Table 1.1 presents Mean and SD of Attitude towards online ads for various age groups. The data reveals that the respondents whose age is less than 20 years have shown relatively stronger attitude (M=2.39) towards online ads,

followed by the people with age group of 40 or more. The other two age groups exhibited similar attitude towards online ads.

**Table 1.1:** Mean and SD of Attitude towards online ads for various age groups.

Age	N	Mean	Std. Deviation
Less than 20	23	2.39	0.499
21-30	39	2.03	0.28
31-40	19	2	0.333
40 and above	21	2.1	0.301
Total	102	2.12	0.38

**Table 1.2:** Results of one-way ANOVA to test significant relationship between age group and attitude towards online ads at 0.05 level of significance.

Oneway-ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.326	3	0.775	6.197	0.001
Within Groups	12.262	98	0.125		
Total	14.588	101			

The table 1.2 presents results of one-way ANOVA to test the significant relationship between age group and attitude towards online ads at 0.05 level of significance. The results of the one-way ANOVA revealed that there is a significant difference between the age group of respondents and their attitude towards online ads. This can further be interpreted that all age groups are not responding to online ads in a similar way. To be specific, respondents with an age group of less than 20 years respond to the online ads more positively, while others are not so positive towards online ads. It is also observed that respondents with age group of less than 20 years seek more information about a product through online ads, in contra to others who rarely trust online ads.

For further investigation, Tukey HSD test is conducted to analyze the internal consistency of attitude towards online ads among various age groups. The results are presented in Table 1.3. The table clearly reveals that the attitude of the respondents with age group of less than 20 years differ significantly with other age groups regarding their attitude towards online ads. A very unique attitude is found among respondents with age group of less than 20 years. The younger respondents are found to be more homogeneous in attitude towards online ads, while rest of the respondents form a homogeneous group having almost similar attitude towards online ads. The results of the study give an important insight into how online ad influences various age groups of respondents.

**Table 1.3:** Results of Tukey HSD test

Tukey HSD						
(I) How old are you?	(J) How old are you?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 20	21-30	.366*	.093	.001	.12	.61
	31-40	.391*	.110	.003	.10	.68
	40 and above	.296*	.107	.033	.02	.58
21-30	Less than 20	-.366*	.093	.001	-.61	-.12
	31-40	.026	.099	.994	-.23	.28
	40 and above	-.070	.096	.886	-.32	.18
31-40	Less than 20	-.391*	.110	.003	-.68	-.10
	21-30	-.026	.099	.994	-.28	.23
	40 and above	-.095	.112	.830	-.39	.20
40 and above	Less than 20	-.296*	.107	.033	-.58	-.02
	21-30	.070	.096	.886	-.18	.32
	31-40	.095	.112	.830	-.20	.39

\*. The mean difference is significant at the 0.05 level.

Also it is observed that, there are customers who do want ads with price and shipping information which helps them to make purchase decisions.

**7. Conclusion**

'Online Ad' is a buzz word in today's digital marketing era, where customers are slowly turning towards online purchases. Online shopping based on online ads has becoming popular and it has its own sphere in the days to come. Understanding customers and posting ads with appropriate information is going to be a tough task for

marketers. As the day become hectic, people are rushing through shopping websites using mobiles and other electronic gadgets; the trend of watching online ads is on its way. As this study focused on the attitude of consumers in different age groups towards online ads, is a short research undertaken by considering only a few people in Hyderabad city may not give a general report of all the consumers. As this study revealed that, customers with the age group of 20 or less are highly favorable towards watching online ads and making purchase decisions based on it, while the rest of the age groups are not so favorably responded towards online

ads. However, the trend of online ads has started and marketers should take it as an opportunity to be in touch with prospective tech know how customers to sustain in the market place.

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