The effect of online advertisements and its impact on the consumers

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Abstract:

The invention of online technology for marketing has grown exponentially in a couple of decades with the wide usage on internet for the purpose of shopping by large number of internet users. The development of online marketing is accomplished as the marketers proceed to investigate and choose right online advertising (OA) formats for the target consumers. The feat of implementing media theories by marketing professionals for promotional purpose in OA in endeavored in this study. The consumers' attention towards factor implemented by the marketers to generate recall ability of OA with reference to cultivation theory is investigated in the current study. Subsequently the reference of OA among consumers is explored through two-step-flow theory. There exist various other factors that furthermore contribute for the effective reach OA among its consumers. The research examines on the features of online shopping that may favorably motivate the consumers to purchase through online medium. The research also explores on the highlighted factors in OA that could capably generate viewers' attention towards advertisements. The research is based on the survey conducted among 324 respondents in Chennai of the age group between 17 and 45. The collected data has been analyzed and interpreted using appropriate tests in SPSS.

Introduction:

About World Wide Web & Online ads:

It is no doubt that World Wide Web has grown phenomenally due to exponential internet users. There are various forms of online advertisements, which has grown in billions over the years, which simultaneously stimulates commercialism. Many companies were unsure about the effectiveness of the online advertisements that favors commercialism. Though in the initial stage of internet development and, despite the web offering business advertisements in an interactive form, the awareness about online advertisements is still minimal. In contrast, there are many companies that have adopted internet as part of their media mix and avail advantages through online technologies (Calisir, 2003). Although internet users enjoy looking at online advertisements, its formativeness and the utility factors induces the purchasing behavior among the consumers *(Ann. E. Schlosser, Sharon Shavit & Alaina 2013)*

The research by *(Ko et al & Cotte, Chowdhury, 2004 & 2006)* states that there are four distinct types of internet users, who use internet as a tool with different intensions like,

1. Exploration
2. Entertainment
3. Shopping
4. Information

Making use of internet as a promotional medium for advertisements will be considered success full based on the attitude of the internet users (Taylor, 2007). The online advertisements are more intrusive than ads in other medium. Because consumers may have sundry behavior of mind in various circumstances, while perceiving the message from online advertisements (Rieh, 2003 & Juvina, 2004). If the consumers fail to get their intended content, it may lead them creating negative impression towards online advertisements (Lee & Song, 2010).

Advertising in internet medium is more flexible because of its dynamic nature that facilitate changes in the content whenever required. These advancements motivate the advertisers to prefer online medium for conducting advertisement campaigns. This heightens the reach of online advertisements to a large group of audience without incurring more cost. *(G.Anusha, 2016).*

Online advertisements sometime tend to be more entertaining than other types of advertisements based on the strategies adopted. Especially, the pricing strategy highlighted in the online advertisements, plays a vital role in grabbing the attention of the viewers. Any form of online advertisements that contains animated content tends to compete with static ones in terms of visual attention.

Types of online ads:

Though various advanced types of online advertisements have emerging in the online medium, conventional forms like banner and pop-up advertisements still hold relevance among modern internet users. In most type of online advertisements advanced techniques is implemented to make the advertisement more impressive and attractive. The common types of online advertisements - banner advertisements, pop up advertisements, floating advertisements, social media advertisements, Email advertisements and Keyword search advertisements - that are revolving around the internet users are included in the present study.

The nature of appearance of some online advertisements are disturbing. That is the reason, why most of the advertisements are not perceived by all internet users. In addition, banner, pop up, pop under, floating ads are the main forms of advertisements that are found to negatively affect the consumer's attitude towards online advertisements (*Li & Edward - 2002)*. Sometime pop-up advertisements may seem to be more disturbing than other types of advertisements as it interrupts the browsing activity of online users. In this case the online users are forced to pay attention to such advertisements, which may not be appreciated.

Impact and influence of online ads

Although, advertisers adopt various appeal to drag the attention of the internet users towards their advertisements. The user's attitude and exposure tend to perceive only the selected media content (Mudambi & Schuff - 2010). There are chances that the attitude developed by the users towards online advertisements influence their impression.

T8o   In the online medium the users may have the power to engage with the advertisements of their choice based on their attitude and situations. It is vital to identify the importance of influencing the consumers with renowned strategic representations in online advertisements, which prompts user's attention towards online advertisements. The visual components and

rhetorical figures in advertisements, sometimes play drastic role in influencing the consumer's behavior towards online advertisements (Jeong, 2008). The dynamic nature of online advertisements tends to attract the attention of the consumers. The attraction aroused towards online advertisements may favor recall ability among internet users (Pieters, 2011) Hence, the present study aims to examine recall ability and perchance behavior of consumers exposed to online advertisements.

Theoretical background and Hypothesis:

The World Wide Web is gradually becoming a standard platform for advertising. In recent days online media facilitates the delivery of rich media content via interactive series at a global level favoring commercial business *(. Surender Kumar Gupta, 2013)*. Korgaonkar and Wolin (2002) concludes that heavy internet users are highly influenced by the online advertisements which may reflect on their purchasing pattern. There are innovative strategies used to advertise a particular product or service by advertisers that influences product purchase (Citrin et al. - 2000). Studies suggest (Burns & Lutz - 2006) that adopted strategies to advertise in online medium depends on the formats that advertisers choose to convince the consumers.

Although there are several studies (Thorson - 2001) that focusses on the attitude that internet users have towards various online advertisement formats. The statistical research survey-2001 revealed that, on examining the attitude of online advertisement formats among the internet users were more likely to affect the users' perceptions. Furthermore, there are inferences that compares only one online advertising format with one online advertising format (Lefton - 2001, Cho - 1999, Briggs & Hollis -1997), or even compare two or more online advertising formats (Dynamic Logic – 2001, Harris Interactive – 2001, Statistical Research - 2001). Therefore, the primary focus of the current study is to test the factor that influence the internet users to develop interest towards online advertising formats. Moreover, study conducted by (*Chan, Dodd, & Stevens - 2004)* has revealed that Pop up advertisements in online medium develops a strong dislike among the internet users due to its characteristics. On the other hand, the animated content and other special effects in the advertisements are the supporting pillar in grasping the attention and interest of the audience *(Hong et al, 2004).*

Apart from components in advertisements, its effective relies on the persuasive construct of messages in it *(Mullins – 2005, Aquinas – 2009, Best et al – 2003, Robbins et al - 2009)*. A persuasive message tries to establish, reinforce, change attitude, touch emotion, and beliefs of the consumer. There are factors that reveal, experiencing a brand will lead to consumer loyalty *(Bitta - 2006).* The effectiveness of online advertisements is also measured based on various criteria that include advertisement recall ability, recognition, brand awareness, brand attitude and purchase consideration (*Danaher and Mullarkey – 2003, Dreze and Hussherr – 2003, Gong and Maddox – 2003, Palanisami - 2004).*

There are studies that measure the degree of attention towards online advertisements among consumers seems to increase with effective implementation of picture (Burnett & Moriarty – 2000, p. 295), text (Blench – 2001, p.290) and brand (Keller -2003). The usage of animation, shape and frequency of appearance of online advertisements plays a vital role in attaining the

consumers' attention that favors advertisement's effectiveness *(Dreze -2002).* As emphasizes by (Rayner – 2001, p.220) little is known about the extent to which the viewers' look at the picture and text in advertisements. The motive of the current study aims to investigate the extent to which picture, text, brand, color is impressive among internet users to motivate attention and recall ability of online advertisements.

Studies (Dreze & Hussherr - 2003) have established that the frequency of getting exposed to any media content is vital for inculcating recall ability among its viewers. This repetition of exposure affects unaided recall and influences widespread of diversified meaning of media content across the community. *Gerbner's Cultivation theory – 1976,* also believed that cumulative effectiveness of any alternatives relies on constant exposure to the same images and visuals that creates a commonality of outlook known as mainstreaming. The effectiveness of implementing cultivation theory in online advertisements was examined by *(Ashley A. Wood- 2010).* The above studies have limited their investigations only with perceiving online advertisements continuously and have not revealed the aspects that generate recall ability. The attempt to fill this space in the present study is by identifying the aspects of online advertisements that favors recall ability. The continuous exposure to brand oriented online media content may foster awareness, recall, and recognition of the product or service (Escalas – 2004 & Singh & Sonnenberg - 2012).

H_1: The attention generating features in online advertisements correlate with recall ability features among internet users

H_0: The attention generating features in online advertisements does not correlate with recall ability feature among internet users

Online information generated by the users from various online source is called users generated content, which is also refers to 'Word of Mouth' (WOM) information (Goh et al., - 2013, Tirunillai / Tellis - 2012). Finding (Brown et al., - 2005, p. 125) infer that WOM is the information about the target objects that may be company, brand, or product that passes from one person to another taking various forms and sources. (Lovett et al – 2013) There are insights stating that social, functional and emotional factors initiate WOM from one source to another. The two-step being useful construct, refines and traces media messages, on individual's perception *(Everette E. Dennis- 2008).* It is also claimed that the communication of any information through WOM about advertisement or service can influence the consumer. It is supported by *(David Weaver -2008)* that the impressive nature of online advertisements makes the perceiver act as an opinion leader. The study also stats that opinion leader has great influential capacity to carve the opinion of the individuals.

There are modern perceptions conveying that, effectiveness of advertisement is measured by satisfying the consumer's objectives. Existing studies only justifies that satisfaction derived through the messages in online advertisements is considered vital for online marketing (Yoon - 2002). By engaging the audience and delivering relevant messages these objectives may be obtained *(Wells et al 2003).* Inferences (Zheng & Yeqing - 2002) also state that online advertisements are convenient to generate consumer's satisfaction as they are more acceptable. Traditional study has investigated on the satisfaction of consumers from the conveyed messages

in online medium. The perception on the extent to which satisfaction of consumers with the online purchased product favors Word of mouth WOM references and repetitive purchase is attempted to be examined in the current study. The repeated purchase of online product increases, as the consumers experience satisfaction from the purchased products (Ronald E. Goldsmith - 2002). It is told that for a consumer to understand the message of the advertisement it is important for the message to be perceived and interpreted clearly. *(Sachdeva - 2015).*

The knowledge and communication skill of the opinion leader in a form of 'Social voice' (Fay, Vermut, & Baran - 2013) would remarkably contribute to consumers' purchase and decision-making process for a product or service in online advertisements. Though there are various new finding, WOM referral marketing is a phenomenon that is constructed nearly 6 decades ago by (Katz & Lazarsfield - 1955) in their research 'Personal Influence'. The information from any personal source is independent from the intended information from the advertisers (Silverman - 2001). Despite studies reveling that information from the personal source is more credible that information from other mass media and marketing source (Bickart & Schindler - 2001). There are documentations that have characterized motivational factors of individuals who only provide information as opinion leaders and those who seek information as opinion seekers (Toa Sun & Seounmi Youn - 2006, Xue & Phelps – 2004, Roger- 1995). The investigation on phenomena that motivates opinion leaders to provide information and opinion seekers to acquire information will be attempted to be investigated currently. For the above investigations 4 factors (New product, implemented appeals, reputation of advertisements, and brand loyalty.) that motivates WOM reference by opinion leaders of online advertisements. *Benitez (2002)* claims that despite execution of visual appeals, some users still ignore online advertisements thinking it is an unwanted interruption. Leonidou – 2009 emphasize that by understanding medium, target consumers, the advertisers are supposed to frame the appeals in acceptable manner. Recent investigation by (Chou, Chen -2015 & Lee, Ahn – 2015) revealed that on internet context, implemented visual appeals influences quality of interaction between online stimuli and internet users.

H_1: The motivation factors in online advertisements initiates references of online advertisements to third person

H_0: The motivations factors of online advertisements do not initiate references of online advertisements to third person

Many studies have revealed that factors like emotions, feelings and technology implemented in online advertisements may play vital role in inducing the consumer's behavior. *(Naser Zourikalatehsamad - 2012).* Though investigations *(Chen C.F and F.S chen 2010)* revealed that it is important for the online business developers to help the consumers in structuring their shopping plans and ensure easy modes of product purchase. The implication of latest technological development for online product purchase is expected to have a great effect on influencing the purchasing behavior of the internet users, *(Verma, Jain - 2015).* In spite many modern consumers are still hesitant to purchase online product or service due to high risk involved with the product, payment process, credibility and shipping options (Shim & Beck – 2001). The investigation includes more added features that could favor online shopping and are expected to be made

convenient for the consumers to purchase online product will be a part of investigation in the current study.

Objectives

1. To reveal the online advertising formats to which consumers show interest and to identify the factors that influence their interest.
2. To study whether online advertisements cultivate recall ability among internet users.
3. To estimate the applicability of two step flow theory for online advertisements.
4. To identify the features of online advertisements preferred by online users for product purchase.

Methodology:

The study is determined to be a survey method. The research aims to test the online advertising formats to which consumers show interest and understand the reason behind the same. The online advertising formats were selected after reviewing the interpretations by various authors on different forms of online advertisements in different perspectives (Burns – 2003, Lefton – 2001, Cho - 1999). The major advertising formats included in the current study are 'Banner advertisements, Pop up advertisements, Floating advertisements, Social media advertisements, Email advertisements, Key word search or search engine advertisements.

The study intends to analyze the factors that cultivate recall ability and WOM reference of online advertisements. The satisfaction that consumers experience forms the purchased online product, leads them to develop opinion about the product and advertisements, hence there are chances that they may act as an opinion leader. The investigation on the features preferred by online users on online shopping options that may influence purchasing behavior among consumers is also planned to be performed.

The questions to analyze the format of online advertisements to which the consumers show maximum interest and the reason for preferring that format was included in the questionnaire. It is also designed to measure the variables that cultivate recall ability of online advertisements. Additionally, the questionnaire also includes questions that investigates the factors that motivates information flow of online advertisements that induces WOM reference behavior form satisfaction derived through purchased product. The reputed features of online advertisements that complements online shopping behavior among consumers are included as parameters for measuring the same in the questionnaire.

Population and sampling design:

The population for the present study includes the individuals from Chennai between the age group of 17 to 45 due to their intense use of online applications. According to *Statista- The statistic portal in September 2013* revealed that the age of intensive users of online medium in India is from 17 to 45. And after 45 years the access to internet usage gradually decreases.

Purposive sampling method was adopted for the survey, for which intensive internet users were identified as respondents. A total of 325 samples were included in the study.

Measures:

In order to avoid problems in correlation between the variables through purposive sampling method, the variables are constructed individually in the questionnaire using Likert scale measurement (Kelli S.Burns and Richard J. Lutz - 2006) Five-point scale is used to measure the multiple constructs and the hypothesis is proves by choosing appropriate tests in SPSS.

Reliability:

Cronbach's alpha has been used to calculate the reliability of the collected data. Cronbach's alpha was developed by Lee Cronbach in 1951 as a measure of internal consistency of a test or a scale *(Mohsen Tavakol, Reg Dennick - 2011). High* Cronbach's alpha coefficient – greater than 0.7 - signifies high internal consistency *(George D. & Mallery, P – 2003, Devellis, R.F - 2012).*

Table 1: Reliability test for factors that is include in the study

S. No	Factors	No. of Items Tested	Cronbach's alpha
1	Interesting online ad formats and factors motivating that interest	10	0.696
2	Recalling capacity of online advertisements	12	0.821
3	Applicability of reference in online advertisements	5	0.757
4	Factors influencing purchase behavior in consumers	9	0.791

The reliability test result on factors, to identify the online advertising formats to which internet using consumers show maximum interest and examining the reason for showing interest is exposed with the Cronbach's alpha value of (α) 0.696. The parameters investigating the recalling capacity of online advertisements by internet users obtains the Cronbach's alpha value of (α) 0.821. The output for measuring the applicability of references in online advertisements among internet users using obtains Cronbach Alpha value of (α) 0.757. Finally, the reliability test for factors to identify the features of online advertisements preferred by online users for product purchase hold the alpha value (α) of 0.791. The obtained Alpha values for the factors to be included in the study are near to 0.7 and 0.83 which shows that the data is reliable for further investigations.

A book on '***SPSS Explained'*** by '*Perry R. Hinton, Charlotte Brownlow, Isabella, & Bob – 2004 – Taylor & Frances*' indicates a scale of reliability oscillating between '0.5 to 0.75' is moderately acceptable values

Data analysis:

Applicability of Recall ability

With the implication that any media content, when perceived continuously by the consumers could motivate them to relate and recall that media content with the external environment. Based on the above perception table 2 examines the applicability of recall ability in OA is along with the features that motivate recall ability and leads to the survival of 'cultivation theory' in online advertisements.

Table 2: Results of One sample t Test - To study the applicability of recall ability for online advertisements.

Outcome	M	SD	n	95% CI for Mean Difference	t	df	Sig.Val
Recalling capacity Of online ads	3.24	1.306	324	3.10, 3.38	44.653	323	.000

*p < .05.

In order to study the attention generating features of online advertisements in cultivating recall ability. It is important to find out if the online advertisements can generate recall ability. The questionnaire contained a question that examined the participants' opinion, on the extent to which online advertisements can generate recall ability. Likert scale measurement was used for the above analysis and one sample t Test was performed in order to measure the parameters.

Recall ability of online advertisements among the internet consumers was applicable at 1% level of significance (M=3.24, SD = 1.306, n = 324, t = 44.653, df = 323, p < .05). With the Test value of 3, the obtained mean value is 3.24 this is above the neutral value. Result shows that online advertisements have recalling capacity.

Correlation of recall ability

Based on the above perception, that few respondents were able to recall online ads. The further investigation on the features of advertisements on web that could possibly generate the attention of the consumers that in turn could favor recall ability of OA among the consumers is performed.

Table 3: Results of correlation & Descriptive statistics – To study the features of OA that could affect consumers' recall ability.

Descriptive Statistics:			
	Mean	Std. Deviation	N
17 Brand	1.81	.873	324
17 Color	1.89	.924	324
17 Picture	1.96	1.016	324
17 Text	2.45	1.073	324
26 Brand	1.80	.840	324
26 Color	1.75	.818	324
26 Picture	1.75	.885	324
26 Text	2.26	1.060	324

17: features of online advertisements that are important to generate viewers' attention.
26: aspect of online advertisements that generate recalling ability

Table 4: Correlation analysis to prove, "The attention generating features in online advertisements correlate with recall ability features among internet users

Correlations		Brand Val in Generating attention	Color in Generating attention	Picture in generating attention	Text in generating attention	Brand Val in generating recall ability	Color in generating recall ability	Picture in generating recall ability	Text in generating recall ability
Brand Val in Generating attention	Pearson Correlation	1							
	Sig. (2-tailed)								
	N	324							
Color in Generating attention	Pearson Correlation	.204**	1						
	Sig. (2-tailed)	.000							
	N	324	324						
Picture in generating attention	Pearson Correlation	.273**	**.664****	1					
	Sig. (2-tailed)	.000	.000						
	N	324	324	324					

Text in generating attention	Pearson Correlation	.198**	**.475****	**.608****	1				
	Sig. (2-tailed)	.000	.000	.000					
	N	324	324	324	324				
Brand Val in generating recall ability	Pearson Correlation	**.450****	.047	.175**	.155**	1			
	Sig. (2-tailed)	.000	.400	.002	.005				
	N	324	324	324	324	324			
Color in generating recall ability	Pearson Correlation	.025	.332**	.244**	.138*	.216**	1		
	Sig. (2-tailed)	.658	.000	.000	.013	.000			
	N	324	324	324	324	324	324		
Picture in generating recall ability	Pearson Correlation	.102	.318**	.381**	.308**	.282**	**.471****	1	
	Sig. (2-tailed)	.066	.000	.000	.000	.000	.000		
	N	324	324	324	324	324	324	324	
Text in generating recall ability	Pearson Correlation	.078	.175**	.243**	.318**	.066	.314**	**.417****	1
	Sig. (2-tailed)	.162	.002	.000	.000	.234	.000	.000	
	N	324	324	324	324	324	324	324	324

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

In order to prove

H$_1$: The attention generating features in online advertisements correlate with recall ability features among internet users

H$_0$: The attention generating features in online advertisements does not correlate with recall ability feature among internet users

Bivariate correlation test in SPSS was used to analyze the relationship between attention generating features of online advertisements with recalling features. Among the 4 variables (Brand value, Color, Picture, and Text) measured in this study **"Brand Value"** plays an important role at a considerable level in generating user's attention and driving their recall ability toward online

advertisements. With the R-value of **".450** (R= .450**)"** and Sig. (2-tailed) at **".000"** the variable brand value is positively correlated.

Hence after analyzing the data, it can be suggested that online users are able to recall the advertisements through its impressive attention generating features. This proves the acceptance of alternative hypothesis H_1 with positive correlation (i.e.) "The attention generating feature of online advertisements is correlated with recall ability of online advertisements". On the other hand, it could be interpreted as, if advertisements are impressive, it grabs the attention of the user. And that feature that generates attention will help the audience to cultivate recall ability.

Second hypo – One sample t test
Table 5: One sample T Test to study the applicability of reference in online advertisements to third person.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
29th q	324	2.32	.846	.047

29th q: Internet users' intension to refer the online advertisements to the third person

Table 6: Results of one sample t test to identify the refer of online advertisements to the third person after the purchase of the product or service.

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
29th q	-14.388	323	.000	-.676	-.77	-.58

In order to estimate the factors that possibly initiate recommendation of online advertisements, would be reliable to test the applicability of references for / in online advertisements. The researcher has constructed a question that investigates about the applicability of references for online advertisements. On measuring the Likert scale values to test the applicability of references in online advertisements using "One sample T Test", with the test value of 3. The obtained mean value 2.32, which is pendulant between "Probably & Possibly" the respondents would intend to refer the advertisements to the third person after the purchase of the product or service.

The significant value of the two tailed test is ".000" which says it is highly significant, that after the purchase of product or service, reference of online advertisements is possible among the internet users.

Hence, after the data analysis, it can be stated that online advertisements motivate the internet users to refer a product or service to third person after the purchase of the product or service.

Multiple regression test:

Table 7: To analyses the factors that initiate references of online advertisements to third person

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	30th q (b), 30th q (a)[a]	.	Enter

All requested variables entered
Dependent Variable: 29th q

29th q: Intension to refer the online advertisement or service
30th q: factors motivating online reference
30th q (b): Implemented appeal, 30th q (a)[a:] new product

Table 8: To identify the R value of multiple regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422[a]	.178	.173	.769

Predictors: (Constant), 30th q (b), 30th q (a)

Table 9: Analysis of variance

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.035	2	20.518	34.675	.000[a]
	Residual	189.937	321	.592		
	Total	230.972	323			

Predictors: (Constant), 30th q (b), 30th q (a)
Dependent Variable: 29th q

Table 10: Coefficient analysis to estimate the Beta and significant values for the variants

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.332	.128		10.422	.000	1.081	1.584
	30th q (a)	.159	.059	.146	2.710	.007	.044	.275
	30th q (b)	.349	.054	.347	6.433	.000	.242	.456
a. Dependent Variable: 29th q								

In order to study, the user's preferences in terms of New Product, implemented appeals, Reputation and Brand value (independent variables) in inducing reference of online advertisement to third person regression analysis was used. The Dependent variable is the reference by the purchaser to the third person.

"Multiple Regression Test" is adopted to study the Standard coefficient –Beta value for the independent variable. This test helps to estimate the extent to which the above-mentioned independent variables affect the dependent variables.

During, Multiple Regression Test the values obtained for "Reputation and Brand Value" was estimated to be very low. With the obtained lower coefficient Beta values, the researcher removed those invalid independent variables. The valid independent variable that has standardized coefficient beta values of ".146 and .347" are "New Product and Implemented Appeals". Among the above-mentioned values, it shows that "Implemented appeal" has turned to be very important for the internet users.

To prove

Table 11: Correlation analysis to identify the motivation factors in online advertisements initiates references of online advertisements to third person.

Correlations		12th q	29th q
12th q	Pearson Correlation	1	.376**
	Sig. (2-tailed)		.000
	N	324	324
29th q	Pearson Correlation	.376**	1
	Sig. (2-tailed)	.000	
	N	324	324
**. Correlation is significant at the 0.01 level (2-tailed).			

12th q: Satisfaction with the obtained product or service through online shopping

29th q: Intension to refer the online advertisement or service

There is a minimum positive correlation between satisfaction and reference on online advertisements to third person having r value of .376 at 0.01 level of significance.

H_1: The motivation factors in online advertisements initiates recommendation of online advertisements to third person

H_0: The motivations factors of online advertisements do not initiate references of online advertisements to third person

Based on the One sample T Test it is can be inferred that internet users refer the advertisement to third person. One the other hand with the "Multiple Regression" it is found that the motivational factors such as "Introduction of new product and appeals implemented to reveal the concept" initiate references of online advertisements to third person. Hence these inferences prove the acceptance of Alternative hypothesis (i.e.) H1: The motivation factors in online advertisements initiates references of online advertisements to third person.

One sample T Test to find if online advertisements motivate online shopping.

Table 12: Motivation of online shopping through online advertisements

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
15th q	324	2.55	1.096	.061

Table 13: one sample t test to identify the features of online advertisements that motivate online shopping behavior,

					95% Confidence Interval of the Difference	
One-Sample Test						
	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
15th q	-7.448	323	.000	-.454	-.57	-.33

15th q: features of online shopping motivate purchase behavior

In order to identify the features of online advertisements that motivate online shopping behavior, One Sample T Test was employed. In the research instrument likert scale measurements were used to find the extent to which online advertisement complement online shopping, these measures include for the analysis. For the table above, it can be inferred that the mean value (2.55) oscillated between High and Moderate purchasing behavior indicating that crucial role played by online advertisements in online shopping behavior at a high significance level of .000.

Multiple regression test
Table 14: Factors inducing purchase behavior among internet users

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	18th q (h), 18th q (b), 18th q (a)[a]	18th q (c), 18th q (d), 18th q (e)	Enter

All requested variables entered.
Dependent Variable: 15th q

Table 15: R Square value for factors inducing purchase behavior among internet users

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352[a]	.124	.115	1.031

a. Predictors: (Constant),
18th q (h): Shipping options
18th q (b): Information review and product description
18th q (a): Time saving
18th q (c): Leisurely shopping

18th q (e): captivity
18th q (f): credibility
Table 16: Anova test to estimate the factors inducing purchase behavior among internet users

ANOVA					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.998	3	15.999	15.045	.000[a]
	Residual	340.307	320	1.063		
	Total	388.306	323			

Predictors: (Constant), Shipping options, Information and product description, Time saving
Dependent Variable: 15th q

Table 17: analyzing the beta values to identify the factor inducing purchasing behavior among internet users.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.340	.283		11.808	.000
	Time saving	-.165	.061	-.173	-2.707	.007
	Information and product description	-.218	.068	-.197	-3.182	.002
	Shipping options	.186	.048	.214	3.922	.000

Dependent Variable: 15th q

To study the user's priority that is considered important to motivate them in purchasing a product, multiple regression test was performed with independent variables as "time saving, Review and product description, Leisurely shopping, Captivity, Credibility, Mobile applications and Shipping options". The Dependent variable was the extent to which online advertisements motivate online shopping.

While analyzing the standard coefficient – Beta values in the tab Test in the table given above the variables "Time saving, Review and product description and Shipping option" was identified to influence the dependent variable

The independent variables that have standardized coefficient beta values of "-.173, -.197 and .214" are "Time saving, Review and product description and Shipping Option". Among the above mentioned 3 features it reveals that "Shipping Option" is identified to be the most crucial factor inducing purchasing behavior among internet users.

Findings and Discussions

After analyzing the data, it is relevant that online advertisements can create recall ability among the internet users. Simultaneously the internet users, expect innovative ideas to be implemented in the advertisements to pay attention to it. Among 325 respondents 43.5% (141) of the respondents say that they pay attention to advertisements whenever their favorite "Brand" has been highlighted. The second highest factor was identified to the "Picture" that is considered important to create attention toward online advertisements among internet users, having a share of 41% (133).

Another important factor that the respondents say that they pay attention is to the "Color" that is been used in advertisements (40.7%). Finally, the "Highlighted Text" in the advertisement tends to grab the attention of the users and motivate them to pay attention and know more about what the advertisement is all about with 22.8% (74).

Most of the respondents (46.3) feel that impressive and attractive "Pictures" used in the advertisement aid them to cultivate recall ability. On further analysis the second major feature that the internet users say important to generate recall ability is the "Color". About 43.5% (141) respondents say that whenever they see "Color" that they have already seen in the online advertisement, it motivates them to recall the advertisement. Regarding "Brand value", almost 42.6 % of the respondent's state that seeing renowned "Brands" in the advertisements help them to recall the advertisement. Finally, only 25.9% (84) of the respondents say that the "Text" that appear in the advertisements is helpful to certain extend in re-calling the online advertisements.

These attention generating features are found to be significantly correlated with the recalling features of online advertisements. The significance was analyzed using Bivariate correlation test.

For any organization to establish effectively it is important for the advertisers or the product holders to get their product or service reach the audience effectively through proper marketing strategies. Once if the consumers find the online advertisements are attractive, they tend to talk about it to another person. This is where the references or recommendation of online advertisements arises that leads to development of "Two step Flow Theory".

Among the 4 motivational factors of online advertisements (New Product, implemented appeals, Reputation, Brand value) that may possibly induce references. Only "New Product & Implemented Appeal" was found to have high Beta value in the Multiple Regression analysis. Hence the audience recommend an advertisement if they tend to come across "New product with Good Appeals Implemented" to market the product.

According to "Two step Flow Theory", the audience who first initiate to recommend the advertisements are considered as opinion leaders. This recommendation is possible only if the new product and the concept delivered about the product in the advertisements satisfies the audience.

On initiating to identify the features of online shopping that is most preferred by the online shoppers using multiple regression test. It was found that Time saving, Reviews of Product, Product Description, and convenient Shipping Options are the factors that are most preferably noticed by the online shoppers. It was also found that "Shipping Option" was having very high significance value with positive Beta value among all other features which was mostly preferred by the online shoppers.

Theoretical Discussions

Cultivation theory:

The study intends to reveal the factors of online advertisements that influences the user's attitude towards online purchase. The major factors that induce the internet users recall capacity of online advertisements are estimated and studied with reference to the concept of Cultivation theory by George Gerbner & Gross in 1976. This theory has its primary focus in the ideology that continuous exposure to media content tends influence its viewers to recall the media content. The recalling is favorable if the audience come across similar elements in their day-to-day life that they perceived in the online advertisements. This recalling attitude of viewers might induce purchase behavior among them. Heavy viewers of a particular media content tend to cultivate accepting attitude towards the media content.

Two Step Flow Theory:

Two step flow theory by Paul Learfield, Bernard Berelson, and Hazel Gaudet (1944) focuses on the decision-making process of individuals to exchange information from one source to another through opinion leader with intended feedback. The opinion leaders are the individuals who pay close attention to the messages of the mass media. After which the opinion leaders who are influential in their social circle transmit the message in order change the attitude and behavior of the people.

In recent days almost all age group people are influenced looking at other on an urge to know their opinion about the products that they are interested in (Randall A.Lewis and David H.Reiley - 2012). This is where the references is created. The loyal uses of the product are likely to be the opinion leaders who might refer the product to the second source or a third person (Sunitha Chakravarthy, G.V.Bhavani Prasad - 2011). New product, implemented appeal, reputation, and Brand loyalty (Ceyda kocoglu, Dilaver Tengilimoglu, Aykut kiyor - 2015) are the 4 motivational factors are aimed to be studied that improves product reference from one source to another.

Limitation of the study:

The study is limited to focus on the advertisements in internet medium and its user's behavior in purchasing an online product. The study has confined to the respondents form the urban area, as it considers digital divide will be more applicable in rural areas. The geographical area coverage is restricted to Chennai limit.

The respondents are constrained to the age limit between 17 to 45, irrespective of their gender. As it was told that they will be the active users of internet. Moreover, they are assumed to be capable in responding to the questions. Hence the interpretations in this research paper are based on the above-mentioned limitations.

Conclusion:

In this study on "The effect of online advertisements and its impact on the consumers". Two perspectives were intended to be studied "the attention generating factors that motivate recall ability" and the "motivation factors of online advertisements that initiates recommendation or reference of online advertisements to third person".

The outcome of the study was framed after analyzing the data obtained form 324 respondents across Chennai, using survey method. In the research it was found that Internet shoppers' intension towards recalling a product that they saw in online advertisement "Brand Value" plays a significant role. It all depends on the attitude of the internet shoppers on what they are shopping for. If they a loyal brand user, they tend to recall a particular product when they perceive brands given priority in the online advertisements.

Apart from this the internet shoppers also expect the other features of online advertisements to be implemented innovatively with unique qualities. They say that it may help them to recall the online advertisements. Hence recall ability favors cultivation theory

On analyzing the motivation factor for recommendation of online advertisements with reference to Two Step Flow Theory. The data reveal that probably recommendation of online advertisements is positive when the internet users tend to come across new product with is advertised with well-developed concepts (implementing the appeals). Hear we can tell that internet shoppers have developed capacity to analyze and study what the advertisements is all about. So, for the advertisers it becomes vital to develop the concepts of the advertisements effectively as it may influence the online shoppers.

On analyzing the features that is mostly found to be convenient for the internet shoppers to motivate their purchase behavior. It was concluded that "Shipping Option" is expected to be convenient by the internet users to purchase an online product. Apart from this "time saving characteristic of online shopping, review of product and product description" also plays an important role in motivating the online shoppers to purchase a product.

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