

# Role of Gender in Influencing Consumers' Attitude Towards Online Advertising

\* *Meghna Verma*

\*\* *Saranya R.*

## Abstract

Internet revolution has led to the emergence of an e-generation era, where every aspect of life is taken online. So is the case with business, where the 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 a company, each with a different level of effectiveness and impact on consumers. This necessitates the marketers to understand the attitude of consumers towards online advertisements in order to better target the advertisements to the right consumers in the right way. The paper attempted to fill the research gap in the area of online advertisements and thus explored the attitude of consumers towards online advertisements, the preference of content, attraction, and formats of online advertisements and the impact of online advertisements on consumers' purchase decisions. The results of the study revealed that there was no significant influence of gender on respondents' attitude towards online advertisements, and that respondents' preference of online advertisements reflects their price sensitivity and preference to animation.

**Keywords :** Internet, online advertising, attitude, online advertisement formats, gender

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The Internet has revolutionized the stages of buying cycle for both consumers and organizations. It has rapidly emerged as a key element in the promotional mix of multichannel marketing approaches with both online and offline integrations. Many companies feel that traditional media advertising has become too expensive and is not cost effective and companies are shifting their monies to lower cost, more targeted communication tools such as the Internet (Belch & Belch, 2013). Another advantage of the Internet is that it offers the capability to more closely and precisely measure the effects of advertising and other types of promotion.

The evolution of the Internet as an integral part of organizations' marketing efforts is because more and more consumers are going online for information search as well as purchase. Worldwide digital ad spending hit \$137 billion in 2014 and digital ad expenditures are expected to increase up to \$171 billion in 2016 and reach \$200 billion mark in 2018 ("Digital ad spending worldwide to hit \$137.53 Billion in 2014," 2014). India's Internet user population was projected to cross the 200 million mark in 2014. As more consumers head online, ad spending on digital formats in India is rising alongside. The Internet & Mobile Association of India (Lighthouse Insights, 2014) and Indian Market Research Bureau International reported that during the fiscal year 2012, which ran from April 1, 2012 through March 31, 2013, digital ad spending in India rose by 29%, and in 2014, it was projected to grow by another 30% to reach nearly \$477 million.

## Review of Literature

According to ComScore(2013), the Internet audience in India is dominated by the youth as three-quarters of the

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\* *Assistant Professor*, M. S. Ramaiah Institute of Management, Bangalore - 54. E-mail : verma.meghna@rediffmail.com

\*\* *Student*, M. S. Ramaiah Institute of Management, Bangalore - 54. E-mail : saranya.rengaswamy@gmail.com

web audience is under the age of 35 years as compared to 52% of the global Internet population. The heaviest Internet users in India are aged between 15-24 years, driving the highest Internet consumption in the country. Research has revealed that men spend more time online than women in most age groups, with the 35-44 years age group being an exception, wherein women spend 1.7 hours more being online than men.

Internet advertising is a multifaceted phenomenon that shares common functions with the conventional media, yet differs in fundamental ways (Trehan, 2012). Traditional advertising has been considered as dissemination of message regarding any product or idea through a non-personal media, which is paid for by an identified sponsor. Internet advertising is individualized or micro segmented interaction by an identified sponsor with his client or prospect in order to let him/her grasp any paid message regarding a product or idea through net (Sengupta, 2011). This level of micro segmentation means Internet advertising is much more personalized than other mass media. Consumers might see personalized ad content on such sites as more appealing and tied to their interests, but they might conversely see it as 'not only creepy, but off-putting' if they felt that the firm had violated their privacy (Stone, 2010). Despite the issues, research conducted by many shows the superiority of web advertising over print advertising, especially in the case of low involvement products in understanding and recall of the ad and for consumers with a negative disposition towards the advertised brand and for heavy web users (Ha, 2008).

There are different ways of exposing Internet users to advertisements on the Internet, each with a different level of impact. A study on marketing strategies of Indian e-commerce companies (Richard & Jothi, 2012) found that social media influenced 45% of the respondents to browse/visit a website for purchase of products, whereas only 13% of the surveyed respondents were made aware by banner ads, 10% of the respondents were contacted through e-mails, 15% through ad links through other websites, 2% were influenced by unexpected popup ads, 8% were attracted through flash ads that swirl along while browsing through any website, and 5% by intentional lookout for products online through search engines like Google search. Moreover, the study found that 56% of the respondents visited a website if an offer is provided, and 48% of the respondents said online advertisements made them shop on a particular website. According to Bruner (2006), whether an advertiser's objectives are direct response or brand oriented, larger ad units simply perform better in most circumstances. He also revealed that rich media ads are significantly more effective at engaging users than are standard GIF or JPG image ad formats.

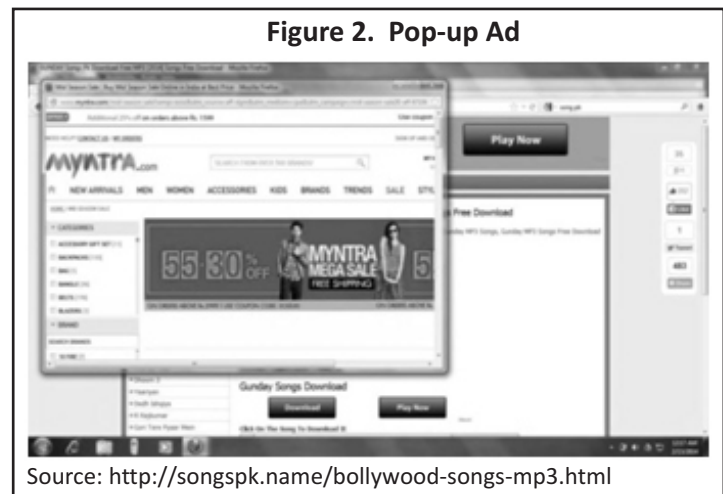
## Online Ad Formats

As with traditional offline advertising, the choice of ad formats should best match the ad objectives, the target market, and the online publications on which they will be featured. To understand the attitude of consumers towards online advertisements, in the following section, various online advertisement formats are discussed in brief.

➤ **Banners** : Banners were the first format of ads to appear online, and they are still the most popular. Today, banner ads can be embedded with videos, animations, or widget applications to increase the chances viewers will see and click on them. The industry now uses the term 'display ads' for both banner and other advertisement sizes. The Figure 1 shows a banner advertisement of online portal Junglee.com ; the ad is about the price of a featured product, and thus tries to elicit direct action from the visitor, that is, a purchase decision, or at the very least, supports the information search aspect of the consumer behavior model.

➤ **Pop-ups** : Pop-up ads are those advertisements which open above the initial browser window. They usually pop up when the web user opens a new page. Pop-under ad, on the other hand, opens behind the browser window and so is not seen until the browser is closed. The Figure 2 shows the pop up of Myntra.com while opening the music sharing site Songs.PK.

➤ **Floating Ads** : As the name suggests, a floating ad floats over a web page, and it usually moves across the web browser's screen rather than appearing in a small browser box. For example, Figure 3 shows a floating



advertisement of Panasonic Smartphones on the home page opened by Reliance Netconnect users when they connect to the Internet.

➤ **Embedded Video Ads** : These are similar to a banner ad, but instead of a static or animated image, video clips are displayed. The Figure 4 shows a video advertisement of Dove, the “Dove Play Song,” appeared on TVRage website, which was one of the customer centered advertisement campaigns of Dove portraying real beauties.

➤ **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. The Figure 5 shows a full screen advertisement of Titan's exchange offer on watches on Titan's official website.

➤ **Advergames** : Like movies, video games also offer an opportunity for product placements and advertising. Advergases can either be created by the company for the sole purpose of promoting the product, or advertisements or product placements can be done in a video game. The Figure 6 shows the placement of McDonald's in the game Farmville, which is popular on Facebook.

**Figure 4. Video Ad**



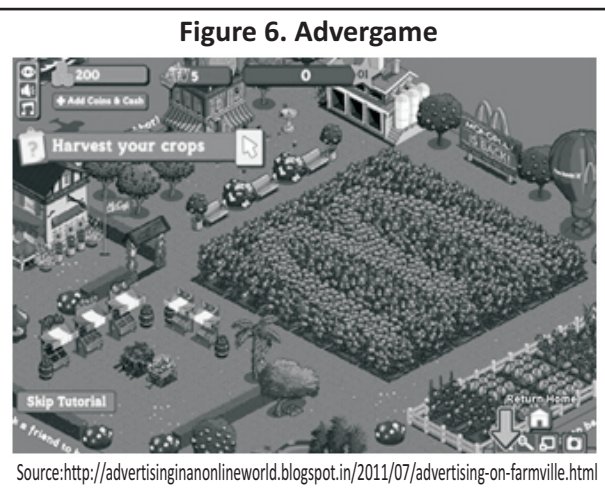
Source: [www.tvrage.com/news/](http://www.tvrage.com/news/)

**Figure 5. Full Screen Ad**



Source: [www.titanworld.com/in/](http://www.titanworld.com/in/)

**Figure 6. Advergame**



Source: <http://advertisinginanonlineworld.blogspot.in/2011/07/advertising-on-farmville.html>

## Objectives of the Study

- To study the role of gender in consumers' attitude towards online advertisements.
- To obtain the order of preference of young consumers for online advertisements.
- To study the influence of online advertisements in making a purchase decision.

## Research Methodology

Residents of Bangalore city between the age group of 18-35 years acted as the participants for this study. A total usable sample of 200 respondents was collected during the period from December 2013 to February 2014. A convenient sampling technique was followed with the criteria that the respondent should be exposed to online advertisements. A structured questionnaire was made for data collection, which underwent a pilot test with 20 respondents and was finalized with slight modification. The questionnaire was divided into two parts. The first part was related to the demographic profile and the online shopping pattern of the respondents; the second part contained questions for measuring the respondents' attitude towards online advertisements, preferences in online advertisements, and the aid of online advertisements in making purchase decisions. Data analysis was done using IBM SPSS Statistics version 20. To achieve the objectives of the study, simple descriptive statistical analysis was

conducted apart from chi - square test, which is an important non - parametric test, and has been used as a test of independence in this case.

## Hypotheses

- **H01:** Consumers' attitude towards online advertisements is independent of gender.
- **H11:** Consumers' attitude towards online advertisements is dependent on gender.
- **H02:** Clicking frequency of online advertisements is independent of gender.
- **H12:** Clicking frequency of online advertisements is dependent on gender.
- **H03:** Online advertisements' aid in consumers' online/offline purchase decisions is independent of gender.
- **H13:** Online advertisements' aid in consumers' online/offline purchase decisions is dependent on gender.

## Analysis and Results

➤ **Demographic Profile of the Respondents :** Out of 200 respondents, 53% of the respondents were male and the remaining 47% were female. Majority of them (75.5%) were in the age group of 20-25 years ; 13.5% of the respondents were private employees, 3% were self-employed, and the remaining 83.5% were students. Respondents were asked how frequently they shopped online because the study was also aimed at measuring the impact of online advertisements on online shopping ; 36% of the respondents said they engaged in online shopping 1-3 times a year, 16% said they shopped online 3-5 times, 23% said 5-7 times, 5% said 7-9 times, and 20% said they shopped online above 9 times in a year. The Table 1 provides the demographic details of the respondents.

➤ **Attitude Towards Online Advertising :** The study found that online advertisements were preferred over traditional advertisements by the respondents, with 62% of them choosing online advertising and the remaining

**Table 1 . Demographic Details of the Respondents**

	Category	Frequency	%
Gender	Male	106	53.00
	Female	94	47.00
Age(in years)	Under 20	27	13.50
	20-25	151	75.50
	25-30	18	9.00
	30-35	4	2.00
Marital status	Married	13	6.50
	Not-Married	187	93.50
Occupation	Govt. Employee	0	0.00
	Private Employee	27	13.50
	Self Employed	6	3.00
	Student	167	83.50
Duration of online shopping(per year)	1-3 times	72	36.00
	3-5 times	32	16.00
	5-7 times	46	23.00
	7-9 times	10	5.00
	Above 9 times	40	20.00

**Table 2. Attitude Towards Online Advertisements**

Rating	Gender	1	2	3	4	5	Mean	SD
Attractive	M	6	8	30	32	30	3.68	1.134
	F	3	15	23	27	26	3.62	1.146
Informative	M	3	13	25	47	18	3.60	1.002
	F	3	12	22	36	21	3.64	1.066
Necessary	M	12	16	37	25	16	3.16	1.196
	F	6	16	29	27	16	3.33	1.140
Irritating	M	20	19	32	21	14	2.91	1.291
	F	15	28	34	14	3	2.60	1.030
Ignorable	M	17	23	29	25	12	2.92	1.247
	F	9	24	39	12	10	2.89	1.092
Deceptive	M	6	21	53	23	3	2.96	.872
	F	14	23	43	13	1	2.62	.940
Aid in Purchase Decision	M	13	11	22	43	17	3.38	1.230
	F	5	13	26	31	19	3.49	1.124

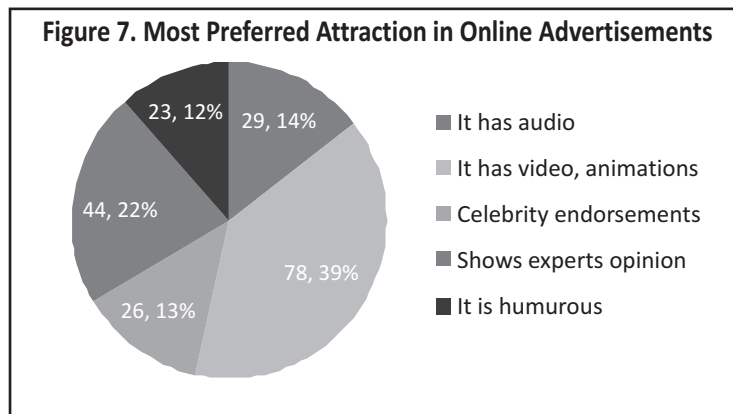
**Table 3. Chi-Square Results : Gender and Attitude**

Criteria	Chi-Square	p - value	Null Hypothesis Accepted/Rejected
Attractive	1.414	0.493	Accepted
Informative	0.028	0.986	Accepted
Necessary	1.021	0.600	Accepted
Irritating	5.787	0.055	Accepted
Ignorable	5.254	0.720	Accepted
Deceptive	5.504	0.064	Accepted
Helps in Purchase Decision	1.385	0.500	Accepted
Degree of freedom: 2, Level of Significance: 5%			

38% choosing traditional advertising. Moreover, 58.45% of the males and 65.97% of the female respondents preferred online advertising. It shows that women respondents preferred online advertising slightly more than men did.

Respondents were asked to rate online advertisements on a scale of 1-5 on some characteristics, 1 being the *least level of agreement*, and 5 being the *highest*. The Table 2 shows the descriptive statistics regarding the attitude of female and male respondents towards online advertising. Respondents in general had a positive attitude towards online advertisements; they had a relatively high level of agreement to positive statements like online advertisements are attractive and informative as compared to negative statements like online advertisements are irritating and ignorable.

The chi-square test was used to analyze if the attitude of the respondents towards online advertisements is independent of gender. Since the expected frequency table shows values less than 5, which does not allow for chi-square calculation, the 5- point scale was summarized to a 3- point scale for further analysis. Subsequently, the degree of freedom is 2. The results shown in the Table 3 indicate there is no evidence to reject the null hypothesis H01 that respondents' attitude towards online advertisements is independent of gender, as the  $p$  - values are more than the level of significance ( $p > 0.05$ ) . Finally, it can be concluded that by and large, gender did not play a significant role in respondents' attitude towards online advertisements.



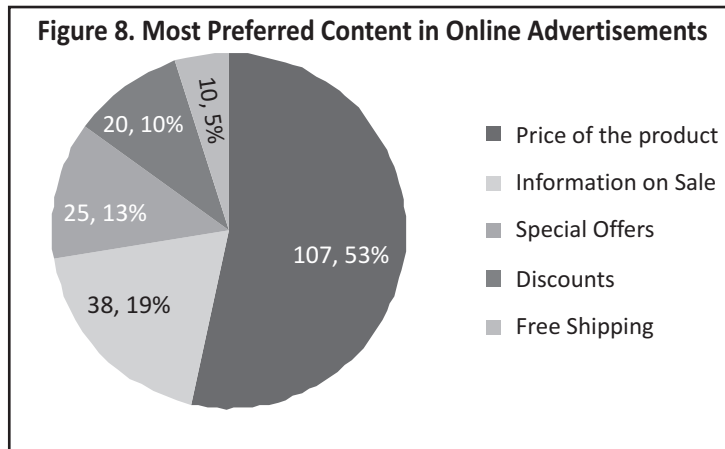
## Respondents' Preference of Online Advertisements

➔ **Attraction to an Online Advertisement :** Thirty Nine (39%) of the respondents chose inclusion of video and animation as the most preferred attraction in an online advertisement (Figure 7). They seemed to prefer some movement or action instead of a static image in an online advertisement. Results shown in the Table 4 show that male respondents' order of preference with respect to the factors that attracted them to online advertisements are as follows: inclusion of video and animations was preferred the most, followed by presence of audio content, celebrity endorsement, experts' opinion, and humor. While for female respondents, the order of preference is as follows: inclusion of video and animations was preferred the most, followed by experts' opinion, presence of audio content, celebrity endorsement, and humor.

➔ **Preferred Content in an Online Advertisement:** As shown in the Figure 8, 53% of the respondents chose price of the product as the most preferred content that should be displayed in an online advertisement, reflecting the price consciousness of the typical Indian consumer. As shown in the Table 5, both male and female respondents preferred to see the prices of the products showcased in online advertisements. In case of female respondents, both price of the product and information regarding sale offers got the same weighted scores. However, since significantly more number of female respondents selected price of the product as the most preferred content, the same has been given Rank 1. More or less, the order of preference of content in online advertisements was the same for both the genders, except in case of information on sale and special offers, where the preferences got interchanged.

**Table 4. Attraction in an Online Advertisement**

Rank	Gender	Number of Respondents					Weighted Score	Rank
		1	2	3	4	5		
It has audio	M	15	29	24	19	19	320	2
	F	14	26	17	18	19	280	3
It has video, animations	M	39	37	15	9	6	412	1
	F	39	20	21	10	4	362	1
Celebrity endorsements	M	14	19	30	19	24	298	3
	F	12	18	22	15	27	255	4
Shows experts opinion	M	22	8	17	43	16	295	4
	F	22	15	23	21	13	294	2
It is humorous	M	16	13	20	16	41	265	5
	F	7	15	11	30	31	219	5



**Table 5. Preferred Content to See in Online Advertisements**

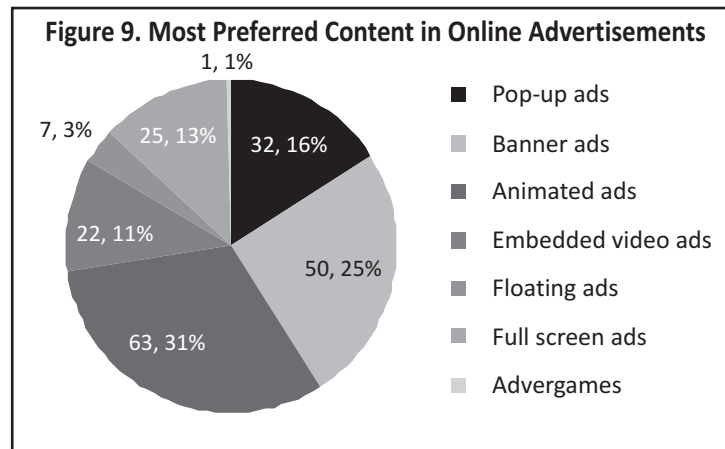
Rank	Gender	Number of Respondents					Weighted Score	Rank
		1	2	3	4	5		
Price of the product	M	57	17	18	12	2	433	1
	F	50	18	15	10	1	388	1
Information on Sale	M	21	31	9	29	16	330	3
	F	17	19	13	32	13	388	2
Special Offers	M	15	29	33	17	12	336	2
	F	10	30	27	12	15	290	3
Discounts	M	9	19	31	34	13	295	4
	F	11	19	30	26	8	281	4
Free Shipping	M	4	10	15	14	63	196	5
	F	6	8	9	14	57	174	5

➤ **Preferred Online Advertisement Format :** Thirty-one percent (31%) of the respondents chose animated advertisements as the preferred online advertisement format, as shown in the Figure 9. This is in line with their top preference for attraction in an online advertisement, that is, inclusion of video and animation. Animated advertisements were the most preferred format of online advertisements in case of both the genders, while advergames were the least preferred. None of the female respondents ranked advergames as the most preferred online advertisement format. However, female respondents had better tolerance to pop-up advertisements than male respondents.

The order of preference of online advertisement formats for male respondents is: Animated ads, banner ads, embedded video ads, floating ads, full-screen ads, pop-up ads, and advergames. For male respondents, the weighted score for pop-up advertisements and floating advertisements is the same. However, pop-up ads have been given Rank 4 since a significantly more number of male respondents chose the same as their first preference. Order of preference of online advertisement formats for female respondents is: animated ads, banner ads, embedded video ads, pop-up ads, floating ads, full screen ads, and advergames.

It can be seen from the Table 6 that the order of preference is the same for both male and female respondents. The reason behind the least preference of advergames, though not covered in the study, could be consumers' lack of awareness about the advertisement format, or because they did not notice advertisements or product placements while playing video games.

➤ **Size of Online Advertisements :** Fifty two percent (52%) of the respondents preferred smaller ads, and a mere 7.33% preferred larger ads. However, for 40.67% of the respondents, the size of the online advertisement was



**Table 6. Preferred Online Advertisement Format**

Rank	Gender	Number of Respondents							Weighted Score	Rank
		1	2	3	4	5	6	7		
Pop-up ads	M	12	14	13	21	13	17	16	406	4
	F	20	13	5	18	12	18	8	395	4
Banner ads	M	28	15	27	11	13	11	1	527	2
	F	22	17	19	13	16	6	1	464	2
Animated ads	M	35	30	11	19	8	3	0	586	1
	F	28	26	13	14	11	2	0	510	1
Embedded video ads	M	10	20	23	21	21	9	2	472	3
	F	12	14	27	17	12	11	1	430	3
Floating ads	M	4	16	15	21	27	19	4	406	5
	F	3	14	13	23	20	20	1	363	5
Full screen ads	M	16	10	11	8	17	32	12	386	6
	F	9	8	10	8	19	31	9	321	6
Advergates	M	1	2	6	5	6	15	71	188	7
	F	0	2	7	1	4	6	74	149	7

immaterial as the content of the ad was more important. This is in contradiction with Double Click's findings that larger ad formats perform better (Bruner, 2006) ; 55.3% of the females and 50.9% of the male and female respondents preferred smaller ad sizes, while 7.5% of the males and 9.6% of females preferred larger ad sizes, indicating that the female respondents were more receptive of large advertisements as compared to males. However, 41.5% of the male and 35.1% of the female respondents said that size is immaterial as content was more important for them.

## Clicking Frequency of Online Advertisements

Though the respondents had a positive attitude towards online advertisements, it is not evident in the frequency of clicking on online advertisements. Respondents were asked about the initial response to online advertisements, and their responses are tabulated in the Table 7. Both male and female respondents frequently viewed online advertisements briefly or ignored them, indicated by the mean values for 'view it briefly' (Male : 3.11 ; Female : 3.05) and 'ignore it' (Male : 3.11 ; Female : 3.76).

From the Table 8, it can be seen that the mean values of clicking frequency of all advertisement formats lies

**Table 7. Activity of Consumers when they see an Online Ad**

	Gender	Number of Respondents					Mean	SD
		Very Rarely	Rarely	Occasionally	Frequently	Very Frequently		
View it briefly	M	9	22	34	30	11	3.11	1.115
	F	4	22	40	21	7	3.05	0.966
View it with close attention	M	10	35	38	17	6	2.75	1.002
	F	9	28	35	21	1	2.76	0.947
Ignore it	M	11	22	31	28	14	3.11	1.190
	F	8	22	24	36	4	3.76	1.056
Close it immediately	M	18	25	30	21	12	2.85	1.248
	F	19	25	25	18	7	2.67	1.213

between 2 and 3, except in the case of animated advertisements and embedded video advertisements (both in case of male and female respondents), indicating between rarely and occasionally. Though these values reflect the respondents' positive attitude towards online advertisements, it is not reflected in the clicking frequency of the advertisements.

The results in the Table 8 show that the mean value of embedded video advertisements is highest for male respondents (3.13), and the mean value of animated advertisements is the highest for female respondents (2.91). Though the mean value for embedded video advertisements is slightly more than it is for animated advertisements (3.12), it should be noted that the standard deviation of embedded video advertisements (1.024) is more than that of animated advertisements (1.002), which indicates that the frequencies are more dispersed for embedded video advertisements. The chi - square test was used to analyze if the clicking frequency of online advertisements is independent of gender. Since the expected frequency table showed values less than 5, which does not allow for chi-square calculation, the 5- point scale has been summarized to a 3- point scale for further analysis ; subsequently, the degree of freedom is 2.

The results shown in the Table 9 show that the  $p$  - value is less than the level of significance for banner advertisements, embedded video advertisements, and advergames. Therefore, it can be concluded that gender has an impact on clicking frequency of these three formats, and has no impact on pop ups, animated, floating, and full-screen advertisement formats.

## **Aid/Assistance Provided by Online Advertisements in Making Online/Offline Purchase Decisions**

The Table 10 and Table 11 show the descriptive statistics of mean and standard deviation of the aid/assistance provided by online advertisements in making the online purchase decisions by male and female respondents. It can be noticed that the mean value of all the advertisement formats falls between 2 and 3, which implies that the respondents, both male and female, were not frequently aided by the online advertisements in making their purchase decisions as the mean value falls between rarely and occasionally.

For aid/assistance provided by online advertisements in making the online purchase decisions by male and female respondents, the mean of male respondents ranges between 2.54 (advergames) and 2.83 (animated ads), while the mean of female respondents ranges between 2.33 (advergames) and 2.87 (animated ads). It can be seen that the respondents found their most preferred advertisement format, that is, animated advertisements to be relatively useful in making online purchase decisions. As seen in the Table 10, pop-up ads are the least useful in making online purchase decisions after advergames. The study conducted by Richard and Jothi (2012) also revealed that only 2% of the respondents said that they were influenced by unexpected pop-up ads.

Somewhat similar results have been obtained in the descriptive statistics for aid/assistance provided by online advertisements in making offline purchase decisions . Here again, the mean ranges between 2 and 3, which falls

**Table 8 . Clicking Frequency of Online Ads**

	Gender	Number of Respondents					Mean	SD
		Very Rarely	Rarely	Occasionally	Frequently	Very Frequently		
Pop-up ads	M	35	33	22	9	7	2.25	1.194
	F	28	31	25	8	2	2.20	1.033
Banner ads	M	9	27	41	24	5	2.90	1.004
	F	16	32	31	13	2	2.50	1.003
Animated ads	M	7	18	44	29	8	3.12	1.002
	F	9	19	39	25	2	2.91	.969
Embedded video ads	M	6	24	33	36	7	3.13	1.024
	F	7	33	33	18	3	2.76	.958
Floating ads	M	9	32	38	23	4	2.82	.993
	F	11	28	37	14	4	2.70	1.004
Full screen ads	M	12	35	25	19	15	2.91	1.238
	F	14	19	35	21	5	2.83	1.104
Advergimes	M	17	26	32	22	9	2.81	1.188
	F	25	26	33	9	1	2.31	1.006

**Table 9. Chi-Square Results : Gender and Clicking Frequency**

Type of online ad	Chi-Square	p - value	Null Hypothesis Accepted/Rejected
Pop up ads	1.499	0.473	Accepted
Banner ads	6.862	0.032	Rejected
Animated ads	1.318	0.517	Accepted
Embedded Video ads	8.302	0.016	Rejected
Floating ads	1.147	0.563	Accepted
Full screen ads	4.479	0.106	Accepted
Advergimes	10.771	0.005	Rejected

Degree of freedom: 2, Level of Significance: 5%

between rarely and occasionally. For men, the mean ranges between 2.15 (advergimes) and 2.69 (video ads); and for the women, it ranges between 2.17 (advergimes) and 2.69 (animated ads). For men, the highest mean value suggests that embedded video advertisements were more helpful in making offline purchase decisions (for male respondents).

There are many cases where online advertisements are not intended to prompt a purchase decision on the viewers' part. Rather, they are intended to create brand awareness and a good recall value. Respondents were asked if online advertisements helped them in recalling any brand ; 50% of the respondents agreed with the statement; while a mere 16% said online advertisements rarely helped them in any such manner. This implies that the basic purpose of brand building has been served by online advertisements. Though the conversion rate is very less, as is the case of traditional advertisements as well, they are not completely a waste of money. This is the reason why companies increasingly spend on advertising, and a large chunk of the advertising budget is allocated to online advertising.

The chi-square test was used to find if there is any statistically significant association between gender and aid/assistance provided by online advertisements in making the online/offline purchase decisions by the respondents . The data was collected on a 5 - point scale, but the expected frequency table showed values less than 5, which does not allow for chi-square calculation. Therefore, the 5- point scale was summarized to a 3 - point scale for further analysis. As shown in the Table 12 and Table 13, the aid/assistance provided by online advertisements in making online/offline purchase decisions by the respondents is independent of gender, that is, men and women

**Table 10. Aid of Online Advertisements in Making Online Purchase Decisions**

		Number of Respondents					Mean	SD
	Gender	Very Rarely	Rarely	Occasionally	Frequently	Very Frequently		
Pop up ads	M	18	34	27	21	6	2.65	1.147
	F	17	38	22	11	6	2.48	1.114
Banner ads	M	12	28	47	10	9	2.77	1.054
	F	14	27	33	16	4	2.67	1.061
Animated ads	M	8	27	48	21	2	2.83	.899
	F	8	25	34	25	2	2.87	.975
Embedded Video ads	M	9	32	41	19	5	2.80	.990
	F	12	30	28	19	5	2.73	1.089
Floating ads	M	12	32	34	27	1	2.75	.996
	F	11	34	27	21	1	2.65	.991
Full screen ads	M	17	25	40	16	8	2.75	1.130
	F	16	27	27	23	1	2.64	1.066
Advergames	M	20	36	28	17	5	2.54	1.114
	F	25	29	28	8	4	2.33	1.091

**Table 11. Aid of Online Advertisements in Making Offline Purchase Decisions**

		Number of Respondents					Mean	SD
	Gender	Very Rarely	Rarely	Occasionally	Frequently	Very Frequently		
Pop up ads	M	18	34	27	21	6	2.34	1.170
	F	17	38	22	11	6	2.46	1.064
Banner ads	M	12	28	47	10	9	2.37	1.063
	F	14	27	33	16	4	2.52	1.013
Animated ads	M	8	27	48	21	2	2.53	1.165
	F	8	25	34	25	2	2.69	1.058
Video ads	M	9	32	41	19	5	2.69	1.063
	F	12	30	28	19	5	2.56	1.169
Floating ads	M	12	32	34	27	1	2.30	1.071
	F	11	34	27	21	1	2.36	1.004
Full screen ads	M	17	25	40	16	8	2.43	1.219
	F	16	27	27	23	1	2.49	1.180
Advergames	M	20	36	28	17	5	2.15	1.067
	F	25	29	28	8	4	2.17	1.094

respondents were equally aided by online advertisements in making online and offline purchase decisions. Therefore, the hypotheses H03 is accepted as the calculated values are less than the level of significance ( $p > 0.05$ ).

## Conclusion

The statistics clearly indicate that the attitude of the youth population of both the genders was generally positive towards online advertisements. They prefer to see advertisements with animated content in it, and seek information about the price of the products in online advertisements. Their preference to animated content is also reflected in the preference of animated advertisements as the most preferred online advertisement format.

**Table 12. Chi-Square Results : Gender and Aid of Online Advertisements in Online Purchase Decisions**

Type of online ad	Chi-Square	p - value	Null Hypothesis Accepted/Rejected
Pop up ads	2.115	0.340	Accepted
Banner ads	1.774	0.412	Accepted
Animated ads	2.056	.0358	Accepted
Video ads	1.748	0.417	Accepted
Floating ads	0.817	0.664	Accepted
Full screen ads	1.821	0.402	Accepted
Advergames	2.266	0.322	Accepted

Degree of freedom: 2, Level of Significance 5%

**Table 13. Chi Square Results : Gender and Aid of Online Advertisements in Offline Purchase Decisions**

Type of online ad	Chi-Square	p - value	Null Hypothesis Accepted/Rejected
Pop up ads	0.047	0.977	Accepted
Banner ads	0.140	0.933	Accepted
Animated ads	3.363	0.186	Accepted
Video ads	0.657	0.713	Accepted
Floating ads	0.163	0.922	Accepted
Full screen ads	1.073	0.585	Accepted
Advergames	0.189	0.910	Accepted

Degree of freedom:  $(r - 1) * (c - 1) = 2$ , Level of Significance 5%

However, the positive attitude towards online advertisements is not reflected in the clicking frequency of the advertisements.

The results indicate that the respondents rarely or occasionally clicked on the online advertisements, though they were frequently exposed to the same. The aid of online advertisements in making online and offline purchase decisions was also limited according to the results of the study. The analysis rejects the hypothesis H11, showing that consumers' attitude towards online advertisements was not dependent on gender. There is a gender dependency on the clicking frequency of embedded video ads, banner ads, and advergames. However, H12 stands rejected as the clicking frequency of four ad formats (pop ups, animated, floating, and full screen, out of the seven taken in the study) is independent of gender. This again proves that the attitude of the consumers towards online advertisement was not directly reflected in the clicking frequency. The chi - square analysis also rejects H13, and the study revealed that the aid of online advertisements in making purchase decisions is independent of gender.

## Managerial Implications

Marketers should be very careful in their decisions regarding online advertising. The study reveals that advertisers can make their online advertisements more effective by incorporating animations or movements in their advertisements. In this way, viewers can be exposed to the valuable information about products or services in a very interesting manner. Animations can be incorporated in any advertisement format. Ads can be made in small formats, so the respondents do not feel annoyed by them, and at the same time, the message is also communicated successfully. Caution should also be taken with respect to the size/lenth of the advertisement so that the advertisements are not too small/short to be ignored.

## Limitations of the Study and Scope for Further Research

The sample size of the study may not be a true representation of the total population that has exposure to online advertisements, and thus gives only probable results. While conducting the survey, we observed that there was a lack of knowledge on the part of the respondents about various online advertisement formats. They were not aware of the nomenclature of the online advertisement formats despite being exposed to the same. This consumed more time in data collection to give clarity to the respondents and get valid data, thus limiting the sample size to 200 respondents. The lack of knowledge also led to central tendency bias to an extent.

The present study is an attempt to fill the academic literature gap in the area of online advertisements. However, the sample size for the study is small with respect to the total population, which can be increased further to improve the accuracy of the results. The age group of the population could also be widened in further studies as the older generation is also becoming Internet savvy. In-depth study for other demographic variables, like occupation, income group, and so forth can be carried out to study consumers' attitude towards each of the online advertisement formats mentioned in the present paper.

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