Study of How Online Advertising has become very Intrusive

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ABSTRACT

Advertising is the art of sending message about the features benefits and uses of goods, ideas and services to prospective buyers using a media. Marketers are always in search of new media options to send their message across. The modern age is truly a digital era. The use of internet is widespread. Access to internet is easily available through use of large number of gadgets like mobiles, laptops, computers, I-Pads, social media platforms like Facebook, Twitter, Instagram, E-Mails. Digital advertising easily goes viral. It is gaining huge popularity in modern times. The question however is how much is too much. With large number of people using online sites for entertainment, work and information it is easy to find a ready audience. Marketers are using digital platforms to advertise their products and services. The online users are flooded with advertisements. This intrudes on their privacy, disturbs the flow of work, and leads to invasion of private space. This paper studies how the online advertising is intruding private space. The paper studies the impact of excessive advertising on the online media. It studies whether the advertisement is more effective or annoying to the media user irrespective of the platform of social media used. It studies the impact of such advertisement on the user of the digital media

Keywords: Intrusiveness, Online advertising, Social platforms.

INTRODUCTION

Online advertising is fast gaining popularity. Advertisers are not leaving any stone unturned to reach out to prospective clients. With the increasing use of internet it is easy to reach out to large number of people in any corner of the world. Facebook, Twitter, Instagram are popular social media used by people. These platforms are flooded with advertisements. The viewer is flooded with advertisements whenever they try to access any online site for information, work or entertainment. This truly invades their privacy. This intrusiveness of advertisements hampers the flow of work. It encroaches private space. Irrespective of the social platform used the privacy is intruded. Some of the forms of advertisements online include frames which are banners and sidebar ads. They frame the page content. Floating advertisements are superimposed on the content which covers the information which the online user is seeking. It compels the user to see the advertisement. If the user wants to access the webpage he has to close the advertisement. This cannot be done without the user having seen the advertisement. Interstitial advertisements can be considered as a wait time advertisement as it appears before a user can view the page he is surfing. The online user surely feels often frustrated, annoyed and irritated with this intrusion and more often than not will skip the advertisements or block them. Some users may find the advertisements informative and useful. In both cases it the marketers trump card in grabbing eyeballs.

LITERATURE REVIEW

1. Online Advertising Intrusiveness and Consumers' Avoidance Behaviors Francisco Rejón-Guardia and Francisco J. Martínez-López

The author says that consumers feel overwhelmed by the clutter of advertisements online. This clutter of advertisement leads to undesired behavior in the form of advertising avoidance. The efficiency of the advertisement also diminishes as the recall value of the advertisement is reduced due to overcrowding of advertisement. It affects the purchasing intention of the prospective buyers.

2. Online advertising and its impact on consumer behavior Dr. Parul Deshwal.

The author states that the size and range of online advertising is increasing dramatically. More amount of money is being spent on online advertising by the sellers. He states that online advertising combines the benefits of the traditional media along with being highly interactive allowing the consumers to be involved. The other benefits being the ability to reach target audience.

OBJECTIVES

1. To study the impact of excessive advertising on the online media.

2. To study whether the advertisement is more effective or annoying to the media user.

SAMPLE SIZE

For the intention to complete the research paper the researcher has made an attempt to follow simple random sampling method with a justified sample of 62 Respondents in the age group of 18 years to 30 years were selected as this age group constitute the major users of online sites.

RESEARCH METHODOLOGY

Primary and secondary data was collected. Primary data was collected through questionnaire to respondents. Secondary data was collected from books journals and articles

DATA ANALYSIS

Analysis 1

H0: There is no relation between enhancing Visibility of product and online advertising is intruding privacy of the users.

H1: There is a relation between enhancing Visibility of product and online advertising is intruding privacy of the users.

Table 1				
Visibility		**Advertising is intruding**		Total
		yes	no	maybe	
	yes	22	10	3	35
	no	1	1	0	2
	maybe	3	10	8	21
	cant say	1	2	1	4
Total		27	23	12	62

Source: SPSS

Table-2: Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	13.759[a]	6	.032
Likelihood Ratio	14.653	6	.023
Linear-by-Linear Association	11.221	1	.001
N of Valid Cases	63		
Source: SPSS			

Findings
P value = 0.32

0.32 < 0.05

Therefore, we Reject H0

Thus, there is a relation between enhancing Visibility of product and online advertising is intruding privacy of the users.

Analysis 2
H0: There is no relation between frequency of usage of internet and online advertising is intruding privacy of the users.

H1: There is a relation between frequency of usage of internet and online advertising is intruding privacy of the users.

Table 3				
Frequency	**Advertising is intruding**			Total
	yes	no	maybe	
moderate	21	7	26	54
rare	2	5	1	8
Total	23	12	27	62

Source: SPSS

| Table 4 Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	11.230[a]	2	.004
Likelihood Ratio	9.238	2	.010
Linear-by-Linear Association	.405	1	.525
N of Valid Cases	62		

Source: SPSS

Findings
P value = 0.04

0.004 < 0.05

Therefore, we Reject H0

Thus, there is a relation between frequency of usage of internet and online advertising is intruding privacy of the users.

Analysis 3
H0: There is no relation between Platform for usage of internet and online advertising is intruding privacy of the users.

H1: There is a relation between Platform for usage of internet and online advertising is intruding privacy of the users.

| Table 5				
Platform	**Advertising is intruding**			Total
	yes	no	maybe	
YouTube	10	15	8	33
facebook	7	3	4	14
others	10	5	0	15
Total	27	23	12	62

Source: SPSS

Table 6 Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	8.834[a]	4	.065
Likelihood Ratio	11.649	4	.020
Linear-by-Linear Association	6.154	1	.013
N of Valid Cases	62		
Source: SPSS			

Findings

P value = 0.04

0.065 > 0.05

Therefore, we Reject H1

Thus, there is no relation between Platform for usage of internet and online advertising is intruding privacy of the users.

Age
62 responses
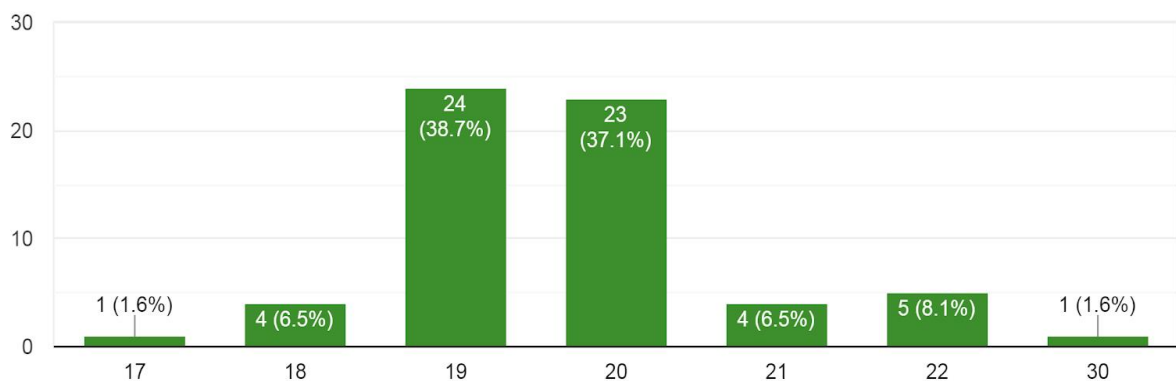
The respondents were in the age group of 18 years to 30 years.

Gender
62 responses
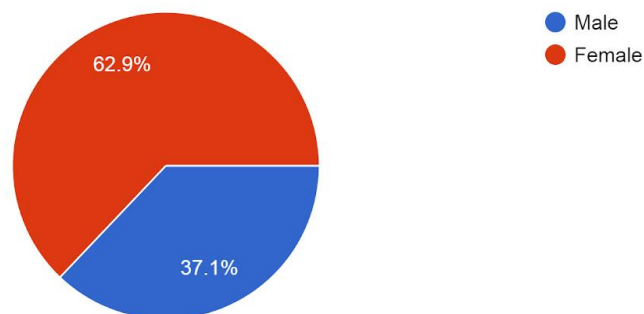
Of the respondents 56.45% were females and 43.55% were males.
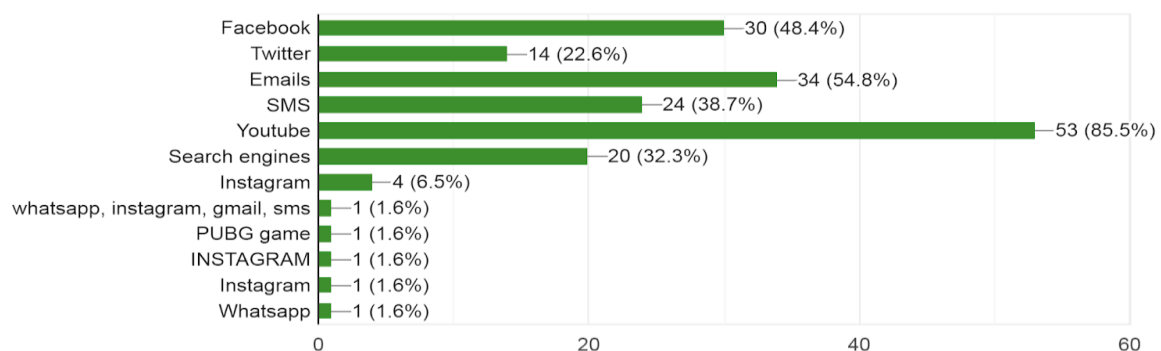
How often do you use Internet?
62 responses

● Rare
● Moderately
● Never
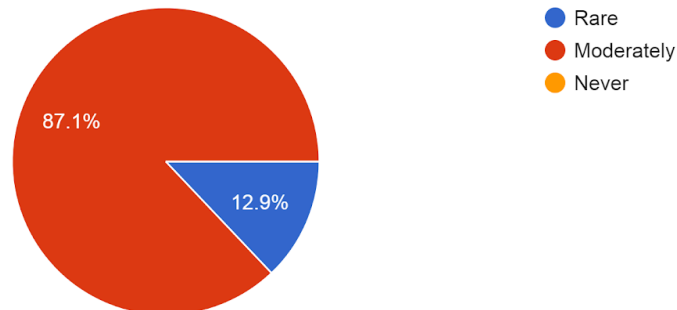
87.1% used internet modaerately.12.9% use internet rarely.

16.1% of the respondent see the full advertisement. 45.2% skip the advertisement, 33.9% see the advertisement partially and remaining ignore the advertisement.

Do you use the following social media platforms?
62 responses

From the response YouTube seems to be the most popular social media used by the respondents with 85.5% users, closely followed by E-mails at 54.8% and Facebook with 48.4% users, search engines at 32.3%. The other platforms enjoyed less popularity.

In which platform have you come across advertisements?
62 responses
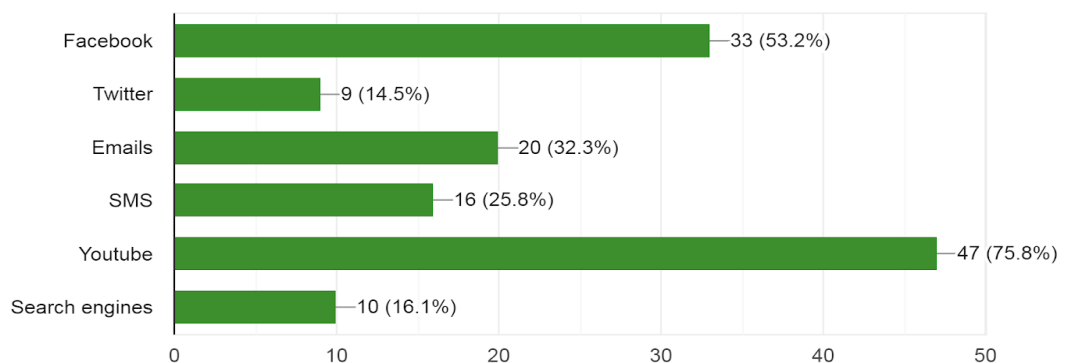
Maximum advertisements are seen on You Tube with 75.8% and face book with 53.2%. E mail with 32.3% and SMS with 25.8% are at third and fourth place respectively. Serach Engines and Twitter are at 14.5% and 16.1%

Have you been influenced to buy the product or service after seeing the advertisement on the digital platform?
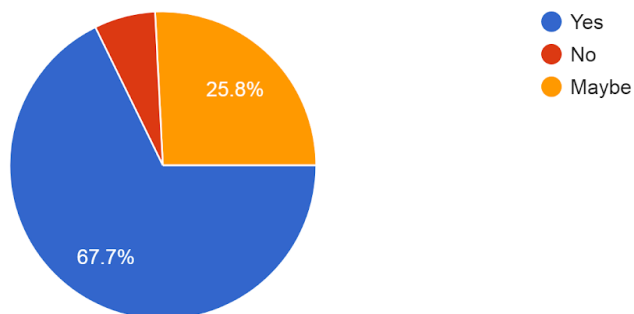
62 responses
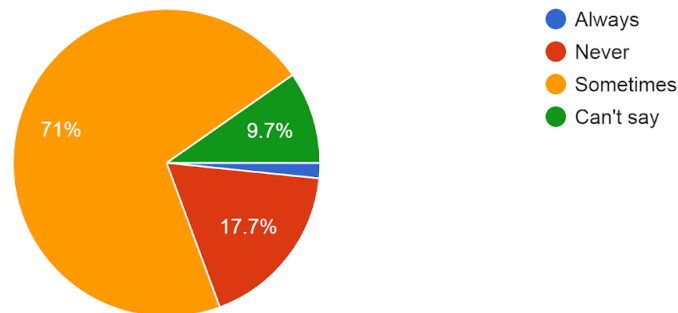
71% of the respondents have sometimes been influenced to buy the products after seeing the advertisements online. 17.7% have never been influenced and 9.7% were not sure remaining 1.6% have been always influenced by online advertisement.

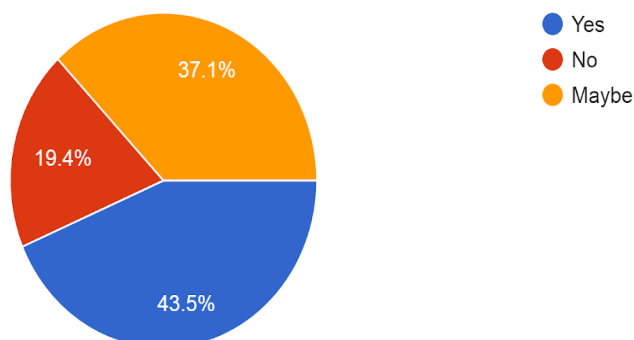Do you think there is a clutter of too many advertisements online?

62 responses

67.7% respondents agree that there is a clutter of advertisements online.25.8% are not sure. 6.5% respondents feel that there is no clutter of advertisements online.

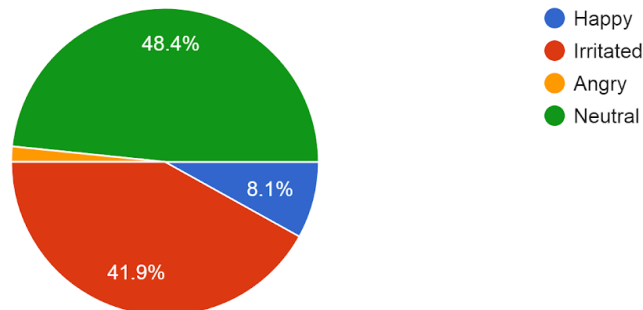Do you think online advertising is intruding privacy of the users?

62 responses

43.5% respondent's feel that online advertisements intrudes their privacy.19.4% feel it does not intrude their privacy and 43.5% feel that maybe it intrudes their privacy.

What are your feelings when you see the online advertisement?
62 responses

Legend: Happy, Irritated, Angry, Neutral

48.4% respondents are neutral to the online advertising whereas 41.9% feel irritated. However 8.1% are happy to see the advertisements.

Do you feel online media advertising helps the sellers to enhance the visibility of their products?
62 responses

Legend: Yes, No, Maybe, Can't say
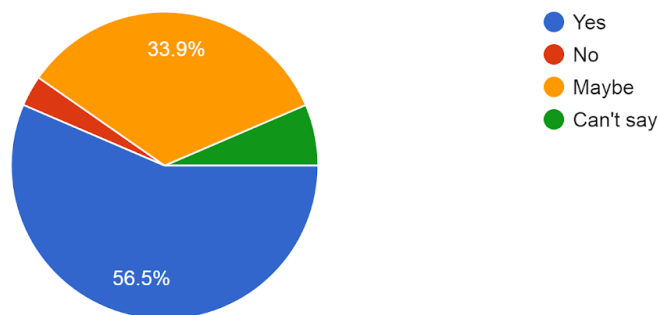
56.5% respondents state that the online advertisements helps the sellers to enhance product visibility where as 33.9% state maybe it helps the sellers. The others were divided between no and can't say.

CONCLUSIONS AND SUGGESTION

Online advertising does intrude the privacy of the online users. This intrusion is present in all online platforms. Most people skip the advertisements and feel irritate with the same. However it does help the sellers to increase their sales and influence people to buy the products. If the online users want to avoid the advertisement to protect their privacy they may use measure to block the advertisements. Alternately the users can reduce the use of online sites. The advertisers must also regulate the quantum of advertisements to protect the privacy of the online users.

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