"CONSUMER VIEWS TOWARDS DIGITAL ADVERTISING"

Jyoti Suraj Harchekar Assistant Professor Management Department, Tilak Maharashrta Vidyapeeth, Pune

Abstract: -
        The phenomenal growth of the global network, as well as Internet penetration, has provided an unquestionably beneficial route for marketers and business owners to obtain low advertising costs and significant advertising revenue. Today, marketers released a significant number of adverts, which resulted in unfavorable effects on users. This study looks at current Internet advertisements and the detrimental consequences they have on Web users. The purpose of this research is to examine the online aspects that influence Internet users' perceptions and attitudes toward advertising. The online study was carried out among 150 active Internet users from Indian public universities. The statistics show a tremendous increase in online advertising over the last 4–5 years. The majority of respondents find online advertisements distracting/intrusive, demonstrating that almost all privacy concerns on the Internet and social media are unfounded.
Keywords: *Internet Advertising, Negative Effects, Ad Attitude, Disturbance, Retargeted Ads, Digital Advertisement, consumer*
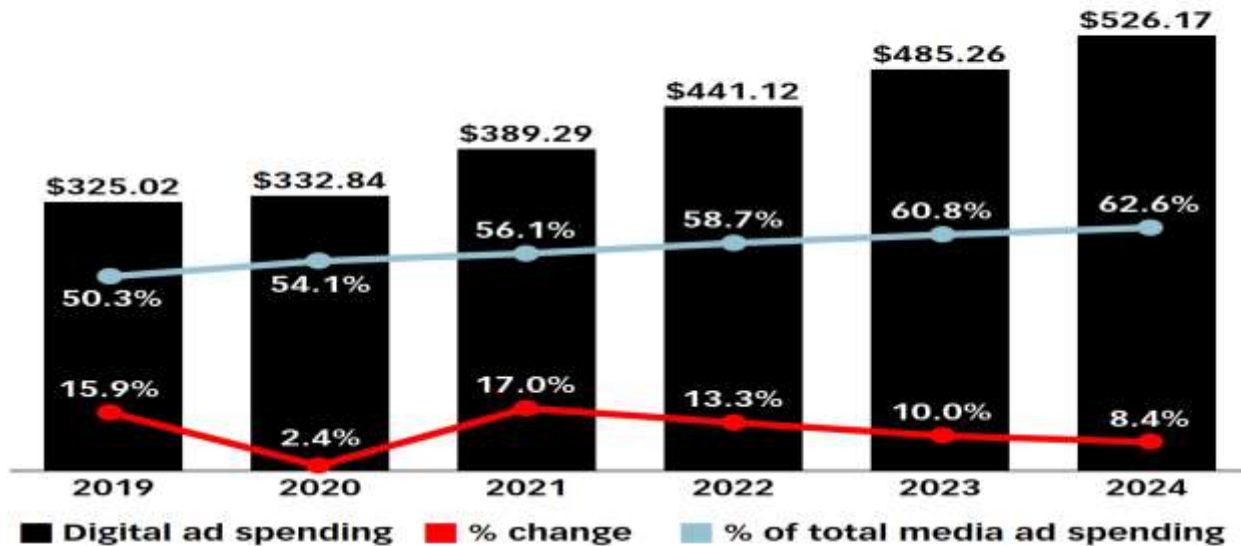
Introduction:-

        Today, the Internet has become an inseparable aspect of people's life. Computer-mediated communication, which is based on modern information and communication technology and is accessible over the Internet network, has transformed the way people communicate and businesses conduct business. The global system of interconnected computer networks—Internet penetration—has risen dramatically to the point where tasks that once took an entire day can now be completed in a few clicks, thanks to the power of the Internet (Gates 1995). The Internet's strategic relevance and tremendous expansion over the years have provided another outlet for marketers and businesses to advertise their products to the rest of the globe. Online advertising (e-marketing) has grown dramatically in popularity during the last 15 years. E-marketing is one of the most recent and rising marketing methods. Marketers who spend more than 10% of their money on measurement are three times more likely to exceed their sales targets by 25% or more. It entails the creative application of Internet technologies, such as the use of various multimedia, graphics, words, and so on, in many languages, to produce enticing commercials, forms, and e-shops where the product may be viewed, promoted, and sold (Hooda & Aggarwal, 2012).

Digital Advertisement:-

Advertisers' expenditures have gradually migrated away from conventional media (such as television, newspapers, and magazines) and toward online advertising. According to DBM research, Adobe ad expenditure is expected to increase from $83 billion in 2017 to more than $129 billion by 2021. The Internet delivers various advantages, including increased efficiency, lower costs, and greater flexibility in a worldwide medium. The introduction of smartphones has further exacerbated this transition, as smartphones have profoundly altered how consumers consume material. According to Digital Marketing Depot, the average smartphone conversion rate has increased by 64%, and mobile advertising contributes for $37 billion of the $73 billion overall ad expenditure (51%). (2017). At the moment, the function of internet advertising is critical. Today, visiting the Internet is a common pastime; exposure to online adverts is also common, and this is likely to be the most important income source for such a site. Positive ideals, behaviours, and attitudes such as sociability, love, charity, patriotism, ecumenism,

personal enrichment, and security can be promoted through advertising (Holbrook, 1987). Advertisement, on the other hand, is an element that disrupts visitors' surfing operations. It has been chastised for the unintended repercussions of its emphasis on a variety of undesirable behaviours such as materialism, cynicism, irrationality, selfishness, anxiety, social competition, sexual fixation, impotence, and a loss of self-respect (Pollay, 1987).

Source: - Emarketer.com, June 2020

Increase in Number of Digital Advertisements:-
The quantity of advertising has risen in recent years. According to the 2016 Ad Blocking Report, 91 percent of individuals believe advertising are more obtrusive today than they were previously, 87 percent believe there are more commercials overall than 2–3 years ago, and 79 percent believe they are being monitored by retargeted ads. For example, Gibbs (2008) highlighted examples of usability issues in news websites caused by advertising, such as the user losing his position and misinterpreting the text below the advert as a whole new article, or users unable to find the 'close' button to close a pop-up advertisement.

The Impact of Various Digital Advertising Formats
With the rapid development in popularity of online advertisements, it is still plagued by fraud and viability difficulties, as well as poor creative standards, lower efficacy, and so on. Some claim that Internet advertising has basic flaws that are impossible to address. It causes concerns such as poor click-through rates (0.1 percent on display advertisements), extensive click fraud, and low viability (only half of the ads served online actually seen by users). Concerns have also been raised concerning retargeting

'creepy' character, annoying pop-ups, and the widespread usage of ad-blocking software. The growing arguments against Internet privacy problems, which are recognised as particularly sensitive issues by the majority of online customers, are also fundamentally tied to marketing advertising (2002, Chung & Paynter). There are several types of internet adverts accessible that might divert people's attention away from their primary reason for being online. According to the Page Fair Report (2016), 298 million users use Ad Block browsers on their smart phones. To be more effective, online advertising, according to Chapman (1998), should preferable be part of an online media strategy that includes specific goals, objectives, and target audiences, as well as a distinct online marketing budget.

The following are the most well-known digital advertising formats:
Showcase Advertisements:-
It originated from a rudimentary kind of banner advertising, which included graphic advertisements that appeared on third-party websites (floating banners, pop-up ads, videos, flash ads, etc.). Despite their prevalence in Internet advertising, banner adverts' efficiency is questionable. Benway and Lane (1998) found that even when such adverts are designed to be eye-catching, Web users prefer to avoid glancing at them, a condition known as 'banner blindness.' Users have become so accustomed to viewing them that they have acquired a form of banner blindness and disregard them. Because they do not trust banner advertising, 54 percent of people do not click on them. Pop-up advertising, when combined with banner ads, have recently come under fire because consumers perceive they are annoying. According to a statistical study report published last spring, pop-ups are 50% more likely to be noticed than banners, but they are also 100% more likely to be regarded annoying and invasive. Pop-ups are a big source of annoyance and drive people away from websites. Multiple pop-ups distributed throughout websites have a negative impact on the brand's reputation. Excessively huge ones that take up the entire page may cause people to close their browsers (Shocker!) Pop-up advertisements are the most despised by consumers, with a 73 percent disapproval rating (why people block ads).
Advertisement Clips:-
This campaign includes a variety of formats, styles, and content alternatives, with YouTube video commercials receiving the most attention. Despite the fact that 52 percent of marketers believe that video is effective for brand awareness (despite the fact that it is an expensive ad format; Wyzowl, 2016) and that video sharing by users has increased (70 percent of users report that they have shared a brand's video with a friend or on their social media channels; Wyzowl, 2016), there are several complaints about this advertisement. Pre-video advertisements (with and without skip) and autoplay video advertising are the most disliked ad forms, followed by pop-ups (Fessenden, 2017).
Advertisements on Social Sites:
It is a marketing environment that is not only efficient, but also effective for advertisers. Social media advertising, like display ads, may range from a basic banner or picture to an autoplay movie. Despite the fact that social media marketing is essential and that social media advertising budgets are rising year after year (2018, 23 percent), advertising criticism is also increasing (CMO Survey). These advertising frustrate people, particularly when they stumble across them on Facebook or Instagram. Even however, due to the large amount of adverts on Facebook, the majority of Internet users lost interest. In 2017, 45 percent of American consumers utilised ad blockers, indicating that the use of ad-blocking software has grown in popularity. In China, 54 percent of consumers block most advertising; in Japan, it is 18 percent, with 67 percent of marketers utilising Facebook (Edison Research, 2017). However, Cambridge Analytica stated in the current Facebook privacy crisis that a prominent social networking website sold a significant quantity of private information of users to third-party sites via the use of cookies.

Advertisements by email:-
This is the most convenient and cost-effective method for businesses to connect with their customers on an individual basis. This type of interactive communication is getting increasingly popular and profitable. It does, however, have a number of drawbacks. Because of the large quantity of emails sent by businesses, consumers feel irritated and choose to unsubscribe; 55 percent of email users admit to pushing the spam button instead. A vast proportion of emails sent many times each week by online shopping organisations go unread and are deleted without being read or clicked by customers.

Literature review:-
O'Brien and Torres (2012) conducted research on Facebook users' perceptions of online privacy as well as the significance of trust in an online social networking environment. According to the report, more than half of Facebook users have a high level of privacy awareness; barely one-quarter of users trust Facebook; and 14.1% of Facebook users have read the privacy policy. More than three-quarters of Facebook users (78.3 percent) have modified their settings. The following three major criteria are determined based on a poll of MIT students and statistical analysis of Facebook data from MIT, Harvard, NYU, and the University of Oklahoma privacy on Facebook.
Harchekar, J., & Yadav, S. C. (2021). Digital Advertisement: Student's Perception, mentioned that Pop-ups and video advertisements were also identified as the most unfavorable online advertising commercials in the study. Consumers are frustrated and dissatisfied with retargeted advertisements in particular. It is also vital to note that Internet users are not aggressively hostile to web advertising; they have a positive attitude about it and are certain that some of it is good.
According to Moore and Rodgers (2005) research, consumers do not trust the information gathered by online marketing on social networking sites. The findings revealed four antecedents of advertising avoidance in the online social networking environment: consumers believe that online social networking sites lack credibility and perceive that there is little policing of advertising claims in this medium; prior negative experiences or the expectation of negative experiences due to word of mouth; the advertising message is not of interest to the receiver of the message; consumers are sceptical of the claims made by the advertiser; and consumers are sceptical of the claims made by the advertiser. In these instances, customers are more inclined to overlook the message and perhaps subsequent communications in same medium.
Wang, Ampiah, Xu, and Wang (2014) discovered that social media users consider online advertisements, particularly pop-up ads, as obtrusive and ineffective. Pop-up advertising have a poor reputation among social media users, owing to their obtrusive nature. Furthermore, the study concludes that pop-up advertising have minimal influence on the buying behaviour of social media users since a negative attitude toward pop-up ads has developed. In other words, the products/services sold through pop-up advertising do not pique the interest of these consumers. Based on the study's findings, it is possible to conclude that pop-up advertising are ineffective at influencing the purchasing habits of social media users.
Advertising repetition has been shown to have a detrimental impact on both well-known and unfamiliar firms (Campbell, Keller, Mick, & Hoyer, 2003). The repetition of advertising assigned to an unfamiliar brand, in particular, demonstrated diminished efficacy; when the same advertising was linked to a recognised, recognisable brand, repeat wearsout was delayed. Negative sentiments regarding strategy inappropriateness were shown to emerge with repetition, particularly for an ad for an unknown brand, contributing to the declines in repeat efficacy.

Conclusion: - Globally, digital advertising is quickly expanding. Newspapers and television commercials used to be the primary channels for reaching customers, but the internet and digitalization have changed the mediums. Digital advertisements are a significant information tool for spreading news and alerting customers about new products, services, or campaigns. They may reach out to customers at any time and from any location with a variety of material. Consumer thoughts and attitudes regarding advertisements are major predictors of ad effectiveness. The goal of this study is to find out how people feel about digital advertisements. The findings of this study indicate what consumers believe about digital advertisements and the impact of digital advertisements on consumer buying decisions. In this study, most consumers rated digital advertising as an instructive tool, but they also rated them as bothersome and distracting. Consumers' attitudes regarding digital advertisements were significantly influenced by demographic characteristics (age, income, and gender). In compared to male consumers, female consumers have a more positive attitude about digital advertisements, are more impacted by commercials, and purchase much more products/services after seeing or receiving digital ads than male customers.

References:-

- Harchekar, J., & Yadav, S. C. (2021). Digital Advertisement: Student's Perception.
- Beaton, A., & Zwick, R. (1990). The effect of changes in the National Assessment: Disentangling the NA EP 1985-86 reading anomaly. Princeton, NJ: Educational Testing Service.
- Brown, S., & Knight, P. (1995). Assessment in higher education. London: Kogan Page.
- Bugbee, A.C. (1996). The equivalence of paper-and-pencil and computer-based testing. Journal of Research on Computing in Education, 28, 282-299.
- Bull, J., & McKenna, C. (2001). Blueprint for computer-assisted assessment.
- Clariana, R.B. (1997). Considering learning style in computer-assisted learning. British Journal of Educational Technology, 28, 66-68.