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INDEX

1	Rekha S.Charhate	Information Literacy Programmes :And Role of Prison Librarian.	1
2	Prof. Mahesh Gaikwad	A Study On Use Of Internet Banking Among Rural Consumers	5
3	Pallavi Dadarao Chopade Dr. Sanjay N. Wagh	A Survey Of Faculty - Library Collaboration For Improving Resource Utilization	9
4	Prof. Siddharth A. Patil	Role of Academic Libraries in Higher Education	16
5	Shende. H. Sujata	Development Effectiveness in Educational Research	18
6	Prof. Vijay M. Ghuble	WOMEN A CLIMATE CHANGE: Need for Adoption of Gender Sensitive Developmant Strategies	20
7	Arvind.N.Bohrapi.	“The Review, Possible Causes of Malnutrition in Melghat: A Tribal Region of Maharashtra , India.”	31
8	Kalpana S. Bhave,	Effectiveness of Rajiv Gandhi Scheme for Empowerment of Adolescent Girls - ‘SABLA’.	36
9	Dr. Anil Deshmukh	Analysis Of Ocular Injury Rates In Intercollegiate Sport Competition	45
10	प्रा. नंदकिशोर प्रेमचंद सिंगाडे	ग्रामीण विकासात महिला बचतगटाची भूमिका	49
11	श्री. राजकुमार दि. पत्रे प्रा. डॉ. किशोर वाय. ठाकरे	गडचिरोली जिल्हयातील कुपोषणाचे कालीक व अभिक्षेत्रिय विश्लेषण : एक भौगोलिक अभ्यास	53
12	प्रा.डॉ.भगवान माने	राजकीय पक्षांचे जाहीरनामे: मार्गदर्शक तत्वे आणि घटनाकारांची भूमिका	59
13	डॉ. प्रविण कारंजकर	जागतिकीकरण आणि मानवाधिकार प्रभावीत घटक	65
14	रमेश महादेव नगराळे,	संसदिय लोकशाही शासन पध्दती मधील राज्यसभा कामकाज सत्रामध्ये तांराकीत व अतांराकीत प्रश्न सुचनाचे विश्लेषणात्मक अध्ययन (कालखंड (२२ फेब्रुवारी २०१० ते १३ डिसेंबर २०१०)	70
15	प्रा. संजीव वि. भुयार	उल्कापात - एक दुर्मिळ खगोलीय आपत्ती	77
16	प्रा. डॉ. केशव सुर्यभानसा गुल्हाने	डॉ. बाबासाहेब आंबेडकरांचे महिला सक्षसमीकरण संदर्भात आर्थिक विचार आणि कार्य	82

17	डॉ.पी.एम.भागडे	ब्रेविझिटची अर्थकारण	92
18	संदीप रामदास भालेराव	पाली वंससाहित्यातील महावंस या ग्रंथाचे ऐतिहासिक स्वरूप व महत्व	94
19	सहा. प्रा. उमेश आर. धुमाळे	राष्ट्रसंत तुकडोजी महाराजांचे राजकीय विचार	98
20	Dr. Khushal Jagtrao Alaspure	शारीरिक शिक्षण संचालकांच्या शैक्षणिक कार्याचे अध्ययन	101
21	प्रा.अनिल यशवंतराव वानखडे	महाराष्ट्रातील अनुसूचित जातींवरील अत्याचारांचे अमरावती जिल्हाच्या विशेष संदर्भात विश्लेषणात्मक अध्ययन	106
22	डॉ. विनायक एन. शिंदे	व्यवस्थापन आवश्यकता व भविष्यकाळ अंदाज	116
23	भोसले परमेश्वर बन्सीधर	जलव्यवस्थापनातील समस्या	118
24	जयश्री सिनगर.	महाराष्ट्रातील नाशिक विभागातील जिल्हयांची कालावधीनुसार अन्नधान्य पिकांची उत्पादन, उत्पादकता व क्षेत्रफळांचा वार्षिक अभिवृद्धी दर	122
25	डॉ.सुनिल अण्णा गोरडे	सातत्यपूर्ण विकासासाठी जलव्यवस्थापनाची आवश्यकता	127
26	प्रा.गणेश लोढे प्रा.डॉ.रमेश भालेराव	महाराष्ट्रातील जलवास्तव आणि दुष्काळ	130
27	प्रा.डॉ. अजयकुमार मधुकर पालवे	महाराष्ट्रातील जलसिंचन	133
28	नागरगोजे भरत बाबुराव डॉ.इप्पर आर.के.	शेतीतील पाणी व्यवस्थापन काळाजी गरज	138
29	प्रा.डॉ. राजेंद्र शा. हावरे	गोंधळ : प्रथा - परंपरा	143
30	प्रा. मोहन बाबूराव चव्हाण	भारतीय प्रसारमाध्यमे आणि तरुणांसमोरील आव्हाने	148
31	प्रा. डॉ. विजयकुमार एम. गवई	सहकार विषयक मानव संसाधन व विकासात्मक बाबी	157
32	डॉ. ज्ञानेश्वर यावले	इंदिरा गांधीचे परराष्ट्र धोरण	160
33	डॉ. अरुणा प्र. पाटील	जलपुनर्भरण काळाची गरज	164
34	प्रा.एम.एच.कदम.	वाढत्या महागाईच्या समस्येचा अभ्यास.	167
35	डॉ. निलेश यु. देशमुख	आदीवासींमधील कुपोषण बालकांचे हक्क	171
36	सुनंदा गिरडे डॉ. विणा प्रकाशे	दुरदर्शन केंद्र ग्रंथालय व महाविद्यालय ग्रंथालय : एक तुलनात्मक अभ्यास	176
37	डॉ. विनोद अवधूतराव कोकणे	अण्णाभाऊ साठे यांच्या कवितेतील आंबेडकरवादी व मार्क्सवादी दृष्टिकोन .	184
38	Mrs. Rohini. U. Fuladi,	Changing Contours of Mergers and Acquisitions Regime under New Company Act 2013 in India	187

39	Dr. Bhavesh Jasani	To study the customer satisfaction towards Amul products at Gondia city	195
40	Dr. Manoj M. Thaore	Role of entrepreneurship in economic development of India : an overview	201
41	Prof. Trupti K. Patel	"A Study On Sales Promotion With Respect To Hindustan Unilever Limited In Gondia Region"	208
42	Dr. Uttamchand T. Kamble	Role of Pradhan Mantri Mudra Yojana in Economic Development of India	217
43	Prof. Smita Mohod	Element of Patriotism in the Poetry of Sorojini Naidu	222
44	Prof. Dr. Kalpana Bhandri	The Role of Social Participation in the Success of Sarva Shiksha Abhiyan	224
45	Sanjay Ulhe.	Effectiveness Of Online Advertising	228

EFFECTIVENESS OF ONLINE ADVERTISING

Sanjay Ulhe.

Pundlik Maharaj Mv. Nandura Rly.

ABSTRACT

Advertising has come a long way today. More and more new medium is being explored each day to make a successful advertising campaign. Internet that has in recent times picked up as advertising medium has become the favorite of the advertiser in no time. Online advertisement, also called internet advertising uses the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. This study reveals that the effectiveness of on line advertising and usefulness and the reasons for using online advertisement. For this the study takes percentage and Lickert's scaling techniques.

Keywords: Online advertising, Traditional advertising, Media advertisement.

INTRODUCTION

Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the advertisement copy, the advertisement server who technologically delivers the advertisement and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Internet as an advertising medium is versatile and this is it where it stands apart from the conventional advertising medium. It is a highly flexible medium that allows you to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day. Online marketing media allows the user to make changes as and when required to meet the latest demands of the market.

OBJECTIVES OF THE STUDY

The study is designed with the following objectives:

- 1) To know the most effective media of advertisement.
- 2) To explore the difference between online advertising and traditional form of advertising.
- 3) To find out the reasons for preferring on line advertisement.
- 4) To offer valuable suggestions based on the findings of the study.

SIGNIFICANCE OF THE STUDY

Advertising on the Internet is almost a necessity for modern businesses, especially those that do business outside their local community. Consumers use the Internet for

more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted advertising messages. Companies can take advantage of web advertising to complement their standard media and print marketing. The wide reach and continual exposure of online advertising work tirelessly to give businesses heightened visibility and audience contact. Companies can differentiate their brand online with useful information, positive interaction for their website visitors and enhanced communication to attract new customers

SCOPE OF THE STUDY

With the introduction of internet in our daily life, it has become a need for everyone. People use internet for everyday tasks. Internet is no longer just a medium of getting information for people. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. Every day, several new websites are being introduced covering different sections like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites every day from different parts of the world. Another important place for advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name.

METHODOLOGY OF STUDY

The primary data for the study was collected by using a structured questionnaire. The sample size for the study consists of 100 respondents. The questionnaire was prepared in such a way so as to gather data from the respondents, which will be helpful in attaining the objectives of the study. The collected data was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages.

LIMITATIONS OF THE STUDY

The main limitation of the study was time constraint.

- 1) The sample size is limited to 100 internet users and hence the result of the study cannot be taken as universal.
- 2) Findings of the survey are based on the assumption that the respondents have given correct information.

HISTORY OF ONLINE ADVERTISING

In its 17-year existence, Online Advertising has become the fastest, and one of the most effective advertising mediums in history. Today, it is one of the essentials of a successful business, a media platform that allows interaction with customers in the most creative and interesting ways.

The Origin of Spam:

By 1980, online marketers had charged from_ flooding Usenet forums to sending out emails, a practice that continues up until today. The numbers of spam emails that are

sent everyday is a whopping 90 million. As a marketing technique however, spam emails have little effectiveness since most of the users barely read any.

Banner advertisements:

The year 1994 saw the first online advertisement that was quickly followed by a period of experimentation on advertiser and publisher advertisement formats and technology. This initial phase ended with the launch of one of the first advertisement technologies, the double click in 1995. In the late 1990s, billions were invested in online advertisement. Banner advertisements today, are not effective online advertising mediums. With considerable designing required, they are time consuming and expensive to create. Besides, the low return on revenue spent on developing banner advertisements renders them useless to most online advertisers. Not surprisingly therefore, by mid-2000, banner advertisements started to dry up and has become obsolete at the time of writing.

The advent of Google:

The efficiency of search engine technology has sustained online advertising. Because of its high dependability and rate of interest, the search engine market has shown a steady growth over the years, pulling online advertising many notches. Drawing away from banner advertising, Google revolutionized online advertising by using relevant text advertisements to sell. Google's success rested on introducing the click - through rate that would measure the relevancy of the advertisement, also ensuring host payment only when users clicked on the advertisements Pay-Per-Click advertising was not a Google original. Google perfected Pay-Per-Click and changed the approach advertisers took to online advertising. Google Ad words encouraged advertisers to come up with comprehensive, relevant advertisements instead of mere selling.

Google on Pay-Per-Click and Pay-per-impression:

Pay-per-click and Pay-per-impression are two different online advertising models. Pay-per-click, as the name suggests, involves payment to host every time users click on an advertisement. Pay-perimpression calculates the cost of the entire marketing campaign that is conducted online. Pay-Per-Click is instrumental in bringing targeted traffic to a website while Pay-Per-Impression is the best brand building model. Both however, are susceptible to click fraud. Social Media Advertising: Social media is everywhere and has been in vogue since the past five years. At its core, social media is a communications and networking tool, whose popularity has been constantly rising since its users can connect, share and interact among themselves.

REVIEW OF LITERATURE

Review of literature refers to identifying already existing literature to find out what contribution has already been made so that it can serve as a valuable base for further expanding the literature. In the article 'Getting the eyeballs', published by 'The Hindu' on 19th July 2007, Europe was taken as a sample for survey on the potential of online advertising. The survey revealed that 16 billion Euros will be spent on advertisements in Europe in 2012 and 18% of that will go online. 52% of the population of Europe

was online regularly and the future for online revenue is India and China. However, there is still no idea as to how effective online advertisements are as more than two-thirds of the European internet users feel they are not trustworthy.

Kind of online advertisements:

This table shows that kind of online advertising while purchasing the product through online advertising. Because this is important to know about the advertising. Because this is important to know quality, quantity and other information of the product.

Table 1.1: Kind of online advertisements

Category	No of respondents	Percentages
Floating Advertisement	16	16%
E-mail advertisement	14	14%
Popup advertisement	17	17%
Video advertisement	30	30%
Others	23	23%
Total	100	100%

Source: Primary data

Figure 1.5 reveals that 16% of respondents are used floating advertisement, 14% of respondents are used E-mail advertisement, 17% of respondents are used popup advertisement, 30% of respondents are used video advertisement and finally 23% of respondents are used other type of advertisement in online advertisement.

Table No.1.2

Features of Online advertisement:

Variables	Excel lent	Very Good	Good	Aver age	Poor	Total Score	Rank
Time consuming	20(10 0)	10(40)	4(12)	2(4)	-	156	1
Collection of Brand	11(55)	8(32)	3(9)	-	1(1)	97	2
Low rate	9(45)	3(12)	4(12)	2(4)	-	73	3
Convenient	8(40)	2(8)	1(3)	-	1(1)	52	4
Door delivery	7(35)	2(8)	1(3)	-	1(1)	47	5

Source: Primary Data

FINDINGS

The findings based on the primary data collected are listed here.

- The numbers of respondents who use internet daily for an hour are more as opposed to those who use the internet for two hours and more than two hours.
- Most of the respondents prefer advertised products more than non-advertised products.
- Out of the types of advertisements, online advertisements are preferred most next to television advertisements.
- Out of all the different types of online advertisements, video advertisements are preferred by majority of the respondents.
- It is found out that not many respondents spend time on online purchasing.
- Even though only a few of the respondents have experienced online advertising fraud, almost all of the respondents are aware of online advertising malpractices.

SUGGESTIONS

- The number of companies advertising online is soaring, but even then fraud and deception may reduce consumer confidence. Therefore, it should be ensured that products and services are described truthfully in online advertisements.
- Trust or confidence can be built in online business by using testimonials with the permission of customers.
- To avoid interference in work, advertisements should be designed to meet the preferences of target customers or target audience.
- Use of multi-media' and use of banner advertisements give viewers a chance to interact with banners which helps in online advertising.

CONCLUSION

The study titled 'Effectiveness of online advertising' reveals that the most effective media of advertising is online advertising. Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. The main problem related to this is the interference of online advertisements in the work of people and the fear of falling prey to online advertising fraud and malpractice. As people get more accustomed to finding product information on the web, more and more readers will actively seek out Internet advertising sites.

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