



STUDY ON FACTORS AFFECTING WEB SPACE ADVERTISING

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Abstract

Web Space advertising is the most sought media of companies as it involves the use of the Internet and reaches to masses. Since the early 1990s there has been an exponential increase in the growth of online advertising. It has emerged as a very promising source to maximize visibility and increase sales and build a solid brand in the process. It is beneficial for both seller and buyer. Companies are en-cashing the opportunity and are using e-space to showcase and promote their brands. Internet advertisements suggests products and services by various mode like Banners, Pop-ups, coupons, reward etc. It's a win-win situation for both the company as well as the customer. This paper is an effort to study the various factors that result in selection of web space advertising. Both online questionnaire and hard copy questionnaire was used for data collection, so this study covers Pan India.

Keywords: Web Space, Pop-Ups, Utility, Internet Advertisements.

Research Questions

1. What are the factors which influences Web Space Advertising?

Data Collection

Primary data is collected with structured questionnaire. It was having 41 questions, out of which 7 questions were demographic questions and 34 questions were related to web space advertisement. Reliability test is conducted to test the reliability of the scale. Secondary data is collected through book, magazine, websites journals etc.

Data Analysis

Data analysis was done with SPSS 19.

Research Methodology

Population and Sample

300 questionnaires were distributed. Out of 300 questionnaires, 273 were returned, with the conversion rate being approximately 91%. Factor Analysis was the basic tool that was considered for data analysis.

Development of Instrument

The questionnaire included questions/variable extracted from the literature review. The responses was measured with 5 point Likert Scale. Reliability test was conducted thereafter. Cronbach's alpha was .871, representing a reasonable level of reliability.

Reliability Statistics

Cronbach's Alpha	N of Items
.871	34

Data Analysis

The survey results are organized as follows. In the first section, the demographic profile of the respondent was presented. The second part concluded with the data analysis of the responses with respect to the perception of the respondents.

Result and Analysis

Demographic Characteristics: Below Table exhibits the demographic traits associated with the respondents considered for the purpose of the study. It was observed that 72% were male and 28% were female. Maximum respondents were from 21-30 years category and the percentage was 45 %. Maximum respondents were post graduates and the percentage was 56%. Generally the respondents were involved in internet usage from 1 to 2 hours.



Table : 4 : Demographic characteristics of the Respondents		
Variables and categories	N=273	%
Age		
Below 20	0	0
21-30	122	45
31-40	72	26
41-50	33	12
51-60	25	9
Above 60	21	8
Gender		
Male	196	72
Female	77	28
Martial Status		
Married	136	50
Un-married	122	45
Divorce	15	5
Qualification		
Under Graduate	27	10
Graduate	93	34
Post Graduate	153	56
Work Status		
Student	132	48
House Wife	112	41
Business	4	2
Employee	23	8
Retired	2	1
Monthly Income		
Less than 20000	42	15
20001-30000	24	9
300001-40000	16	6
40001-50000	22	8
Above 50000	72	26
Not working	97	36
Internet Time		
Less than 1 hr	76	28
1-2 hr	91	33
3-4 hr	55	20
More than 4 hr	51	19
<i>Source: Primary Data</i>		

Results

Consumer expectations and perceptions towards web space was examined with respect to the perceived usefulness and risk. Factor analysis was conducted in order to identify the factors that affect online shopping behavior. Factors were identified using the Eigen value criteria that suggests extracting factors with Eigen value greater than 1.0 Principal Component Analysis and Varimax Rotation were considered for obtaining a component matrix. For confirming the adequacy and sphericity of the data set, Kaiser-Meyer-Olkin(KMO) and Bartlett's Test values were also obtained.



KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	6234.022
	df	595
	Sig.	.000
Source : Primary Data		

KMO score is 0.792. It is above the recommended value of 0.5. Further Bartlett's Test of Sphericity exhibits significance value of less than 0.05 (.000). Thereby ensuring the appropriateness of factor analysis.

In total 32 variables were considered for study and the variables were converged into 6 factors. Factor 1 was loaded with 11 items. These items were related to the 'usefulness' of e-advertisements. So the Factor 1 is labeled as '**utility**'. Factor 2 loaded on 7 items, related to usage of e-advertisement. Hence factor 2 is labeled as '**Past Experience**'. Factor 3 was loaded with 5 items, and it was labeled as '**Benefits**'. Factor 4 was named as '**Informative**' with a loading of 5 items, Factor 5 as '**Helpfulness**' and Factor 6 is named as '**Response**'.

Total Variance Explained

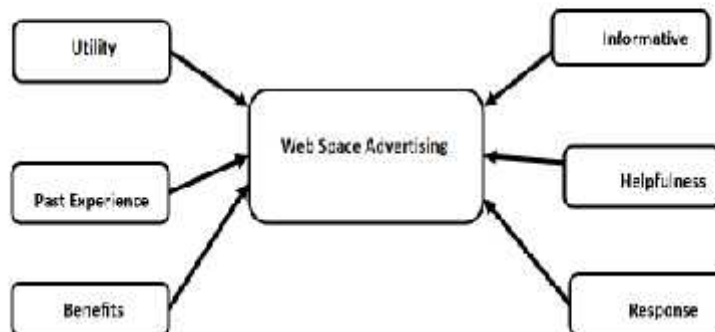
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.418	41.194	41.194	14.418	41.194	41.194	7.602	21.721	21.721
2	3.558	10.166	51.360	3.558	10.166	51.360	4.949	17.14	38.861
3	2.166	6.190	57.550	2.166	6.190	57.550	3.886	15.102	53.963
4	1.821	5.202	62.752	1.821	5.202	62.752	3.303	11.436	65.399
5	1.267	3.620	66.372	1.267	3.620	66.372	3.248	9.281	74.68
6	1.204	3.440	69.812	1.204	3.440	69.812	1.446	7.231	81.911
7	.890	2.543	72.355						
8	.868	2.479	74.833						
9	.693	1.980	76.814						
10	.648	1.852	78.665						
11	.618	1.766	80.432						
12	.556	1.588	82.020						
13	.531	1.517	83.537						
14	.497	1.419	84.956						
15	.453	1.293	86.249						
16	.444	1.269	87.519						
17	.401	1.145	88.663						
18	.359	1.027	89.690						
19	.357	1.021	90.711						
20	.351	1.003	91.714						
21	.313	.895	92.609						
22	.310	.885	93.494						
23	.271	.775	94.269						
24	.256	.731	95.000						
25	.236	.673	95.673						
26	.214	.612	96.285						
27	.197	.563	96.848						
28	.191	.545	97.392						
29	.176	.503	97.895						
30	.162	.464	98.359						
31	.140	.399	98.758						



32	.126	.361	99.120						
33	.117	.333	99.453						
34	.108	.308	99.761						
35	.084	.239	100.000						

Extraction Method: Principal Component Analysis.

Derived Model:



Conclusion

Study showed that factors emerged for Web Space Advertising are *'Utility, Past experience, 'Benefits', 'Informative', 'helpfulness', and 'Response'*. This research will help companies, as it highlights the factors important in perception building of customers when they see/receive any internet advertisement. So marketers should focus on the factors, that will enhance the utility of the advertisements, instead of irritating them. Frequency of web advertisement also matters. So companies need to implement proper strategy while planning web advertisement.

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