E-Adveretisement Perception By Senior Citizen: An Experiemental Study

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Abstract:

Advertisement is a paid form of communication from specific source attempting to persuade and to make influence to take action at least in the future. Presently prints are less in circulation and e-advertisements are increasing in every e-path. Senior citizens are also in use of internet for many reasons such as less mobility, independent etc. Senior citizens who were above sixty were put to pre-test to identify the preferred product advertisement in the electronic media and the maximum response was for jewellery.   Their perception towards the advertisement was studied and this research is focused to identify the most important aspects of advertisement and it will be more effective.

Keywords: Ad is worthiness, Ad is Negative, Ridiculous, Informative, Sales initiator, Image Builder,Business, Sales promotion and Trend.

INTRODUCTION

Advertising is a paid and mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future" (Jeff I. Richards and Catherine M. Curran 2002). There is a long process of creating and releasing an advertisement. Similar to other medias, the advertisements in electronic media is much more challenging as indicated by, Vajpayee, 2010. Advertisement effectiveness depends on media, creative idea and execution and strategy.The scope of e-advertising is very broad which covers diverse activities facilitating the development and execution of the advertising program (Arun Mittal, 2018). There are plenty of scope and with many advantages and few disadvantages. The difficulties are less mobility, lack of support and less familiar with technology. This study is aimed at evaluating the e-advertisement, that too post-testing. This

advertisement is consumer advertisement and enabling the consumers to know about the produce, price, specifications and other details.

REVIEW OF LITERATURE

Ramaraj (2014**)** studied the impact of gender difference on online advertisement and effectiveness.He found that gender does not influence the relationship between search style, expectation and involvement with banner ad. But planning approach for online shopping and attitude towards banner ad different based on gender. Similarly the banner ad effectiveness was not gender based. Jeremy, et al. (2020**)** aimed to study the health-related advertisements. It was observe more positive attitude and consideration for future consequence and positive towards advertisement were positively correlated. Justin, et al.(2010)found that 41% of attitude towards mobile advertisement was predicted by content, attitude towards advertising, personalization, innovativeness and interactivity.

PROBLEM STATEMENT

After retirement, their savings need to be invested with care. But the rate of interest in bonds has sharply fallen. In this scenario it is mandatory to know their attitude formation so as to make the advertisement effective.   There are innumerous e-advertisements to attract their investments specifically, mutual funds, real estates, jewelers, fixed deposits etc. By seeing the advertisements they form their attitude towards advertisements. This attitude formation may also differ based on many more factors such as investment plan, product involvement, mental state while seeing the advertisement etc. This study measures the product involvement and their attitude formation.

OPERATIONAL DEFINITION

Attitude towards Advertisement

This reflects the beliefs of people towards advertisement. The construct are global attitude, information, social role image, hedonic or pleasure, good for the economy, materialism, falsity and value corruption.

Product Interest

The respondent has preference for investing in this product.

Senior Citizens

Those who are above sixty and using internet

RESEARCH GAP

Attitude related studies are many and linking with product involvement and specifically for senior citizens is added to the existing concept.

OBJECTIVES

The specific objectives are:

To know the attitude of the respondents towards advertisement and

To test whether product Involvement influences the attitude formation.

METHODOLOGY

The study is experimental andPre-test was used by asking fifty senior citizens to specify three important high value areas interested in investing. The listed were, jewellers, real estate, shares and mutual friends and bank deposits and others. Using weighted average jewellery was found to be the first priority. Hence the e-advertisement was selected and they were exposed to fill the questionnaire. Fifty respondents were participated in the pilot study. Based on their responses reliability and validity of the tool was ensured. The alpha value for product interest was 0.89 and attitude towards advertisement was 0.82. These two values were above 0.70 and therefore the reliability was ensured. Factor analysis was executed with forty statements relating to attitude towards advertisement and principal component analysis was used. The statements above 0.6 as factor loading were alone considered and the remaining statements were removed. This ensured content validity of the tool. Similar steps were carried out for measuring product interest. Also, 72 per cent of the responses was showing positive attitude towards advertisement and using this, justifiable sample size was calculated and it was found to be 309. The study was confined to Cuddalore district and the respondents were conveniently selected. This was purely based on the willingness to participate in the study and hence, sample error could be minimized.

FINDINGS

Attitude of respondents towards the jewellery was measured using forty statements were put to principal component rotation matrix and five statements were having factor loading of above 0.5 but, less than 0.6 and in the final study only 35 statements were used for measuring the attitude towards the advertisement. After the final data collection, factor analysis was again applied to reduce the factors. The thirty five factors were reduced to nine factors. The overall representation of these nine

statements to the whole thirty five statements was found to be 52.42 per cent. The reduced factor loading was presented below.

Table 1 Variance - Rotated Factor Loading

Factor	Component								
	1	2	3	4	5	6	7	8	9
From advertisement I learn about fashions.	**.641**	.007	.014	-.057	.110	-.209	.074	.111	-.149
This advertisement creates familiarity.	**.614**	-.095	.101	.103	-.004	.047	.201	.130	.204
I am enjoying this advertisement.	**.601**	.013	-.068	.006	-.230	.305	.027	-.086	-.082
This advertisement is pleasant.	**.572**	-7.63 E-005	-.090	.240	-.091	-.390	.014	-.098	-.089
I trust on the information available in the advertisement	**.547**	-.219	.025	.052	-.044	.059	.074	.114	.229
The advertisement is stimulating.	**.540**	-.064	-.203	-.181	.011	.091	-.174	-.373	.086
Advertisement helps in better purchase.	**.535**	-.018	.322	-.083	-.005	-.269	.160	-.257	-.189
I am favorable to this advertisement.	**.527**	.006	.241	.068	.333	-.273	-.121	.212	.091
The advertisement seems to be original.	**.527**	-.083	-.357	-.039	-.061	-.044	.259	-.013	.071
Advertisement assists in identifying better product.	**.521**	-.144	.288	-.070	.108	-.166	.074	-.282	.027
It's really merry to see the advertisement.	**.513**	-.097	-.043	-.130	-.172	-.018	.328	.186	.229

Because of this advertisement I buy jewel. Which I don't really need.	**.511**	.219	.031	.052	.183	-.274	-.208	-.050	.044
Advertisement is the true picture of the product.	**.508**	.047	-.010	-.141	-.254	.134	-.273	.119	-.443
Its gives a picture that the shop is unique nature in familiarity.	**.458**	-.116	.069	.043	.201	.396	.316	.010	.093
This advertisement helps me to update about the product's price.	**.444**	.023	-.107	.141	-.286	.004	-.115	.045	-.121
The design of the jewel is unique.	**.425**	-.013	-.300	-.329	.123	.080	-.086	.301	-.202
The information in the advertisement will be useful.	**.417**	-.042	-.105	.413	-.259	-.041	-.003	.351	-.073
This advertisement takes me to the word of fantasy.	**.408**	.154	-.231	.328	.228	-.255	-.081	-.103	-.058
This advertisement is entertaining.	-.087	**.682**	-.022	.274	.121	-.026	.133	-.022	-.086
I think this advertisement is misleading.	-.207	**.660**	.073	.328	.026	.143	.054	-.056	-.030
I don't agree with the advertisement.	-.055	**.639**	.123	.089	-.034	.014	-.083	.125	.063
This advertisement is waste.	-.088	**.617**	-.029	-.050	.176	-.014	.366	-.105	-.071
I don't think the information deals with fact.	.066	**.563**	-.357	-.058	.010	-.113	-.064	-.173	.150
This advertisement gives me contingence of the shop.	.126	**.495**	.208	-.110	-.117	.017	-.265	.139	.358

The information in the advertisement is unbelievable.	.129	**.488**	-.438	-.099	-.151	-.073	.020	-.060	.114
This advertisement insults the intelligence.	.149	**.463**	.142	-.128	.140	.204	.244	-.035	-.423
This promotes undesirable value in our society.	.112	**.401**	.336	-.244	-.235	-.006	.010	-.038	.167
This advertisement is irritating.	.132	**.398**	.007	-.383	.053	.063	-.149	.183	.149
The advertisement is ridiculous	.390	.037	**.449**	.043	.029	.193	-.078	-.202	.240
This advertisement is the source of information about product	.352	.186	.334	**.402**	-.162	.110	-.249	.078	.046
This kind of advertisement promotes competition and helps the buyer.	.453	-.085	**.315**	-.144	**.473**	.201	-.133	-.119	.111
This makes buy jewel just to show off.	.239	.273	.234	-.333	-.149	**.437**	.259	.042	-.012
This advertisement shown is business like.	.311	.212	-.181	-.219	-.143	.107	**.374**	.277	-.166
This advertisement persuades me to buy the jewel.	.325	.049	.034	.375	.103	.062	.113	**.422**	.050
I understand what type of jewel at present people buy and use	.380	.031	.109	.019	-.229	.287	-.242	-.120	**.399**

Source: Primary data computed

The first factor was contributed jointly by eighteen statements with their corresponding factor leading starting from 0.641 to the least of 0.408. These factors were closely relating to the concept of fashion of the product. The respondents expressed they were able to know the today's trend in jewellery etc,

implying worthiness of the advertisement. This one factor contribution was 8.7 per cent of the thirty five statements. The second factor was contributed by ten statements and they were mainly negativity of the advertisement and these ten statements contributed to an extent of 7.6 per cent of the thirty five statements. All the remaining seven statements were contributed by single factor with lesser factor loading and the factors are: ridiculous and contributed by 7.0 per cent and the fourth is information contributing 5.2 per cent. This is followed by creating competition by five per cent then followed leading to unplanned purchase contributing to 4.9 per cent and the same level was contributed by the factor business like. The last two factors were promotion and knowing trend with their corresponding representation of 4.8 and 4.2 per cent respectively.

Thirty five statements got reduced to nine factors and they were represented by 52.41 percent. The nine factors are worthiness, negative, ridiculous, informative, sales initiator, image builder, business, sales promotion and trend.

Product interest and Jewel Ad

Table 2 Comparison of Attitude based on Product Interest

Attitude	Z-test	P-value
Ad is Worthy	7.753	.001
Ad is Negative	1.481	.071
Ridiculous	1.760	.017
Informative	2.533	.001
Sales initiator	2.053	.003
Image builder	1.399	.105
Business	1.585	.043
Sales Promotion	2.137	.002
Trend	1.521	.059

Source: primary data computed

Product interest level based the respondents were classified as low interest group and high interest group. These nine factors put to test whether they differ based on the level of interest. The three factors of jewel ad such as advertisement is negative, image builder and knowing the trend did not

differ between the two groups. The factors worthiness, informative, sales initiator and sales promotion were found to differ at one per cent level and it was found to be high among those with high product involvement. He factors ridiculous and business act were found to differ at five per cent level of significance and it was expressed more by less involved people.

Product interest and Attitude towards advertisement

To test the influence of product interest of respondents on attitude towards advertisement regression analysis was applied. The model was found to be fit at one per cent level of significance as the F-value was 09.996. From table 3 it was observed that the attitude formation towards the product was determined by the interest on the product to an extent of 25.3 per cent, because the adjusted R-square value was 0.253.

Table 3 Product Interest prediction on Attitude towards Advertisement

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506(a)	.256	.253	19.71291

Source: Primary data computed

Table 4 Influence of Product Interest on Attitude

Model		Unstandardized Coefficients		Standardized Coefficients	t	P-value
		B	Std. Error	Beta		
1	(Constant)	95.033	6.309		15.062	.001
	Product Interest	2.041	.195	.506	10.488	.001

Source: Primary data computed

Observing the table it was found that the independent variable product interest has significantly influencing the attitude towards advertisement because the p-value was 0.001. Further, The linear expression is given below:

Attitude towards Ad(Y) = a + b x_1 (Product interest)

Y = 95.033+2.041 (x_1)

It showed that when the product interest of the respondents is high, the attitude is positive.

It is found that when the respondents have increase in product interest by 2.04 level,their attitude towards advertisement will increase by one unit.

SUGGESTIONS

The advertisement is expected to be worthy and the worthiness could be identified using CRM strategy and the seller needs to identify the worthiness variation among different categories of employees and action accordingly will help to attract customers. Worthiness was the most preferred factor and the highest focus of the advertisement should be on this. Negative ad and ridiculous ad are to be avoided and they are the second and third factors of importance. If this factor is omitted in such value added product the effectiveness of the ad will be high. The advertisement should be informative and that should also be ensured in the e-ads.

MANAGERIAL IMPLICTIONS

This paper guides the advertiser to make it effective by considering the most important aspect of ad components and which can be least preferred in the case value products like jewellery while going for e-ads.

FUTURE SCOPE

Testing this method applicability for other value added products can be performed. Also variation between different segment of buyers can be further analysed and different ads can be created to catch different groups.

LIMITATIONS

The study has various limitations viz., error because of questionnaire as common in all studies, focussing on senior citizens etc.

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