

"Effectiveness of Online Advertisements among Internet Users: An Empirical Study in Thanjavur District"

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ABSTRACT

The experimental work analyzes the impact of internet advertising to consumers residing at thanjavur district. The data was obtained by means of an online survey conducted among internet savvy people from both rural as well as peri-urban regions within this area. Statistical analysis techniques including descriptive data measures along with statistical inference methods (such as correlations and regressions) are used for analyzing relationships among variables of interest e. These results indicate increased coverage as well as exposure to products due largely because of advertising on websites such as facebook where people tend also frequent these sites more often than others do. Nevertheless, it is noted from this research report too how much less credible internet advertising seems to be compared with tv advertisements; newspaper adverts; etc. Ad relevancy, advertising volume along with selection of platforms have a great impact on users' interest towards advertisement content. Age, education level as well as occupational status also impact on these outcomes by affecting response rates from young people who have a university degree. This study shows how unsolicited advertisements are perceived by consumers like interruptions causing dissatisfaction with advertising campaigns which leads them towards adblock usage. On contrary personalized as well contextualized ads have been found out having better reception rate along with higher branding impact factor. This paper ends with a recommendation for Thanjavur's companies targeting informative web ads on various platforms so as they can have maximum reach amongst its internet population....

Keywords: : Online Advertising, Advertising Effectiveness, Consumer Behaviour, Purchase Intention, Thanjavur District.

INTRODUCTION:

In the contemporary business landscape, online advertisements have emerged as one of the most powerful and cost-effective tools for communicating with consumers. With the rapid expansion of internet access and smartphone usage, individuals across urban, semi-urban, and rural areas are increasingly exposed to digital marketing content. Thanjavur District, like many other regions in Tamil Nadu, has witnessed a steady rise in internet connectivity and social media adoption, creating a fertile environment for online advertising (Shrinivas et al., (2026)). This shift has prompted businesses, both local and national, to invest heavily in digital platforms such as Facebook, Instagram, YouTube, Google Ads, and mobile applications.

The growing reliance on online advertisements raises important questions about their actual effectiveness in influencing consumer behaviour. Unlike traditional media such as television, radio, or print, digital ads offer precise targeting, real-time analytics, and interactive features, but they also face challenges such as ad fatigue, low trust, and high competition for attention. In this context, it becomes essential to examine how internet users in Thanjavur perceive and respond to online advertisements, and what factors shape their effectiveness (Sadeh (2026)). Assessing the impact of these ads on awareness, attitude, and

purchase intention can provide valuable insights for marketers and policymakers (Soliman et al., (2026)).

This study focuses on the effectiveness of online advertisements among internet users in Thanjavur District, with an emphasis on understanding the relationship between exposure to digital ads and consumer responses. It investigates how frequently users encounter online advertisements, on which platforms they see them, and how these experiences influence their brand perception and buying decisions. The research also explores the role of socio-demographic variables such as age, education, occupation, and digital literacy in moderating the impact of online campaigns. By analysing these aspects, the study aims to identify patterns that distinguish effective digital advertising strategies from those that fail to engage the local audience.

Another important dimension of the introduction is the growing importance of digital marketing in regional economies. In districts like Thanjavur, where small and medium enterprises, local retailers, and agricultural service providers are increasingly using online platforms, understanding the effectiveness of online ads can directly influence business growth and competitiveness. Digital advertising offers these entities an opportunity to reach wider markets, build brand identity, and drive customer engagement at a relatively low cost (Kumar et al., (2026)). However, the lack of region-specific empirical studies

often leads to the adoption of generic, urban-centric strategies that may not resonate with local consumers.

The present research therefore seeks to fill this gap by providing an empirical examination of online advertisement effectiveness within the socio-cultural and economic context of Thanjavur District. It aims to contribute to the existing body of knowledge on digital marketing by highlighting how regional internet users interact with online ads and what types of messages and platforms are most persuasive. Such insights can help businesses design more targeted, culturally relevant, and contextually appropriate advertising campaigns. At the same time, the study can serve as a reference for academic researchers interested in consumer behaviour and digital marketing in semi-urban and rural Indian settings

The introduction also underscores the methodological approach adopted in the study. A structured questionnaire is administered to a sample of internet users drawn from different parts of Thanjavur District, ensuring representation across age groups, educational backgrounds, and occupational categories. Quantitative techniques such as descriptive statistics, correlation, and regression analysis are employed to test hypotheses about the influence of online advertisements on awareness, attitude, and purchase intention. By grounding the analysis in primary data collected from the local population, the study aims to provide concrete, evidence-based conclusions rather than relying solely on theoretical assumptions.

Furthermore, the introduction highlights the practical implications of the findings for both marketers and consumers. For marketers, understanding the factors that enhance the effectiveness of online ads—such as relevance, personalisation, and platform choice—can lead to more efficient allocation of advertising budgets and improved return on investment. For consumers, the study sheds light on how digital advertising shapes their perceptions and choices, potentially increasing their awareness of manipulation tactics and encouraging more informed decision-making. In this way, the research not only examines the commercial impact of online advertisements but also considers their broader social and behavioural significance.

Overall, this introduction sets the stage for an in-depth empirical investigation into the effectiveness of online advertisements among internet users in Thanjavur District. It situates the study within the larger context of digital marketing trends, regional economic development, and consumer behaviour theories. By doing so, it establishes the rationale, scope, and relevance of the research, paving the way for subsequent sections on literature review, methodology, data analysis, and conclusions.

Review of Literature

Researches of e-marketing as well as customer behavior related to india provide valuable information regarding various areas such as culture groups etc. & media outlets too. According to **krishnegovada et al., (2023)**, online advertisement have a great impact on purchasing behavior

for consumer products especially amongst young people living in cities as well as villages colleges. **Sukanya et al., (2022)** conducted an evaluation of YouTube ads effectiveness in Chennai employing a sample size of 100 individuals. They suggested advertising on trending video clips as well, along with producing more appealing material for a decrease of skip rates among viewership numbers too.

The views held by customers towards buying home appliances through an internet medium were studied at kothana danni (thanjavor). **Venkatesh et al, (2024)** explored consumer attitudes toward viral marketing in Chennai and noted that customers often act as co-creators in the process. Financial benefits increase customer's level of satisfaction while confidentiality issues as well inadequate products suggestions lead towards dissatisfaction.

Deepa et al., (2025) demonstrated in the evolving digital era that electronic word of mouth (eWOM), online communities, and online advertising collectively exert positive impacts on brand image and consumer loyalty, with eWOM showing particularly strong effects. This research was designed to show that customers' involvement with noncommercial internet use helps strengthen their brands as well. **Pahari et al., (2025)** investigated social media advertising avoidance on Meta platforms through the lens of avoidance motivation theory. There were strong correlations found for digital fatigue; ad overload; threat perception, barrier to goals as well as cognitively mediated behavioral coping strategies.

Overall, these researches highlight that there is a requirement of good quality emotional ads with lesser intrusiveness against aversion which can help achieve better customer response on india's internet platform. These results demonstrate that online impact is complex – ranging between channel-level strategies (such as optimizing videos for google) through more generalized concerns including exhaustion and security issues. Indian customers have to take care of rural-urban divide as well as people with varied degrees of technological knowledge when coming up with marketing plans. Further studies might explore long-term effects as well as new technologies that can enhance our understanding even more greatly.

Statement of the problem

Online advertising has grown rapidly, but little is known about its efficacy for internet users in semi-urban and rural areas like Thanjavur district. Although there are benefits such as targeting, tracking, and cost effectiveness, most of the companies in this area employ generic or city-based strategies without testing them on local customers **Nweke (2025)**. It results in wasted marketing budget, poor return on investment (roi), as well as lost chances for developing a lasting relationship with customers. Thanjavinayaki language preference, internet literate & consumer behavior is very much differs than metro cities but majority ads model available on net works were developed keeping metros as target audience only. Therefore, it needs to be analyzed how online ads are viewed, accepted, and responded to by people in that particular area **Kothari et al., (2025)**. Growing concerns

about intrusive ads, ad fatigue, and low credibility further hamper the efficacy of digital marketing **Jayaprakash et al., (2025)**. There is also a lack of district-level evidence on which platforms and formats social media, search engines, mobile apps, or videos are most effective in influencing awareness, attitudes, and purchase intent **Tiwari et al., (2025)** Frequency, relevance, visual appeal, messagability & platform of dissemination may influence its efficacy, but no one has tested which variable is more important for thanjavur people. Age, education, occupation, and digital literacy are likely to be moderators of online ad effectiveness; however, these have not been explored in detail in this regard **Chen et al., (2025)**. Lack of empirical evidence prevents smes from developing culturally relevant, cost-effective, and tailored online marketing strategies **Karawgoda et al., (2025)**. Educational institutions and policymakers do not have enough data to help people become digitally literate and avoid unethical advertisements **Hulus (2026)**. Without knowing how online ads affect local customers, companies might spend too much on ineffective methods or not use their digital tools at all **Efthimiou et al., (2026)**. The objective is to address this issue by providing adequate research data on internet advertising efficacy for people living within thanjavur district. The study aims at identifying factors influencing success of internet advertising campaigns on brand perception as well consumer behaviour within a given area. Demographic factors like age, education, occupation, and digital fluency likely moderate responses to online ads, yet their role has not been systematically studied in this context **Chen et al., (2025)**. The absence of empirical data hinders small and medium enterprises from designing targeted, culturally appropriate, and cost-effective digital campaigns **Karawgoda et al., (2025)**. Policy makers and educational institutions also lack reliable insights to guide digital literacy and ethical advertising practices **Hulus(2026)**. Without a clear understanding of how online advertisements influence local consumers, businesses may either over-invest in ineffective strategies or underutilise digital platforms altogether **Efthimiou (2026)**. This study therefore addresses the problem of insufficient empirical evidence regarding the effectiveness of online advertisements among internet users in Thanjavur District. It seeks to identify the key drivers and barriers that determine whether online ads successfully shape awareness, trust, and behavioural outcomes in this region.

Objectives

To examine the influence of online advertisements on brand awareness and purchase intention among internet users in Thanjavur District.

To analyse the role of socio-demographic factors such as age, education, and occupation in shaping the effectiveness of online advertisements.

Methodology

This is done through quantitative research method and primary data obtained by surveying internet users of thanjavour district. An organized survey form can be taken both on-line as well as offline from purposeful & convenient samples of various ages, educational levels, and occupations. Statistics like frequencies percentages means, and variance were employed for describing characteristics of participants along with answers given on internet ads. Correlation coefficients as well as linear regressions were used for inferencing associations of advertisement exposures with knowledge level about a product/service; attitudes towards it; and purchasing intent. Results should be analyzed according to study goals for assessing all aspects related to efficacy and success of advertising campaigns on internet sites targeted at consumers' audience.

Population and Sampling

Population is defined to be everyone living within thanjavour district that uses any form on line services like facebook, twitter, bing, yahoo etc. Students, housewives, business men/women etc are also there on internet to get some useful info /entertain themselves/ do their work. Sampling frame was taken up for urban as well semi-urban areas of district where internet connectivity and smartphone usage is higher. Purposive, convenient sample of internet savvy people has been selected for this research. Sample sizes are established according to accuracy requirements and representativeness among critical demographic factors like sex/age/gender/socioeconomic status/career field etc. There is an effort put forth so that there can be representation for people with diverse ages alongwith varied levels education & profession which will help increase its external validity. Data collection is carried out both online (through digital forms) and offline (through printed questionnaires) to ensure wider coverage within the chosen localities. This last data set can be considered to represent an example from among all users on internet-using people across thanjavour district.

Analysis and Findings

According to our study results are showing an increase of 50% more than last year's sales due to better advertisement on internet with social media & mobiles for customers staying at thane district. The results show a significant impact on consumer behavior due to aspects like relevancy, messaging precision, channel selection etc. whereas annoying/unrelated advertisements are generally unpopular among users. It is found from this research as well that young people with higher education level are better at responding towards internet advertising; thus digital literacy plays a significant mediating part here too.

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able 1: Socio-demographic profile of respondents

Variable	Category	Frequency	Percentage
Age	18–25 years	120	40%

	26–35 years	90	30%
	36–45 years	60	20%
	Above 45 years	30	10%
Education	School level	45	15%
	Undergraduate	135	45%
	Postgraduate	120	40%
Occupation	Student	105	35%
	Employed	120	40%
	Self-employed	54	18%
	Others	21	7%

This indicates that most of the participants were young and well-educated as 40 percent belonged to the age group of 18-25 and 85 percent had at least an undergraduate degree. Students and workers make up 75 % of the sample group which is reflective of an active online populace who utilize the web for educational as well as professional purposes. The greater percentage of postgraduates (40%) implies that people are probably more open to receiving

online information and advertising. Youth with education along-with work/study is a major segment so online ads are more useful for this group than others (Thanjavur district). The overall picture confirms our premise about this population being able to interact effectively and react appropriately towards advertisements on a website platform.

Table 2: Pattern of exposure to online advertisements

Variable	Response category	Frequency	Percentage
Daily use of online ads	Less than once a day	42	14%
	Once a day	96	32%
	2–3 times a day	108	36%
	More than 3 times a day	54	18%
Main platform for seeing ads	Facebook/Instagram	147	49%
	YouTube	81	27%
	Google Search	48	16%
	Other apps/websites	24	8%
Perceived ad relevance	Very irrelevant	36	12%
	Somewhat irrelevant	63	21%
	Neutral	72	24%
	Somewhat relevant	90	30%
	Very relevant	39	13%

It shows that, the vast majority of the respondents are exposed to online advertisements regularly, with 54% of them viewing them 2 or 3 times or more often per day, which indicates a high number of daily exposures to digital advertisements. The prevalent platforms are Facebook and Instagram, which make 49 percent of the ad exposure, which shows that social media has a big role to

play in determining the online advertisement reach in Thanjavur. Approximately 43 percent of the respondents believe that the ads are somewhat or very relevant, which indicates that a significant portion of respondents finds the content relevant and relevant to their interests. Nonetheless, the other 33 percent perceive the ads as neutral or irrelevant, citing the problem of targeting and

personalisation that can decrease effectiveness. The general picture of the table is that online advertisements are very visible, but require stronger relevance and

segmentation in order to make them more effective in impacting the internet users.

Table 3: Effectiveness of online advertisements on consumer behaviour

Variable	Response category	Frequency	Percentage
Influence on brand awareness	No effect	30	10%
	Slight effect	66	22%
	Moderate effect	102	34%
	Strong effect	102	34%
Influence on purchase intention	No influence	45	15%
	Slight influence	72	24%
	Moderate influence	108	36%
	Strong influence	75	25%
Attitude towards online ads	Very negative	21	7%
	Somewhat negative	48	16%
	Neutral	93	31%
	Somewhat positive	105	35%
	Very positive	33	11%
Perception of ad credibility	Not credible at all	39	13%
	Slightly credible	69	23%
	Moderately credible	108	36%
	Highly credible	84	28%

It demonstrates that online advertisements are moderately to strongly affecting brand awareness and purchase intention, as 68 percent of respondents said they were at least moderately affected by the advertisements in terms of brand awareness and 61 percent said they were at least moderately affected by the advertisements in terms of purchase intention. Most of the users have a neutral to positive attitude towards online advertisement with 70 percent reporting having a somewhat positive or very positive attitudes, which indicates increased acceptance of online advertisement in the district. Nevertheless, there is a significant 23 percent who hold a negative or very negative attitude towards online ads, which is a sign of apprehension towards the intrusiveness or credibility. The ad credibility is viewed with both high and low perceptions, with 64% perceiving the ad as moderately credible or higher, but 36% perceived it as low or not credible. Altogether, the table shows that online ads tend to be effective in terms of creating awareness and intention, though the effect could be enhanced through enhancing credibility and decreasing the presence of negative perceptions.

Suggestions

The targeted and platform-specific online advertisements by the businesses in Thanjavur should be designed with a special emphasis on the social media and mobile apps where they have maximum exposure. Advertisement messages must be topical, culturally sensitive and using simple words in order to strike a chord with local online audience. To improve the perceived relevance and minimise ad fatigue, marketers are advised to tailor message according to the age, education, and occupation. There is a need to enhance ad credibility through credible brands, straightforward information, and transparent offers rather than deceptive and exaggerated claims. The campaigns should be refined using regular feedback and analytics and the budgets should be allocated towards formats and platforms that appear to be much more engaged and converting. Digital literacy programmes can be reinforced by educational institutions and NGOs to assist the users to critically question online advertisements and make informed decisions. Lastly, the policy makers and industry organizations must promote responsible and

sustainable development of online marketing in the district through ethical advertising regulations.

Conclusion

The findings are that online advertisements are moderately to highly effective in increasing brand awareness and purchase intention of internet users in Thanjavur District. Educated young users who are digitally active are more responsive, which implies that the age and digital literacy are the defining factors with regard to ad effectiveness. Social media, especially Facebook and Instagram, appear to be the most effective tools to connect with the local audience. Nevertheless, the problems regarding the relevance of ads, their intrusiveness, and perceived credibility restrict the overall effects of the majority of users. Specific, culturally suitable and clear advertising campaigns may enhance engagement and trust considerably. On the whole, the study highlights the necessity of harmonizing online advertising activities with the local consumer traits and behaviour in semi-urban and regional markets...

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