

## Internet Advertising in France vs. Slovakia (comparison study)

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### Abstract

Advertising, marketing and commercial activities on the Internet are the most recent trends of the last few years. In most countries of the world, the Internet is operated on a fully commercial basis. More than a half of its users need it for commercial purposes. Marketing experts in businesses are the main users of information from the Internet. This article is focused at the customer's view at the Internet advertising in France a compare the results of the France and previous Slovak marketing researches.

**Keywords:** Internet marketing, internet advertising, Internet advertising acceptance, France, Slovakia

### 1. Introduction

Advertisement spread out everywhere in our world. In every possible media, there are advertisements: TV, Radio, Cinema, Newspaper, and Street. So, it is natural to find advertisement on the web. This new way to communicate, to buy, to search is also a marvelous media for the advertisements which are really important. For example, spam represents nowadays 80% of the traffic on the network. This article avoids the spam and represents a large business window with great opportunities (Madleňák, 2010).

This report studies the customer's view at the internet advertising in France and it will compare the result with a previous Slovak analysis. As a lot of people seem to be annoyed by the Web Advertisements (Web Ads), the study will help us to know the exact situation of the Web Ads. With this analysis, the business of Web Ads will know how to complete the process and will make the Web Ads more efficient.

### 2. Study aims and methodology

This study has two main aims:

- The improvement of the web use: With the knowledge of the French customers' view at the Web Ad, the use of the web will get better. Either the Web Ad are successful, either they fail. With the results, we can see that the feeling about the Web Ads is bad and, however they think that the Web Ads are succeeding which is a weird paradox we will explain.
- The economic improvement of the Internet: the knowledge of the precise impact of the Web Ads would be helpful to the firms which use this kind of communication. Statistics like the click percentage, the acceptance of the different kind of Web Ads will be precious indicators.

To lead this study until the end, we used a precise methodology (Madleňák, Mitrev, 2006, Madleňák, Vaculík, 2005):

- Determination of the context: As the Internet is a new tool; its context can change rapidly. In fact there are apparitions of new phenomena which need to be put together in order to explain the main issue of the survey. So we had to establish clearly the main issue:

#### **Issue: How does the French Internet customer react to the Internet Advertising?**

- This issue will enlighten me about the real effect of the Web Ads, its true success and, moreover with the comparison with the same Slovak survey (Madleňák, Mitrev, 2006), differences between two European countries.
- Research: The form of research – quantitative questionnaire. To reach potential respondents we decided to use the questionnaire. Our target respondents were online users therefore the decision about medium was very simple. We used online questionnaire (google docs). The respondents of the questionnaire are the representative sample of population from France (we set confidence interval estimate at 95% and acceptable margin of error at  $\pm 5\%$ ).

### 3. Results

The results of the questionnaire are divided to the four sections:

- You and Internet,
- You and advertising,
- You and Internet advertising,

- Personnel information.

The average person/respondent has a connection between 1 and 20 Mbs at home and is connected many times per day. The most useful services are E-mail, Information searching and live chatting (like MSN, Skype or ICQ). The average person/respondent cares a little about advertisement or rarely. TV, Internet and magazines are the media where we see lots of ads but it is TV where people are the most sensitive. The average person/respondent accepts advertisements and the kind of ads which affects the people is humorous and strange advertisements. Few respondents find an interest toward Internet Ads and a large scale find there are too many ads on the web. Lots of people think they are not influenced by Ads concerning their surf. The type of Web Ads accepted are Advertising links and banner with animated images.

Few respondents click on web ads and purchase after seeing an advertisement. However, almost the half of the sample thinks the advertisements fulfill their expectations and only 36% of the sample has stopped surfing on a website because there are too many ads. The type of advertisements wished on the web is humorous, strange and informative.

The average person/respondent is a male or a woman (it's almost equal) between 18 and 25 years old who is a student and lives in Paris or in the Paris suburbs. So the average income is less than 1,000 € per month.

### 3.1 Crossed results

The result of the questionnaire has shown the simple answer to the simple questions. But more interesting are the crossed results between two questions of the questionnaire. For some results, the result of the chi2 test will add some useful information.

#### 3.1.1 Sex and Interest to the Web Ads

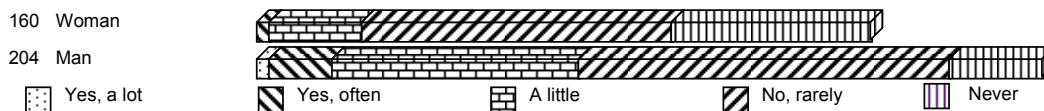


Figure 1. Sex and Interest to the Web Ads

The Web Ads interest mostly the men than the women (figure 1). The women do not seem to be really interesting by the Web Ads.

#### 3.1.2 View of the advertisements and captation of the advertisements

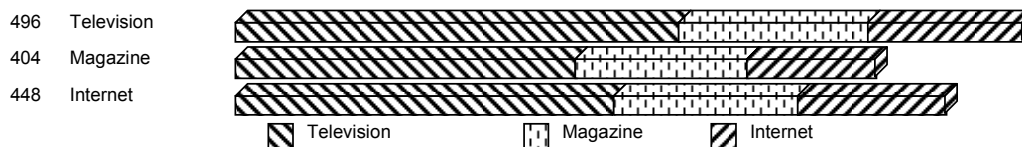


Figure 2. View and captation of the advertisements

This graphic (figure 2) explain the difference between the view and the captation (remember) of the advertisement. We study only the three biggest medias; TV, magazine and Internet. Here, and we understand that TV is the best media. To advertise, the Internet does not have the reputation and the impact of the TV and seems to have the same impact than the magazines.

#### 3.1.3 Interest to the advertisements and its influence to the web surfing

Table 1. Interest to the advertisements and its influence to the web surfing

<b>Influence Interest</b>	Yes, a lot	Medium influence	A little	Not at all	<b>TOTAL</b>
Yes, a lot	+0	-4	+4	0	<b>4</b>
Yes, often	+76	+60	-48	-16	<b>80</b>
A little	-8	+0	+12	-24	<b>136</b>
Rarely	-4	-16	0	+40	<b>124</b>
Never	-4	-20	0	+32	<b>20</b>
<b>TOTAL</b>	<b>24</b>	<b>108</b>	<b>180</b>	<b>52</b>	<b>364</b>

This table (table1) represents the interest of the person to the advertisement and the crossed results with the influence of the Web Ads on the web surfing. Results are the differences to the average (chi2 test). As the

correlation is good, it's possible to say that blue figures mean a great positive correlation and red ones a great negative one.

For example, people who are truly interesting in the advertisements (Yes, often) are always the ones whose web surfing is influenced by Web Ads.

### 3.1.4 Web Ads interest and achievement of the Web Ads aim

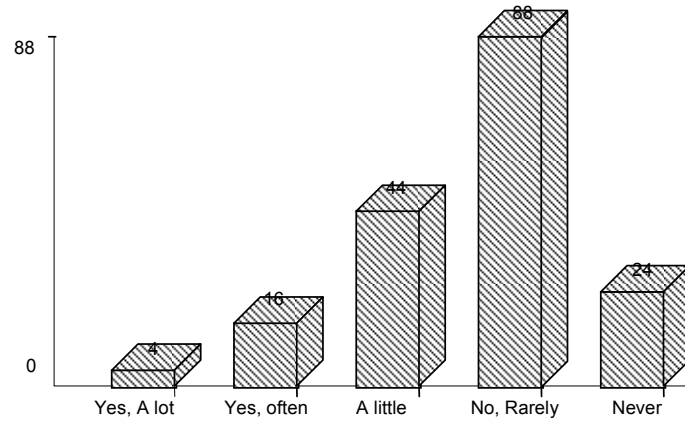


Figure 3. Web Ads interest and achievement of the Web Ads aim

This is an interesting result: throughout the population who believes that the Web Ad succeed to achieve its aims, a large proportion is not interesting in Web Ads. It means that a person believes that a Web Ad is successful on the population but not on a person. The population does not want to recognize that Web Ad as an influence on everybody.

### 3.1.5 Ads Interest and Web Ads Interest

Table 2. Ads Interest and Web Ads Interest

Web Ads Ads	Yes, often	A little	No, rarely	Never	TOTAL
Yes, often	<b>+76</b>	+0	-8	+0	<b>76</b>
A little	+0	<b>+56</b>	-8	-12	<b>136</b>
No, rarely	-36	<b>-36</b>	+36	+0	<b>124</b>
Never	-4	-24	0	<b>+76</b>	<b>20</b>
<b>TOTAL</b>	<b>20</b>	<b>88</b>	<b>172</b>	<b>76</b>	<b>356</b>

The results in the table (table2) mean there is a correlation between the two answers. People, who like Ads, like Web Ads and vice-versa. (chi2 test succeeded).

### 3.1.6 Quantity of Web Ads and kind of advertisement

Table 3. Quantity of Web Ads and kind of advertisement

Kind Quantity	Banner with animated images	Banner with text	Pop Up Window	Advertising links	Advertising movies	No one	TOTAL
Yes	-32	+0	+0	-20	+0	<b>+96</b>	<b>268</b>
Acceptable	+48	+0	+0	+28	+0	<b>-152</b>	<b>172</b>
<b>TOTAL</b>	<b>92</b>	<b>36</b>	<b>8</b>	<b>144</b>	<b>36</b>	<b>124</b>	<b>440</b>

People who find there is too much advertisement on the Net do not want any kind of Web Ads. They cannot stand any more the Web ads. The other one prefers two typical kinds of Web Ads: the banner with animated images and the advertising links. No one accept Pop Up windows which are really considered as SPAM.

### 3.1.7 Kind of accepted Web Ads and kind of hoped Web Ads

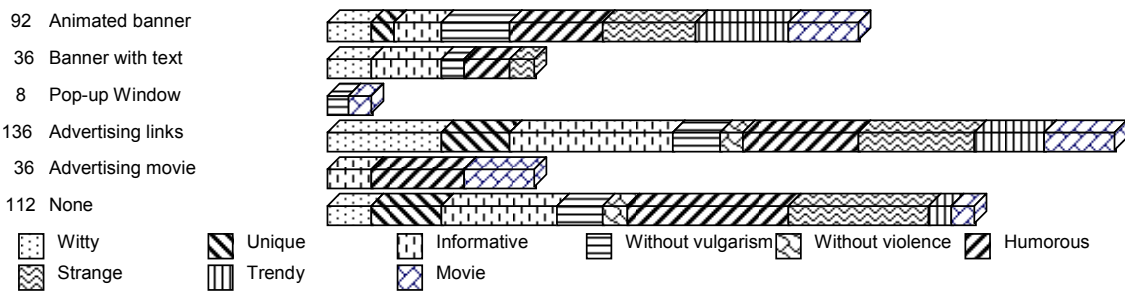


Figure 4. Kind of accepted Web Ads and kind of hoped Web Ads

This complicated graphic (figure 4) explains the fact that the population mostly prefers humorous ads. But it depends of the kind of Web Ads. For example, they prefer informative advertising links that humorous links.

### 3.1.8 Click on Web Ads and kind of accepted Web Ads

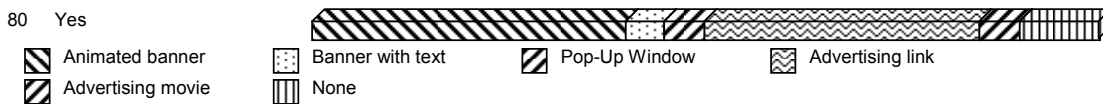


Figure 5. Click on Web Ads and kind of accepted Web Ads

As you saw with the crossed result (figure 5), the best kinds of Web Ads are Animated Banners and Advertising links. Due to those kinds, people appear to click on Web Ads. The other kinds of Web Ads do not seem to be useful.

### 3.1.9 Sensitivity to Web Ads and click

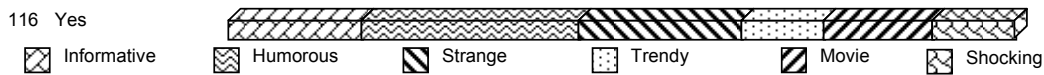


Figure 6. Sensitivity to Web Ads and click

When the clients click on a Web Ads, they do not have a preference for a special type of advertisement. There is absolutely no correlation.

### 3.1.10 Click on Web Ads and purchase

Table 4. Click on Web Ads and purchase

Purchase Click	Yes	No	TOTAL
Yes	+316	-20	56
No	-56	+4	308
<b>TOTAL</b>	<b>24</b>	<b>340</b>	<b>91</b>

The chi2 test shows (table4) a good correlation. Only those who click buy (which is logic) but there is something else to point: a large number of people does not click and buy but there is not a good correlation about it.

### 3.1.11 Stop visiting a web site and Web Ad Influence

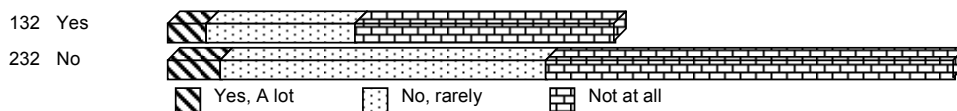


Figure 7. Click on Web Ads and purchase

This figure (figure7) is really interesting as it shows that we have to take care of what the population said on the questionnaire. The one who said not to be influenced by the Web Ads on the Internet surf have already stopped

visiting a web site.

#### 4. Summary

First of all, we have to take care about the answers. As we noticed on the crossed result 11, the population does not like to say that their surf is „guided” by the Web Ads. So we have to take this fact into consideration. The Web Ads are increasing but do not have the impact of the TV Ads. Not yet. The Web Ads do not disgust the customers of usual Ads. In fact, there is a proportional link: the more they like Ads, the more they like Web Ads. Furthermore, we know with crossed result (table 1) that the people who are interesting in Web Ads know that their surf is sort of guided or influenced. People who watch the Web Ads are truly interesting but only sometimes.

The most preferable kinds of Web Ads are the animated banners and the advertising links to web sites. The other kinds of Web Ads annoy the Internet user (Especially pop-up window). People do not often click, but when they do, the click on animated banners or advertising links.

The act of purchasing on the web is still rare in France (Only 6.6% of the sample) but it is growing up, especially with the youth.

As the women are less interested by the Web Ads, it should focus on the men. The Ads should focus on the humorous, informative and strange aspects. The society believes that Web Ad achieves its aims. So even if it does not work on a person, it works on the society. With crossed result (figure 10), we know that in fact, the Web Ads have an effect on every web user and influence their way of using the Internet.

And at last but not least, the creators of Web Ads have to take care: it is not so rare to see Internet users who stopped visiting a site because it was crowded with Web Ads.

#### 5. Conclusion

##### 5.1 Common's behaviors between Slovak and French surveys

The Internet activities are almost the same. E-mailing, information searching, live chatting and download are the main activities. About the Internet advertising, Slovak and French people think there are too much Web Ads. The percentage concerning the acceptable rate of quantity of Web Ads is almost the same.

The most acceptable types of Web Ads are the advertising links, no one and banner with animated images for the French. According to the Slovak survey (Madleňák, Švadlenka, 2009), banner with animated images, no one and banner with static image are the most accepted Web Ads. So, it's possible to see that banners are accepted according to the two surveys. The fulfillment of advertising expectations are almost the same, the two surveys show that people are divided on this fact.

About the comparison of the aggressiveness between TV and Web Ads, 53% of the sample of the Slovak people thinks that TV is more aggressive than Internet. According to the French survey, the captation of TV ads is also good which shows that TV ads are well perceived.

##### 5.2 The main differences between the Slovak and the French surveys

About the type of services used on Internet, the Internet bank accounts service is used by a large scale of the sample (70%). The purchase on the basis of Web Ads is low for the two countries. However, 34% of the sample in Slovakia declares that they purchase. In France, only 6.6% of our sample is ready to purchase. However, French people have the habit to purchase on online-site but Ads have not a crucial role.

The importance on demands on the Internet advertisements is also very different. The Slovak sample prefers ads which are truthful, evident and containing important information.

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