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INFLUENCE OF ONLINE ADVERTISEMENT ON THE BUYING BEHAVIOUR OF COLLEGE STUDENTS IN CHENNAI CITY

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ABSTRACT

Internet has grown tremendously in both its application and numbers of users due to its unique characteristics of flexibility, interactivity and personalization. It has been a very useful tool for communication, entertainment, education and electronic trade. The revolution of internet brought forth by information technology has an impact on daily lives. It has transformed business by allowing retailers to offer unlimited range of products and services to all customers from around the world at any point in time. The internet has emerged as an advertising medium, many companies have turned to the internet to advertise their products and services; and the internet is deemed to be the most significant direct marketing channel for the global market place. Companies are pouring billions of dollars in to internet advertising to obtain greater return on investment on ads.

Keywords:

Online Advertisement, College students, Buying behaviour

INTRODUCTION

The internet has given consumers more controlling in accessing information on product and services. There are several factors that contribute to customers pull for online content-consumers are the one who decides when, where, what and how much commercial content which they wish to view. The internet enables consumer to access an unlimited range of products and services from the companies around the world, and it has reduced the time and effort they spend on shopping.

Consumer play a much active role in searching for information online with some goal in mind, and that can influence individual behavior and respondents to online information and advertisement. With the rapid advancement in the computer industry, many companies have made the internet as a part of their advertising media mix to take advantage of the online technologies. The companies use the internet for advertisement of their product. They inform the public, product and its features through the internet. The internet now has become a popular advertising platform because marketers found that the internet possess greater flexibility and control over advertising material. Since the internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take advantage and maximizing the value of this communication medium.

There are several online sites available to sell the product of different companies to the public. Amazon, Snapdeal, Flipkart are the leading online shopping sites in India. These sites provide many offers and discounts while making purchases through the internet. They also provide special offers at time of the festival like Onam, Diwali, New Year etc. However, over the years marketing strategies have involved with technologies leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influences and drive purchases, fuel new growth and new market shares. The growth of online advertising both globally and locally outpace offline advertising. While outdoor advertisement is also experiencing growth, it is not growing as rapidly as internet advertising. The internet also play a vital role in changing the buying behaviour of each and every consumer.

ONLINE ADVERTISEMENT: AN OVERVIEW

Online advertising, also called online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. It includes email marketing, search engine

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marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

HISTORY

In early days of the Internet, online advertising was mostly prohibited. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had “acceptable use policies” that banned network “use for commercial activities by for-profit institutions.” The NSFNet began phasing out its commercial use ban in 1991.

TYPES OF ONLINE ADVERTISEMENT

BANNER ADVERTISEMENT

A **web banner** or **banner ad** is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server. When the advertiser scans their log files and detects that a web user has visited the advertiser's site from the content site by clicking on the banner ad, the advertiser sends the content provider some small amount of money.

SOCIAL MEDIA ADVERTISEMENT

Social network advertising is a form of online advertising found on social networking sites such as Facebook. Advertising on social media networks can take the form of direct display ads purchased on social networks; self-serve advertising through internal ad networks, and ad serving on social network applications through special social network application advertising networks.

MOBILE ADVERTISEMENT

Cell phone advertising is the ability for organizations and individuals to advertise their product or service over mobile devices. Mobile advertising is generally carried out via text messages or applications. The obvious benefit of mobile advertising for brands is that mobile devices such as smart phones are usually close to the owner throughout the day. This presents a cost-effective way for brands to deliver targeted advertisements across mobile platforms on a daily basis. Technologies such as location-based advertising also give marketers the ability to deliver.

EMAIL ADS

The first widely publicized example of online advertising was conducted via electronic mail. On 3 May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable used policies, electronic mail marketing rapidly expanded and eventually became known as “spam”.

The first known large-scale non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. Four months later, Laurence Canter and Martha Siegel, partners in a law firm, broadly promoted their legal services in a USENET posting titled “Green Card Lottery – Final One” Canter and Siegel's Green Card USENET spam raised the profile of online advertising, stimulating widespread interest in advertising via both Usenet and traditional email. More recently, spam has evolved into a more industrial operation where spammers use armies of virus-infected computers (botnets) to send spam remotely.

DISPLAY ADS

Online banner advertising began in the early 1990s as page owners sought additional revenue streams to support their content. Commercial online service Prodigy displayed banners at the bottom of the screen to promote Sears products. The first clickable web ad was sold by Global Network Navigator in 1993 to a Silicon Valley law firm. In 1994, web banner advertising became main stream when Hot Wired, the online component of Wired Magazine, sold banner ads to AT&T and other companies. The first AT&T ad on Hot Wired had a 44% click-through rate, and instead of directing clickers to AT&T's website, the ad linked to an online tour of seven of the world's most acclaimed art museums.

SEARCH ADS

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GoTo.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) created the first search advertising keyword auction in 1998. Google launched its “Ad Words” search advertising program in 2000 and introduced quality-based ranking allocation in 2002, which sorts search advertisements by a combination of bid price and searcher’s likeliness to click on the ads.

REVIEW OF LITERATURE

Comegys and Brennan (2003), in their study conducted in US and Ireland showed almost all college students were found to use the Internet. They are an integral part of “Net Generation.” Over three-quarters of them own their own computers. Avast majority subscribe to an online service provider. All have access to both computers and networks at their respective institutions of higher learning. Evidence was gathered to support the fact that college students spend, on an average, between 7 to 12 hours per week online. While online, they use their computer capabilities for a myriad of activities including doing research, conducting job searches, playing games, getting weather reports, communicating e-mail, accessing banking services, downloading music and computer software, obtaining maps and directions, chatting, and shopping.

According to a study in the US, younger consumers searched for more products online than older consumers, but they did not buy more online. Younger consumers were more likely to agree that online shopping was more convenient than older consumers. Also, if they searched for product online, older consumers were more likely to buy the product online than younger consumers.

STATEMENT OF PROBLEM

Advertisement is expected to shift and spend millions in internet advertising in the coming year than TV, print ads other traditional advertising media. Internet advertising broadly consist of various commercial content format delivered by the video clip, print and audio, either solicited or unsolicited and induces the company websites, co-operate logos , email messages, pop-ups, brand ads ,skyscraper ad ,buttons ,interstitials , hyperlinks, dynamic media and interactive games.

In this century, online advertisement have a significant role in the changing buying behaviour of college student. There are several online sites available for online shopping. Amazon , snap deal ,flip kart etc. are emerging online shopping sites in India . The online store can give many things like real store such as display the product , giving special offer and discount etc. The main attraction of online advertising is that all advertisement includes special offer and discount . So it can increase customers (college students) of online shopping. Variety of branded products are available in these online shopping sites . It included branded shoes ,shirt, cooling glass etc. Changing the trends of college students also affect their buying behaviour and it will affect their approach to the online shopping.

But sometimes there are chances for cheating and fraud. Using of fake shopping sits, wrong delivery of product, lagging of product are the main problems are faced by the students. In some cases they lost their money. This study focus on examining the influence of online advertisement in buying behaviour of college students.

OBJECTIVES OF THE STUDY

To check the awareness of college students while using the online shopping.

To check the attitude of college students for buying the online product.

To check the problem faced by the college students while using online shopping.

SCOPE OF THE STUDY

This study covers a survey among the selected group of Chennai College students can be applied to whole target college students. By this study, we can find out whether the college students are aware about the online advertisement and online shopping . Also find out that what are the factors affect purchase decision of college students on online products.

RESEARCH METHODOLOGY

DATA COLLECTION

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For the purpose of the study, data was collected mainly from primary sources and also from secondary sources. The primary data was collected from 60 college students. The secondary data was collected from authorized books on marketing and internet.

SAMPLE SIZE

60 samples were selected for the purpose of the study .This sample consists of sample from only Chennai city college students.

REASERCH DESIGN

This study is both analytical and descriptive in nature. It focuses on the college student's preference and attitude towards to the online advertisement and online shopping.

FINDINGS

1. Out of 60 respondent 33(55%) are male and 27(45%) are female.
2. Out of selected sample, 71.7% are PG students and 28.3% are PG students.
3. Majority of students (97%) are internet users. other 3% are not the internet users.
4. 48.3% of students spend 2-3 hours on internet in a day and 31.7% of students spend 1-3 hour in a day. 10% students spend 3-4 hours on internet in a day and other 3% students are spending 5 or more hour in a day.
5. Majority of the college students use internet for the purpose of chatting and social networking and only least of college student use the internet for the purpose of downloading.
6. Face book advertisement mostly influences the college students.
7. Twitter advertisements never influence the college students.
8. Out 60 respondents, 36.7% students are interested in the advertisements of new product launch.
9. 31.7% respondents are interested in product feature advertisement, 10% student are interested in sales promotion advertisement.
10. Majority of college students are interested to buy apparel product through internet.
11. Amazon is the mostly used online site by the college students.
12. Majority of students agrees that main feature of online shopping is that they provide offers and fewer prices.
13. Another finding during the survey is that online shopping provides wide selection and branded products.
14. Surveys indicate that t h e majority of students (68%) use the cash on delivery mode for payment of cash.
15. Majority of student agrees that the main problem of online shopping is that there are too many steps for selecting products from various shopping sites.
16. 46.7% of students are satisfied with the services provided by the online shopping sites.
17. Majority of the students believe that online traditional shopping is better than offline shopping.

SUGGESTIONS:

One of the main reasons for not doing online shopping is that less chance of making bargaining so the companies should allow the bargaining.

The company should add customer review below the advertisement of the product. So, the review can help the customer's purchase decision.

Provide many payments mode option necessary examples: credit card facility, debit card facility, cash on delivery etc.

CONCLUSION

The study has been conducted to examine the influence of online advertisement in buying behaviour of college students. The information about the awareness of college students on using online shopping and online advertisement , attitude of college students while using online shopping and the problem faced by college students while using online shopping are found out from the study.

The study indicates that 95% of college students use the internet for various purposes .But 5% of college students do not use the internet. The internet users also give importance to the online advertisement and online shopping .The respondents buy the products through the various online shopping sites. Most the students are likely to buy the product through the amazons. Providing offers and availability of branded

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products are the main reason for choosing online shopping by the students. The students are also satisfied with the services provided by the online shopping but they do not agree that online shopping is better than traditional shopping. Because there is too many steps for selecting products and warranty is not described.

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