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Influence Of Online Advertisements In Buying Behavior Of College Students In Kallakurichi

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ABSTRACT

Consumer behavior may be impacted by the growth of online advertising in several ways. First off, since online advertising is targeted, consumers may feel more individualized and likely to make a purchase. This could boost brand loyalty. Compared to generic marketing initiatives, consumers might be more responsive to advertising messages that are pertinent to their needs and interests. Second, because online advertising is so common, it may cause "banner blindness," a condition where people grow numb to the never-ending stream of promotional material. This could eventually reduce the efficacy of online advertising. Lastly, customers can be better equipped to make informed judgments about what to buy by having easy access to price and product information online. This could lead to heightened competition and price sensitivity.

Key Words: Application, Online, Advertisement, Buying, Consumer,

Introduction

Internet has grown tremendously in both its application and number 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 change brought forth by information technology has an important impact on daily lives. It has transformed the way we do business by allowing retailers to offer an 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 their 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.

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

Consumers 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 part of their advertising media mix to take advantage of the online technologies. The companies are uses the internet for advertisement of their product. They inform the public product and its features through the internet. The internet not has become a popular advertising platform because marketers found that the internet possesses greater flexibility and control over advertising material. Since practitioners are interested in understanding how to take advantage and maximizing the value of this communication medium.

Bhattacharya and Sharma (2023) provide valuable insights specific to the emerging Indian online retail market. Their study investigates the interplay between COO, trust, and satisfaction in shaping online purchase intentions, aiming to understand how consumers in this unique context react to cues related to a product's origin. The research reveals that the COO plays a significant role in driving online purchase decisions through its mediating effect on both trust and satisfaction. Positive perceptions of a product's COO led to increased trust and satisfaction, which ultimately translated into a higher willingness to purchase online. This highlights the importance of understanding how Indian consumers react to COO cues, as these perceptions can significantly influence their online shopping behavior.

Durrani et al. (2023) delve into the complex relationship between online shopping addiction, compulsive buying behavior, and life satisfaction among university students in Pakistan. Building on research highlighting the potential downsides of excessive online shopping (e.g., Demetrovics et al., 2020), their study specifically focuses on university students to understand if online shopping addiction influences their spending habits and well-being. Their findings reveal a concerning connection: online shopping addiction acts as a significant predictor of both compulsive buying behavior and a decline in life satisfaction among university students. Interestingly, the study also observed that female students reported higher levels of both online shopping addiction and compulsive buying compared to their male counterparts. This potentially translates to lower life satisfaction for female students struggling with these behaviors.

Kavitha K.S. & Revathi R (2023) have investigated that the impact of social media advertising on college students' online shopping habits in Namakkal district. The study found that social media ads significantly influence student' buying behavior. Additionally, most students accessed social media on smart phones and preferred cash on delivery for online purchases.

Singh A etl. (2023) has analyzed that the impact of creative marketing on customer buying behavior. They analyzed data from 415 individuals and found that creative marketing strategies significantly influence customer purchasing decisions. The study recommends that businesses leverage creative marketing methods to boost customer engagement and ultimately, their sales.

Araujo (2022) has noted that researchers investigated the impact of TikTok video advertisements on Generation Z's behavior and purchase intention. They found that emotional content has a significant positive effect on Generation Z's behavior and purchase intention while entertaining and informative content have no significant effect. This suggests that marketers and advertisers should focus on creating TikTok video advertisements that are emotional to target Generation Z effectively.

A. Banda (2022) has suggest that the research study at Copper belt University School of Medicine aimed to investigate the impact of product advertising on medical students' buying behavior. Despite advertising's potential to raise awareness, interest, and desire, findings revealed no significant effect on purchasing behavior. While advertising typically influences consumer actions, intervening variables in this context hinder its impact. Despite generating awareness and interest, medical students did not translate these into purchases, leading to the acceptance of the null hypothesis.

Arul. T (2022) has inferred that this study reveals that people aware of digital channels in spite of their educational qualification and the customer prefer digital channels to buy any sort of products. By analyzing the collected data from the respondents using chi-square test its is found out that no much role of monthly income of the people associate with kind of products they wish to buy preferring digital channel. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product.

Anandaraman R (2021) has noted that international trade is major concept welfare of labour intensive, capital, investment and technology resources promote marketing background throughout world. International trade exchanges of goods and services between countries developing economy inflation. International trade is exchange of capital good and consumed product transfer across the international borders or territories. International trade is lockdown period failure of commercial activities not supply of home appliances products, natural resources during COVID-19 pandemic in Indian economy. Government of india not finalized the export and import extend the marketing network, working capital and reduction of economy growth rate.

Statement of Problem

In the Impact of Online Advertisement, the drawback is shown ads related to what we search on the website. In that case, there are advantages and disadvantages. Most people have an advantage because of the discount and cash back offers shown in the ads, most of the ads we get on you tube, Instagram, Face book, etc., but in the other case, the people are searching about the product but some companies are selling our data to other companies. In that time the advertising companies make more ads on their websites, applications and social media sites. The ads make tempts us to buy the product if the product is useless. Advertisements are expected to shift and spend millions in internet advertising in the coming year than television, 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 ads, buttons, Interstitials, hyperlinks, dynamic media and interactive games.

Table -1 Profile of the Respondents

Profile	Variables	No of Respondents	Percentage
Age	17-19	19	25.3
	20-22	51	68.0
	23 and Above	5	6.7
	Total	75	100
Gender	Male	41	54.7
	Female	34	45.3
	Total	75	100
Education	UG	61	81.3
	PG	14	18.7
	Total	75	100
Family Type	Joint family	20	26.7
	Nuclear family	55	73.3
	Total	75	100
Number of Family Members	3-4	28	37.3
	5-6	44	58.7
	Above 7	3	4.0
	Total	75	100
Area of the Residence	Urban	22	29.3
	Rural	53	70.7
	Total	75	100
Monthly income of Parents	10000-20000	10	13.3
	20000-30000	30	40.0
	30000-40000	35	46.7
	Total	75	100

Sources: Primary Data

The above table no: 1 shows the Age of the respondents. It is shows that 25.3% of the respondents are 17-19, 68% of respondents are 20-22 and 6.7% of the respondents are 23 and above. Hence, it is concluded that most of the respondents are aged between 20-22 years.

The above shows the gender of the respondents. It is shows that 54.7% of the respondents are male and 45.3% of the respondents are female. Hence, it is concluded that most of the respondents are male.

The above shows the education and qualifications. It is shows that 81.3% of the respondents are UG and 18.7% of the respondents are PG students. Hence, it is concluded that most of the respondents are UG students.

The above table shows the Family type. It is shows that 26.7% of the respondents are Joint family and 73.3% of the respondents are Nuclear family.

The above table shows the Number of family members. It is shows that 37.3% of the respondents are 3-4 family members, 58.7% of the respondents are 5-6 family members and 4.0% of the respondents are above 7 family members. It is shows that 29.3% of the respondents are residing in Urban and 70.7% of the respondents are residing in Rural. It is shows that 13.3% of the respondents are earning Rs.10000-20000, 40.0% of the respondents are earning Rs.20000-30000 and 46.7 of the respondents are earning Rs.30000-40000.

Table -2 Function of online Advertisements

Function	Variables	No of Respondents	Percentage
Internet Connection	Yes	75	100
	No	-	-
	Total	75	100
Spending Time	1-2 Hours	14	18.7
	2-3 Hours	50	66.7
	3-4 Hours	7	9.3
	More than 4 Hour	4	5.3
	Total	75	100
Watch Online Advertisement	Never	19	25.3
	Sometimes	52	69.3
	Often	3	4.0
	Every time	1	1.3
	Total	75	100
Online Advertisement is Necessary	Yes	70	93.3
	No	5	6.7
	Total	75	100
Influence your Shopping Attitude	Yes	60	80.0
	No	15	20.0
	Total	75	100
Influenced ads	Google ads	36	48.0
	Facebook ads	13	17.3
	YouTube ads	4	5.3

	Other ads	11	14.7
	All of the Above	11	14.7
	Total	75	100

Sources: Primary Data

The above table shows the Internet connection facilities. It is shows that 100% of the respondents are using Internet connection facilities. It is shows that 18.7% of the respondents are spending time 1-2 hours, 66.7% of the respondents are spending time 2-3 hours, 9.3% of the respondents are spending time 3-4 and 5.3% of the respondents are spending time of internet more than 4 hours. It is shows that 25.3% of the respondents are watch Never, 69.3% of the respondents are watch Sometimes, 4.0% of the respondents are watch Often and 1.3% of the respondent watch online advertisement Every time. . It is shows that 93.3% of the respondents are satisfied with online advertisement is necessary and 6.7% of the respondents are not satisfied with online advertisement.

It is shows that 80.0% of the respondents are satisfied with shopping attitude and 20.0% of the respondents are not satisfied shopping attitude. It is shows that 48.0% of the respondents are influenced Google ads, 17.3% of the respondents are influenced Face book ads, 5.3% of respondents are influenced YouTube, 14.7% of respondents are influenced other ads and 14.7% of respondents are influenced all types of ads.

Objectives of the Study

This study aims at a different category of online advertisement and explores how online Advertisements impact students buying behavior.

- To study the attitude of college student for buying the online product.
- To check the problem faced by the college student while using online shopping.
- To examine the relationship between online advertisements and buying behavior.
- To suggest various measures to improve the online advertising methods

Scope of the Study

This study covers survey among a selected group of college students. The behavior and attitude of sample college student can be applied to whole target college student this study is restricted to some parts of Kallakurichi only by this study we can find out whether the college students are aware about the online advertisement and online shopping. Also find out that which are the factors is affected purchase decision of college student on online product.

Limitations of the Study

The research is a study on The Impact of Online Advertisement and Students Buying Behavior.

- The study is restricted itself to the online users who are buying products online
- The study assumes that the information was given by the online users without any bias.
- The study is done based on the opinion of the samples taken random, the size of which is 75.

- This researcher has found a problem in preparation for the questionnaire considering some of the responders did not give their proper response.

Research Methodology

This study is both analytical and descriptive in nature. It focus on the college students. Preference and attitude towards to the online advertisement and online shopping.

Sample size

This research is under primary data and secondary data. The primary data is collected from 75 respondents from online shopping consumer to know the impact of the online advertisement and the impact of buying the product through the online website.

Sampling Techniques

This research is under primary data and secondary data. The researcher is collecting the lacked data from the respondents who have using online and buying products online. For the collecting of primary data, 75 respondents were selected by Convenience Sampling method.

Data Collection

For the purpose of the study data were collected mainly from primary sources and also data from secondary sources are used.

➤ Primary Data

The primary data were collected from 75 college students in Kallakurichi.

➤ Secondary Data

The secondary data were collected from authorized books on marketing and internet.

Sample Size

75 samples were selected for the purpose of the study this sample consists of sample from college students.

Findings

- Most of the respondents are in the age group of 20-22 years.
- Most of the respondents are Male.
- Most of the respondents are UG students.
- Most of the respondents are Nuclear Family.
- Most of the respondents are 5-6 Family members.
- Most of the respondents are residing in Rural.
- Most of the respondents are parents income ofRs.30000-40000.
- Most of the respondents are using internet connection facilities.
- Most of the respondents are spending time of internet 2-3 hours.
- Most of the respondents are watch online advertisement Sometimes.

- Most of the respondents are satisfied with the online advertisement is necessary.

Suggestions

- One of the main reasons for not doing online shopping is that less chance of making bargaining, there the companies should allow the bargaining.
- There is a low level of Internet access and lack of knowledge of on line shopping . Therefore the company should give the student awareness through different ways.
- The company should be transparent in revealing the consumer comments. No Comment is to be hidden. If so, the grievances can be expressed by the buyers without any difficulty, which will improve the well being of the traders.
- Provide many payment mode options necessary.eg; credit card facility, debit card facility, cash on delivery etc.

Conclusion

The study conducted to examine the influence of online advertisement in buying behavior of college students. The information about the awareness of college students on using online shopping and online advertisement Attitude of college student while using online shopping and what are the problem faced by college students while using online shopping are achieved from the study. The study indicates that 100% of college students are the use the internet for the various purposes. The Internet users also give Importance to the online advertisement and online shopping the respondents also buy the product through the various online shopping sites. Most the students also like to buy the product through the amazon. Provide offer and availability of branded product are main reason for choosing online shopping by the student. The students are also satisfied with the services provided by the online shopping but they not agree that online shopping is better than traditional shopping. Because there is too many steps for selecting product and warranty is not described.

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