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EFFECTIVENESS OF INTERNET ADVERTISEMENT ON COLLEGE STUDENTS BUYING BEHAVIOUR IN KUMBAKONAM

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ABSTRACT:

Internet advertising uses the internet to deliver promotional marketing messages to consumers. The most glamorous item of promotion mix is the advertising. Online advertisement is more attractive to the consumer as it uses various ways to advertise ideas. According to recent research on the consumer behavior of the internet users there are four distinct groups of consumer; exploration, entertainment,

shopping, information. The purpose of the study is to see the impact of online advertisement on consumer behavior only from the college student perspective. There are five independent variables in the study and one is the dependent variable. For the study data is collected from 50 respondents and put into the SPSS to draw the conclusion through chi-square test. The study concludes that 56.4% change in dependent variable is due to independent variable and online advertisement has a significant impact on consumer buying behavior and it is a large segment.

KEYWORDS: Shopping, Marketing, Internet Advertisement, Buying Behaviour.

INTRODUCTION

Internet as an advertising medium is versatile and this is it where it stands apart from the conventional advertising medium. It is a highly flexible medium that allows you to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day.

Online marketing media allows the user to make changes as and when required to meet the latest demands of the market. The main strength of Internet as an advertising medium is its ability to reach out to a vast audience at one goes. Internet advertising is also not bound by limitations such as time and accessibility as one can surf the internet at any time of the day making your advertisement available 24x7 unlike television advertisements to which the viewers can't go back or the newspaper advertisements that go in the waste once they are read in the morning. Day in and day out, businesses are going online to advertise their products and

services. The internet combines aspects of print, television, and radio advertising in an interactive environment. It presents a new and fast-paced experience for customers. Thus, online advertisement is becoming one of the most preferred medium of advertisement and one with extreme potential for growth. Various researchers have studied numerous factors that might have an impact on Internet advertising recall. The factors include ad characteristics, Internet users' viewing mode and duration of viewing, campaign publicity, attitudes toward the web site or ad, and curiosity and innovative advertising strategy.

Danaher and Mullarkey (2003) examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner ads on both aided and unaided recall. The authors did not find any significant impact of the web site context factors on advertising recall. The key finding was that the duration of page viewing is a strong determinant of the ability to recall banner ads; however, a minimum level of exposure (around 40 seconds per page) is required to achieve a reasonable level of advertising recall. Internet is an emerging source and expanding more and more. The growth of internet forces the advertisers to use this to attract the customer. Online advertisement is more attractive to the consumer as it uses various ways to advertise ideas like through different websites, social media, pop up ad etc. It comprises all sort of banner, email, in game and keyword advertising. In today's market scenario ubiquitous advertising is a matter of importance because world has become global village and internet is a ubiquitous medium for advertising (Aziz & Brown, 2013). The study is conducted to see the impact of online advertisement on consumer behavior only from the college student perspective. The little research in India has been done on the area of online advertisement and the domain of students is not studied yet.

OBJECTIVES OF THE STUDY

- To know the most effective media of advertisement.
- To find out the reasons for preferring on line advertisement.
- To offer valuable suggestions based on the findings of the study.

SCOPE OF THE STUDY

With the introduction of internet in our daily life, it has become a need for everyone. People use internet for everyday tasks. Internet is no longer just a medium of getting information for people. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. Every day, several new websites are being introduced covering different sections like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites every day from different parts of the world. Another important place for advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name.

METHODS AND MATERIALS

The data collection method is quantitative and close ended questionnaire that is framed in terms of number is use. The approach that is use is deductive approach. The data is only collected from the college students to see the impact of online advertisement on them purchase behavior. The sample size for carrying out this research is of 50 respondents.

DATA ANALYSIS AND INTERPRETATION

Table 1: Socio-demographic Profile of the Respondents

Particulars	N=50	Percentage (100%)
Age		
18yrs	06	12
19yrs	21	42
20yrs	16	32
21yrs & Above	07	14
Gender		
Male	29	58
Female	21	42
Martial status		
UG	37	74

PG	13	26
Family monthly Income		
Below Rs.10000	19	38
Above Rs.10000	31	62
Overall buying behaviour		
Low	19	38
High	31	62

Source: Primary data

Percentage analysis indicates that more than one third (42%) of the respondents 19yrs of age, 32% were 20yrs, 14% were 21yrs & above and remaining 12% were below 18yrs.

More than half (58%) of the respondents were male and remaining 42% were female. Majorities (74%) of the respondents were UG and remaining 26% were PG. Majority (62%) of tribe family monthly income above Rs.10000 and remaining 38 per cent were below Rs.10000. More than half (62%) of the respondents were high level of buying behaviour and remaining 38% were low level.

Table 2: Association between Educational Qualification of the Respondents and their Overall Buying Behaviour

Educational Qualification	Overall Buying Behaviour		Statistical Inference
	Low	High	
UG (n=37)	16	21	X ² =9.457 Df=1 0.003<0.05 Significant
PG (n=13)	03	10	
Total	19	31	

Research Hypothesis: There is significant association between educational qualification of the respondents and their overall buying behaviour

Chi-square test indicates that there is significant association between educational qualification of the respondents and their overall buying behaviour. Hence, the calculated value is less than table value ($p < 0.05$). The research hypothesis is accepted.

CONCLUSION & SUGGESTION

The items are valid and questionnaire is adopted for the study from previous researches. To check the reliability of each item applied the reliability test. The reliability of each item is more than .7 which shows a good consistency of results. Except accessibility all the independent variables has significant correlation with consumer buying behavior. All the independent variables has positive relation with consumer buying behavior. The increase in one unit of each item leads to a positive increase in buying behavior. The study concluded 56.4% change in dependent variable is due to independent variables. The study also concluded that online advertisement has an impact on the buying behavior of the college students of India and it's a considerable segment that should be targeted and a lot of revenue can be gain from this segment. There are some other variables that can also be studied are studying the relation that can be the use of graphics in ad, animation and others. The study can be conducted on the professionals.

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