



A STUDY ON THE EFFECT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The finding of this study reveals significant insights into the relationship between online advertising and consumer buying behavior. It is observed that well-executed online advertising campaigns can effectively influence consumer perceptions, preferences, and purchase intention. The study identifies the use of personalized content, interactive features, and social media engagement. Additionally, the research highlights the importance of trust, credibility, and transparency in online advertising, as consumers are more likely to make purchase decisions when they perceive the information as reliable.

INTRODUCTION

The subject of internal and external elements influencing the decision-making process is consumer purchasing behaviour. Studying "the processes involved when individuals or groups select, purchase, use, or dispose of goods, services, ideas, or experiences to meet needs and desires" is known as consumer behaviours (Solomon, 1995). A form of communication called advertising is used to persuade a certain audience to adopt a new action. Advertising is carefully considered as a key and crucial component in the economic success of the dealers and other firms in the marketplace.

Advertising is typically a for-profit kind of promotional content created by a sponsor and distributed through a variety of modern and conventional media, including blogs, websites, text messages, television commercials, radio ads, outside advertising, newspaper editors, and magazine mail. Also, the advancements and technology advances have made advertising more prevalent and powerful in its effects. Early advertisers believed that advertising could be very effective because it "comes via and strongly achieves the supposed and persuasive goals as "the early bullet or "hypodermic needle" modes of conversation which has given rise to the earliest idea of verbal exchange outcomes.

STATEMENT OF PROBLEM

Internet advertising, which has recently been used by all businesses due to its accessibility and larger coverage than conventional media, appears to be the most recent method for advertisements given the increasing age of the internet and the tendency of people utilizing it for shopping and searching. Now the debate is whether online advertising is more successful than traditional media. Do individuals purchase goods as a result of internet advertising? Do additional elements affect consumers' perceptions of advertisements?

OBJECTIVES OF THE STUDY

- To know the core concept of Online Advertising
- To find out the factor influencing consumer's buying decision
- To study the impact of online advertisement on the Consumer Behaviour
- To investigate the effectiveness of online advertisements
- To determine if internet ads influence Nepalese consumers

SCOPE OF THE STUDY

The studies mainly concentrated in Coimbatore. The sample selected from the population is 175, it includes males and females. The study belongs to the area of marketing and it has been conducted on March 2023. The main intention behind the study is to find out the effectiveness of online advertising in creating consumer buying behaviour among youth.



RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified that next step is to collect the data which is relevance to the problem identified and analyse the collected data in order to find out the hidden reasons for the problem.

DATA COLLECTION

PRIMARY DATA

Primary data is collected by the concerned project researcher with relevance to problem. So, the primary data is original in nature and is collected first hand.

SECONDARY DATA

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, brochures, pamphlets, newspapers, journals and internet were taken in to consideration.

SAMPLING TECHNIQUE

A Random sampling method was used in the study for data collection.

SAMPLE SIZE

The sample was taken from the universe on random sampling basis in Coimbatore. The sample size designed for this project is 175 keeping in mind the paucity of time and also the customer base of the organization in their search area.

REVIEW OF LITERATURE

Belch and Belch (2003,) Described of their have a look at that at a few states of affairs in the course of the buying method, customers forestall searching out and comparing statistics before going to the next stage. At this stage, buyers determine whether or not or not they are able to reap merchandise or no longer. The buying choice depends at the motivation and impact of other buyers thru opinions and recommendation.

ANALYSIS AND INTERPRETATION

TABLE 1
AGE GROUP OF THE RESPONDENTS

AGE GROUP	No. OF RESPONDENTS	PERCENTAGE
18-25	81	46%
25-35	63	36%
35-45	21	12%
45& above	10	6%
TOTAL	175	100

INTERPRETATION

The above table shows that 46% of respondents are in the group of 18-20 years 36% are 25 to 35 years 12% are 35 to 45 years, 6% are 45 & Above.

- **Majority of the respondents are 18-25(46%).**

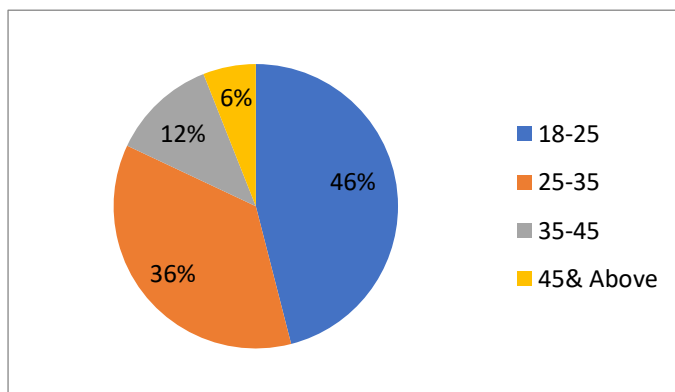




TABLE 2
WHICH TYPES OF ONLINE ADVERTISEMENTS DO YOU FIND MOST EFFECTIVE

FACTORS	No. OF RESPONDENTS	PERCENTAGE
Banner ads	58	33%
Video ads	56	32%
Social media ads	51	29%
Sponsored content/native ads	10	6
TOTAL	175	100

INTERPRETATION

From the above table 33% of the respondents have chosen Banner ads; 32% of the respondents have chosen Video ads; 29% of the respondents have chosen social media ads; 6% of the respondents have Sponsored content/native ads.

- **Majority of the respondents are Banner ads (33%).**

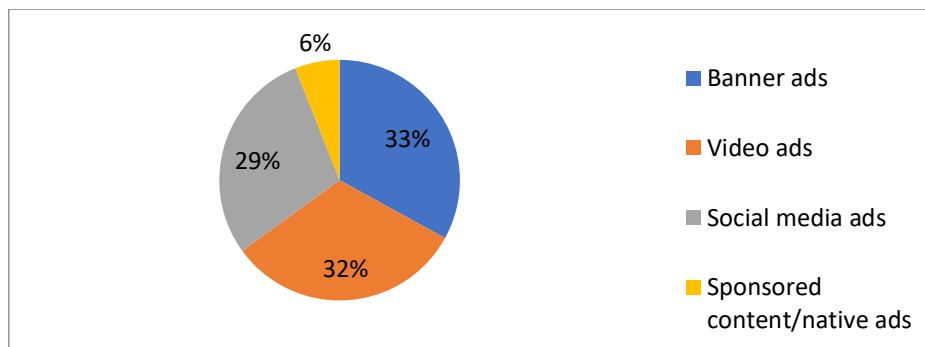


TABLE 3
HOW SATISFIED ARE YOU WITH THE OVERALL EXPERIENCE OF ONLINE ADVERTISING

FACTORS	No. OF RESPONDENTS	PERCENTAGE
Highly Satisfied	69	39%
Satisfied	40	23%
Neutral	48	27%
Not Satisfied	14	8%
Highly Not Satisfied	4	2%
TOTAL	175	100

INTERPRETATION

From the above table 39% of the respondents have chosen Highly Satisfied; 23% of the respondents have chosen Satisfied; 27% of the respondents have chosen Neutral; 8% of the respondents have chosen Not Satisfied; 2% of the respondents have chosen Highly Not Satisfied

- **Majority of the respondents are Highly Satisfied (39%).**

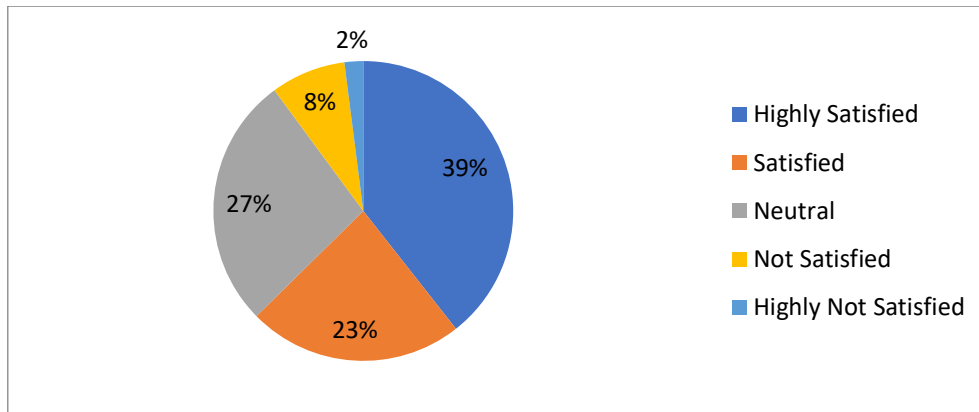


Table 4

HOW OFTEN DO YOU SEE ONLINE ADS WHILE BROWSING THE INTERNET

FACTORS	No. OF RESPONDENTS	PERCENTAGE
Very Often	93	53%
Often	57	32%
Not Often	25	14%
TOTAL	175	100

INTERPRETATION

From the above table 4.1.19 53% of the respondents have chosen Very Often; 25% of the respondents have chosen Often; 27% of the respondents have chosen Not Often.

- Majority of the respondents are Very Often (53%).

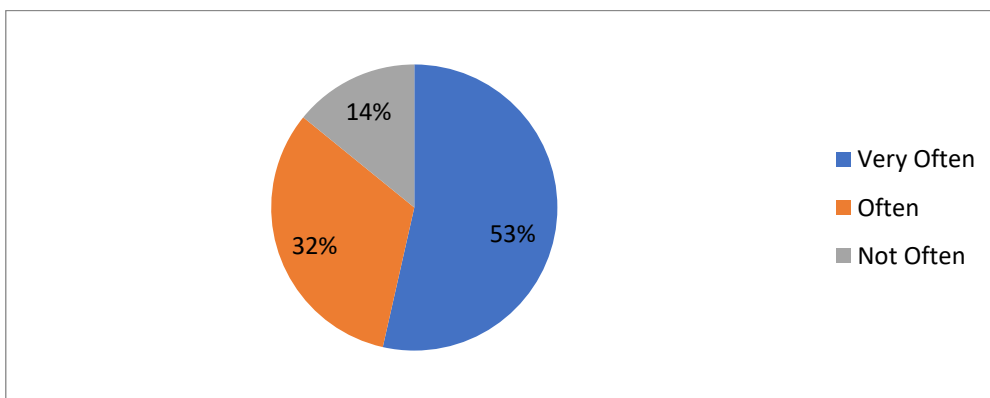


TABLE 5

RATING OF THE FOLLOWING ASPECTS OF ONLINE BUYING

FACTORS	5(5)	4(4)	3(3)	2(2)	1(1)	TOTAL	MEAN SCORE
Services	107	29	19	10	10	175	4.16
	535	116	57	20	10	738	
Products	48	83	22	20	2	175	3.89
	240	332	66	40	2	680	
Availability	59	31	61	21	3	175	3.69
	295	124	183	42	3	647	
Quality	65	38	19	42	11	175	3.59
	325	152	57	84	11	629	



INTERPRETATION

The above table 4.3.1 shows that the 1st highest mean value is secured for Services by respondents, the 2nd highest mean value is secured for Products, the 3rd highest mean value is secured for Availability, the 4th highest mean value is secured for Quality.

CONCLUSION

The study entitled "Effectiveness of online advertisement in creating consumer's buying behaviour among youth" made an earnest attempt to ascertain the importance of online advertisement. The study helps to assess the effectiveness of online advertisement on buying behaviour among youth. It is concluded that the advertisement affects the youth as compared to the other category of people. The price and product design are the most important factors which draws the attention of youth. The advertisements with more visual treat can attract large number of respondents.

REFERENCE

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