Impact of Online Advertisement on Youth Purchasing Behaviour

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ABSTRACT

In my study i focus comparison of print advertising and online advertising with reference to impact of online advertisement on youth buying behaviour. This study attempts to explore which medium is more effective in modern era and challenging competition faced by small businesses. Every advertising medium has its own challenges and limitations. Now a day many brand focuses on both medium to diversify their marketing mix. One of the most important fact here is the growing usage of the online medium by today's youth. A single website has potential reach to their customer in a geographical diversified market. The circulation of print media like magazine and newspapers of sending direct mailing to customers limits their number of consumers that print media. Advertisements must connect With their customer and convince to make a purchasing decisions. Internet users spend few second on a web page which can make it difficult for an advertisement to attract their customer attention. In addition online users have also an option of installing different types of ad- blocking software to prevent ads from appearing on websites. Print media users spend several minutes reading each page of any brochures, magazine or newspaper which gives advertisement more time to connect with their customers.

This study will use survey methods to know the effectiveness of both forms of advertising to find impact on buying behaviour of youth.

Keywords: Print advertising, Online advertising, Youth Purchasing Behaviour

Introduction

Advertisement is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses.

In a very conservative and traditional context, businessmen used to focus on the consumers lying between the age group 30 and 45. However, things have changed in the last two decades, in the sense that more and more young people are entering the markets as potential buyers (Michman et al., 2003). One simply can't accept the fact that consumerism and the material aspect of life are confined merely to the older generation. Actually, the young people of today are much more in tandem with the varied aspects of consumerism and materialism. In this context, it has become imperative for the businessmen to understand and have a pragmatic insight into the buying behaviour of the young people, so that they can target their marketing strategies and business plan as per the need and aspirations of the potent and the influential consumer segment. It is must

for the businessmen to understand as to how the young consumers perceive and value their products and services. Realistically speaking, the more competition oriented and proactive businessmen are already in the process of narrowing down their focus on the young consumers. Yes, to a great extent, the young people of today are more receptive of and vulnerable to varied promotional and advertising Approaches (O'Shaughnessy & O'Shaughnessy, 2003). Also the youth in no way Justifies the utterly simplistic conclusion that the consumers are sitting ducks. Actually, the young consumers are not merely lured by the expansiveness of a product, commodity or a service. The young people like any informed consumers segment, do intended to desire value for the Money and are open to only those products and services, which added to their sense of well-being and individual identity. With the rise in the numbers and purchasing power of the young consumers, the businessmen not only need to know about these consumers. The rise in the numbers and purchasing power of the young consumers, the businessmen not only need to know about this consumers segment, but must also put in effort to orient their business strategies and promotional activities, as per the expectations of the consumer base.

Today's youth are way more exposed to information than they had a couple of years back. The development of technology has brought about massive change in the lifestyle of youth. The kind of involvement these youths have towards online media makes one rethink the degree of impact these all advertisements have on youth's perception. Online media is becoming one of the best ways of persuasive communication. Youth spends maximum time on online media to gather different types of information. Through advertisements from different media one gets know how of different cultures and lifestyles works.

There are numerous advertisement which are influencing the purchase decision of youth. Nearly everyone grows up in the world which is flooded with the mass media for example television, advertisement, films, videos, billboards, magazines, movie, music, newspaper & internet. Different forms of advertising plays pivotal role in updating people's preferences of products and services. New media, largely the internet, has apparently become an essential source of information today, Advertisers all over the world eye covetously at the expanding opportunities provided by the webs seeking more effective communication channel with their target markets. Online advertising expenditure, including web adds, is continuously on the rise, specially due to it's power of collaboration with television and print advertisements. With the increased adoption of ad fission of internet, World Wide Web is become gradually a typical advertisement platform. The web is offering business advertisements world with rich media tool, interactive series and global reach. It is a fascinating to study that where so much of research has been conducted regarding future of online advertising and the consumer behaviour towards it, less emphasis has been given to Online advertisements and their layouts that are carried on the homepages of different websites. Even so people enjoy looking at internet advertisements, it's Formativeness and utility for making behavioural purchasing decisions play an important role. We believe that the study will offer useful insight for both advertising school and execution to understand the in and out of advertising and to assist marketers in introducing better approaches to advertising. On the basis of view review of literature, some important indicators have been selected for the study of the impact of online advertising in youth purchasing behaviour.

- The quality of the product advertised.
- Price of the product promoted
- Brand image in advertised.
- Persuasiveness, information and entertainment.
- Celebrity endorsements.

Objectives

• To compare the print and online advertising with reference of buying behaviour of youth.

• To study the effect on youth behaviour of online advertisement.

• To find out what influenced youth's purchasing behaviour.

Print Advertising

Print media is the media that provide us with the data/ information Advertising in printed or written form . Print media can be text pictorial Or graphics. Print media is one of the oldest form of the media. Print media is also remain to be one of the most popular form of communication because it can reach a wider range of population.

Online Advertising

Now a day, the internet is like no other communication medium it became need of our society, because of its skill are combine with several of the complete qualities of each medium (ex- print, sound and visual) into one, while allowing for direct communication between advertiser and their customer. This huge assemble of traits made the internet attractive and useful as the new communication tool of the upcoming time and it looks already to be catching the eyes of youth and advertisers in same way.

Towards advertising youth's attitude have been considered important to track because they probably influence youth's exposure, attention and reaction to individual advertisement, through different variety of awareness and affective process. However the youth have a significant deal of control over advertising exposure with many forms of internet advertising. The company may request the consumers' attention but the interactive nature on online advertisements gives users more control over the exposure.

Comparison between Print and online advertising

When i compare both I get significant result!
Scope of advertisements is the one of the biggest difference between print advertising and online advertising. A single website have potential reach to their customer any time, anywhere! The circulation of print media like magazine and newspapers of sending direct mailing to customers limits their number of consumers. This shows that online advertising can potentially reach more customer and it allow small companies to do business far outside in comparison of print advertising.
Advertisements must connect With their customer and convince to make purchase the products. Internet users spend few second on web page before searching elsewhere which can make it quite difficult for any advertisement company to catch up their customer's attention, because web users can install different types of ad- blocking software to prevent ads from appearing web whereas print media users spend several minutes reading each page of any brochures, magazine

or newspaper which gives advertisement more time to connect with their customers. Another aspect of print advertising and online advertising is that both of advertising is the control over advertising exposure. In print media advertising consumer has relatively inactive role in exposure to advertisements.

Research Methodology

To study the objective of my research survey was conducted on college going students, employees of different companies and teachers.

This research is based on the primary data and secondary data. Primary data will be collected through structured questionnaire, apart from that also I will be try to take interview from the respondents. The secondary data will be collected through journal, book and internet etc.

Type of the research- Analytical research

Sample size- 120

Location- Gorakhpur, Delhi

*Data Analysis Procedure-*The Various tools which are going to be adopted in this study are graphs, MS-excel, percentage chart etc.

Data Analysis and Interpretation-

A structured questionnaire is prepared. Responses of 120 persons are taken and converted in percentage to analyze the data and tabulated factors is taken into consideration to find out the impact of online advertisement on youth purchasing behaviour.

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Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	8	6.7	6.7	6.7
	Other	11	9.2	9.2	15.8
	PG	64	53.3	53.3	69.2
	Primary	1	.8	.8	70.0
	UG	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

Interpretation: More than 58% youth are 22-27 age, 11.7% youth are 34-40 age, 16.7% youth are 28-33 age and 13.3% youth are 16-21 age are participated in this research paper. From them 53.3% youth have belong to PG, 30% youth have belong UG, 6.7% youth belong to intermediate, 0.8% youth belong to primary and 9.2% are others.

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	9	7.5	7.5	7.5
	Government job	15	12.5	12.5	20.0
	Other	5	4.2	4.2	24.2
	Private job	26	21.7	21.7	45.8
	Student	65	54.2	54.2	100.0
	Total	120	100.0	100.0	

Interpretation: 54.2% youth are students, 21.7% youth are participated who are doing private job, 12.5% youth are in government job, 7.5 % youth have their own business and few youth (4.2%) belongs to other profession.

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	29	24.2	24.2	24.2
	Urban	91	75.8	75.8	100.0
	Total	120	100.0	100.0	

Interpretation: In this research most of the youth belong to Urban area(75.8%) and 24.2% youth belong to Rural area.

1) Do you have smart phone? Have you used ever?

	Frequency	Percent	Valid Percent	Cumulative Percent

	No	1	.8	.8	.8
Valid	Yes	119	99.2	99.2	100.0
	Total	120	100.0	100.0	

Interpretation: In modern era about 99.2% youth are using smart phone and 0.8% youth don't use smart phone.

2) Do you have internet connection in your smart phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	2	1.7	1.7	1.7
Valid	Yes	118	98.3	98.3	100.0
	Total	120	100.0	100.0	

Interpretation: About 98.3 % youth have internet connection in their mobile and 1.7% youth don't use internet.

3) How often do you use internet everyday?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1-3 hours	48	40.0	40.0	40.0
	3-5 hours	27	22.5	22.5	62.5
Valid	5-6 hours	29	24.2	24.2	86.7
	6-7 hours	7	5.8	5.8	92.5
	More than 7 hours	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Interpretation: From this research, we can see that every day about 40% youth use internet 1-3 hours, 24.2% youth use 5-6 hours, and 22.5% youth uses 3-5 hours and 7.5% youth uses more than 7 hour, where as 5.8% youth uses internet 6-7 hours per day..

4) How do you get information about products?

	Frequency	Percent	Valid Percent	Cumulative Percent
E-mail ads	5	4.2	4.2	4.2
Google adwords	5	4.2	4.2	8.3
In-app ads	22	18.3	18.3	26.7
Valid Mobile	50	41.7	41.7	68.3
Others	5	4.2	4.2	72.5
Social site	33	27.5	27.5	100.0
Total	120	100.0	100.0	

Interpretation: More than 41% youth get information about product through mobile, 18.3% youth get information through in app ads, about 27.5% youth get information through social site and about 4.2% youth know about product through e-mail ads, 4.2% youth get information through Google ad words and 4.2% youth know about product through other site.

5) Do you ever notice the advertisement?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	22.5	22.5	22.5
Valid Yes	93	77.5	77.5	100.0
Total	120	100.0	100.0	

Interpretation: As we can see that companies are advertising their product and services through different technique to attract their customer. In this research we can see that 77.5% youth notice the advertisement whereas 22.5% youth don't.

6) did you ever purchase from online site ?

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	.8	.8	.8
Valid No	7	5.8	5.8	6.7
Yes	112	93.3	93.3	100.0

	Total	120	100.0	100.0	

Interpretation: As we can see on digital era maximum people purchase the products through online site. In this research we can see that 93.3% youth are purchasing products through online site but 5.8% youth are purchasing products through offline sites.

7) I inspired with online advertisement?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	46	38.3	38.3	38.3
	Disagree	8	6.7	6.7	45.0
Valid	Neutral	22	18.3	18.3	63.3
	Strongly agree	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

Interpretation: Companies uses different advertisement technique to attract their audience , even in this research about 38.3% youth are agreed that that online advertisement inspired to purchase the products whereas only 6.7% youth didn't agree. 36.7% youth have strongly agreed with this statement where 18.3% youth have not responded.

8) How do you normally purchase a product?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Research and purchase from mobile.	41	34.2	34.2	34.2
	Research in mobile and purchase from laptop.	11	9.2	9.2	43.3
Valid	Research in mobile and purchase from retail shop.	42	35.0	35.0	78.3
	Visit and purchase from retail shop itself	15	12.5	12.5	90.8
	Visit the retail shop and purchase from mobile	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

Interpretation: In this research i found that 34.3% youth normally research and purchase the products from mobile. 9.2% youth research in mobile and purchase the products from laptop. 35% youth research in mobile. 35% youth research in mobile and purchase the products from retail shop. 12.5% youth visit to the retail shop and also they purchase the product from retail shop. 9.2% youth visit the retail shop and purchase from mobile.

9) What type product/service did you purchase online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Books	10	8.3	8.3	8.3
	Cosmetic products	14	11.7	11.7	20.0
	Electronic	29	24.2	24.2	44.2
	Fashion accessories	29	24.2	24.2	68.3
	Kitchen/home items	10	8.3	8.3	76.7
	Others	17	14.2	14.2	90.8
	Sports equipments	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

Interpretation: 8.3% youth like to purchase books from online site, 11.7% youth use online site to purchase the cosmetic products, 24.2% youth purchase electronic products and 24.2% youth purchase fashion accessories. 8.3% youth use online site to buy the kitchen/home items, 9.2% youth use online site to buy sport equipment where 9.2 % youth use online site to purchase other products.

10) How many times did you have online shopping during last year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.8	.8	.8
	10-20 times	29	24.2	24.2	25.0
	20-30 times	18	15.0	15.0	40.0
	30-40 times	1	.8	.8	40.8
	Less than 10 times	64	53.3	53.3	94.2
	More than 40	7	5.8	5.8	100.0

	Total	120	100.0	100.0	

Interpretation: Here more than 53.% youth have done online shopping less than 10 times during last year, 24.2% youth have done online shopping 140-20 times. 15% youth have done online shopping 20-30 times. 5.8% youth have done online shopping more than 40 times where 0.8% youth have done online shopping 30-40 times.

11) Have you felt any problem while conducting online purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.8	.8	.8
	No	48	40.0	40.0	40.8
	Yes	71	59.2	59.2	100.0
	Total	120	100.0	100.0	

Interpretation: In this research i get about 59.2% youth felt the problem while conducting online purchase, where as 40% youth didn't.

12) If yes than what kind of problems?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		11	9.2	9.2	9.2
	Delivery time is not clear	15	12.5	12.5	21.7
	Fake/malicious online stores.	7	5.8	5.8	27.5
	Others	29	24.2	24.2	51.7
	Payment confirmation missing.	9	7.5	7.5	59.2
	Payment preferences are limited.	7	5.8	5.8	65.0
	Product quality (can be cheap).	28	23.3	23.3	88.3
	Risk of credit card transaction	12	10.0	10.0	98.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Unclear website policies	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Interpretation: According to this research 12.5% youth felt the problem due to delivery time not clear of the products and 5.8% youth felt the problem because of fake/malicious store on internet. 7.5% youth felt problem due to payment confirmation is missing. 5.8% youth felt the problem due to limited payment preferences. 23.3% youth felt problem because of cheap product quality. Risks of credit card transaction are also felt by many people (10%). About 1.7% youth also felt the problem because of unclear website policies.

13) After purchase what type of experience will you share with others?

		Frequency	Percent	Valid Percent	Cumulative Percent
	All the above mentioned.	30	25.0	25.0	25.0
	Bad experience with the product.	16	13.3	13.3	38.3
Valid	Good experience with the product.	30	25.0	25.0	63.3
	Nice deal which you got in term of price.	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

Interpretation: More than 36% youth share their experience that nice deal which they got in item of price, 25% youth shares good experience with the product and 13.3% youth shares bad experience with the products where as 25% youth share all above experience.

14) How often do you use internet for shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Never	2	1.7	1.7	1.7
	Often	36	30.0	30.0	31.7
Valid	Rarely	9	7.5	7.5	39.2
	Sometimes	43	35.8	35.8	75.0
	Very often	30	25.0	25.0	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	120	100.0	100.0	

Interpretation:25% youth use internet very often, for shopping. About 35.8% youth sometimes use internet for shopping and 30% youth often use the internet for shopping. There are 7.5% youth rarely use the internet for shopping where 1.7% youth use internet for shopping.

15) Select an appropriate amount you would spent on a single online purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
	<1000	20	16.7	16.7	16.7
	>1000	23	19.2	19.2	35.8
	1000-3000	36	30.0	30.0	65.8
Valid	10000-20000	10	8.3	8.3	74.2
	3000-5000	19	15.8	15.8	90.0
	5000-10000	11	9.2	9.2	99.2
	More than 20000	1	.8	.8	100.0
	Total	120	100.0	100.0	

Interpretation: In this research about 30% youth use the 1000-3000 amount on a single purchase, 19.2% youth use more than 1000 amount and 16.7% youth use less than 1000 amount on a single purchase, 8.3% youth spent 10000-20000 amount and 15.8% youth spent 3000-5000 amount on a single purchase, where 9.2% youth spent 5000-10000 amount on a single purchase.

16) which online site do you like most?

		Frequency	Percent	Valid Percent	Cumulative Percent
		1	.8	.8	.8
	Amazon.com	42	35.0	35.0	35.8
	Jabong.com	22	18.3	18.3	54.2
Valid	Flipkart.com	25	20.8	20.8	75.0
	Homeshop8.com	2	1.7	1.7	76.7
	Myntra.com	16	13.3	13.3	90.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Others	9	7.5	7.5	97.5
	Snapdeal.com	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Interpretation: In this research i found most of the youth (about35%) like Amazon.com. 20% youth like flipcart.com, 18% youth like jabong.com and 13% youth like myntra.com. where 2.5% youth like snapdeal.com, 1.7% youth like homeshop8.com, and 7.5% youth like other online site.

17) Do you think online advertisement attract and influence your purchasing behaviour?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	41	34.2	34.2	34.2
	Disagree	9	7.5	7.5	41.7
Valid	Neutral	18	15.0	15.0	56.7
	Strongly agree	51	42.5	42.5	99.2
	Strongly disagree	1	.8	.8	100.0
	Total	120	100.0	100.0	

Interpretation: Most of the youth (42.5%) youth strongly agreed that online advertisement attract influence your purchasing behaviour and 34.2% youth are agreed. Where very few youth (1.8%) strongly disagreed with the statement and 7.5% youth disagreed, but 15% youth didn't responded.

18) Factors affecting online purchasing behaviour!

		Frequency	Percent	Valid Percent	Cumulative Percent
	Attributes	26	21.7	21.7	21.7
	Others	10	8.3	8.3	30.0
Valid	Parents income	9	7.5	7.5	37.5
	Price	47	39.2	39.2	76.7
	Trends	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

Interpretation: Many factors affecting the customer purchasing behaviour. In this research i found that 7.5% youth's purchasing behaviour depends on parents income. 21.7% youth see the quality of the products then purchase. Where 39.2% youth purchase the products according to their price and 8.3% youth purchase the products due to other factors.

19) Do you prefer to purchase online shopping on special occasions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	44	36.7	36.7	36.7
	Disagree	16	13.3	13.3	50.0
	Neutral	31	25.8	25.8	75.8
	Strongly agree	27	22.5	22.5	98.3
	Strongly disagree	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Interpretation: Normally we purchase the products through online shopping on special occasion, 36.7% youth agreed with the statement and 22.5% youth strongly agreed that they prefer to do online shopping on special occasion. 13.3% youth are disagreed and 1.7% youth are strongly disagreed they don't prefer to do online shopping on special occasion and 25.8% youth didn't respond when asked this question.

20) Are you satisfied with your last online purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	51.7	51.7	51.7
	Neutral	19	15.8	15.8	67.5
	Strongly agree	39	32.5	32.5	100.0
	Total	120	100.0	100.0	

Interpretation: In this research paper i get about 51.7% youth are satisfied with their online purchase, and 32.5% youth are strongly agreed where 15.8% youth didn't respond.

Finding-

- Online medium is more exposure to our youth. In this research i found that now a day maximum youth (99.2%) have smart phone and 98.3% of youth have internet connection in their mobile and even they use the internet every day. In this study i found that more than 77% youth notice the advertisement and from them maximum youth (94.1%) purchase the products through online site.
- When asked them that are they inspired with online advertisement? Then maximum people replied that they inspired with online advertisement and more than 50% youth normally purchase the different types of products through online site. Even 84.2% youth satisfied with their online products according to this study.

-They also felt the problem during the online shopping due to payment preferences limited. After online purchasing, maximum youth satisfied with their products and mostly they prefer amazon.com shopping site to purchase the products.

Conclusion

The Objective of my research paper was to determine the impact of online advertisement on youth behaviour using a sample of various employees and students. After analysis of the study I found and concludes impact of internet on reach and creation of awareness was determine by the level of knowledge about the existing platform of advertisement adopted by different companies in our country and time spent on various media by youth. This implies that the reliability of Internet advertisement is medium. I also found companies now a day investing more and more money on online shopping and all the products are available on online shopping site. The study also concludes that the internet advertisement has significant relationship with purchasing decision of the youth and internet advertisement was a significant factor in predicting the youth behaviour. This implies that companies should invest more in creation of reliable advertisement to increase share & attract their customer and conduct market research on different market in different countries to ensure that the internet advertising initiative being implemented suits the targeted markets to improve product purchase.

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