



A STUDY ON INFLUENCE OF ONLINE ADVERTISEMENT AMONG COLLEGE STUDENTS IN MADURAI CITY

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ABSTRACT:

In today's digital age, online advertising has become a pivotal tool for reaching college students. This abstract explores the dynamics of creating compelling online advertisements tailored specifically to engage this demographic. With the proliferation of social media platforms and other digital channels, marketers have numerous avenues to connect with college students, but standing out amidst the noise requires a strategic approach. Understanding the preferences, behaviors, and interests of college students is crucial for crafting advertisements that resonate. This abstract delves into various strategies, including leveraging user-generated content, employing interactive elements, utilizing influencers, and optimizing mobile compatibility. Additionally, the importance of authenticity, relevance, and humor in capturing the attention of college students is discussed. By implementing these strategies effectively, marketers can maximize the impact of their online advertisements and foster meaningful connections with college students in today's competitive digital landscape.

KEYWORDS:

ONLINE, ADVERTISING, STUDENTS, STRATEGIES, INTERNET, DIGITAL.

1.1 INTRODUCTION

Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users. Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Advertisements are increasingly being delivered via automated software systems operating across multiple websites, media services and platforms, known as programmatic advertising.

1.2 STATEMENT OF PROBLEM

Online advertising supports many Internet services, such as search, email, and social networks. At the same time, there are widespread concerns about the privacy loss associated with user targeting. Yet, very little is publicly known about how ad networks operate, especially about how they use user information to target users. This paper takes a first-principled look at measurement methodologies for ad networks. It proposes new metrics that are robust to the high levels of noise inherent in ad distribution, identifies measurement pitfalls and artifacts, and provides mitigation strategies. It also presents an analysis of how three different classes of advertising—search, contextual, and social networks—use user profile information today.

1.3 REVIEW OF LITERATURE

Bausch and Han (2006) stated that with the advent of popular Web destinations such as MySpace and Facebook, a new kind of online community now occupies the center stage in e-commerce, namely, online advertising community.

McLeod (2006) establishes the popularity of online communities also have been growing in other parts of the world.

E-marketer (2009) projects that online advertising revenue from social network websites in the United States will reach more than 17.9 million, or 15% of total U.S. Online advertising revenues, by 2013.

Tencent (2012) suggests more than 20000 million users per month visit Google which is considered the largest network site in the world. Leveraging this huge base of community users, Google earned US\$120.9 billion in online advertising revenue in 2012.

Hart (2007) establishes the rapid growth of online advertising has caught the attention of advertisers that hope to find new ways to harness these communities for their advertising purposes.

Mesure and Griggs (2007) established as the communities battle to garner long-term, sustainable advertising revenues, they encounter the severe risk that members will feel exploited if the sites suddenly appear over-run with ads.

1.4 OBJECTIVES OF THE STUDY

- To analysis the awareness of college students while using the online advertisement
- To study the attitude of college student for buying the online product
- To evaluate the problem faced by the college student while using online shopping.

1.5 RESEARCH METHODOLOGY

1.5.1 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 160 college students in Madurai city.

SECONDARY DATA

The secondary data were collected from various sources like online journals, books relating to marketing and online shipping articles and government reports.

1.5.2 SAMPLE SIZE

160 samples were selected for the purpose of the study. This sample consists of sample from Colleges in Madurai.

1.5.3 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.

1.6 DATA ANALYSIS

TABLE 1

CLASSIFICATION BASED ON INTERNET USING

TYPES OF USERS	NO. OF RESPONDENT	PERCENTAGE
Internet users	136	85
Non internet users	24	15
Total	160	100

Source: Primary Data

The above table1 express that, 85% students were internet users and 15% students were in non-internet users.

DIAGRAM -1

CLASSIFICATION BASED ON INTERNET USING

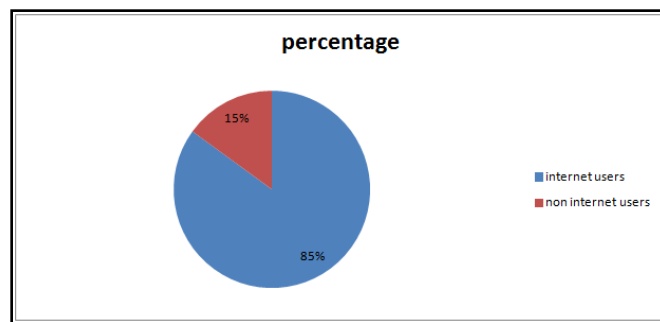


TABLE - 2

CLASSIFICATION BASED ON PURPOSE OF INTERNET USING

PURPOSE	NO. OF RESPONDENT	PERCENTAGE
Chatting	58	36.25
Social media	30	18.75
Gathering information	36	22.5
Downloading	12	7.5
Internet not using	24	15
Total	160	100

Source: Primary Data

Above the table 2 shows that most of the student are (36.25%) use the internet for the purpose of chatting. There is (19%) students are used internet for the social media and also (22.50%) students are used internet for searching information.

DIAGRAM -2

CLASSIFICATION BASED ON PURPOSE OF INTERNET USING

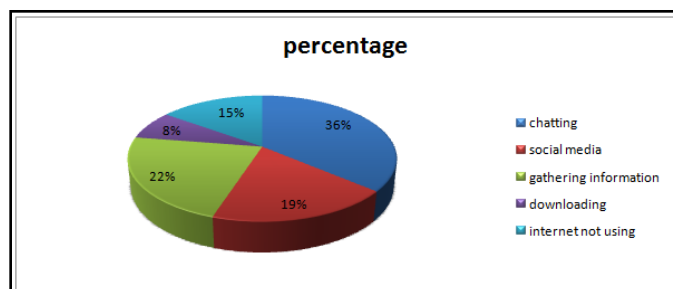


TABLE 3

CLASSIFICATION BASED ON TYPES OF ONLINE ADVERTISEMENTS

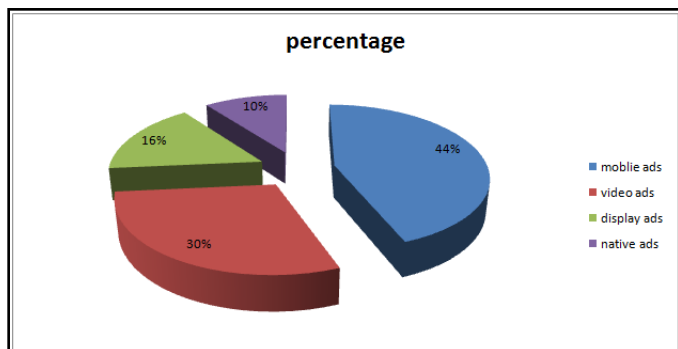
Ads	No. of Respondents	Percentage
Mobile ads	60	37.5
Video ads	40	25
Display ads	22	13.75
Native ads	14	8.75

Source: Primary Data

The above table3 explains that, 37.5% of students mostly seeing mobile ads and 25% of students seeing video ads.

CLASSIFICATION BASED ON TYPES OF ONLINE ADVERTISEMENTS

DIAGRAM -3



1.7 FINDINGS, SUGGESTIONS AND CONCLUSION

- ❖ Majority of students (85%) are student's internet users & other 15% are not the internet users.
- ❖ Majority of the college student use internet for the purpose of chatting and social networking.
- ❖ Least of college student use the internet for the purpose downloading.
- ❖ Majority of the students (37.5%) of students mostly seeing mobile ads and 25% of students seeing video ads.
- ❖ One of the main reasons for not doing online shopping is that less chance of making bargaining so the companies should allow the bargaining.
- ❖ There is low level of internet access internet and lack of knowledge of on line shopping even the product .so the company should give the student aware through different way.

- ❖ The company should add customer review below the advertisement of the products the review can help the customer's purchase decision.
- ❖ Provide many payment mode option necessary .eg; credit card facility, debit card facility, cash on delivery.

The study was conducted to examine the influence of online advertisements on the buying behavior of college students. Information about the awareness of college students about using online shopping and online advertising. The attitude of college students while using online shopping and the problems faced by college students while using online shopping is obtained from the study. The students are also satisfied with the services provided by online shopping, but they do not agree that online shopping is better than traditional shopping. Because there are so many steps for selecting a product, a warranty is not described.

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