

A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS

ADMINISTRATION SCHOOL OF MANAGEMENT

STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC I 12B Status by UGC I

CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE

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December 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **AJAY PRASANTH P 42410144** who carried out the Project Training “**A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR**” under my supervision from October 2023 to December 2023.

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Internal Examiner

External Examiner

DECLARATION

I **AJAY PRASANTH P (42410144)** hereby declare that the Project Report entitled "**A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR**" done by me under the guidance of **DR.K. SASIREKHA** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.K.SASIREKHA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of **Management Studies** who were helpful in many ways for the completion of the Training.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE.NO
	Abstract	
	List of Tables	
	List of charts	
1	INTRODUCTION	
	1.1 Introduction	
	1.2 Objectives for the study	
	1.4 Scope of the study	
2	REVIEW OF LITERATURE	
3	RESEARCH METHODOLOGY	
	3.1 Research design	
	3.2 Source of Data	
	3.3 Sampling Size	
	3.4 Sampling Method	
	3.5 Area of study	
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	
	4.2 Correlation	
	4.3 Anova	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the study	
	5.2 Suggestions and recommendations	
	5.3 Conclusions	
	References	

	ANNEXURE- 1 QUESTIONNAIRE	
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ABSTRACT

This comprehensive analysis delves into the intricacies of online advertisement engagement within the 15-20 age group, providing advertisers with valuable insights to enhance their strategies. The study underscores the significance of segmentation, acknowledging nuanced responses across different age and gender categories. Gender-specific approaches are highlighted, emphasizing the need to tailor campaigns to varying preferences and opinions. Liked content examination emphasizes the importance of creating resonant material with specific themes or elements for the target audience.

The positive correlation between advertisement exposure frequency and perceived influence on buying behavior underscores the impact of strategic placements. Platform preferences reveal online platforms as the preferred medium, necessitating a closer examination of effective features. Certain product categories, particularly electronics, emerge as more influenced by online ads, offering advertisers targeted opportunities. The role of curiosity in influencing purchases suggests incorporating curiosity-inducing elements in campaigns.

Analysis of mind changes post-advertisement viewing provides insights for understanding and leveraging dynamic consumer decisions. A comparative analysis with traditional advertising highlights the consistent influence of online advertising, advocating for a hybrid approach when traditional methods remain relevant. In essence, this analysis equips advertisers with actionable insights for a more targeted, resonant, and impactful approach to engaging the 15-20 age demographic.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE.NO
4.1.1	Age of the respondents	
4.1.2	Gender of the respondents	
4.1.3	Like online advertisements	
4.1.4	Watch online advertisement daily	
4.1.5	Best media for advertisement according to you	
4.1.6	Type of advertisement influence you more	
4.1.7	Influence do you feel advertisement have over your buying behaviour	
4.1.8	Have even bought an item after being influenced by online advertisement and that item has met your need	
4.1.9	Factors influenced your purchasing	
4.1.10	These factors influenced your purchasing	
4.1.11	Recently changed your mind after seeing an online advertisement	
4.1.12	Kind of goods do you purchase by influenced by online advertising	
4.1.13	Think advertisement is an effective decisive factor for online shopping	

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE.NO
5.1.1	Age of the respondents	
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CHAPTER 1
INTRODUCTION

1.1 RATIONALE OF THE STUDY

Consumer buying behaviour is the subject area of internal and external factors acting in the decision-making process and Consumer behaviour is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of merchandise, services, ideas, or experiences to satisfy needs and desires” (Solomon, 1995). Advertising is a form of communication which is utilized to persuade a specific group of people to take some new action. Advertising is well-thought-out as a main and important element in the economic growth of the dealers and different businesses in competition (Ryans, 1996). Advertising is usually a paid form of promotional material by some sponsor and reached through various traditional media such as television, commercial, radio ad, outside advertising, newspaper editor, magazine mail or modern media such as blogs, websites and text message. Moreover, the developments and technological improvements have turned advertising to a more pervasive and stronger in its impact and effect (Allen, 2001). Early advertisers assumed that advertising could be very powerful what is read “comes via and strongly achieves the supposed and persuasive goals as “the early bullet or “hypodermic needle” modes of conversation which has given upward push to the earliest idea of verbal exchange results, “who tells what to whom through what medium with what impact” outcomes of track on advertising effectiveness became studied via gorn g j in 1982. The subculture of wall painting and wall chocking is observed inside the historic subculture of greece and romans and as nicely in India, which could be now visible in many, parts of the universe as properly (Kotler). Present advertising is advanced with the development of mass production inside the overdue 19th and early twentieth centuries. After the fulfilment of print advertising, the concept of radio advertising and marketing prevailed this turned into then exceeded out by way of the video marketing. Within the late Nineties the private television network initiated the trend of having provides. With the approaching of the 21st century the web marketing has dominated the sector market location and consumer community as properly. These days the add has proved its outcomes and impact on customers' shopping for behaviours and marketer wishes all around the international. Customers shopping for behaviour has constantly been fed so much importance and area inside the literature look at of the effect of advertising concerning its effectiveness.

1.2 INTRODUCTION TO THE ONLINE ADVERTISING INDUSTRY

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 deliver promotional marketing messages to customers. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for a variety of reasons.

1.3 JUSTIFICATION OF THE TOPIC: -

The present research report is focusing on quantifying the impact of online advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviours. The buying behaviour is strongly inspired by using the icon of the product that is constructed by way of the advertisers. The number one statistic on the sector are collected thru questionnaires and secondary information were gathered via internet.

The fast increase of statistics generation has enhanced the importance of online advertising. Out of the innovations of the data technology, internet is by way of a ways the maximum attracting extensive media. Moreover, the net is rising as the most crucial source of facts due to its ease wealth of records. Furthermore, consumers purchasing on line may additionally alter or alternate the way they look for records to take advantage of sure characteristics of the internet.

1.4 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.

1.5 SCOPE OF THE STUDY

- It helps to understand the buying behavior of a consumer.
- It helps to provides the proper information in the advertisement.
- It helps to avoid the company to promote the fake advertisement.

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Bikhchandani (2022)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are generally used as parameters for buy aim. The take a look at moreover reveals the end result of understanding cascades on social media through exceptional product attributes is unconditional with special involvement strengths by buyers. It concludes that the buyers try to reveal definitely specific tiers of involvement in special situations anywhere they face with logo buying and recommending to others. (Welch I, 1998)

Manju Ahuja (2020)

In their article, centred on investigating the elements that influence the buying behaviour and surfing behaviour of consumers in the course of on line buy mainly, the look at has been performed about the consumers using enterprise-to-client web sites. The researchers additionally investigated buying options of consumers with varied demographic profiles which may reveal distinctive shopping for procedures and client behaviours for a particular elegance of products and services. Social media is the handiest elements that have an impact on buying behaviour of clients. (Raman, 2003)

Muhammad Shafiq Gul (2023)

In the evaluation, the researchers targeting finding the connection of social media and buying behaviour of consumer. The observe concerned the scholars of academic institutes of Karachi. Round hundred and sixty questionnaires were replied by the scholars. The examine reveals that there is no sturdy relationship between purchaser shopping for behaviour and social media. (Muhammad Imran Khan Muhammad Shafiq Gul, 2004)

Ram sunder (2022)

In their look at says that shoppers'' selections are stimulated closely by way of on-line manufacturers. Opinion of purchasers will have an effect on each other. This form of opinion via other purchasers influences the repurchases. So, customers are moving to internet to get extra information for his or her buying choice.

Dehghani (2021)

Their study analyses the understanding inheritance on consumer's motion and reputation of emblem. Information inheritance on the social media take place once someone observes behaviour of others and make a comparable choice that different humans have already made. The expertise cascade is frequently used for one among 2 outcomes on shoppers, understanding cascading reasons the brand to appear high or low in consumer purpose on shopping and additionally might also have an impact on consumers believe on logo. The study targets at customers who have trust on brand photograph. These types of customers are prompted by selection taken through others.

Teena Bagga (2020)

The have a look at analyses the inner and outer elements of client's online buying behaviour. An established shape was used and a survey was carried out with hundred samples. Questionnaires were sent through the mail and additionally posted thru on line net pages and have been replied by way of the respondents themselves. The statistical evaluation observed seven important elements that govern the purchaser's buying behaviour. These seven factors had been: would love for social conversation, internet site attributes, online advertising, undertaking, comfort, privateness problems and data search. (Bhatt, 2013)

Garima Gupta (2021)

In her paper analysed the have an impact on of social media on product buying. The consequences proved of the real fact that social media have an effect on product shopping for intentions. Mainly, there's a powerful effect of 3 factors known as records about product, peer verbal exchange and the level of product involvement on client's buy intentions with appreciate to social media. The writer infers that, due to the fact the product is sold thru online, it can not be tested; perceived records shared approximately the product on social media and data sharing among peer groups helps consumer's evaluation at the product and makes choices for that reason. (Garima, 2013)

Geetanjali Naidu (2023)

In their look at analyses the have an impact on of social media in shopping behaviour of purchaser in Raipur. In keeping with the survey end result seventy-five% of Indian young people makes use of net for sharing their opinion, views and comment in numerous websites.

The analysis concludes that people use social media widely for amassing records concerning product.

Balakrishnan (2021)

This look at finds the have an effect on of social media towards emblem photograph and shopping for opinion of younger generation. Two hundred questionnaires have been disbursed to undergraduate college students of universities in Malaysia. The reaction charge turned into 75 percentage. Three hypotheses and a couple of propositions have been examined using multivariate evaluation and imply. The end result showed that the internet communications, on line groups, digital phrase of mouth, and online exposure are successful in promoting the emblem picture and shopping for goal of consumers through social media platforms. Those findings notify the managers to reach the more youthful technology customers social media is the quality-selling device. This analysis offers data to international sellers in applying social media activities to market their product. (W. J. and Balakrishnan, 2014)

Aindrila Biswas (2023)

In her paper, goals to look the have an impact on of social media on client choice behaviour. Technology popularity version was adopted to discover the social media usage perceptions. The personnel of the multinational companies in India are the samples for the have a look at. An equation modelling become used to check the eligibility of the version. The results state that customers of social media willing to have greater buy aim than the occasional customers.

(Biswas, 2014)

11. Williams (2020)

In his take a look at screen that social media marketing affects belief, shopper selection behaviour, shopping for-choice and attitude from pre-purchase facts segment to post-buy behaviour. (L, 2000)

12..Belch and Belch (2020)

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. (

13.Young Ae Kim et (2021)

Explains in their study that shopping for selections are powerfully tormented by people who the client knows and believes. Several net buyers ask for the critiques earlier than shopping for a brand-new product. Internet social groups allow chatting among trusting contributors, allow customers to share their stories by means of writing reviews and score others“ opinions. E-commerce websites have commenced to reap statistics on the interaction among customers of their web sites, to recognize and look at social have an effect on on purchase procedure, to boost CRM and enhance sales.

14.Achille (2020)

This observe suggests that due to evaluations and hints published in diverse social media web sites through the web buyers has expanded the range of on-line shoppers to 40 percentage within the past two years. As an effect of social media, through online forty one percent of customers purchased books, thirty six percentage consumers bought clothes and footwear, twenty 4 percent consumers purchased video video games and DVDs, twenty 4 percent clients purchased airline tickets and twenty three percentage purchasers bought gadget. (j, 2008)

15.OTX analysis DEI Worldwide (2021)

In their observe, analysed the impact of social media on buying behaviour of clients and a survey turned into performed amongst us populace, which indicates that customers currently use social media as excessive information useful resource for brands, businesses, or product. It additionally concludes that social media outreach with the aid of brands and firms, specifically if a non-public online representative will make this outreach, are frequently some distance extra vital on consumer behaviour than commercials or extraordinary promotional devices. In fact, thirds of consumers are doubtless to bypass the knowledge they obtain to others and over half of are doubtless to require movement on these facts. There may be a big stronger effect on consumer behaviour when the social media is used as a tremendous outreach to share statistics. (DEI Worldwide OTX Research, 2008)

16.Gursakal (2021)

This observe analyses the influence of media society and the amount of time that clients spent at the internet and social media. In recent times, consumption tendencies have modified. The usage of magazines, interviews and catalogues through consumers and dealers are altered by means of searching on e-mails, net sites and sharing statistics in social media. Due to the effective position of social media, the time ate up on the internet increases, and clients“ withdraw from traditional looking strategies. Social media have end up a crucial place in

17.Miller (2020)

In his examine found out that over eleven million buyers use 70% of social networking to buy various product and offerings. The consumers provide beneficial information regarding the product and proportion remarks with exclusive clients over social media. (Lammas, 2010)

18.Penn Schoen and Berland Associates LLC (2022)

In their take a look at explains how the social media can impact purchaser electronics. The study changed into conducted by way of 1012 internet interviews with U.S. General population aged above eighteen. The consequences determined that social media community has grow to be included into humans’ lives. Social media facilitates to shape consumer behaviour. About 30% of social media users made purchases supported via social media critiques and recommendations from pals and unknown net customers, almost sixty-eight percentage of respondents consider that those pointers are greater or much less close to conventional guidelines. About, 33% accept as true with that social media critiques and hints they get hold of are far higher than they get hold of thru other approach. (Schoen, 2010)

19. Pookulangaran (2021)

In his article states that buying is continually an experience and social media allows the consumers to connect to folks that are in general strangers. Cultural characteristics influences on consumers' utilization of social media and a wonderful effect on the net shopping for conduct. (Pookulangaran)

20. Mehmood Rehmani (2023)

Of their analysis, investigated the various social media parameters that substantially affected the shopping selection of clients. The evaluation gave significance to locate the affect of social media on the customers buying decision. The authors outlined the targets of the studies, so that you can comprehend the objectives, a suitable research model is predicted and studies hypotheses were examined at the model. (BHOME, 2016)

21. Longman (2021)

The act of publicly educating people about a good or service with the goal of convincing them to purchase it is known as advertising. According to Alonge (2001), advertising is any type of paid, non-personal communication that is used to prevent and promote a product, service, or idea to customers or target audiences through a variety of media.

22. Gillian (2020)

it as a "means of notifying or informing somebody of something, or drawing their attention to something."

23. Tuflinger (2021)

Advertising is the non-personal dissemination of information about goods, services, or ideas by an acknowledged sponsor through a variety of media. It is often paid for and persuasive in nature.

24. Young (2022)

Advertisers copy test their ads before releasing them to the general public in order to generate branding moments that will resonate with target markets and encourage consumers to buy the advertised item or service.

25. Newhagen and Rafaeli (2022)

communication that is self-reflective, historical in nature, and responsive. Thus, according to the authors' study, interactivity is described as the exchange of information between consumers and marketers. For instance, customers may influence an advertiser's management while the advertiser can influence the consumer's habits and behaviours.

26. Combard and Snyder-Duch (2021)

"More

personalised and targeted advertisements are now possible thanks to the internet and other interactive technologies, making advertising an engaging and participatory experience for customers."

27. Rodgers and Thorson (2020)

"Internet advertising

can benefit from our existing understanding of traditional advertising. Because of the enhanced interaction and closer resemblance to reality facilitated by the internet, more functional and structural requirements are required.

28. Li, Daughterty and Biocca (2022)

Rich media

advertising differs from traditional banner advertisements in that it frequently combines interactive elements and loud music with visual content.

29. Ducoffee, (2023)

commercial material that is impersonal, paid for by advertisers, and distributed through print, audio, and video for audiences.

30. Doole and Lowe, (2020)

One

other commercial communication tool is the internet advertisement.

31. Stewart & Pavlou, (2022)

But with the development of the Internet, a brand-new kind of interactive media has emerged. Online advertising may not be fully successful if old methods are still used to assess its efficacy.

32. Tyagi and Kumar (2020)

Identifying the target audience, establishing communication objectives, creating a message, choosing communication channels, developing the overall budget for the promotion, choosing the promotion mix, assessing the promotion's effectiveness, managing and coordinating the entire marketing communication process are the first eight steps in the process.

33. Tyagi & Kumar, (2019)

Digital has gotten better at drawing in customers and then obtaining the resulting marketing funds.

34. Bezjizn-Avery et al. (2022)

explains how the efficiency of promotional instruments for communication, such as internet advertisements, may be measured in two ways. One factor that predicts whether or not customers have good affect, preferences, and buy intentions is the media's effect.

35. Patsioura et al. (2023)

"how to create online advertisements that are effective in order to take full advantage of the online medium" (ibid). In the meanwhile, a model of advertising efficacy for corporate advertising websites has been developed. One-to-many or many-to-many models are available for online advertising.

36. Thierry Limousin(2020)

Advertisers are aware of the abundance of tools at their disposal to gauge the success of their internet campaigns. It is the responsibility of each of them to establish an online culture within their setting and choose the most helpful indications for their interactive approach.

37. Weborama (2009)

Advertising visibility measurement satisfies the needs of marketers that want to know how their online ads affect brand recognition. Although this idea has to be standardised, clicks and impressions are not the only important metrics for gauging the effectiveness of internet advertising.

38. Danone(2018)

The

internet serves as a vehicle for more than just product promotion; similar to television, it is a type of mass media as well as a local, social, and influential platform.

39. Novak and Hoffman (1996)

At least

when it comes to conventional metrics of advertising efficacy, empirical data indicates that consumers react to a large portion of Internet advertising in largely the same manner that they do to traditional media advertising. Traditional media has not been as potent, responsive, or adjustable as the internet and other interactive media, such as television.

40. Drèze and Hussherr (2021)

the internet was comparable to how people reacted to advertisements in other media, with the exception that it was simpler to disregard advertisements on the internet. By Caroline Cartellieri and associates. Radio and television still have a significant influence on advertising, but the Internet is merely another new, specialised media with unique creative potential.

41. Lynch and Ariely (2020)

This study clearly correlates with studies in more traditional retail settings: consumers are less price sensitive when online vendors offer diverse items rather than similar ones.

42. Dreze (2021)

advertising as a competitive substitute for conventional media, with frequency and reach serving as the benchmarks for online ad performance.

43. Novak and Hoffman (2019)

Based on empirical research,

it appears that consumers react to most online advertisements similarly to how they react to traditional media advertisements, at least when it comes to conventional advertising efficacy metrics.

44. Drèze and Hussherr (2020)

discovered that the way people reacted to online advertisements was comparable to how they did to advertisements in traditional media.

45. Lynch and Ariely (2000)

discovered that customers are less price sensitive when online retailers provide unique items as opposed to similar ones.

46. Dreze (2021)

Reach

and frequency are the typical metrics for measuring the efficacy of online ads, which make them a competitive option to traditional media

47. Bush and Harris (2020)

demonstrate that the primary obstacle to internet advertising is still the absence of any evidence of return on investment or other efficacy metrics.

48. Palanisamy and Wong (2023)

observed that the efficacy of web-based banner ads and online customer expectations are positively correlated.

49. Tyagi & Kumar, (2022)

In line with Tyagi and Kumar Target audiences in the context of internet advertising function as receivers, processing the message they receive on the basis of their individual experiences and traits.

50. Lee and Johnson, (2021)

When establishing any advertising campaign, a creative strategy directs all of the messaging by concentrating on how the advertising message conveys or interprets its meaning.

CHAPTER 3
RESEARCH METHODOLOGY

3.1. METHODOLOGY:

An investigation would be categorized as a “Scientific Research” when it follows an objective approach wherein its methods are based on the solid rationale and justification rather than following a subjective approach which is based on researcher’s intuition and experience (Sekaran, 2006). Such scientific and objective research applies a systematic and logical stepby step clearly defined methodology from identification of research problem to collection and analyses of the data. Therefore, the purpose of this chapter is to provide a detailed overview of research design in terms of research methodology, instrument, sampling design and statistical techniques that has been applied to investigate and analyze the research framework.

3.2. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher’s works. Collecting data from company records and document, these are all internal data and other data are external. In data collection, there are 2 types

Primary Data

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.6. SAMPLE SIZE:

The sample size for this research project is 101

SAMPLE DESIGN:

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

SAMPLING

- ☐ SAMPLING DESIGN: Non-probability sampling
- ☐ SAMPLING TECHNIQUE: Convenience sampling
- ☐ SAMPLE UNIT: Online Buyers.
- ☐ SAMPLE SIZE: 101 respondents.

3.7. PERIOD OF STUDY:

The period of the study is to determine that research process is carried out for 3 months.

3.8. AREA OF THE STUDY:

The targeted people are ONLINE buyers.

3.9. TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.10. PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

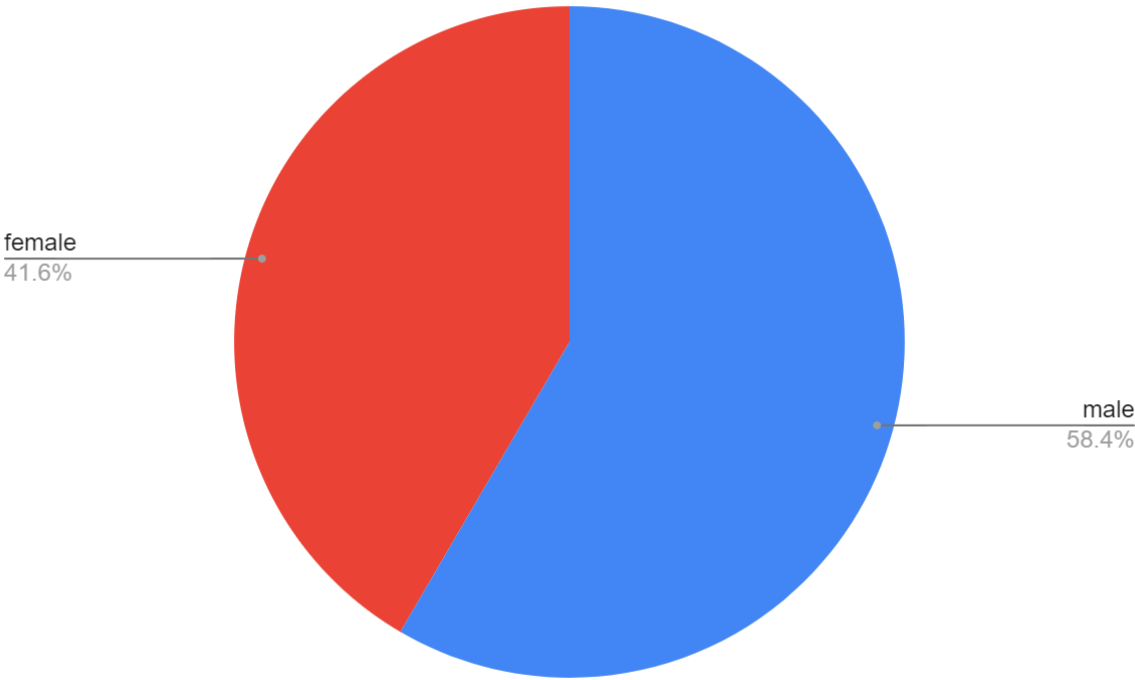
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 TABLE INDICATING THE GENDER OF RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Male	59	58.4%
2	Female	42	41.6%
TOTAL		101	100%



INTERPRETATION

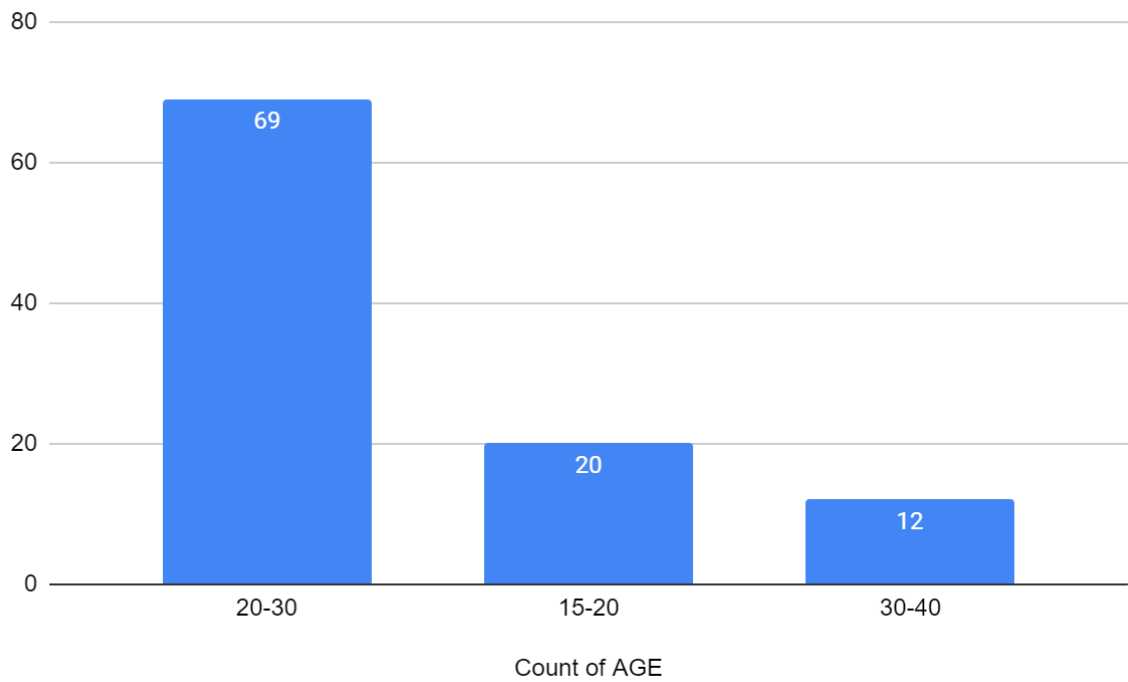
It is found from table no. 4.1.1 58.4 % of respondents are male and other 41.6% of respondents are female.

INFERENCE

Majority 58.4% of the respondents are male.

4.1.2 TABLE INDICATING THE AGE OF RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	15-20	69	68.3%
2	20-30	20	19.8%
3	30-40	12	11.8%
4	50&Above	0	0%
TOTAL		101	100%



INTERPRETATION

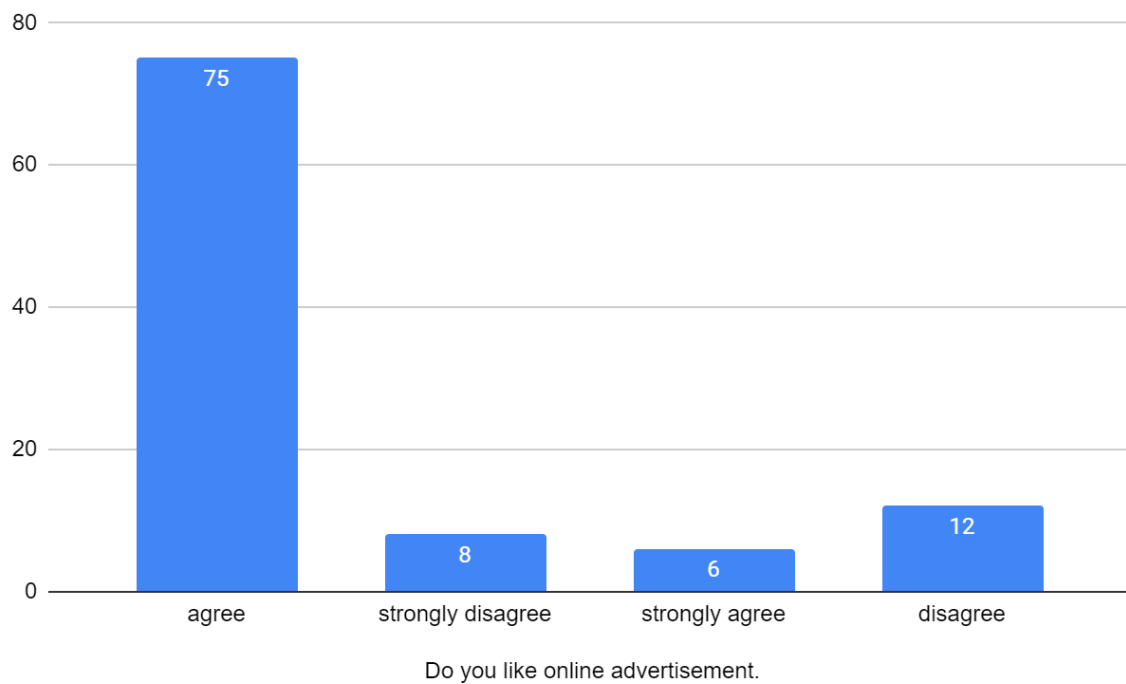
It is found from table no. 4.1.2 68.3% of respondents are 15-20 , 19,8% of respondents are 20-30, 11.8% of respondents are 30-40 and other 0% of respondents are Above 50.

INFERENCE

Majority 68.3% of the respondents are 15-20.

4.1.3 TABLE INDICATING WHETHER THEY LIKE ONLINE ADVERTISEMENT

S.NO	LIKENESS OF ONLINE ADVERTISEMENT	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	AGREE	75	74.3%
2	STRONGLY AGREE	08	7.9%
3	DISAGREE	06	5.9%
4	STRONGLY DISAGREE	12	11.8%
TOTAL		101	100%



INTERPRETATION

It is found from table no. 4.1.3 74.3 % of respondents agree, 7.9% of respondents are strongly agree and 5.9 % of respondents are disagree and 11.8% strongly disagree on likeness of online advertisement

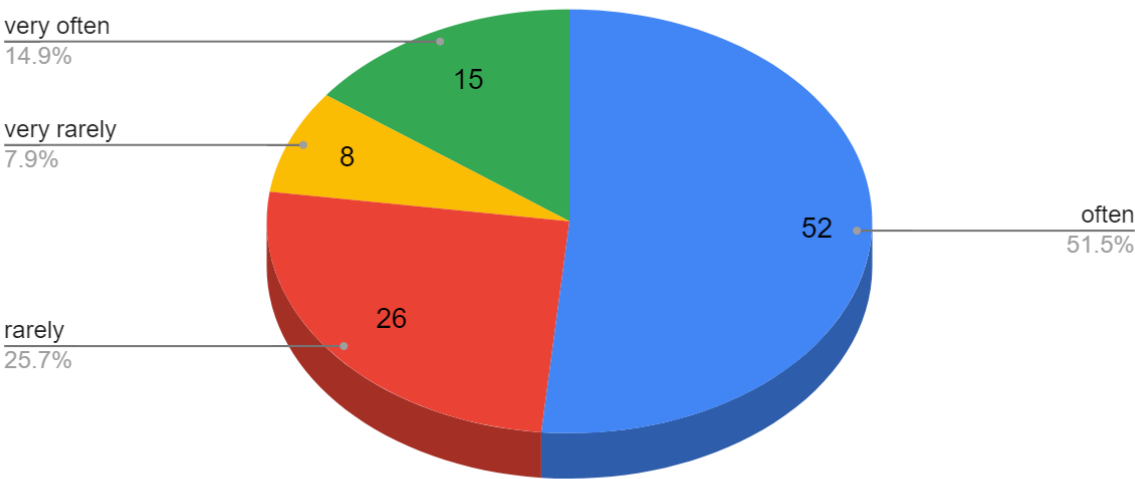
INFERENCE

Majority 74.3% of the respondents likes online advertisement.

4.1.4 TABLE INDICATING WHETHER THEY WATCH ONLINE ADVERTISEMENT DAILY

S.NO	ONLINE ADVERTISEMENT VIEWERS	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	OFTEN	52	51.5%
2	VERY OFTEN	15	14.9%
3	RARELY	26	25.7%
4	VERY RARELY	8	7.9%
TOTAL		101	100%

Do you watch online advertisement daily



INTERPRETATION

It is found from table no. 4.1.4 51.5% of respondents watch online advertisement often and 25.7% of respondents watch online advertisement rarely and 14.9% of respondent watch online advertisement very often and 7.9% of respondent watch online advertisement very rarely

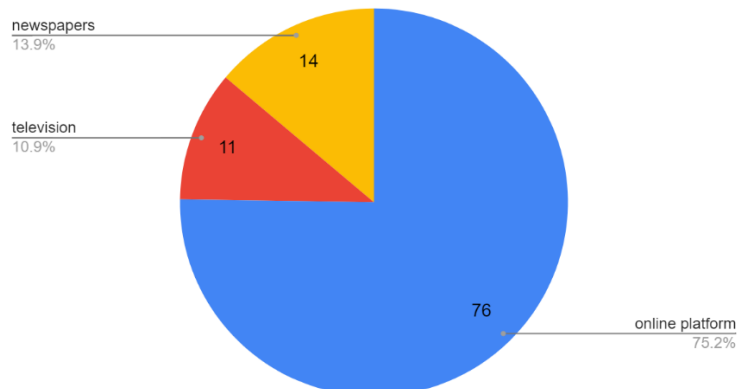
INFERENCE

Majority 51.5% of the respondents watch online advertisement daily

4.1.5 TABLE INDICATING BEST MEDIA FOR ADVERTISEMENT ACCORDING TO CONSUMER

S.NO	BEST MEDIA FOR ADVERTISEMENT ACCORDING TO CONSUMER	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Online platform	76	75.2%
2	Newspapers	14	13.9%
3	Television	11	10.9%
4	Radio	00	0%
TOTAL		101	100%

Count of The best media for advertisement according to you.



INTERPRETATION

It is found from table no. 4.1.5 75.2% of respondents tells online platform is best media for advertisement ,13.9 % of respondent tells newspaper is best for advertisement, 10.9 of respondent suggest television for advertisement,and other 0% of respondents suggest radio.

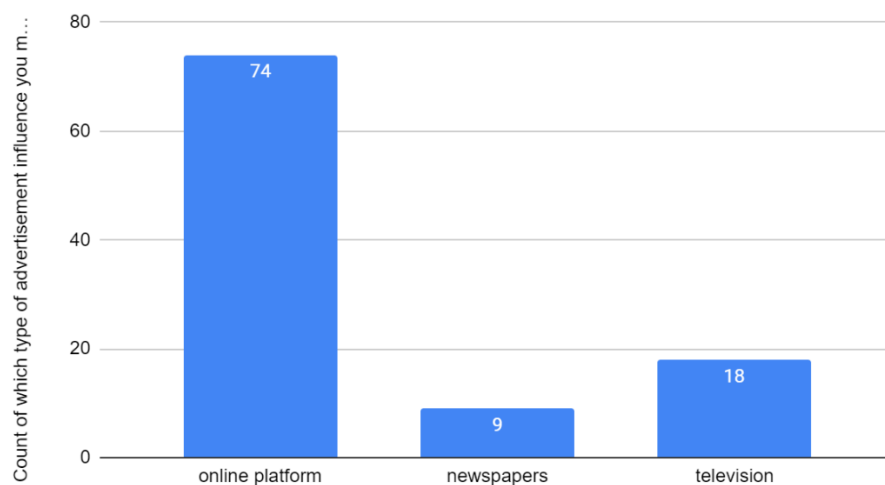
INFERENCE

Majority 75.2% of the respondents tells online platform is best media for advertisement

4.1.6 TABLE INDICATING ADVERTISEMENT WHICH INFLUENCING YOU MORE

S.NO	ADVERTISEMENT WHICH INFLUENCING YOU MORE	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Online platform	74	73.2%
2	newspaper	09	8.9%
3	television	18	17.8%
TOTAL		101	100%

Count of which type of advertisement influence you more



INTERPRETATION

It is found from table no. 4.1.6 73.2% of respondents tells online platform influence more , 17.8% of respondents are tells that television influence more ,and 8.9% of respondents are tells that newspaper influence more.

INFERENCE

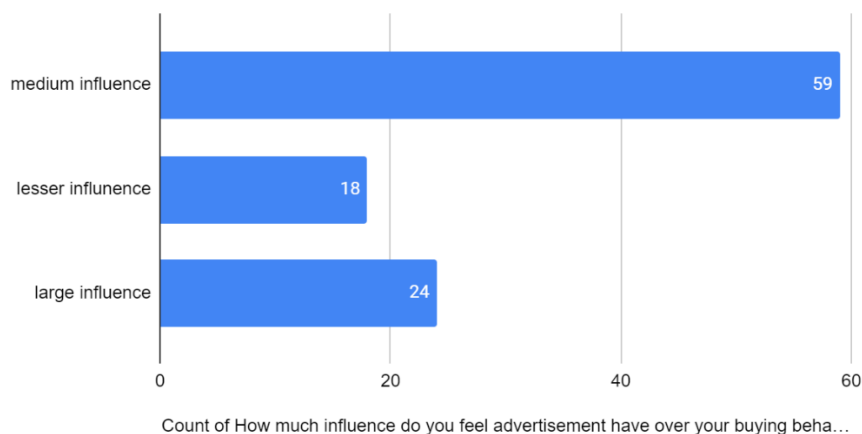
Majority

73.2% of the respondents tells that online advertisement influence more

4.1.7 TABLE INDICATING How much influence do you feel the advertisement have over your buying behaviour?

S.NO	How much influence do you feel the advertisement have over your buying behaviour?	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Large influence	24	23.7%
2	Medium influence	59	58.4%
3	Lesser influence	18	17.8%
TOTAL		101	100%

How much influence do you feel advertisement have over your buying behaviour



INTERPRETATION

It is found from table no. 4.1.7 58.4% of respondents feels advertisement influence medium on buying behaviour ,23.7 % of respondents feel high influence on buying behaviour and other 17.8% of respondent feel lesser influence on buying behaviour .

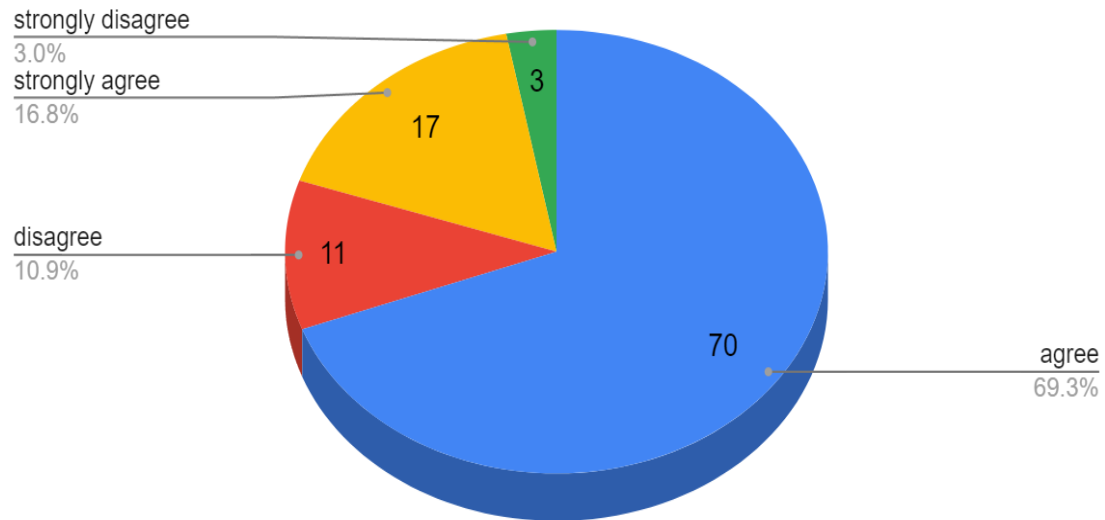
INFERENCE

Majority 58.4% of respondents feel medium influence on buying behaviour

4.1.8 TABLE INDICATING HAVE EVEN BOUGHT AN ITEM AFTER BEING INFLUENCED BY ONLINE ADVERTISEMENT AND THAT ITEM HAS MET YOUR NEED.

S.NO	HAVE EVEN BOUGHT AN ITEM AFTER BEING INFLUENCED BY ONLINE ADVERTISEMENT AND THAT ITEM HAS MET YOUR NEED	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Agree	70	69.3%
2	Strongly agree	17	16.8%
3	Disagree	11	10.9%
4	Strongly disagree	03	3.0%
TOTAL		101	100%

f you have even bought an item after being influenced by
nline advertisement and that item has met your need.



INTERPRETATION

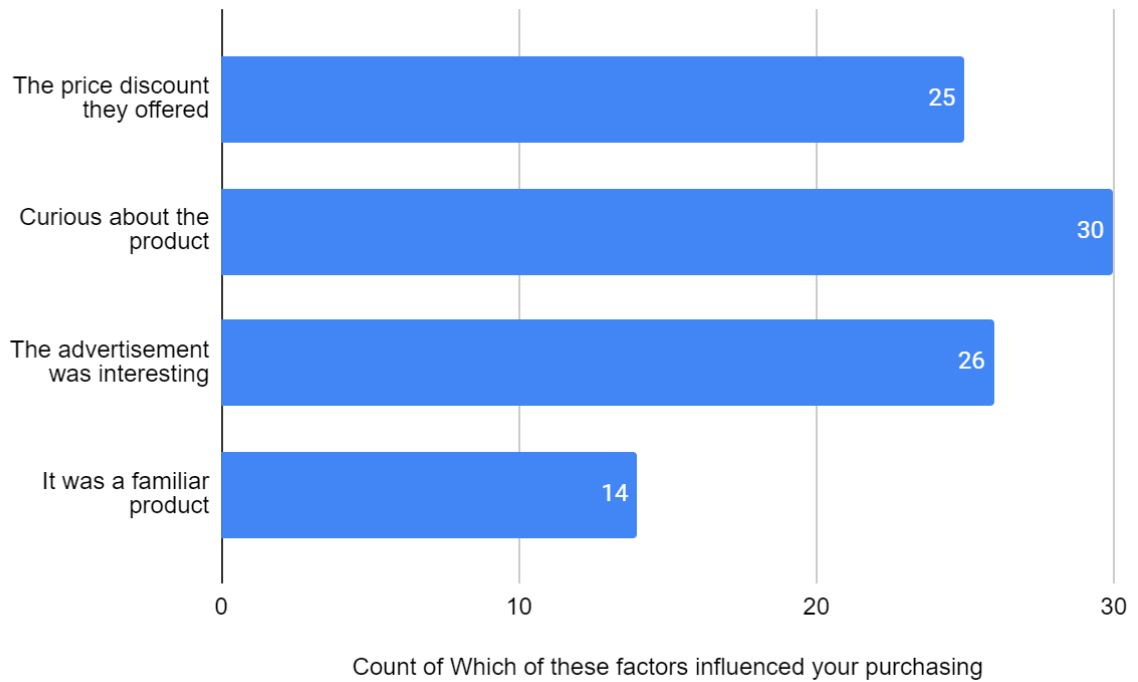
It is found from table no. 4.1.8, 69.3 % of respondents agree online advertisement meet their needs, 16.8 % of respondents strongly agree online advertisement meet their needs and 10.9% of respondents disagree in meeting their needs and 3.0% of respondents strongly disagree in meeting their needs by online advertisement

INFERENCE

Majority 69.3% of respondents agree online advertisement meet their needs

4.1.9 TABLE INDICATING FACTORS INFLUENCED YOUR PURCHASING

S.NO	FACTORS INFLUENCED YOUR PURCHASING	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	The advertisement was interesting	26	25.7%
2	Curious about the product	30	29.7%
3	The price discount they offered	25	24.7%
4	It was familiar product	14	13.8
TOTAL		101	100%



INTERPRETATION

It is found from table no. 4.1.9 29.7% of respondents curiosity influenced their purchasing , 25.7of respondents influenced by interesting advertising and 24.7% of respondent influenced by price discount,and 13.8% of respondent influenced by familiar product

INFERENCE

Majority 29.7 % of respondents influenced by curiosity of product

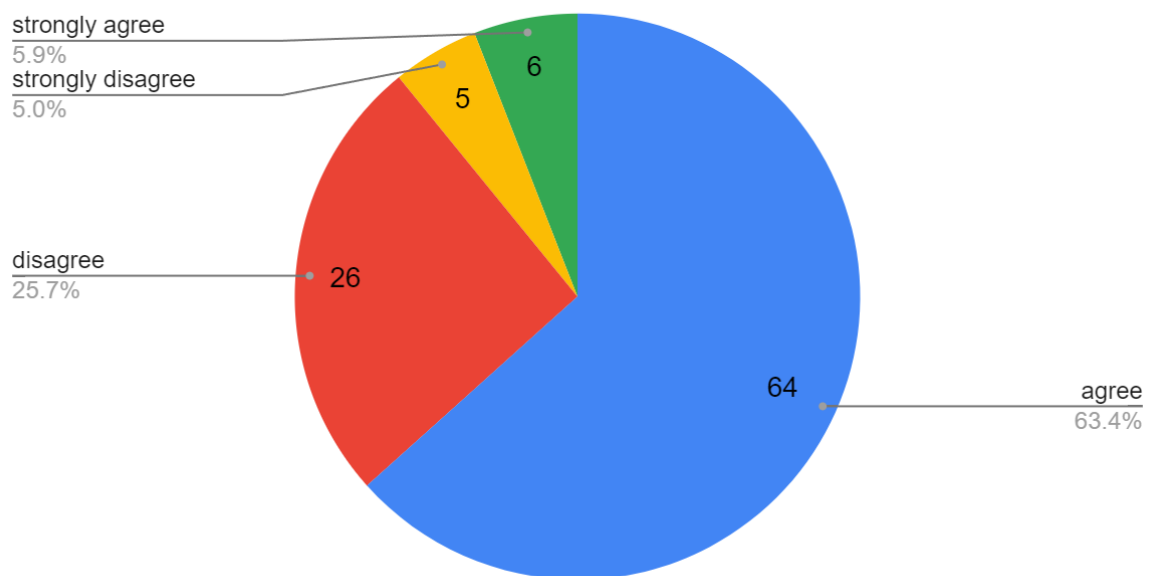
4.1.10 TABLE INDICATING HAVE YOU RECENTLY CHANGED YOUR MIND AFTER SEEING AN ONLINE ADVERTISEMENT?

S.NO	HAVE YOU RECENTLY CHANGED YOUR MIND AFTER SEEING AN	NO OF RESPONDENTS	PERCENTAGE ANALYSIS

	ONLINE ADVERTISEMENT		
1	Agree	64	63.4%
2	Strongly agree	6	5.9%
3	Disagree	26	25.7%
4	Strongly disagree	5	5.0%
TOTAL		101	100%

6

Count of Have you recently changed your mind after seeing an online advertisement.



INTERPRETATION

It is found from table no. 4.1.10 63.4 % of respondents are agree changed their mind and 25.7% of respondent disagree and 5.9% of respondent strongly agree and others 5.0% of respondent strongly disagree

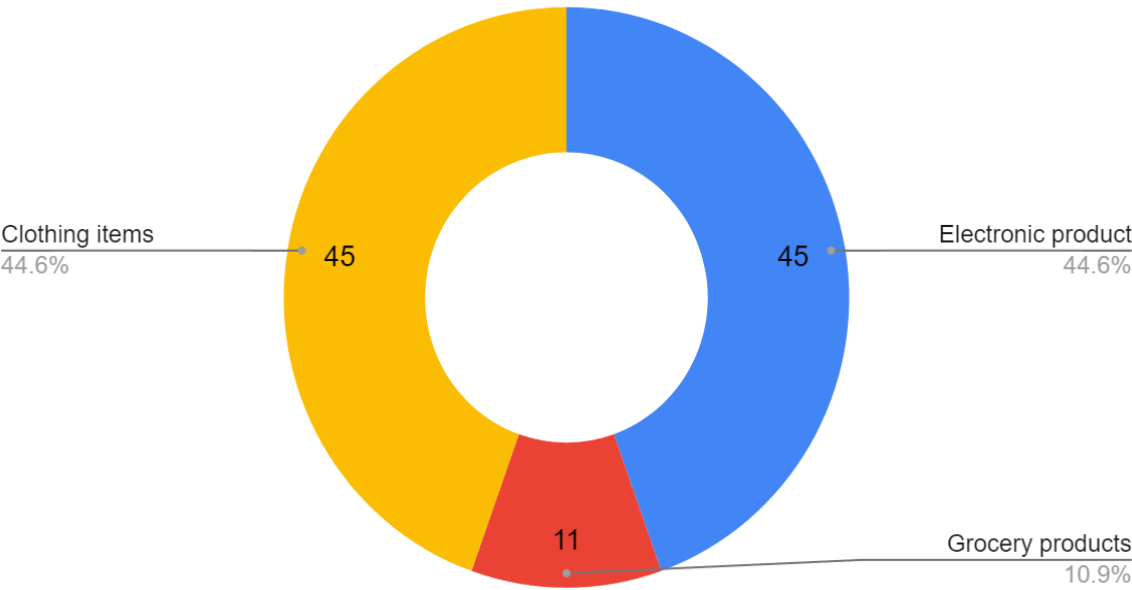
INFERENCE

Majority 63.4% of respondents are agree changed their mind

4.1.11 TABLE INDICATING GOODS PURCHASED BY INFLUENCED BY ONLINE ADVERTISIMENT

S.NO	What kind of goods do ypu purchase by influenced by online advertising	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	Electronic product	45	44.6%
2	Clothing items	45	44.6%
3	Grocery product	11	10.9%
TOTAL		101	100%

What kind of goods do you purchase by influenced by online advertising.



INTERPRETATION

It is found from table no. 4.1.11 44.6 % of respondents purchased electronic item and 44.6% of respondent purchased clothing item and other 10.9% of respondent purchased grocery item.

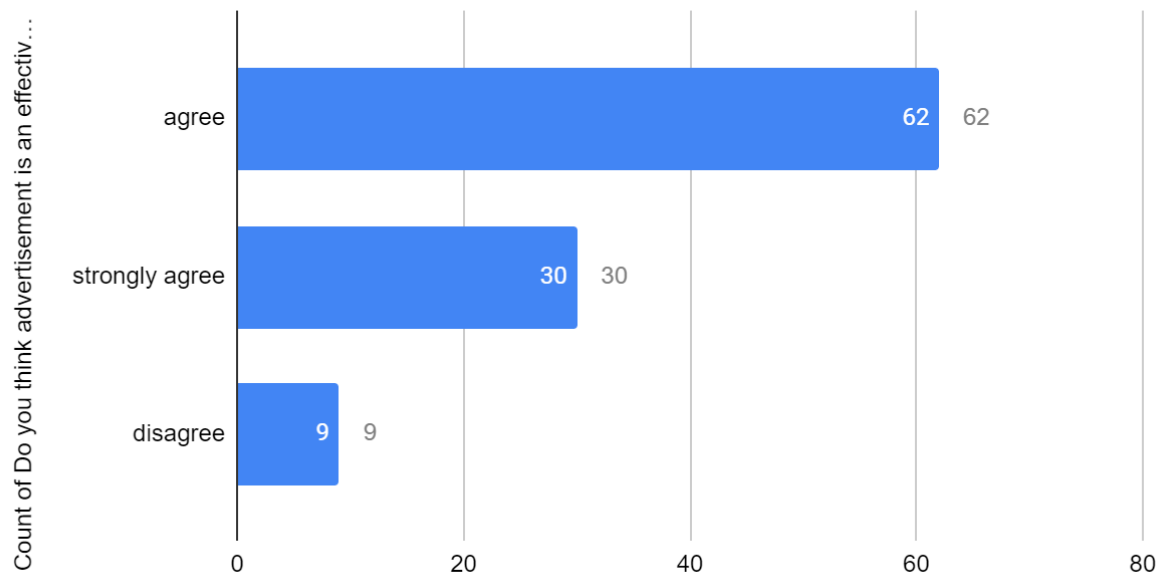
INFERENCE

Majority 44.6 % of respondents purchased electronic item

4.1.12 TABLE INDICATING ADVERTISEMENT IS AN EFFECTIVE DECISIVE FACTOR FOR ONLINE SHOPPING

S.NO	ADVERTISEMENT IS AN EFFECTIVE DECISIVE FACTOR FOR ONLINE SHOPPING	NO OF RESPONDENTS	PERCENTAGE ANALYSIS
1	agree	62	61.3%
2	Strongly agree	30	29.7%
3	Disagree	09	8.9%
4	Strongly agree	00	0%
TOTAL		101	100%

Count of Do you think advertisement is an effective decisive factor for online shopping



INTERPRETATION

It is found from table no. 4.1.10 61.3 % of respondents agrees advertisement is an effective decisive factor for online shopping and 29.7% of respondent strongly agrees advertisement is an effective decisive factor for online shopping and 8.9% respondent disagree advertisement is an effective decisive factor and others 0% of respondent strongly disagree.

INFERENCE

Majority 61.3 % of respondents advertisement is an effective decisive factor for online shopping

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- Majority 58.4% of the respondents are male.
- Majority 68.3% of the respondents are 15-20.
- Majority 74.3% of the respondents likes online advertisement.
- Majority 51.5% of the respondents watch online advertisement daily.
- Majority 75.2% of the respondents tells online platform is best media for advertisement.
- Majority 73.2% of the respondents says that online advertisement influence more.
- Majority 58.4% of respondents feel medium influence on buying behaviour.
- Majority 69.3% of respondents agree online advertisement meet their needs.
- Majority 29.7 % of respondents influenced by curiosity of product.
- Majority 63.4% of respondents are agree changed their mind.
- Majority 44.6 % of respondents purchased electronic item.
- Majority 61.3 % of respondents advertisement is an effective decisive factor for online shopping.

SUGGESTION:

Segmentation Analysis:

Explore how different age groups within the 15-20 range respond to online advertisements. Are there variations in preferences or effectiveness across this age range?

Gender-based Analysis:

Investigate whether there are differences in preferences and responses between male and female respondents. Do males and females have different opinions on the influence of online advertisements?

Advertisement Content Analysis:

Examine the types of online advertisements that are most liked by respondents. Are there specific elements or themes that resonate more with your target audience?

Frequency vs. Influence:

Explore the relationship between the frequency of watching online advertisements and the perceived influence on buying behavior. Does increased exposure lead to a higher impact on decision-making?

Platform Preference:

Dive deeper into why respondents believe online platforms are the best medium for advertisements. What features or aspects of online platforms do they find most effective?

Influence on Product Categories:

Investigate if there are certain product categories (like electronic items) that are more influenced by online advertisements. Are there patterns in purchasing behavior for specific types of products?

Curiosity Factor Analysis:

Explore the influence of curiosity on product purchases. How does curiosity impact the decision-making process, and are there specific product categories where curiosity plays a more significant role?

Mind Change Analysis:

Investigate the reasons behind respondents changing their minds after viewing online advertisements. What factors contribute to this change, and how can advertisers leverage this information?

Effectiveness of Online Advertisements on Shopping Decisions:

Analyse how online advertisements contribute to the effectiveness of online shopping decisions. What specific aspects of advertisements are most influential in driving online purchases?

Comparative Analysis with Traditional Advertising:

Compare the effectiveness and preferences of online advertising with traditional forms of advertising. Are there situations where traditional advertising is preferred, or is online advertising consistently more impactful?

CONCLUSION:

In conclusion, the extensive analysis of various facets of online advertisement engagement among the 15-20 age group has yielded valuable insights for advertisers seeking to tailor their strategies effectively. Understanding the nuanced responses across different age groups within this demographic emphasizes the importance of segmentation in crafting targeted campaigns. Gender-based distinctions highlight the need for a gender-specific approach, recognizing variances in preferences and opinions between male and female respondents. The examination of liked content underscores the significance of creating engaging and resonant material, potentially incorporating specific themes or elements that resonate more strongly with the target audience.

The positive correlation between the frequency of exposure to online advertisements and their perceived influence on buying behavior suggests the impact of strategic and consistent ad placements in decision-making processes. Delving into platform preferences reveals a consensus among respondents that online platforms are the best medium for advertisements, necessitating a closer examination of the features or aspects that users find most effective to optimize content for different platforms.

The identification of certain product categories, particularly electronic items, as more influenced by online advertisements offers advertisers valuable insights into targeted advertising opportunities. Furthermore, the recognition of curiosity as a significant factor in influencing product purchases suggests the potential for incorporating curiosity-inducing elements in campaigns, with a focus on specific product categories where curiosity plays a more significant role.

The analysis of mind changes after viewing online advertisements provides advertisers with an opportunity to understand and leverage factors contributing to this dynamic aspect of consumer decisions. Finally, the comparative analysis with traditional advertising underscores the consistent influence of online advertising, though situations may exist where traditional forms still hold relevance, advocating for a hybrid approach to maximize effectiveness.

In essence, this comprehensive analysis equips advertisers with actionable insights to refine their online advertising strategies, fostering a more targeted, resonant, and impactful approach to engaging the 15-20 age demographic.

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ANNEXURE

Questionnaires on the Impact of online Advertisement on Consumer Buying Behaviour

AGE

18 or under

18-30

30-50

Above 50

GENDER

male

female

DO YOU LIKE ONLINE ADVERTISEMENTS?

Agree

Strongly agree

Disagree

Strongly disagree

DO YOU WATCH ONLINE ADVERTISEMENT DAILY?

Often

Very often

Rarely

Very rarely

THE BEST MEDIA FOR ADVERTISEMENT ACCORDING TO YOU?

ONLINE PLATFORMS

News papers

Televisions

Radio

WHICH TYPE OF ADVERTISEMENT INFLUENCE YOU MORE?

ONLINE PLATFORM

News papers

Televisions

Radio

HOW MUCH INFLUENCE DO YOU FEEL ADVERTISEMENT HAVE OVER YOUR
BUYING BEHAVIOUR?

large influence

medium influence

lesser influence

IF YOU HAVE EVEN BOUGHT AN ITEM AFTER BEING INFLUENCED BY ONLINE
ADVERTISEMENT AND THAT ITEM HAS MET YOUR NEED?

Agree

Strongly agree

Disagree

Strongly disagree

WHICH OF THESE FACTORS INFLUENCED YOUR PURCHASING?

The Advertisement was interesting

Curious about the product

It was a familiar product or brand

The price discount they offered

HAVE YOU RECENTLY CHANGED YOUR MIND AFTER SEEING AN ONLINE ADVERTISEMENT?

Agree

Strongly agree

Disagree

Strongly agree

WHAT KIND OF GOODS DO YOU PURCHASE BY INFLUENCED BY ONLINE ADVERTISING?

Electronics products

Clothing items

Grocery products

Other

DO YOU THINK ADVERTISEMENT IS AN EFFECTIVE DECISIVE FACTOR FOR ONLINE SHOPPING

agree

strongly agree

disagree

strongly disagree