

# A COMPARATIVE STUDY ON THE IMPACT OF ONLINE ADVERTISEMENTS ON THE CONSUMER BEHAVIOR OF YOUTH AND MIDDLE AGED

**Gayathri Baiju**

Assistant Professor

Department of Journalism

Malabar Christian College, Calicut, Kerala, India

## INTRODUCTION

The concept of advertising is as old as the human civilization. Today in the 21st century, the world of advertising has become a very dynamic, creative and challenging place which tells us the story of product, evolution and its endless possibilities in the world which we live. We live in the world of advertisements. Advertising is a unique and powerful tool of communicating ideas, information integrating writing, mixed and remixed images, layout, sound, gesture, speech and 3D objects.

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from. A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Learn more about doing business online.

Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits. Most of the traditional paper ads are printing web addresses of advertisers for finding more information the prospective consumers require. Every ad has a website address posted to it. Online or web advertising can be defined as the promotion of products or services by advertising through the internet media.

Online advertising is very interactive compared to the other forms of traditional advertising. The consumers can pick and choose the information, sales message and buying modes that fit their individual needs. Online advertising offer the best of push and pull advertising in which merchant can pull consumers in based on their advertising and material out to them once they have created a relationship because users select the sites they visit, advertisers are most guaranteed highly qualified purpose.

With the advent of technology, the internet has positioned itself as one of the very few media alternatives that can be used for almost all advertising purpose across all possible market segments. The growing popularity of the internet and the mass media hype surrounding its commercial potential has triggered an avalanche of internet in using this new tool for marketing and advertising. In fact, the internet has taken only few years to achieve a critical mass of almost 50 million users.

The radio, television and cable have taken a lot more years to achieve this number than the internet took. This suggests the rapid acceptance of the internet as a medium of connectivity and commerce. As the internet gained popularity, marketers began to explore if this medium was lucrative to advertise on and found that it give them more than what the other media could offer. The internet provided their customers with interactivity consumers could now interact with their product and build their own experience with it.

The rate of technological change in the marketing environment is an important factor that influences the marketing success. The growth of the internet as a provider of standard global access to systems and networks all over the world is an area of huge interest currently and will very soon become a major consideration for the marketing departments of most Indian organization marketing to consumers and business. Internet advertising was essentially done through news groups, e-mail, insertions in newsletters and news and distributed via list servers.

Literally thousands of internet sites serve niche audiences, enhancing the likelihood of reading people with an inherent internet in specific audiences. For advertisers that choose the right sites, there is less wasted than with traditional mass media, like television networks that seek massive heterogeneous audiences. Some online sites have amassed gigantic databases on consumers that enable advertisers to customers match their messages with likely consumers. Web advertising comes in many types with the ultimate objective of attracting of the browser.

### 1. Banner Ads

Banner ads are rectangular boxes of a pre-specified size by the Internet Advertising Bureau that appear on websites communicating the marketers' message. These ads generally provide a link to another website where the marketers provide further information of their products or services.

### 2. Logos

Company logos are very famous these days. A logo which is placed at the top of the website increases ads credibility to the site. A well-known company can be easily identified with the help of its logo. Logo really has recognition and is part of advertising campaign of the companies. A logo of a company generally depicts the motto or operations of the company.

### 3. E-mail Ads

E-mail advertising belongs to the first generation of interactive advertisements. By creating compelling e-mail experiences, marketers hope to convey their messages in a better way.

### 4. Classified Ads

Classified ads work because as far as users are connected, they are content, not advertising: people actively seek out the classifieds when they are looking to buy. This explains the eBay, Monster/Hot Jobs and many such sites. The superiority of web classifieds portends dire times ahead for traditional printed newspapers, as their most lucrative income source continues to migrate online.

### 5. Interstitials

An interstitial ad is one of that pops up when the user loads a new page. In other words, when the user hits a button to link to a new page, the interstitial is displayed. It disappears and the new page is loaded. This type of ad begins to follow the format used in television

advertising in that you see content that you want to see and then they throw in an ad before letting you see more of what you want to see. Interstitial began showing its ugly head in early 1997 and is not widely used yet. People see these ads as annoying and even leave sites that have them at times. They hate the slowness of the internet and attribute it to these interstitial ads. But interstitials can be twice as effective as the traditional online banners if they are presented properly to the consumers.

#### 6. Websites

Websites can be viewed as anchors to all types of online ads discussed earlier. In the end, each of the ads is inked to its home page or specific links on the company's website. So it is important to have an effective website that urges the user to buy that specific product or service. Many giants like Nike, Adidas, etc. are having websites that are full of dynamic effects, flash animations and creativity. These websites contain all the information about the company. We can even see the web addresses coming in the company's advertisements in the traditional media, hinting the users that they can always visit the websites for more information.

## II REVIEW OF LITERATURE

Internet advertising, which is a relatively new medium, has received attention from both academics and practitioners, particularly from effectiveness aspect. Teo et al. (2003) proposes a research model in order to investigate the influences of interactivity level on web users attitude towards commercial web sites. Afterwards, the model has been tested and the results reveal that the increased level of interactivity has positive effects on web users perceived satisfaction, effectiveness, efficiency, value, and overall attitude towards a Web site (Teo et al., 2003).

In the article of Bezjizn-Avery et al. (1998), the authors discuss that there are two ways that can measure the effectiveness of the interactive media. One of them is the persuasiveness of the media which indicates that whether consumers are positive in effect, preferences, and purchase intentions (Bezjizn-Avery et al., 1998). The research also provides practical suggestions on how to design effective online ads to fully utilize the advantages of the online medium (ibid). Meanwhile, Patsioura et al. (2009) have formulated an advertising effectiveness model for corporate advertising web sites. A great number of researchers, like Tyagi and Kumar (2004), have discussed the subject of advertising management, from advertiser's perspective. However, the authors study focuses on how advertising management influences advertising effectiveness, in the context of online advertising.

(Liu and Shrum, 2002; 2003; Mc Millan, 2002; Johnson, Bruner, Kumar, 2006; Zikham 2008). Based on the definition of some experts, it can be concluded that the variable interactivity is a two-way communication and is done through advertising via the internet. Indicators used in variable interactivity are Perceptions of control, related to perceived control over navigation, content and interaction speed; Perceived response, refer to the online advertising response given; Personalization, refers to the extent to which consumers feel that the response is appropriate, and relevant.

Accessibility is the ability of users to access information and services provided by online advertising (Godwin - Jones, 2001; Hackett and Parmanto, 2009). The term accessibility is generally related to how users can access the information and content of online advertising. For example, the text for an image of an advertising content, download speed and discoverability (Godwin - Jones 2001; Hackett et al, 2004; Hackett and Parmanto, 2009). Factor content is how the shape, layout and graphics are displayed by online advertising that attract users to view online ads, consisting of entertaining, informativeness, irritation, credibility. Entertainment is the ability of advertising to give pleasure or entertainment to consumers while inserting advertising information. (Ducoffe, 1996; Wang & Zhang, 2006; Wang and Sun, 2010; Mir, 2012; Yaakop, Hemsley & Gilbert, 2011). It deals with how advertising can influence consumer attitudes to entertainment or an attractive appearance that can make consumers interested in advertising.

Informativeness an ad ability to supply information to consumers, so as to give a true picture of a product. So that consumers get complete information about existing products in the ads (Zhang, 2004; Ducoffe, 1996; Brackett dan Carr, 2001; Child, 2004; Yazeer 2012). Credibility in online advertising is how the level of consumer confidence in online advertising that appears, or the extent to which advertising provides information on them can be trusted, impartial, competent, credible and specific. (Metzger, 2003; Abdulla et al, 2002; Gass and Seiter, 1999; Johnson and Kaye, 1998, 2000, Jurma, 1981; Kioussis, 2001; Meyer, 1988; Ognianova, 1998; Peng, 2005; Perloff, 1993; Wanta and Hu, 1994; Yoon et al, 1998).

Interactivity in online advertising media is the extent of two-way communication that refers to the ability of mutual communication between advertisers and consumers, and the response to the input they receive. (Liu and Shrum, 2002; 2003; Mc Millan, 2002; Johnson, Bruner, Kumar, 2006; Zikham 2008). Based on the definition of some experts, it can be concluded that the variable interactivity is a two-way communication is done through advertising via the internet. Accessibility is the ability of users to access information and services provided by online advertising (Godwin - Jones, 2001; Hackett and Parmanto, 2009).

## III OBJECTIVES AND METHODOLOGY

The broad objective of the study is to compare the online purchase habits of youth and middle aged. To materialize the goal in a meaningful way, the main objective is divided in to some specific objectives.

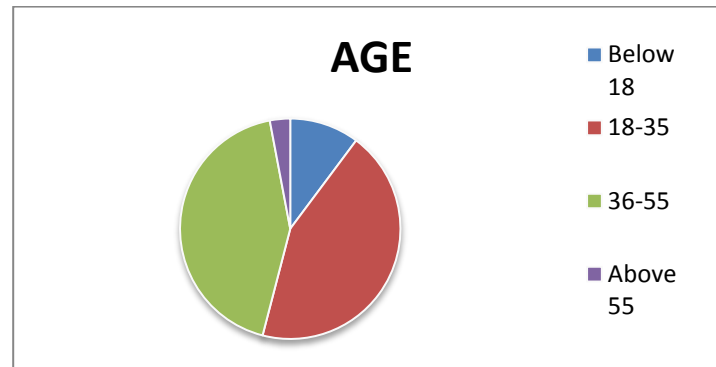
1. To know the extent to which both age groups are getting involved in online purchase
2. To know the influence of online advertisements on youth and middle aged
3. To know the reasons for opting online purchase
4. To find out which type of products are purchased more
5. To assess the usage of purchase apps and its features
6. To understand the impact of online purchase on the general purchase behavior of both age groups

In this study the researcher used survey method and selected random sampling. And prepared twenty questions handed over to 200 samples out of which 100 were youth and 100 were middle aged. The study helps a lot in understanding the difference in the online purchase behaviour of youth and middle aged even though it has all limited facilities of a dissertation. Research could not be enhanced with empirical studies and broad survey, collecting more samples to get more accurate generalisation.

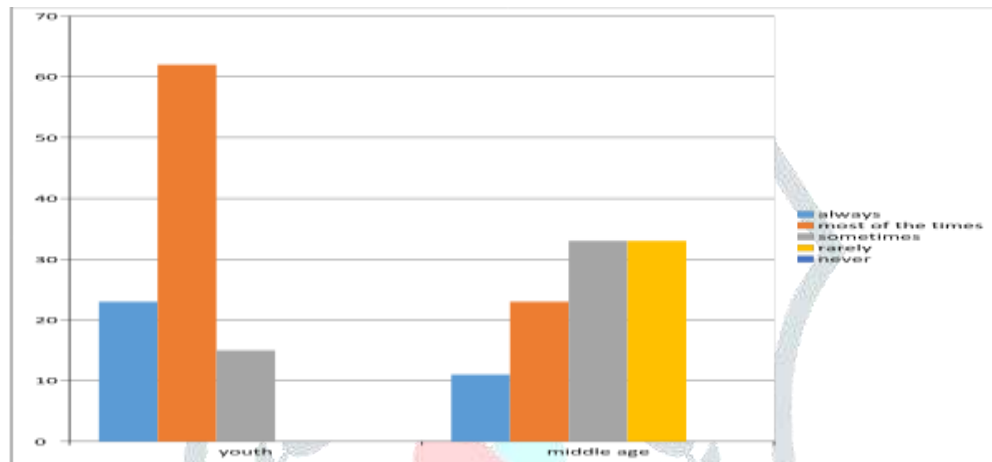
The limitation in time confined the analysis to only a few aspects. There are a lot of areas which are not considered for the study. This makes the study to an extent incomplete. In the light of all limitations, the study can be extended and used for further researches.

#### IV ANALYSIS AND FINDINGS

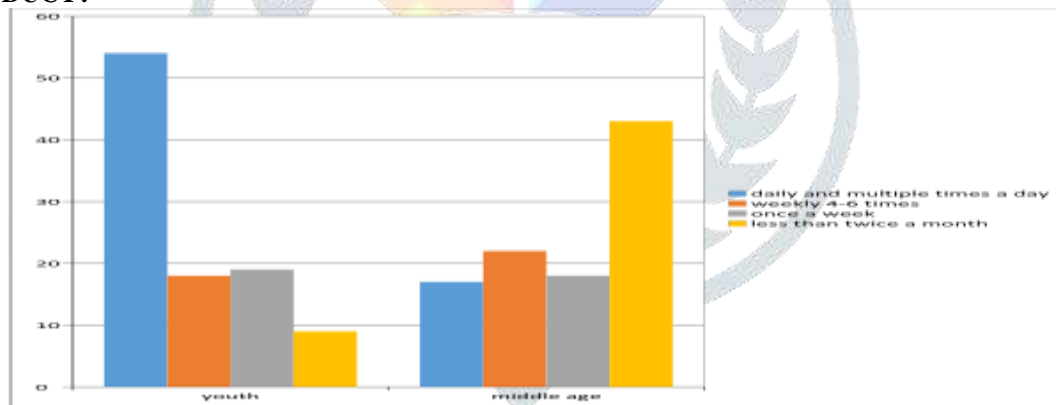
##### SAMPLE SELECTION



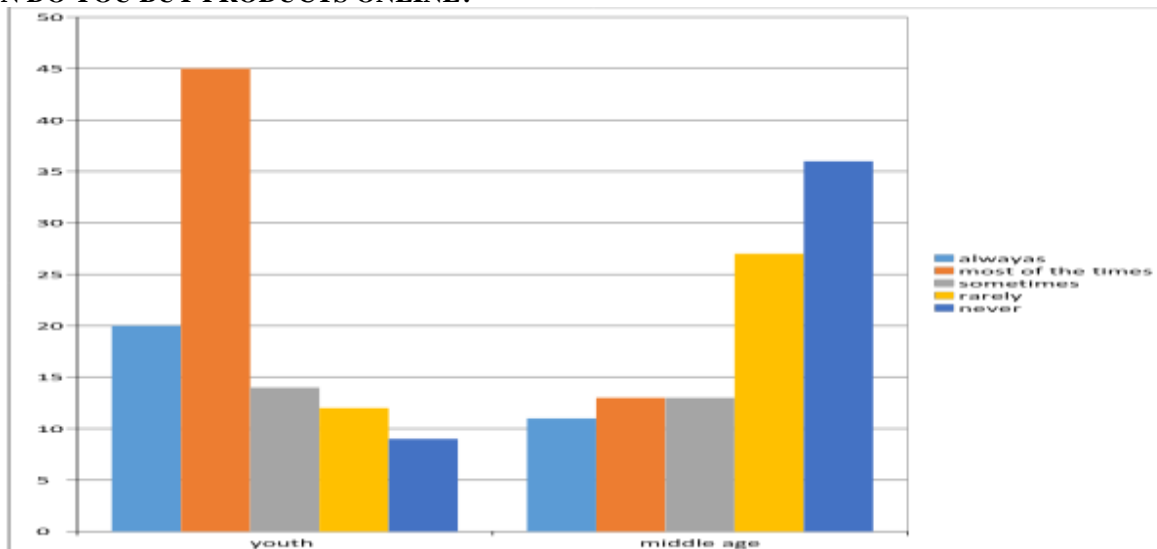
#### HOW OFTEN DO YOU SEARCH ABOUT PRODUCTS IN INTERNET?

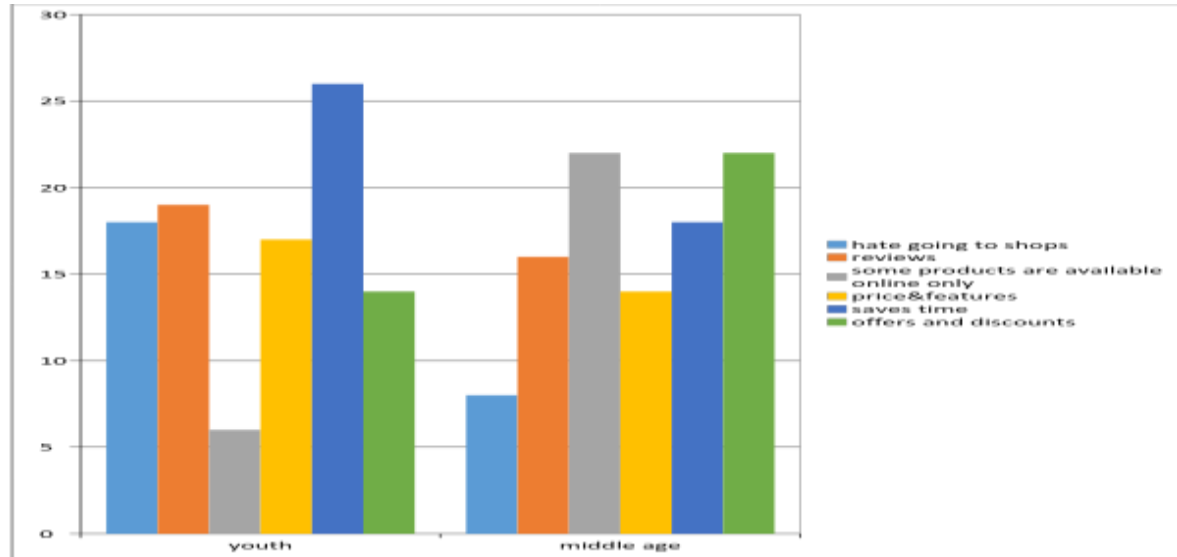
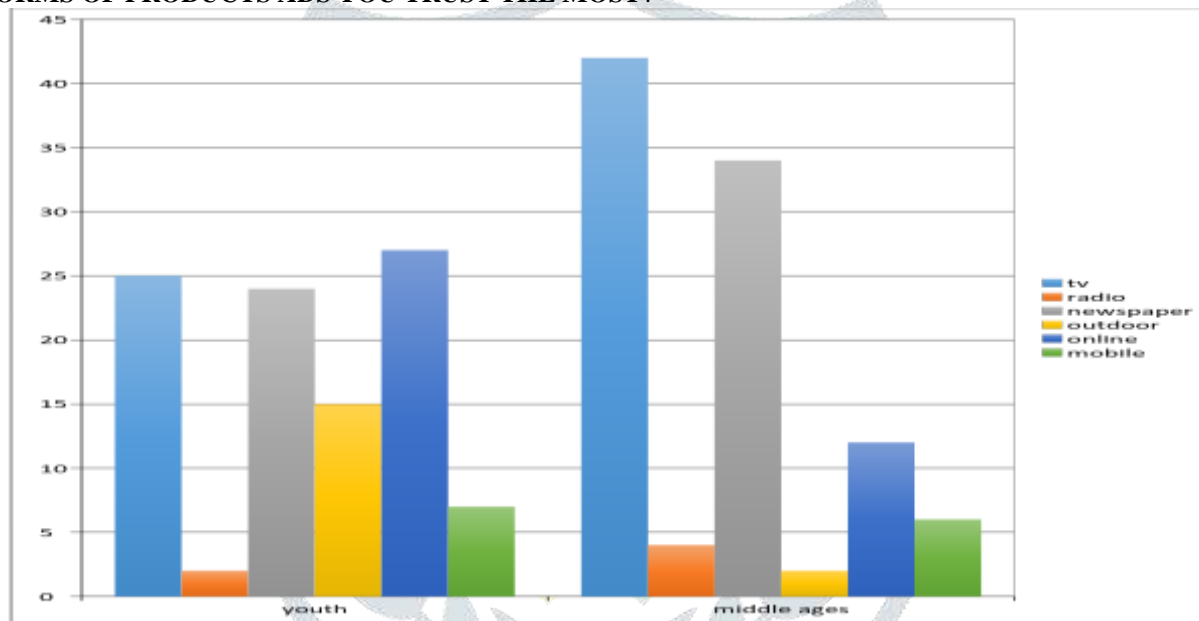
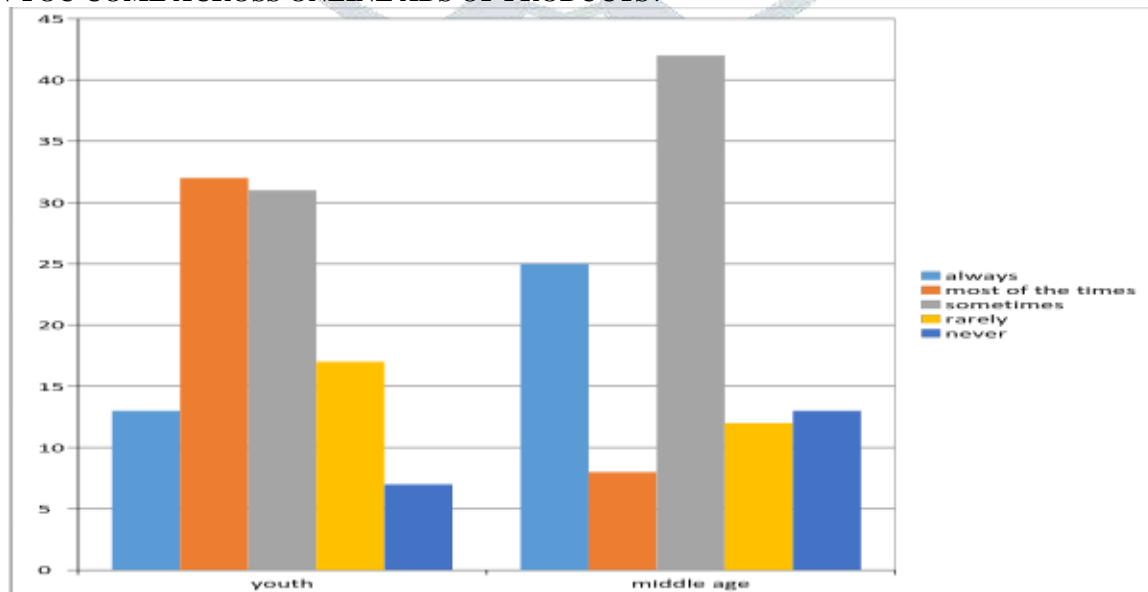


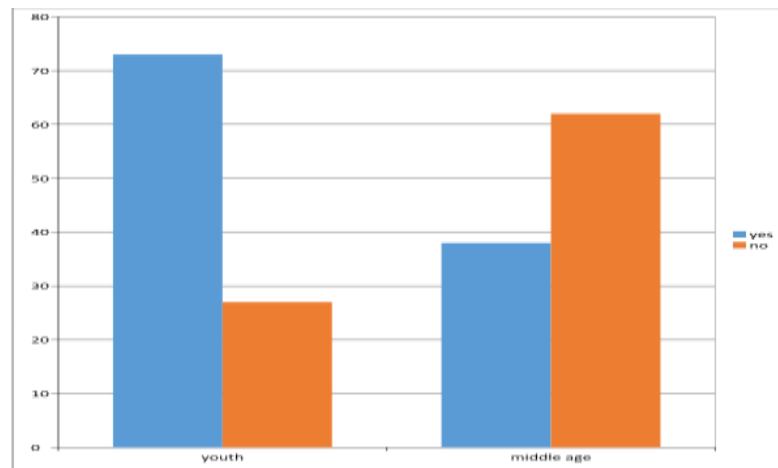
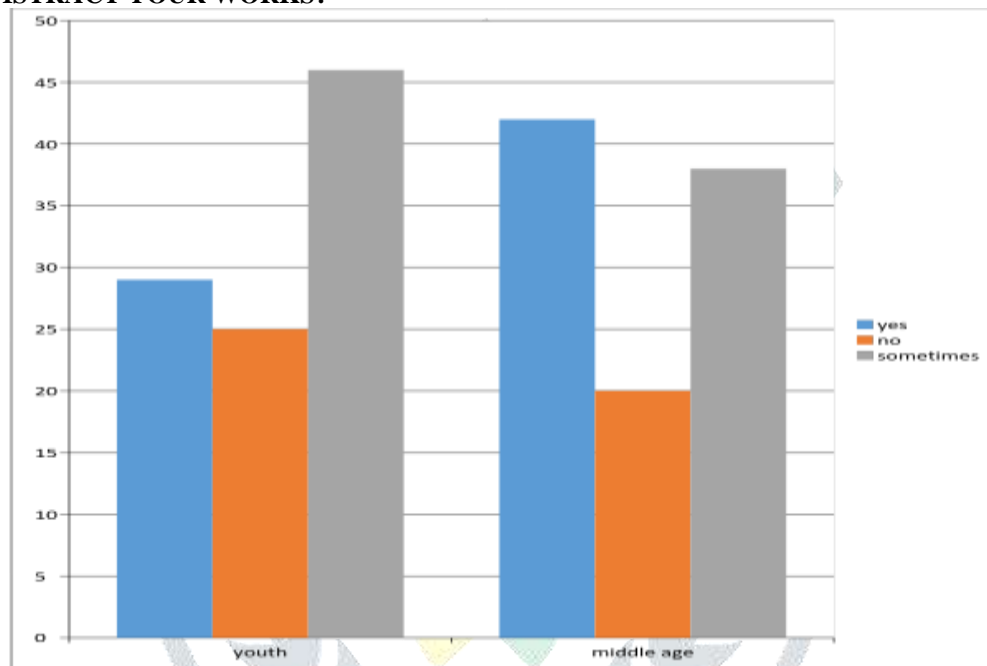
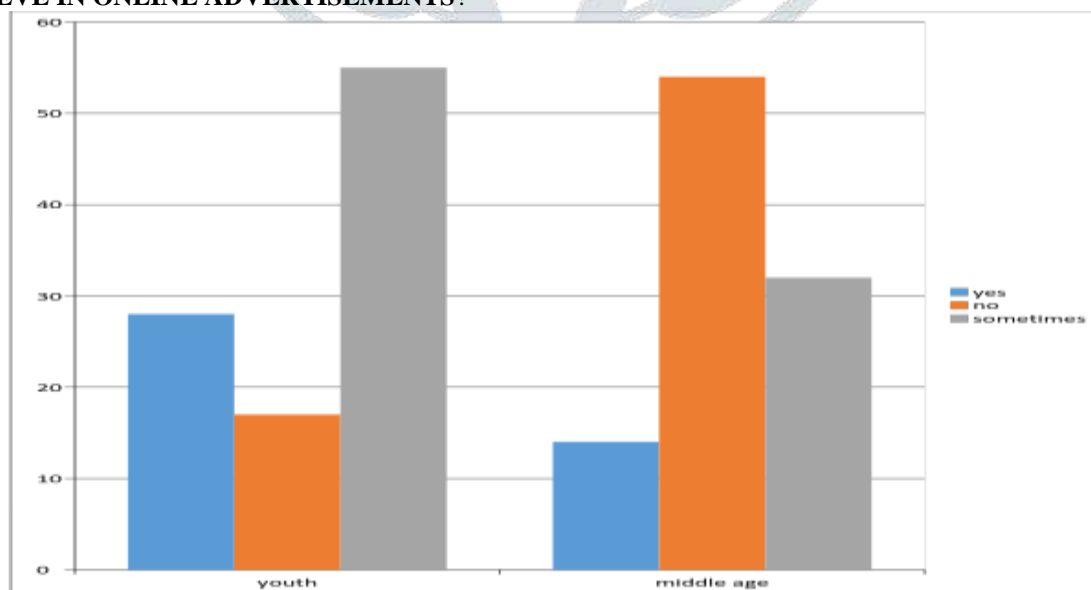
#### HOW OFTEN DO YOU ACCESS INTERNET TO GET DETAILS LIKE PRICE, DISCOUNT, COMPARISONS OF A PARTICULAR PRODUCT?



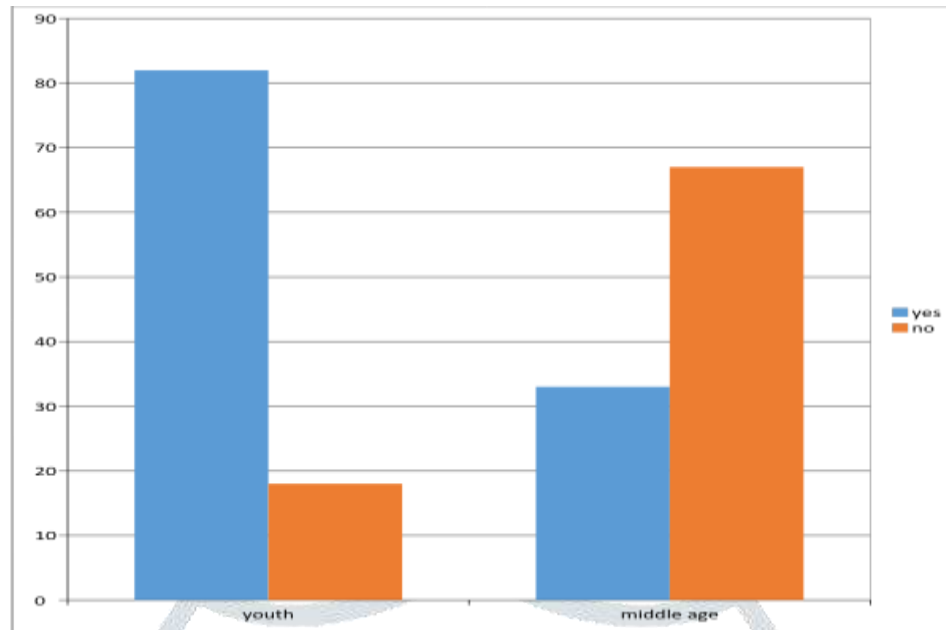
#### HOW OFTEN DO YOU BUY PRODUCTS ONLINE?



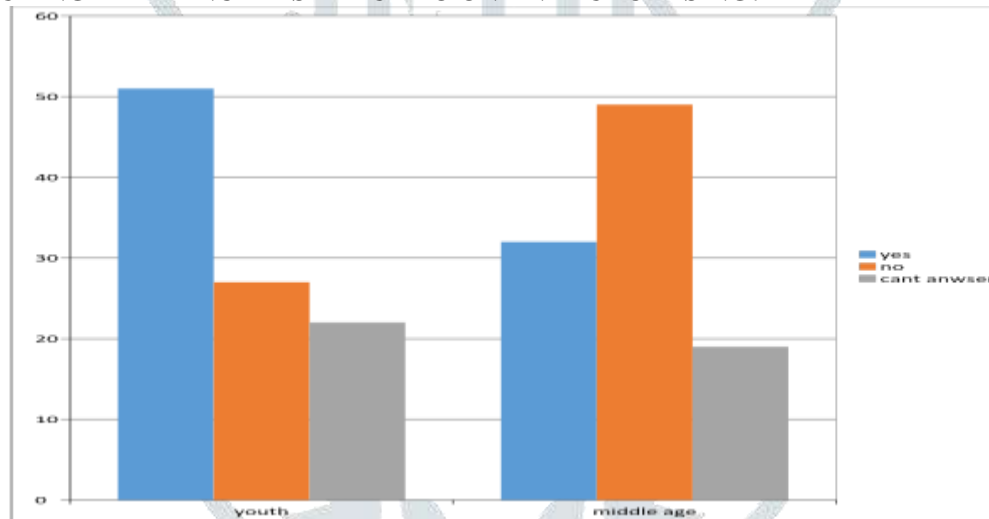
**WHAT IS THE MAIN REASON FOR SHOPPING ONLINE?****WHICH FORMS OF PRODUCTS ADS YOU TRUST THE MOST?****HOW OFTEN YOU COME ACROSS ONLINE ADS OF PRODUCTS?**

**HOW YOU EVER PURCHASED A PRODUCT SEEING AN ONLINE AD?****DO ONLINE ADS DISTRACT YOUR WORKS?****DO YOU BELIEVE IN ONLINE ADVERTISEMENTS?**

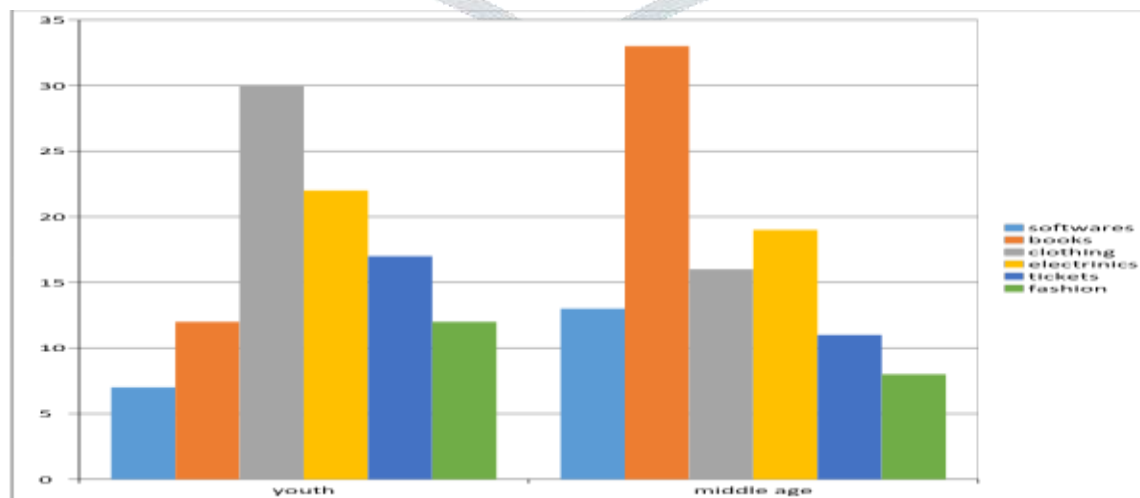
### ARE YOU A MEMBER OF ANY PURCHASE SITES LIKE AMAZON, FLIPKART, MYNTRAETC?

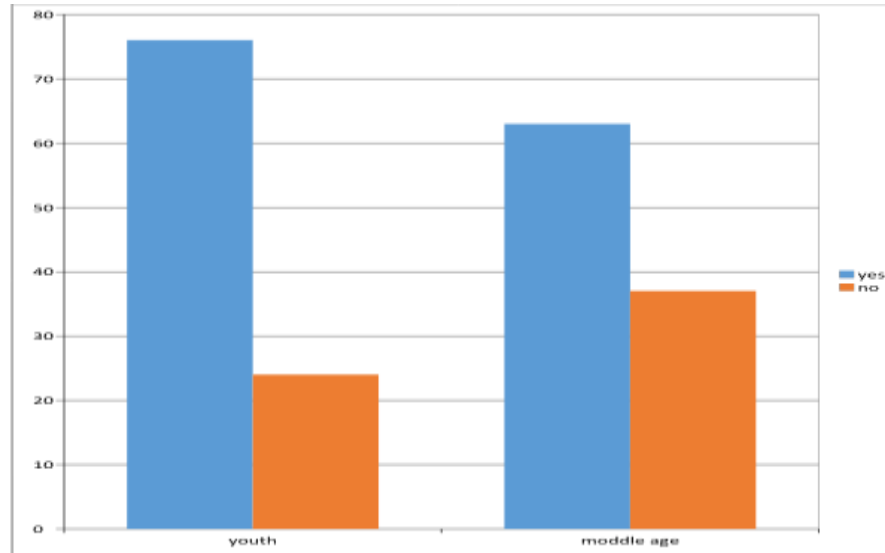
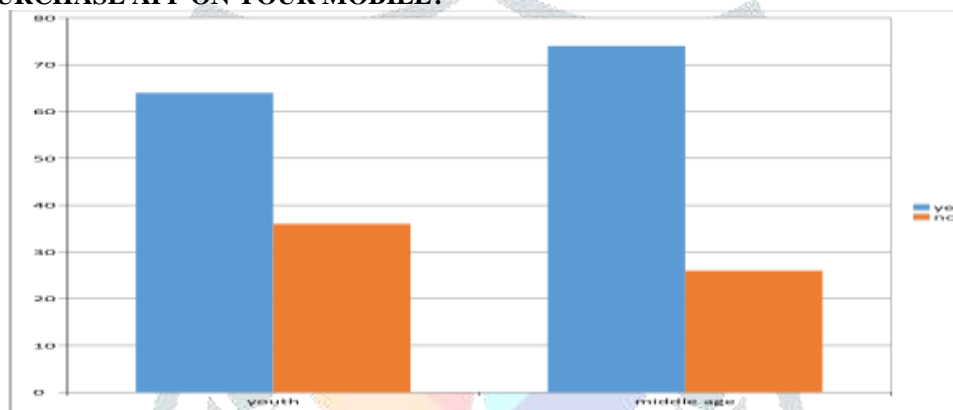
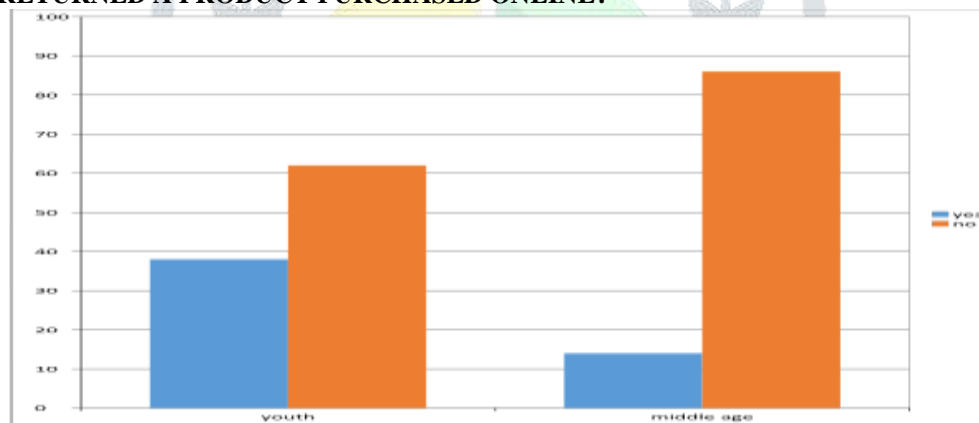
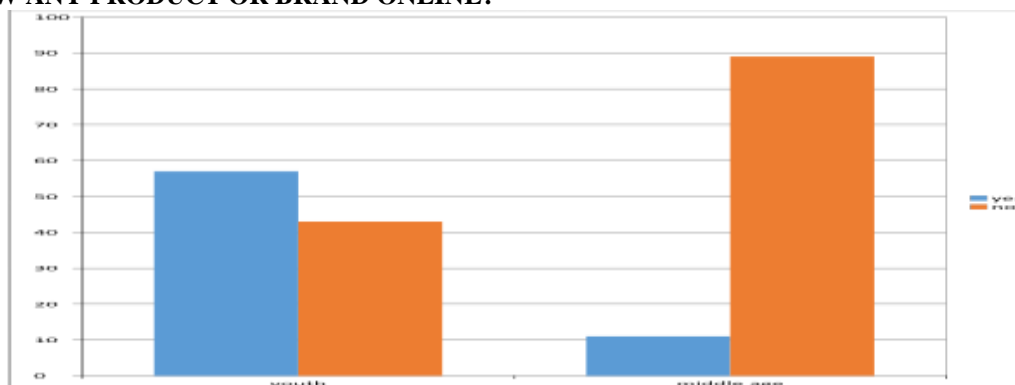


### DO YOU THINK BUYING HABIT INCREASED DUE TO ONLINE PURCHASING?



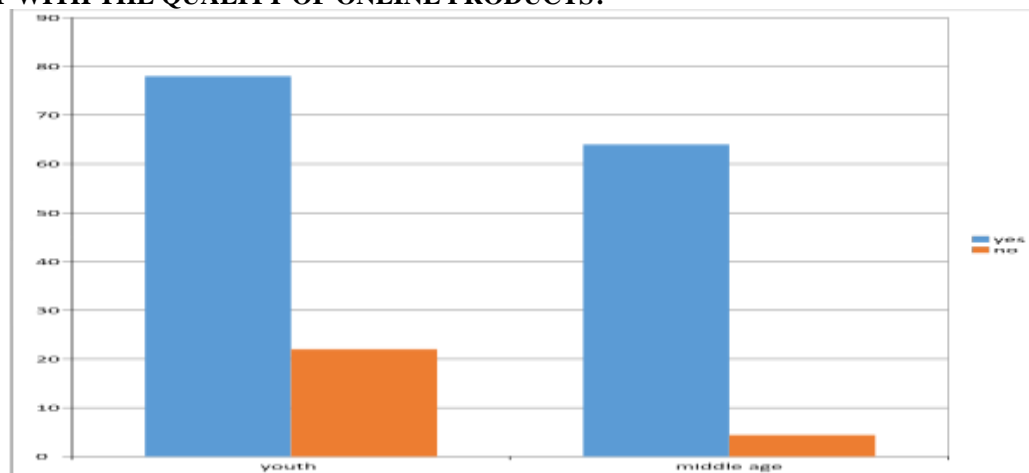
### WHAT TYPE OF PRODUCT DO YOU PURCHASE THE MOST ONLINE?



**HOW YOU EVER RECOMMENDED AN ONLINE PURCHASE TO OTHERS?****DO YOU HAVE A PURCHASE APP ON YOUR MOBILE?****HAVE YOU EVER RETURNED A PRODUCT PURCHASED ONLINE?****DO YOU FOLLOW ANY PRODUCT OR BRAND ONLINE?**



## ARE YOU HAPPY WITH THE QUALITY OF ONLINE PRODUCTS?



### MAJOR FINDINGS

- Majority of the youth use internet most of the times to search about products while middle aged sometimes and rarely use internet for searching about products.
- Youth access internet multiple times daily for getting information about products and price. Middle aged use internet for this purpose less than twice a month.
- Majority of youth buy online products most of the times and majority of the middle aged never buy online products.
- Youth rely on online shopping to save time and to get detailed user review. They never because the particular product is available online only. But middle aged use online shopping simply because of offers, discounts and availability
- TV ads are the most trusted type of ads by middle aged and online ads are the most trusted type among youth.
- Youth come across online ads most of the times while middle aged come across only sometimes.
- Majority of youth have purchased a product just because of an online ad and majority of middle aged have not.
- Both the categories are distracted and disturbed by online ads. But still, youth are more receivable than middle aged
- Majority of the middle aged don't believe in online ads while youth believes sometimes
- Majority of youth are members of purchasing sites.
- The general buying behavior of youth has increased a lot due to online purchasing whereas middle aged people remain the same.
- While youth is most interested in buying cloths online, middle aged people buy books more.
- Both categories have recommended online purchase to others, both have purchase apps in their mobile phones, happy with the quality of online products and majority of both haven't returned products once purchased online.
- Youth are more brand conscious and middle aged do not follow more of brands

### V. CONCLUSIONS AND RECOMMENDATIONS

The study on the online purchase behavior of youth and middle aged brought into light many interesting findings. The primary objective of the study was to know the extent to which both age groups are getting involved in online purchase. It was found out that the involvement of both age groups is different.

Youth searches more about products, access internet multiple times a day for getting information about products, features and their prices. Middle aged use internet for other purposes and are not too much involving in knowing about products. Most of the purchases of youth are through internet. But both categories recommends online purchase to others.

The study wanted to investigate the influence of online advertisements on the purchase behavior. Youth trust more of online ads and middle aged trust less. They have high dependence and trust on television ads. The second category trusted commonly by both is newspaper ads. Youth mostly come across online ads and middle aged won't look into more.

Buying a product just because of seeing an online ad is common among youth. Middle aged people are resistant to online ads to an extent. They don't jump into decision making simply because of an advertisement. Both age categories agree that online ads distract their works. Youth are positive and sometimes believe online ads while middle age are totally reluctant and very hardly believe them.

The study also aimed at understanding the differences in the reasons for online purchase among youth and middle aged. Youth are interested in internet purchasing mainly to save time. They are very much interested to know the detailed reviews and rating of the product. They generally hate shopping.

Middle aged people are entirely different. They purchase online mostly when that particular product is available only through online. Another reason for the middle aged is the offers and discounts available online. From this finding it can be inferred that for products related to middle age, considerations related to price and demand shall be given.

Another important objective of the study was to find out which type of products is purchased more. Middle aged people are buying more of books through online. They are least interested in fashion and are not much into booking tickets online.

Youth are interested to buy cloths online. The next category they love to buy online are electronics. Third category is booking tickets. It is understood that the daily life of youth is very much linked with online purchase these days. The basic necessities are changing to online.

The study assessed the usage of purchase sites and apps. Middle aged is not too much into purchase websites related to purchase. A big majority of youth have a membership in such sites. At the same time both categories have a purchase app in their mobile phones. People are not so concerned about the features of mobile apps. Both categories have not returned much of online products.

The last main aim of the study was to understand the impact of online purchase on the general purchase behavior of both age groups. With the advent of online shopping, youth has become brand conscious. A big majority of them follows brands online and check recent updates. They are interested to get products of brand in discounted rates.



Youth thinks that their buying habit is generally increased with the advent of online purchasing while middle aged are firmly sure that this haven't affected their purchase behavior. Both categories are happy and satisfied with online products and this indicated a boom in online purchasing

## VI. REFERENCE

- [1] Bagheri, Mehdi. Ranjbar, Mokhtar. 2007. Internet Advertising And Survey Of Its Position In Iran Sites, Journal Of Age Of Information Technology. No 24
- [2] Constantinides, E., 2004, Influencing The Online Consumer Behavior, Internet Research, Volume 14 . Number 2, Pp 111-126
- [3] Dashtishahrokh, Zohreh. Niakanlahiji, Nazila. 2009, Effectiveness Of internet Advertising On Consumer Behaviorgoods And Computer Services, Journal Of Scientific - Etail Management Studies, Twentieth Year, No 60
- [4] Ducoffe, R. H. 1996. Advertising Value And Advertising On The Web. Journal Of Advertising Research, 36(5), 21-35.
- [5] Gilaninia, Shahram. Shahbazi, Shahriar. 2010, The Role Of Risk Reduction Strategies On The Internet Purchase Intentions In The Third Millennium
- [6] Lages, L. 2004. The STEP Scale: A Measure Of Short-Term Export Performance Improvement, Journal Of International Marketing, 12(1): 36-56.
- [7] Papacharissi, Z., And Rubin, A. 2000. Predictors Of Internet Use. Journal Of Broadcasting & Electronic Media, 44:175-195.

