



## A STUDY OF EFFECTIVENESS OF ONLINE ADVERTISEMENTS ON YOUTH

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Shri J.j.t. University, Jhunjhunu, Rajasthan. \*Corresponding Author**ABSTRACT**

Online advertising means promoting your product or business on various internet platforms like on Facebook, blog, YouTube, education websites and other websites. Now a days social sites and digital advertisements popular among the youth. Where youth freely sharing their opinion, thoughts, discussing about their lives and interact with society and free to take purchase decisions and buy goods online. To find out the effectiveness of digital advertisement on youth Random sampling techniques were used on various stages of sample selection. This study has been conducted in three district Sirsa, Hisar and Fatehabad of Haryana state. Further 10 colleges from three districts selected through lottery system. Several studies show that Advertisement expenditure in 2019 was 104.8 billion US dollar. This is as 137 billion as 2020. In 2019 total 160 billion US dollars spent on display advertisements, this data reveals the online advertisements impact is booming in India.

**KEYWORDS :** Online Advertisements, Digital Platforms, E-commerce, Effectiveness, Behavior

Advertising is an indispensable business tool. As an influential technique of hype the sales, it has been flourishing the economy. Advertising seems to be accepted as a universal concept in life. Every businessman and manufactures, who wants to make accessible his goods to people at profit, do take full advantage of advertising to famous their products and services. Advertisement has a huge impact on the society. Numerous advertisements medium are available like print, electronic and so on. Science and technology made the life digital so that legacy media shift to online platform. Now a days everything accessible on online we can purchase and sale, which is called e commerce.

E - Commerce attracts the buyers and consumers both. The journey of online advertising begins with the digital age. Internet era initiate the interactive advertising, people research the information before buy the product. Even consumer can interact with seller and get whole information about product. Advertisers are spending their huge amount on online advertising. Advertisers primary motives are influence the consumers by hook and crook. For fulfilling their agenda they target the youth. It could be said that youth depend on the internet for their infotainment and advertisers take advantage to reach their target. Advertisements have different appeals for every segment of market. Mostly advertisements budget have turned to the Internet rather than print media in the past.

According to Dentsu Agis Network the online advertising market is the second largest market in India. Where by 2025 online platforms will beat all modes of Advertisements and lead to be number one. Presently television has made its reach to 750 million consumers and digital media reaches about 450 million peoples in India. Internet users number rapidly raising every day. Digital advertising expenditure is 13683 crores in India and with the growth of 27% it will be 17 billion rupees. Web advertising platforms are low cost and fast way to reach large number.

Online advertising acts as a link between consumer and product. These Internet advertisements build the online market people purchase the product directly. Online advertisements like Banner advertisements, Classified advertisements, pop up advertisements, flash advertisements. In additional, Web advertising modes give the golden chance to local products to become international brand.

**Literature Review**

Muhammad Akxa, Devi kartni, 2015, this study reveals found

that advertising has an great impact on online shopping, the layout of advertisements affects young peoples and these advertisements prove to be helpful in taking buying decisions. People liked to watch video advertisements on the Internet. Research findings show that Internet advertisements have a positive impact on consumers as well as negative effects.

Mostly consumers believe that online advertisements are way of fraud on the Internet. Mishra 2014 this study tells that online advertisements in India are more effective than west countries because India has largest mobile users and most of them use mobiles for internet surfing.

V Brave sood, 2015 tells that age group between 13 to 19 years customers remember most of the messages shows in advertisements. They have a positive attitude for the information given in advertisements. Online advertisements have a profound effect on children, resulting in changes in their lifestyle.

**Objectives**

- To know the impact of online advertisements on youth
- To find out the effect on youth purchase intention .
- To know the attitude of youth towards online advertisements.
- To find out the effect of advertisements on the lifestyle of youth.

**Research Methodology** - This researcher used the survey method for this study to achieve the objectives. Random sampling techniques used on various stages of sample selection. This study has been conducted in three district Sirsa, Hisar and Fatehabad of Haryana state. Further 10 colleges from three districts selected through lottery system. The tabulated data clearly present the opinion of the respondents about online advertisement influence the youth. The data was collected by structured questionnaire and all questions were close ended. This study conducted on youth to know the impact of online advertisement.

**Sample-**

A convenience sampling was used with the sample size of 500. 50 respondents have taken from 10 colleges of three districts with stratified sampling technique . The average age size of sample varies 18 to 35 years. This research uses a qualitative and quantitative method of research . Questionnaires were tasted with reliability and validity test. Questionnaires were distributed to youngster in colleges of Haryana .

Data interpretation

Statements	Strongly Disagree (1)	Disagree (2)	Feel Neutral (3)	Agree (4)	Strongly agree (5)
Today advertising is essential for product information.	25	45	38	243	149
Web advertisements are more effective than other advertisement .	32	79	65	172	52
Online Advertisements are truthful and ethical	89	102	74	142	93
Online Advertisement makes you aware of fashion and international brands.	43	62	58	143	194
Web Advertising helps to raise standard of living	30	52	48	103	267
Advertising promotes good values in the society	184	123	89	56	48
Web advertising results in lower price.	12	16	32	97	343
Today Vulgarity in web advertising is essential for promotion .	18	09	112	68	293
Seeing the web advertisements is a waste of time	91	89	196	56	68
You buy the products which are advertised on internet.	23	48	86	180	163
Advertising helps to make better decision and selection.	08	07	35	52	398
Online Advertisements encourage the purchase of unwanted goods.	49	59	73	96	223

Interpretation

The data shows that peoples are aware of the online media and online advertisements have a positive effect on customers. 78% young people believe that advertisements are essential for provide product information to the market . 44% of the young people feel that advertisements on the online media are more effective than other media platforms. 47 % of the youth believes that advertisements shown on internet platforms are more reliable and ethical as well as 38% respondent believes that these advertisements are means to commit fraud. Internet advertisements have made a strong impact on the lifestyle of the Indian youth and culture. Result shows that 64% of the youth believes that digital advertisement plays an important role in raising the standard of life. 61% of the youth respondent hold that web advertisement are helpful in promoting social values and they prove to be good for public service. 88% of the youth have opinion that Because of competition in online market the prices of product falls. Mostly young generation compare online advertisements one stage to another online platform. 72% of the respondents are in the opinion that internetadvertising has given a boost to salacity. While 22% young people not taking any opinion on the subject. After online advertisements, most of the young people brought the product after advertisements and influenced by the product, we believe in buying goods, showing the deep impact of advertisements 68% young people buy products from the Internet. it shows that online market is increasing in India. After research finding shows thatweb advertisement helps the people in making purchase decision. 90% of the youth believe that advertising has affected a person's decision on account of online advertisements. Due to economic impact of online advertisements around 63% respondent admitted that they purchase unwanted products which they currently do not need.

Result and findings

The research findings demonstrate that currently market dominated by online platforms . Digital advertisements are useful in attracting customers. The impact of online advertisements shows a positive approach where it helps youngsters to make decisions and increase sales of products. Research conclusion is that online advertisements lead young people to international brands and awareness about fashion. Online advertising has successful in creating demand in the market. Research concludes that the 62% of young people believe that the international advertising has succeeded to reach in the Indian market. Digital advertisement have a positive effect on Indian youth and it help to influence the buying decision. Due to increased competition in online market products become available in reduced value to the customers. 61% of respondent admitting that these digital advertisements have a negative impact on society. In short Research has shown that advertisement have both positive and negative impact on youth. Online advertising has the

ability to influence the buying behavior of the peoples and these advertisements increasing the demand for the product in local and global markets.

Conclusion

Advertising seems to be accepted as a universal concept in life. Advertisement has a huge impact on the society. Numerous advertisements medium are available like print, electronic and so on. Science and technology made the life digital so that legacy media shift to online platform. The impact of online advertisements shows a positive approach where it helps youngsters to make decisions and increase sales of products. Research conclusion is that online advertisements lead young people to international brands and awareness about fashion. Online advertising has successful in creating demand in the market.

Future scope and limitations

This research is finite to age variable of youth and dimensions of online advertisements. Also this study is based on attitude of youth in three districts of Haryana. These results cannot be generalized for other districts and states . For this study only 500 respondents and their feedback towards online advertisements were analyzed . This can't be utilized as speculation for other area that further investigation is requires addressing the mentality of all young Peoples. For the next research it is recommended to expand the area and subject.

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