



A Study on Factors Influencing of E-Advertising among Schools and College Students with Special Reference to Kanchipuram

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ABSTRACT

Electronic advertising, also known as online marketing, internet advertising or digital advertising is a method that being used with company to convey ad message to their customers through internet and mobile devices without geographic boundaries. The purpose of using Electronic advertising is considered can attract new customers, increase the income and to reach a wider range of potential customers by connecting with them over the internet. This study is adopted by convenient sampling method to study the factors influencing of e-advertising on purchasing decision. This research is based on study involving a survey of 200 respondents among school and college going students.

Keywords: Factors influence, School and College students, E-Advertising

INTRODUCTION

Our nation is having many population and human needs and wants are unlimited. They are always searching for new product in our routine lifestyle. Nowadays, people are very familiar with using of social platforms from there E-advertising influence users mind changing or fix to buy products. E-advertisement easily covers and reach the consumer instantly through the internet. The purpose of using Electronic advertising is considered can attract new customers, increase the income and to reach a wider range of potential customers by connecting with them over the internet. It is used for many tools such as social ads, display ads, video ads and SEO which makes it easier to reach the target audience.

OBJECTIVES OF THE STUDY

1. To study the E-advertising awareness of the respondents.
2. To find out the satisfaction level of users.
3. To examine the level of expectation among the students of E-advertising.

LIMITATIONS OF THE STUDY

- The study is restricted to Kanchipuram city school and college students. Hence, the results obtained cannot be generalized to the population as a whole.
- Due to time and economic constraints of the research, number of respondents has been limited to 200.

RESEARCH METHODOLOGY

In the research study, both primary and secondary data were collected. For collecting primary data from the respondents directly by using questionnaire. The researcher selected 200 respondents in the study area by adopting convenience sampling method. Secondary data has been collected from published sources, such as various periodicals, articles, books and journals.

Sample size: The population is indefinite. For this research 200 sample size is collecting for the respondents.

Test used: 1. Simple percentage analysis 2. Chi-square test

TABLE 1: GENDER WISE CLASSIFICATION

Sl.No.	Gender	Frequency	Percentage
1	MALE	122	61
2	FEMALE	78	39
TOTAL		200	100

Source: Primary data

INFERENCE

The above table shows that the male and female respondents. It reveals that out of 200 respondents, 61% of respondents are male and remaining 39% are female respondents.

Hence, the majority of the respondents are fall under male category.

TABLE 2: EDUCATIONAL INSTITUTION WISE CLASSIFICATION

Sl.No.	Institution	Frequency	Percentage
1	SCHOOL	53	26.5
2	COLLEGE	157	73.5
TOTAL		200	100

Source: Primary data

INFERENCE

The above table shows out of all respondents that 73.5percentage of respondents are college students, remaining rest of the respondents are school students.

Hence, the majority of the respondents are college students.

TABLE 3: MEDIUM WISE CLASSIFICATION

Sl.No.	Medium	Frequency	Percentage
1	Radio	06	3
2	Television	30	15
3	Tablet	15	8
4	Laptop	34	17
5	Mobile Phone	115	57
Total		200	100

Source: Primary Data

INFERENCE

The above table shows that out of all respondents that 57% of respondents are watching e-advertisements by using Smartphone. 19% of respondents using laptop, 15% of respondents are watching television, 8% of respondents are using tablets, and 3% of respondents are listening radio.

Hence, Most Of The Respondents Are Using Mobile Phones.

TABLE 4: HOUR WISE CLASSIFICATION

Sl. No.	Hour	Frequency	Percentage
1	1 - 4 hrs.	14	7
2	4 - 7 hrs.	18	9
3	7 - 10 hrs.	40	20
4	Above 10 hrs.	128	64
Total		200	100

Source: Primary Data

INFERENCE

The above table shows that out of 200 respondents that 64% of respondents are spending online in a week above 10 hours, 20% of respondents are spending 7 to 10 hours, 9% of respondents spending 4 to 7 hours and remaining 7% of respondents spending 1 to 4 hours.

CHI-SQUARE TEST

(A) Relationship between Gender of the respondents and their level of satisfaction towards factors influencing on e-advertising.

The relationship between the gender of the respondents and the level of satisfaction are analyzed and interpreted in the below table.

Null Hypothesis (H₀): There is no significant difference between the gender of the respondents and their level of satisfaction towards factors influencing on e-advertising.

Alternative Hypothesis(H₁): There is significant difference between the gender of the respondents and their level of satisfaction towards factors influencing on e-advertising.

Sl.No.	Gender	Level of Satisfaction			Total
		Low	Medium	High	
1	Male	24	62	36	122
2	Female	10	50	18	78
Total		34	112	54	200

Source: Primary Data

INFERENCE

The above table shows that out of 200 respondents, 122 respondents comes under the male category, out of them 24 respondents have low level of satisfactions, 62 respondents have medium level of satisfaction and 36 respondents have high level of satisfaction on factors influencing of e-advertisement.

78 respondents falls under the female category, out of them 10 respondents have low level of satisfaction, 50 respondents have medium level of satisfaction and 18 respondents have high level of satisfaction on factors influencing of e-advertisement.

Chi-square	Calculated value	Degrees of freedom	Table value
N=200	3.5418	2	5.991

INFERENCE

- The table value for 2 degree of freedom at 5% level of significance is 5.991.
- Since the calculated value is 3.5418 is less than the table value 5.991.
- Null hypothesis (H₀) is accepted, and we reject the alternative hypothesis (H₁).

So, There is no significant difference between the gender of the respondents and their level of satisfaction towards factors influencing on e-advertising.

(B) Relationship between Time spending of the respondent and their Level of Satisfaction towards factors influencing on e-advertising.

The Relationship between Time spending of the respondent and their Level of Satisfaction are analyzed and interpreted in the below table.

Null Hypothesis (H₀): There is no relationship between the Time spending of the respondent and their level of satisfaction towards factors influencing on e-advertising.

Alternative Hypothesis (H₁): There is relationship between the time spending of the respondent and their level of satisfaction towards factors influencing on e-advertising.

Sl.No.	Time Spending	Level Of Satisfaction			Total
		Low	Medium	High	
1	1 - 4 Hours	4	7	3	14
2	3 - 7 Hours	4	6	8	18
3	7 - 10 Hours	12	18	10	40
4	Above 10 Hours	31	42	55	128
Total		51	73	76	200

Source: Primary Data

INFERENCE

The above table shows that out of 200 respondents, 128 respondents are spending their time in online in a week above 10 hours. Out of them 31 respondents have low level of satisfaction, 42 respondents have medium level of satisfaction and 55 respondents have high level of satisfaction towards factors influencing on e-advertising.

40 respondents are spending their time in online in a week 7-10 hours, that out of them 12 respondents have low level of satisfaction, 18 respondents have medium level of satisfaction and 10 respondents have high level of satisfaction towards factors influencing on e-advertising.

18 respondents are spending their time in online in a week 3-7 hours, that out of them 4 respondents have low level of satisfaction, 6 respondents have medium level of satisfaction and 8 respondents have high level of satisfaction towards factors influencing on e-advertising.

14 respondents are spending their time in online in a week 1-4 hours, that out of them 4 respondents have low level of satisfaction, 7 respondents have medium level of satisfaction and 3 respondents have high level of satisfaction towards factors influencing on e-advertising.

Chi - Square	Calculated Value	Degree of freedom	Table value
N = 200	6.3635	6	12.592

INFERENCE

- The table value for 6 degree of freedom at 5% level of significance is 12.592.
- Since the calculated value is 6.3635 is less than the table value 12.592.
- Null hypothesis (H_0) is accepted, and we reject the alternative hypothesis (H_1).

So, There is no relationship between the Time spending of the respondent and their level of satisfaction towards factors influencing on e-advertising.

(C) Relationship between Buying Behavior of the Respondent and their Level of Satisfaction

The Relationship between Buying Behavior of the respondent and their Level of Satisfaction are analyzed and interpreted in the below table.

Null Hypothesis(H_0): There is no relationship between the buying behavior of the respondent and their level of satisfaction towards factors influencing on e-advertising.

Alternative Hypothesis(H_1): There is relationship between the buying behavior of the respondent and their level of satisfaction towards factors influencing on e-advertising.

Sl.No.	Buying behavior	Level of Satisfaction			Total
		Low	Medium	High	
1	Food items	5	7	8	20
2	Medicine	2	5	7	14
3	Stationeries	6	6	7	19
4	E-gadgets	9	22	52	83
5	Costumes	8	14	42	64
Total		30	54	116	200

Source : Primary Data

INFERENCE

The above table reveals that out of 200 respondents, 83 respondents prefer E-Gadgets, out of them 9 respondents have low level of satisfaction, 22 respondents have medium level of satisfaction and 52 respondents have high level of satisfaction towards factors influencing on e-advertising.

64 respondents buying costumes, out of them 8 respondents have low level of satisfaction, 14 respondents have medium level of satisfaction and 42 respondents have high level of satisfaction towards factors influencing on e-advertising.

20 respondents prefer food items, out of them 5 respondents have low level of satisfaction, 7 respondents have medium level of satisfaction and 8 respondents have high level of satisfaction towards factors influencing on e-advertising.

19 respondents buying stationeries, out of them 6 respondents have low level of satisfaction, 6 respondents have medium level of satisfaction and 7 respondents have high level of satisfaction towards factors influencing on e-advertising.

14 respondents buying medicines, out of them 2 respondents have low level of satisfaction, 5 respondents have medium level of satisfaction and 7 respondents have high level of satisfaction towards factors influencing on e-advertising.

Chi-Square	Calculated Value	Degree of freedom	Table Value
N = 200	11.8795	8	15.507

INFERENCE

- The table value for 8 degree of freedom at 5% level of significance is 15.507.
- Since the calculated value is 11.8795 is less than the table value 15.507.
- Null hypothesis (H_0) is accepted, and we reject the alternative hypothesis (H_1).

So, There is no relationship between the buying behavior of the respondent and their level of satisfaction towards factors influencing on e-advertising.

FINDINGS AND SUGGESTIONS OF THE STUDY

Findings

- 61% of the respondents are fall under male category.
- 73.5% of respondents are college students.
- 45% of the respondents are comes under UG category.
- 57% of the respondents are prefer mobile phone medium to receive e-advertisement.
- 64% of the respondents are spending time on online above 10 hours in a weak.

SUGGESTIONS

Generally, the inception of the internet saw the first repetition of e-advertising in the form of pop-up ads these opened new browsing windows flashing advertisements that would disband users from optimally experiencing the websites.

Advertising on social networks has to avoid traditional forms of electronic advertising such as text based ads and banner ads, in order to reach out to users. In order to attract attention, companies got to deliver their message in inventive ways that have not been done before. They ought to make the structure of social networks, and therefore the easy sharing between parties so as to unfold awareness among users.

CONCLUSION

Nowadays most of the people need to purchase on easy way like online shopping. Most of the male and female customers are suffering more work pressure in day to day life. Networking through social networking sites lets consumers express their opinions, thoughts and perception, and share their knowledge and experiences with other users. Finally, I can conclude by saying the people feel safe in online shopping than traditional shopping.

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