

IMPACT OF ONLINE SHOPPING ADVERTS ON CONSUMER BUYING RATE

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Abstract

The Tamil Nadu retail market has undergone tremendous transformation as a result of the recent surge in internet shopping and consumers interest purchasing in online. Today mostly they were accepted to change. In online shopping, festive days like "Big Billion Day" Sale on Flipkart is an illustration of how customers buying behavior are evolving. The advantages of the Online shopping through network, such as its rising accessibility and capacity to provide enormous quantities of information rapidly and inexpensively, can be partially credited to the developing an online platform. Nonetheless, in shopping online to realize its potential as a channel for distribution, business owners using it must get a deeper comprehension of the characteristics of online shoppers, including who purchases what and why, as well as how non-Internet buyers. Understanding and analysing the variables influencing Indian consumers' decisions to make online purchases is the aim of this study. The aim of the research is to determine the factors that influence Tamil Nadu youth people's intentions to make online purchases in India. Thorough literature analysis that determined the elements influencing the Consumers antecedents of Delivering quality, etc., The survey asked questions concerning privacy and future plans etc., purchase different kinds of goods online.

The study's conclusions show a substantial relationship between the gender, age, education, security concerns, technological familiarity, and frequency of prior online purchases and the intents of customers to make online purchases. Product type, frequency of purchases, and cost all have an impact on consumer purchasing behavior. It is also discovered that the online retailer's return, refund, and shipping policies influence their purchasing decisions.

The research methodology improves knowledge of the variables influencing consumers' online purchasing behavior; aids in the profiling of Consumers could assist e-marketers in creating a targeted campaigns to boost online shopping sales.

Keywords:

Online buying behavior, Satisfaction, Sales, E-commerce.

1. Introduction:

Determining how online product advertisements affect consumer purchasing behavior becomes even more crucial in light of the fact that an increasing number of people in Tamil Nadu use the internet daily and that many firms still use social media to sell their products. Other names for online advertising include web advertising, internet advertising, and online marketing. Customers receive promotional marketing messages from this type of advertising and marketing via the internet. Because of its special qualities to consumers flexibility, interactivity, and Consumers personalization, Using the internet is a constantly develop source that tends to develop more and it's growing exponentially in both the online shopping applications and user base.

Mass communication tools available to marketers include public relations, sales promotion, and advertising. Advertising affects audiences through all media, but because of its widespread distribution, the internet is currently one of the most effective media for advertising. It has the power to shape people's attitudes, behaviors, exposures, and, in the long run, even the national culture (Latif and Abideen 2011). Since they are the products' ultimate users, consumers maintain the flow of production. As consumers are the backbone of any country's economy, their absence will cause crises for that country if there is insufficient demand for the goods that are produced.

Chen, Y. H., Hsu, I. C., & Lin, C. C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*, 63(9-10), 1007–1014. Estimation of the market will develop by 70% annually on average, which presents a huge opportunity for e-retailers. By 2015, there will likely be about 38 million users transacting online, a significant increase in the number of online buyers. Indian consumers may make two or three online purchases each month. As the market develops and grows over the next two to three years, the typical may be completing Six - seven transactions each month.

1.1 Objectives of the Study

- To find out, internet marketing is far more successful than traditional media.
- To investigate what additional factors affect people's perceptions of online advertisements
- To find out if advertisements for online shopping will increase the amount of products sold.

2. Review of Literature

Online Shopping:

Monsuwe, Delleart, and Ruyter (2004) posit that there exist five extrinsic factors that can be utilized from the consumer's inclination to make an online shopping. Consumers features includes a demographical factor and that which influence the propensity to shopping online from Online platforms. Because they were more interested in using new technologies by making comparison and search for product information, in online shopping, consumers under the age of 25 will be happily shop online (Wood, 2002).

The consumer's prior online shopping experiences also have an impact on their intention purchase online will be benefited. Since consumers with their online shopping will be good experience and it found to be positive, consumers will likely to keep shopping online in the future endeavour. Customers who with their shopping experiences tend to perceive less risk (Monsuwe, Delleart, and Ruyter, 2004).

Because of its well growth and developed, advertising has developing into a means of communication and most useful tools for firms looking to promote their goods and services to the entire market. The primary goals of an advertisement are to grab viewers' attention, solidify their perception of the product, and offer guidance in the form of information to aid in making choices. Thus, the consumer is at the centre of today's diverse global marketplace. Effective advertising is the popular which can significantly use and alter a customer purchasing behavior. Businesses work hard to determine the best components for an effective advertisement and to pinpoint its mental impact.

3. Research methodology**3.1 Research Design**

Descriptive research design is implemented for further to carry out research

3.2 Sample Unit

Consumers who shop online shopping from different Online shopping Websites and samples are collected from College students, Employees from IT Sectors and from Home makers.

3.2.1 Sample Size

Out of 94 questionnaire, received the Sample Size is 90.

3.2.2 Sampling Technique

Using Convenience technique the samples for the research were collected.

3.3 Data Analysis Procedure

A well- structured questionnaire was used to collect the responses for the research. Descriptive Statistics and Correlation.

4. Data Analysis

Responded from Consumers	Frequency	Percentage
Collected	90	96%
Missing from Customers	4	4%
Total	100	100%

4.1 Summary of Customers Personal details

Customer Personal Details		Frequency	% from Customers
gender	male	38	41%
	female	56	59%
Age (years)	18-25	8	8%
	26-30	25	27%
	31-35	33	35%
	36-40	18	19%
	41-45	6	6%
	46-50	3	3%
	Over 50	1	1%

4.2 Effects of recognize benefits from customers on behavior shopping online

Summary Statistics

	N	Sum	Mean	Standard. Deviation
Online shopping has better than the conventional	93	195	2.0418	1.12825
Shopping behavior has important for selecting a product	92	179	1.0318	1.76250
E-Commerce business is available anytime for the customers.	91	168	.0323	0.12857
Online shopping gives an alternative product for purchasing	93	172	1.0323	1.15478
It take times to purchase online	92	181	1.0218	1.14578
Online shopping will provide detailed information about products	92	183	1.0583	0.25784
Valid N	93			

Online shopping has better than conventional benefits influence online shopping and This supported the statement suggesting that on shopping online has a better deal than Conventional stores with mean of 2.0418 and standard deviation of 1.12825. the statement of online shopping has broader selection of products has a mean of 1.0318 and standard deviation of 1.76250, Online shopping is available anytime of the day has a mean of .0323 and standard deviation of 1.12857, Online shopping gives alternative products has a mean of 1.0323 and standard deviation of 1.15478, It takes little time to purchase online has a mean of 1.0218 and standard deviation of 1.14578, while Online shopping provide detailed product information with a mean of 1.0583 and standard deviation of 0.25784. This finding was consistent with Delafrooz, Paim, & Khatibi (2010) who conducted a study on online shopping behavior of postgraduate

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students from a public university in Malaysia and concluded convenience, price and wider selection had a positive impact on attitude towards online shopping. Similar findings were made by Findings by Forsythe et al. (2002).

4.3 Correlation

	Coefficient Correlation	Coefficients	t
B ¹ (-0.606)	Std. Error 2.869	Beta	-.520
X ₁ = 133	.102	.187	0.379
X ₂ = 916	.140	.442	1.396
X ₃ = 161	.153	.441	1.246
X ₄ = 174	.028	.422	1.151

The model equation becomes $Y = -1.606 + 0.143 X_1 + 0.816 X_2 + 0.171 X_3 + X_4.181$ Where Y= Customer buying behavior

X₁= Perceived Benefits

of Online Shopping X₂ =

Perceived Risks of

Online Shopping X₃=

Product Awareness

X₄ = Website Design

5. Findings

From the above analysis, impact towards online shopping is effective and mostly Indian youths showed their interest by filling a data and towards conventional (1.12825) were successful, selecting a different product from age groups (1.76250) and alternative product for purchasing (1.15478) and in correlation consumers buying behavior by 0.161 units.

6. Conclusion

Online shopping is very benefited for purchasing anytime through online based on their own interest and mode of payments are comfortable to customers and it is very easy and may vary from customer to customer and Online shopping gives an alternative product for purchasing and it takes time to purchase online due to network connectivity and issues in rural areas due to poor network connection. E- Commerce platform gives detailed information about the products and comparison of the specification of the products and viewing a customer's reviews before purchasing or ordering a product from online platforms. Thus, online shopping orientation towards customers is very benefited on different products.

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