



A STUDY ON IMPACT OF DIGITAL ADVERTISING ON STUDENTS WITH REFERENCE TO HYDERABAD

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Abstract : Advertisement is an important tool for promoting products. Due to rapid advancement of technology, digital advertising has become a significant tool for promoting products. The objective of this research is to evaluate the impact of digital advertising in a student's life, as well as to quantify the amount to which digital advertising influences a student. This study was done to determine which type of digital advertisement will have the greatest influence on the lives of students. The major goal of the study was to investigate the relationship between students' attitudes and beliefs concerning digital advertising. This study included both primary and secondary data. In this study, a questionnaire was created and delivered to students in order to collect data for research on the influence of digital advertising on students. This study also demonstrates that the use of digital advertising has been an indicator of progressing economies. This study improves students' trust on digital advertising, which aids in their advancement. It contributes to influencing their attitude toward purchasing decisions. Digital advertising has a tremendous impact on student behaviour and determines their preference for a brand or a product.

Key Words: Digital advertising, Student behaviour, Attitude.

INTRODUCTION

Marketing is the process of recognizing customers' needs and wants and then producing, pricing, advertising, and distributing items to meet those needs and wants while also forming long-term relationships with them in order to create income for the survival and expansion of the firm.

The word 'Advertising' has originated from the Latin word 'adver' which means 'to turn the mind toward'. The dictionary meaning of the term is 'to give public notice or to announce publicly'. Advertising has been variously defined by various experts.

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. However, this is changing

as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising.

Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital ads span media formats, including text, image, audio, and video. They can help you achieve a variety of business goals across the marketing funnel, ranging from brand awareness to customer engagement, to launching new products and driving repeat sales.

LITERATURE REVIEW

1. Ryans (1996) says that advertising is a form of communication which is utilized to persuade 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 business in competition.

2. Novak and Hoffman (1996) empirical evidence suggests that consumers respond to much of the advertising on the Internet in the same ways as they respond to advertising in traditional media, at least with respect to traditional measures of advertising effectiveness. Internet and other interactive media like television have been more powerful, responsive, and customizable than traditional media.

3. Sheth J.N, Sharma.A (2005) examined "the digital advertising provides a variety of wider range of consumer durable products through the search engine like amazon, flip kart, jungle, olx and hundreds of websites which assures the customers about the products and services as they want in their considered price.

4. Tavor (2011) studied the online advertising development and their effectiveness. He compared the efficiency of two modes of online advertisements banner and popup ads and found that people are more interested in banner ads rather than pop up ads and concludes that through online advertisement advertiser's contacts potential customers at no cost.

5. Shams Mukhtar et al. (2023) explore the influence of digital marketing on consumer behaviour and loyalty. Their study delves into consumer reactions to various digital marketing techniques, including social media marketing, email marketing, and mobile marketing. The research shows that digital marketing strategies, especially those utilizing IoT technologies, significantly impact online purchasing decisions and consumer loyalty.

6. Digital Marketing Ahmad Zuhairi Zainuddin et al. (2023) investigate the relationship between digital marketing and consumer behaviour in the context of online shopping. They focus on how digital marketing, particularly through social media and email, influences consumer engagement and purchase intention. The study suggests that IoT technologies enhance the effectiveness of digital marketing strategies, leading to increased consumer engagement and purchase frequency.

RESEARCH GAP

Many studies were conducted on Digital advertising, but no study was identified on digital advertising impact on students particularly Hyderabad.

OBJECTIVES OF THE STUDY

1. To gain an insight on impact of Digital Advertising on students.

2. To find out the factors influencing the students to choose Digital Advertising

RESEARCH METHODOLOGY

DATA COLLECTION: The data for the study was collected from both primary and secondary sources.

PRIMARY DATA The research made use of Primary Data which was collected using a structured questionnaire distributed to the respondents.

SECONDARY DATA In this project the secondary data was obtained from research journals, books and official websites.

SAMPLE DESIGN The samples are collected by preparing a questionnaire which were sent through Google Forms. Hence, random sampling method was selected. **SAMPLE SIZE** Only students were considered for collection of responses. For Primary Data collection 80 responses have been covered for the observation.

DATA ANALYSIS AND INTERPRETATION**1.AGE WISE CALCULATION**

Options (Age)	Number of Respondents	Percentage
17	3	3.8%
18	7	8.8%
19	14	17.5%
20	37	46.3%
21	14	17.5%
22	2	2.5%
23	1	1.3%
24	2	2.5%
TOTAL	80	100%

2.OCCUPATION

Option (Student)	Number of Respondents	Percentage
1	80	100%

3.GENDER

Options	Percentage
Males	35%
Females	65%
Total	100%

4. AWARE OF DIGITAL ADVERTISING

Option	Number of Respondents	Percentage
Yes	80	100
No	-	-

5.WHICH SOCIAL MEDIA PLATFORM DO YOU USE MOST FREQUENTLY?

Options	Percentage
Whatsapp	21.3%
Snapchat	11.2%
Instagram	61.3%
Facebook	3.5%
Others	2.7%

6.HOW OFTEN DO YOU CLICK ON DIGITAL ADVERTISEMENTS?

Options	Percentage
Always	17.5%
Never	8.7%
Sometimes	73.8%

7 KIND OF DIGITAL ADS YOU FIND MOST ENGAGING

Options	Percentage
Banner ads	15%
Video ads	31.3%
Pop up ads	13.8%
Social media ads	35%
Others	4.9%

8. HAVE YOU PURCHASED ANY PRODUCTS RECENTLY AFTER COMING ACROSS ANY ADVERTISEMENTS?

Options	Percentage
Yes	76.3%
No	23.8%

9. IS DIGITAL ADVERTISEMENT USEFUL IN EDUCATION OF STUDENTS?

Options	Percentage
Yes	91.3%
No	8.8%

10. WHICH FACTORS MAKE AN ONLINE ADVERTISEMENT MORE APPEALING TO STUDENTS?

Options	Percentage
Visual Appeal	26.3%
Relevance to my interest	32.5%
Personalised content	16.2%
Interactive Features	11.3%
Limited time offer	13.7%

11. WHAT ARE THE FACTORS THAT INFLUENCE DIGITAL ADVERTISING?

Options	Percentage
Convenient	15%
Time saving	17.5%
Economic	8.7%
All the above	58.8%

12. HOW DIGITAL ADVERTISING IS USEFUL FOR SKILL DEVELOPMENT OF STUDENTS?

Options	Percentage
Courses	18.8%
Webinar	11.2%
Seminar	11.2%
All the above	58.8%

FINDINGS

1. From the study it is found that majority of the respondents fall under female category. The occupation of all the respondents are students and all of them fall under the age 20.
2. Through a survey of responses via questionnaire it has been found out that all the respondents are aware of Digital Advertising and are using them in their daily life
3. The most commonly used social media platform among students is Instagram, it is used by 61.3% of respondents, the second place is taken by Whatsapp i.e 21.3% and the third place is taken by Snapchat i.e 11.2%. Similarly Facebook and other social media is used less when compared to the above three.
4. It is found from the project that majority of the youth sometimes click on digital ads and consider these ads whenever necessary. Least number of respondents never click on ads and only 17.5% of students always click on digital ads.
5. Most of the students are engaged in watching social media ads and video ads as they give the required information in a satisfying manner. Banner ads, Pop up ads and other ads are considered very less when compared to video ads and social media ads.
6. Digital ads are also helpful in influencing the purchase behaviour of the students. Not only that majority of them find it useful in education.
7. From the findings it is clear that ads which are relevant to the person's interest is the most appealing factor and very less number of persons take personalised content and interactive feature into account.
8. By analysis of the data, students prefer those ads which are convenient, time saving and economic in nature. Majority of them utilize these advertisements for skill development.
9. According to the study, majority of the students state that digital advertisements may invade their privacy and very less number of students have experienced any frauds.

SUGGESTIONS

1. From the study , it can be determined that the digital advertising had a great impact on student's life as the youth is the highly information seekers
2. In digital advertising strategy protection of the website and privacy of the consumer plays a major role. It is suggested to use a secure website for advertising which does not cause any trouble in the future.
3. The students willing to pursue any kind of additional courses or find any institutions these digital advertisements may be helpful to enhance their knowledge and find better career opportunities. This would be possible only if the Digital Ads are utilized in a proper manner.

CONCLUSION

This study concludes that Digital Advertising offers increased awareness of companies, an easy method to allocate required information, advanced process of targeting the students. Advertisement should be more effective to attract consumers. Now a days majority of the youth prefer to study or work in online mode as they are time saving and convenient. Digital Advertising is one of the trending professions and also it's nature of work is dynamic. It is a perfect platform for students to work from home and earn a decent income part time. The major channels of Digital Ads are Google , any other social media, search engines. Students today have innumerable opportunities in excel in their career. This will also help the students with a requisite skill development and also guidance to get a job. The Ads which are seen in different websites and other platforms are moulded according to the interests of the youth. Like the choice of ad formats such as banner ads, video ads, interactive content affects engagement and effectiveness. Students get attracted only to those advertisements which are align with their purpose or need. In this study various kinds of social media platforms are taken such as Whatsapp, Facebook, Instagram, Snapchat and it is found out that most of the students find themselves engaged in Instagram and find it more useful rather than any other type of social media. It was found in the study that most of the students get attracted towards those ads which are relevant to their interests rather than opting those ads which have a good visual appeal, personalized content, interactive features or limited time offer.

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