

# Effectiveness of online advertisement on the behavior of stripling in purchasing the lifestyle products: A comparative study of urban and rural college students

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## Abstract

The 21st century has shown remarkable changes in the Indian marketing landscape due to internet adoption and technological advancements. The young generation's embrace of online activities has transformed the consumer behavior. With 840 million internet users, including 448 million active users on social media, online advertising has become a powerful tool to attract attention and drive product purchases. Simultaneously, E-commerce platforms have revolutionized access to goods and services. In this view, this study focuses on understanding the impacts of online advertisements on the purchasing behavior of the young generation, specifically in terms of lifestyle products. Researchers explored how online advertisement has influenced decision-making processes and uncovered the motives driving internet usage among young adults. Additionally, the study assessed the perceptions of trustworthiness between online and offline products. 200 respondents from rural and urban colleges were analyzed to identify the key factors determining the purchasing decisions among young adults. Price, discounts, perceived needs, and timeliness are some of the factors explored. The findings revealed the impacts of online advertisements on product purchases among college students in both rural and urban settings. Insights into young adults' motivations and preferences are invaluable for businesses to effectively engage with this dynamic consumer base. Armed with these findings, businesses can develop targeted marketing strategies that resonate with the evolving digital landscape, ensuring success in India's digitally-driven market.

*Keywords:* online advertisement; purchasing behavior; social media; stripling; rural and urban

## 1. Introduction

The amalgamation of new technology and internet have changed the global phenomenon. The revolutionary changes in communication technology have made the global structure closer than before and accessible to each other through a virtual or digital platform. Aggravation into the digital dimension allows people to share knowledge, entertain to each other and promote a dialogue between different cultures (Marshall McLuhan, 1962). Simultaneously, it creates a wider platform to exchange the needful services. The 21st century becomes a witness to huge development in e-marketing services, providing accessibility to each sector of society. Due to significant changes in internet use, e-marketing upstretched to around \$60 billion in 2021 in India, where more than 180 million customers bought various products through different online sites (FIS Global Payments Report, 2023)

Meanwhile, the influence of social media on e-commerce has changed the marketing system and people's product purchasing behavior. Various forms of social media networks, such as vlogs, podcasts, microblogs, and content communities, contribute to a shift from a traditional, objective, rational, and

intuitional perspective to a subjective, personalized, emotive, and human perspective (Ramnarain & Govender, 2013). Over the past few years, social media has witnessed a remarkable growth, aided by advanced technology (computers and smartphones), becoming an integral part of mainstream culture, society, and business (Odden, 2008). It plays a vital role in connecting social individuals, facilitating communication, staying updated on new developments, and connecting with the world (Boyd & Ellison, 2007).

The ITU data revealed that 4.74 billion people worldwide use social media, while approximately 64-66% of people globally use the internet. India ranks as the second most popular country for social media usage with around 467 million people using it in 2022, spending an average of about 2.36 hours in a day, while 658 million people use the internet (The Global Statistic, 2023). Social media influencers use various strategies to promote brand products and services through advertising.

New media platforms are demanding by nature, requiring more information, time, content, and catering to individual preferences (Sheth & Mittal, 2004). Users gravitate towards these platforms for gratification. This changing consumer preference and selection have substantially impacted consumer purchasing and decision-making as social media platforms facilitate purchase transactions, information search, and decision-making. Social media is rapidly evolving and

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assuming an increasingly significant role in the lives of consumers, especially among the young generation aged between 18 to 24 years.

Since the technology has been evolving and behavior of user has been changing, accordingly the study investigated the impact of online advertisements on the purchasing behavior of striplings - young adults transitioning into adulthood. The research specifically focused on urban and rural college students with an aim to understand any variations in their response to online advertisements. It also examined the purposes of internet use and the reasons behind striplings' product purchases. By narrowing down the investigation to this specific demographic, the study gained valuable insights into the factors guiding their choices, enabling marketers to tailor their offerings effectively. Using a comparative analysis approach, the research compared the responses of urban and rural college students to online advertisements, revealing potential variations in consumer behavior and contributing factors.

The study uncovered several influential factors affecting striplings' purchasing decisions, including price, offers/discounts, festival sales, and individual needs. Understanding these elements allows the businesses to devise targeted marketing strategies that align with the preferences and expectations of this demographic, fostering stronger brand loyalty and attracting more customers. The findings have a number of practical implications for businesses to engage striplings effectively. By identifying the factors with the most impact on their decision-making, companies can optimize their online advertising efforts, promotional activities, and pricing strategies. In a competitive marketplace shaped by technology, understanding the effectiveness of online advertisements becomes crucial for businesses, making the research highly relevant and applicable to real-world marketing campaigns and strategies.

The study provides valuable insights for businesses and marketers in seeking to target striplings in their advertising efforts. The research's specific focus, comparative analysis, and identification of influential factors offer essential information to tailor marketing strategies for this critical demographic. By understanding their motivations and preferences, businesses can improve the impact of online advertisements, build brand loyalty, and achieve greater success in the market.

The study's significance lies in its examination of the effectiveness of online advertisements on rural and urban college students, providing valuable insights into their purchase behavior for lifestyle products. By focusing on college students, it offers crucial information about a key consumer demographic with a significant purchasing power. The research also shed light on the purpose of internet use among young individuals, aiding businesses and marketers in tailoring content and marketing strategies to effectively engage with the youth audience. The study explored the college students' trustworthiness beliefs regarding online and offline products, essential for businesses operating in the e-commerce era to enhance consumer trust and loyalty. Furthermore, by investigating the reasons for buying products, it offers key insights into the factors influencing purchase decisions among college students, helping businesses to design targeted marketing campaigns to cater to their specific needs and preferences.

The significance of this study lies in its contribution to the understanding of college students' purchasing behavior, internet usage patterns, trust in online products, and reasons for

buying products. This information can inform businesses, marketers, and advertisers in effectively engaging with this influential demographic, and maximizing market reach and sales potential.

## 2. Literature Review

Since 1605, print media has been a popular medium for marketing products and increasing people's consumption levels by disseminating printed advertising among readers interested in substantial issues (Kejriwal & Chakravorty, 2014). Prior to 1990, traditional media such as direct mail, billboards, fax, telephone, radio, television, newspapers, and magazines were used to reach customers, but they had some limitations in achieving marketing goals and accessing real communicative content (Schivinski et al., 2019). However, after 1990, there was a major boom in communication and technology, leading to the emergence of a single international market concept (Heizer, et al., 2020) beyond small and fragmented markets.

The global financial crisis in 2007 brought some negative effects on buying behaviors worldwide, and businesses struggled to build the open interactive relationships with customers and regain their reputation and image (Almohaimmed, 2019). During this time, the internet revolution accelerated growth in all sectors, facilitating people's lives and providing vast opportunities to collect and store information at low cost (Pratama et al., 2019). With the rise of media and communication channels, the advertisement business landscape significantly changed (Mohammed & Alkubise, 2012). Communication technology has been used to rebuild and strengthen the global economy and accelerate business (Kyule, 2017) with communication and technology-based marketing stimulating international action in marketing (Hoffman, et al., 2022).

The digital era, along with social media, has made individual communication faster and easier worldwide (Kaplan & Haenlein, 2010). Social media has become a platform that influences decisions among peers with common interests, feelings, and opinions. The use of social media applications has disseminated information and entertainment with multimedia content, transforming the ways individuals to interact and exchange interests in various sectors (Yuksel et al., 2014). Meanwhile, social media marketing has benefited businesses by tracking people's interests and pushing product ads to create desire, leading to globally increasing marketing opportunities. It is seen as a personalized platform for socializing and accessing entertainment content. Entertaining brand content enhances engagement behaviors and builds positive responses to brands (Masa'deh et al., 2021).

Entertainment-oriented content on social media stimulates online purchasing behavior and increases customer follow-up and positive impressions about the brand (Shaouf, 2018). It plays a significant role in exaggerating brand fans' visits and creating enjoyable and relaxing experiences for users (Kim & Ko, 2010). Advertisers prioritize website and social media platforms to attract and influence users through enjoyable and engaging content. Due to the popularity of social media and online sites, companies are spending more on online advertising than conventional methods (Bakshi & Gupta, 2013). Communication technology and social media applications have a greater influence on users than

conventional media, and entertainment-oriented content holds the attention of the young generation, making online ads more effective in generating positive responses from customers (Jerome, et al., 2010). Advertisements displayed on likable online platforms influence online and social media users.

The review emphasizes the significance of social media as a powerful tool for businesses and advertisers to reach their target audience effectively. Social media's rise to prominence is attributed to its ability to create personalized and emotive connections with users, as opposed to traditional media's objective and rational approach. It is noted that the global financial crisis of 2007 brought a profound impact on consumer behavior, leading to a shift towards online and social media platforms for marketing and advertising. The literature highlights the importance of entertainment-oriented content on social media and its influence on consumer purchasing behavior. Such content is viewed as a form of entertainment, and enhances engagement behaviors, leading to positive responses from users. Advertisers are increasingly prioritizing websites and social media platforms to advertise their products and attract consumers by utilizing entertaining and engaging content.

The literature review primarily focuses on the overall impact of social media and entertainment-oriented content on consumer behavior. However, there is a lack of in-depth analysis concerning the preferences and responses of specific demographic groups, such as college students in rural and urban areas. The literature review cites studies and data up to 2019. Given the rapidly evolving nature of social media and technology, there is a need for updated data and recent trends to provide more accurate and relevant insights. The review highlights the shift from traditional media to social media but lacks a detailed comparative analysis of the effectiveness of advertising through different media channels. Understanding the comparative impact of various advertising channels can help businesses to allocate their marketing budgets more effectively. With the increasing popularity of e-commerce, there is a need to investigate the roles of social media in influencing online purchasing behavior and the factors building a trust in e-commerce platforms.

### 3. Methodology

The current study investigated the effectiveness of online advertising on stripling lifestyle product purchasing behavior among urban and rural students. As an exploratory study, a non-probability convenience sampling survey method was used to obtain data from both urban and rural respondents aged between twenties and early thirties. It helped the researcher to select individuals or groups who were readily accessible and willing to participate in the study, rather than other approach, focused on stripling lifestyle product purchasing behavior. A total of 200 data points were deemed adequate.

To conduct a comparative study of urban and rural students, data were collected from various urban and rural colleges. The urban sample included students from metropolitan and corporation cities, represented by North Delhi College and colleges in Mysore. Meanwhile, the rural sample was selected from colleges in Mysore, Mandya, and Kodagu districts, with

Mysore (HDI 0.625) representing a developing district, and Mandya (HDI 0.644) and Kodagu (HDI 0.644) representing developed districts, according to Karnataka state HDI report 2022. From the rural colleges, 96 respondents were selected, and the remaining 104 respondents were chosen from urban areas.

Data collection was carried out using a set of questionnaires categorized into four parts; socio-demographics, economic profile, media exposure, and purchasing behavior related to online advertisements. Questions were presented to the respondents in a close-ended method. The software used for data analysis and tabulation was SPSS. Since the data were collected using a non-probability sampling method, nonparametric methods were used to test the hypotheses. Mann Whitney U test was employed to compare the mean values of the two individual groups, rural and urban, to understand the effectiveness of online advertisements on stripling lifestyle, as observed in a comparative study of urban and rural college students.

## 4. Results and Discussion

### 4.1. Respondent Profile

The study focused on youth; hence, the data were collected only from the age group between 16 and 30 (Fig 1). Out of 200 respondents, more than half (54%) were aged 16 to 20, while 21 to 24 aged respondents were the second-highest (29.5%) in the survey. Followed by 25 to 29 and 30 and above respondents, accounting for 13% and 3.5% respectively.

According to the census-2011, out of the 1.21 billion population in India, 333 million were younger, making it the country with the highest youth population in the globe. Additionally, the majority of social media users in India are aged around 27.1 years, with millennials and Gen Z being the main contributors to social media usage. Specifically, 52.3% of social media engagement comes from millennials, 28.4% from Gen Z, and 15.1% from those aged 35-44 (According to the Internet & Mobile Association of India).

The survey conducted in 2022 revealed that approximately 58% of online shoppers aged between 26 to 41 years preferred to purchase directly through social networks. This indicated the growing importance of social media as a platform for e-commerce and its appeal to the target demographic.

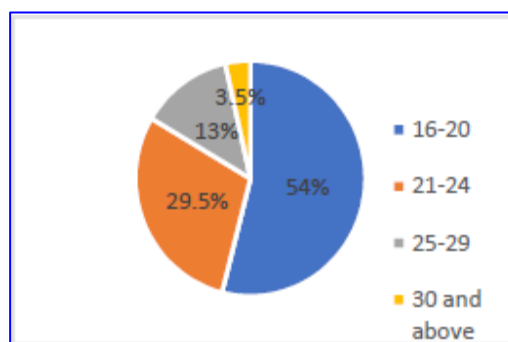


Fig: 1: Age

In the study (Fig 2), more than one out of three respondents (42.5%) pursued their graduation, followed by 32% who were PUC/Diploma holders. Additionally, 24% of the respondents had a post-graduate degree, and only a small percentage, 1.2%,

had a Ph.D. degree. Education plays a crucial role in shaping media literacy, and in this study, it is evident that a significant proportion of the respondents had the higher levels of education with a majority having pursued graduation and post-graduation.

It is essential to acknowledge that the study's findings may be more representative of individuals with higher education levels, and there may be variations in media consumption habits and responses among different educational backgrounds. Including respondents from diverse educational backgrounds can provide a more comprehensive understanding of the impact of social media and online advertising on consumer behavior across different demographics.

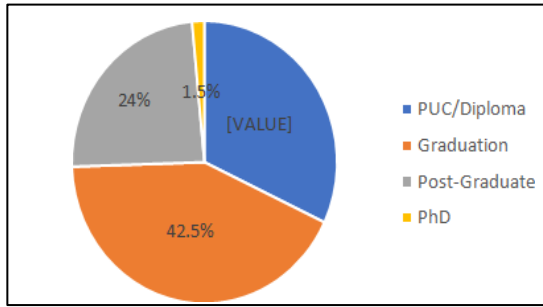


Fig-2: Education Qualification

According to the present study, the young generation is undergoing a shift from conventional media to new media. Table 1 presents the respondents' opinions on media accessibility in the study area. Social media emerges as the most accessible medium with 55.5% of the respondents considering it as the primary choice. This finding highlighted the significant influence of social media among the youth, indicating its popularity and widespread use.

Television, a popular multimedia platform, became the second most feasible media for the young generation with 24% of the respondents preferring it. However, traditional media such as newspapers (5%) and radio (1.5%) were found inaccessible according to the opinions of the young respondents. Surprisingly, even official websites (5%) were not considered highly accessible by the respondents.

The data clearly showed that social media is the most comfortable and preferred medium for the young generation compared to any other media. This finding is consistent with the growing trend of increasing social media usage among Millennials and Generation Z. The ease of access and interactive nature of social media platforms have made them a preferred choice for consuming information, entertainment, and connecting with others.

Table 1. Easier access to media

Media	%
TV	24.0
Radio	1.5
Print Newspaper	5.0
Website	5.0
Social media	55.5
Others	1.5
TV, newspaper, website and social media	6.0
all of above	1.5
Total	100.0

In the study (Table-2), among the respondents, the popular messaging social media application Whatsapp (98%) had the

highest number of accounts among young respondents, while the entertainment-based social media application Instagram had the second- highest number of accounts (85%). Similarly, 77% of the respondents had accounts in another messaging application, Snapchat, and the well-known social networking application, Facebook, had fewer account holders (59%) compared to other social media networks in the study area. Additionally, the microblogging social media application Twitter had only 31% of accounts.

Table 2. Account in social media

Yes/No	Facebook	Twitter	Instagram	WhatsApp	Snapchat
Yes	118(59.0%)	63(31.5%)	170(85.0%)	196(98%)	154(77.00%)

The study's findings are in line with global trends, where Facebook's popularity has declined, while Instagram has experienced steady growth, becoming a preferred platform for young users. The data reinforced the importance of understanding the dynamic nature of social media usage trends and adapting marketing strategies accordingly. For businesses and marketers targeting the young demographic, it is crucial to have a strong presence on Whatsapp, Instagram, and other popular social media platforms to effectively reach and engage with the youth audience.

The present study also examined the purpose of internet use, using a seven-point rating scale to understand the respondents' preferences (Table-3). The highest number of respondents (31%) opined at rating level one that they used the internet to post reels or short videos. Additionally, 25% of the respondents used the internet for chatting with their social groups, followed by 15% for obtaining information, 13% for online shopping, 12.50% for using social media, 12.50% for downloading various contents, and 11% for watching online movies.

At the least rating level (7), most of the respondents opined that they used the internet for messaging individual social groups (23%), social media (22%), and watching online movies (22%). Additionally, 17.5% used it to obtain information, 16.5% for posting reels, 14% for online shopping, and 12% for downloading the content.

The study described that the young generation primarily used the internet to share personal or reliable content in the form of text, video, images, and audio with their close social group. Furthermore, they enjoyed sharing their activities through short entertainment-oriented videos or reels on their favorite social media platforms. Simultaneously, respondents prioritized to access information, watch movies, engaged in online shopping, and downloaded various contents by their preferences.

#### 4.2. Purchasing Behavior Analysis

In modern human culture, we all buy new clothes, goods, and equipment from time to time, whether it is frequently or rarely. When going shopping, we consider all the available products, compare our options, and then purchase the one that best suits our needs. Additionally, everyone cares and rechecks the worthiness of the product they wish to buy, whether it is through online or offline mode of purchase. Thus, the study has analyzed young buyers' opinions about the trustworthiness of online and offline products.

The results showed that (Figure 3) adolescents trusted the



Table 3. Purpose for internet use

Ranking	Chatting	Watching movie-clips	For information	Social Media	Online Shopping	For downloading	For posting reels
1	25.00%	11.00%	15.50%	12.50%	13.00%	12.50%	31.00%
2	8.50%	18.00%	8.50%	6.50%	11.50%	16.50%	14.50%
3	12.50%	14.00%	19.50%	8.50%	11.00%	14.50%	14.50%
4	14.00%	13.00%	13.50%	18.9%	21.00%	13.00%	8.50%
5	9.00%	13.00%	14.00%	18.9%	16.00%	17.00%	8.00%
6	8.00%	8.50%	11.50%	14.5.9%	13.50%	14.50%	7.00%
7	23.00%	22.50%	17.50%	22.9%	14.00%	12.00%	16.50%
Total	100	100	100	100	100	100	100

offline products more (85.5%) than online ones. Regarding online products' trustworthiness, mixed opinions were found in the study. The respondents had almost similar opinions on the trustworthiness of online products with 46.5% trusting them and 53.5% expressing not trustworthiness.

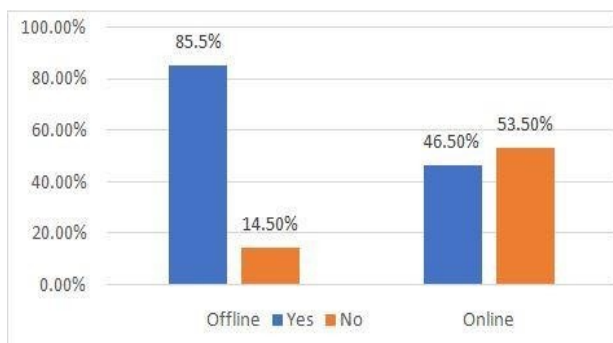


Fig-3 Trustworthiness of the product

The study's findings shed light on the trust preferences of young consumers, providing valuable insights for businesses to strengthen their brand reputation and foster customer loyalty. By addressing the concerns and perceptions surrounding online products, companies can better engage with the tech-savvy youth demographic and capitalize on the growing trend of e-commerce.

Buying products for different purposes is a common tendency among people, but the factors determining their purchase decisions are examinable. Thus, the present study analyzed (Table 4) the respondents' opinions on the reasons for purchasing products. The highest number of respondents (23.5%) opined, at the rating level one out of five, that price, offers/discounts, festival sales, and the need for the products were all matter in their purchase decisions. Price (18%) and needs (18.5%) were the second most significant factors determining the purchase choices of the respondents, followed by festival sales (15%) and offers/discounts (9.5%). At the ranking level five, respondents had a similar opinion that price (31.5%), offers (30%), needs (29.5%), and festival sales (24%) became significant factors affecting their purchase decisions.

The study's findings highlighted the importance of competitive pricing, offering attractive discounts, and leveraging festival sales to attract the attention and preferences of young consumers. Understanding and catering to these influential factors can help businesses to design the targeted marketing campaigns, promotional strategies, and product offerings that align with the preferences and needs of the youth demographic.

Table 4. Reason for purchase

Ranking	Price%	Offers/discount%	Festival sale%	Needs only%	Above all %
1	18.5	9.5	15	18	23.5
2	13	16.5	13	14	10.5
3	24.5	21	28.5	19.5	25
4	12.5	23	19.5	19	12
5	31.5	30	24	29.5	29
Total	100	100	100	100	100

### 4.3. Comparative Analysis

The difference of online advertisement influence to purchase products among rural and urban college students, for which Facebook, YouTube, Twitter, and website advertisement influence on the rural and urban students to purchase the products was separately tested. From the Pairwise comparisons by Mann-Whitney U test, the results provided the opinion about Facebook in the study area (Table 5); it was observed that there was a significant difference in mean scores between rural and urban respondents on the statement 'Facebook advertisements influence on stripling to purchase more products' ( $p = 0.003561, p < 0.05$ ) at 5 percent level of significance. The result summarized that there was a different opinion between rural and urban respondents on the statement "Facebook advertisement influence on stripling to purchase more products".

Table 5. Mann-Whitney U test Paired Facebook advertisement influence or stripling to purchase more product

Dimension	Locality	Mean	P- Value Sig. (2-tailed)
'Facebook advertisement influence on stripling to purchase more product	Rural	104.69	0.003561
	Urban	96.93	

From the Pairwise comparisons by Mann-Whitney U test results providing the opinion about **YouTube** in the study area (Table 6), it was observed that there was no significant difference in mean scores between rural and urban respondents on the statement '**YouTube** advertisement influence on stripling to purchase more product' ( $p = 0.333, p > 0.05$ ) at 5 percent level of significance. The result summarized that there

was no different opinion between rural and urban respondents on the statement **YouTube** advertisement influence on stripling to purchase more products.

Table 6. Mann-Whitney U test Paired YouTube advertisement influence on stripling to purchase more product

Dimension	Locality	Mean	P- Value Sig. (2- tailed)
YouTube Advertisement influence on stripling to purchase more product	Rural	104.690	0.333
	Urban	96.930	

From the Pairwise comparisons by Mann-Whitney U test results providing the opinion about Twitter in the study area (Table-7), it was observed that there was a significant difference in mean scores between rural and urban respondents on the statement ‘**Twitter** advertisement influence on stripling to purchase more product’ ( $p= 0.003963$ ,  $p<0.05$ ) at 5 percent level of significance. The result summarized that there was a significantly different opinion between rural and urban respondents on the statement **Twitter** advertisement influence on stripling to purchase more product’.

Table-7: Mann-Whitney U test Paired Twitter advertisement influence on stripling to purchase more product

Dimension	Locality	Mean	P- Value Sig. (2- tailed)
‘Twitter advertisement influence on stripling to Purchase more products	Rural	88.728	0.003963
	Urban	88.728261	

From the Pairwise comparisons by Mann-Whitney U test results providing the opinion about Website ads in the study area (Table-8), it was observed that there was no significant difference in mean scores between rural and urban respondents on the statement ‘**Website** advertisement influence on stripling to purchase more product’ ( $p= 0.315$ ,  $p>0.05$ ) at 5 percent level of significance. The result summarized that there was no significant difference in opinion between rural and urban respondents on the statement Website advertisement influence on stripling to purchase more product’.

Table-8: Mann-Whitney U test Paired Website advertisement influence on stripling to purchase more product

Dimension	Locality	Mean	P- Value Sig. (2- tailed)
‘Website advertisement influence on stripling to Purchase more product	Rural	96.141	0.315
	Urban	104.212	

#### 4.4. Discussion

The purpose of the study is to understand the effectiveness of online advertisement on stripling lifestyle product purchases; thus, the social demographical profile of and media

consumption behavior were comparatively analyzed. Here, the study found that the education scenario has been changing drastically in India. The younger generation showed an interest to purchase their higher education in various streams, which would be remarkable for the future higher education revolution in the country. The previous data revealed that gross enrolment ratio in higher education in India accounted for 27.1%, lower than the one in developed countries.

In connection to the study objectives, Millennials and Gen-Z are the active social media users considering that it is easier to access compared to any conventional media for striplings. Young’s always like to see and post entertainment-related content in individual social groups because entertainment as social media can help them to escape from the stress (Lee & Ma, 2012). While advertisers use social networks as an effective communication tool to process and develop relationships with customers (Ahmed & Raziq, 2018), and online ads are psychological motives that push to get rid of the state of anxiety (Al-Nsou & Tarofder, 2022); thus online advertisements are indirectly affecting young to purchase their lifestyle products. However, the study significantly showed that offline products were more trustworthy compared to online products for the stripling though they like to purchase their lifestyle product online with the reason that social e-shopping is an enjoyable experience for young adult female shoppers (Dennis, et. al., 2010). Enjoyment is defined as the degree to which an experience is fun or interesting (Moon and Kim 2001), having three components: pleasure, arousal, and escapism (Mathwick et al. 2001).

The study also found various factors for the college students in purchasing their desired products in which they would think about the price, and the offers and discounts of the product. Most of the college students purchased the products for their needs, while e-tailers used various offers to fulfill the costumers' needs (Khanna & Sampat, 2015).

The study comparatively examined various online platform advertisements such as Facebook, websites, Twitter, and YouTube influence on Urban and Rural students. The result showed that there was no significant difference between studied platforms' online advertisement influence on the rural and urban striplings. Due to the affordability and smartphone, rural India is using 20% higher internet (*Nielsen data-2021*) compared to urban parts. There are 503 million active internet users across India, and social networking or chatting remains the top online activity. Watching video and listening online music are among the top five internet activities. In rural India, 54% of 440 million users watch videos on internet, and the number of social media users has drastically risen in urban India. Thus, the advertisements present on various social media platforms are equally effective for both urban and rural striplings to purchase their desired products. Motivating factors have a significant impact on the online purchasing behavior of rural and urban areas consumers (Pandey & Parmar, 2019). The students who intend to shop online for apparel products have more positive attitudes than those who do not have any intention (Xu & Paulins, 2005). The advertisement present on individual social media and other online platforms stimulates the striplings to purchase products, but various factors such as price, discount, neediness, and timeliness also matters to buy products. The findings of the research shed light on several key aspects that are relevant to

advertisers and marketers. One of the significant findings was the presence of geographic differences in the influence of online advertisements on product purchases among college students. Specifically, Facebook and Twitter advertisements had varying impacts on rural and urban college students. This indicated that advertising strategies on these platforms should be tailored based on the geographical location of the target audience. Understanding these differences can lead to more effective and targeted advertising campaigns, optimizing the return on investment. On the other hand, YouTube and website advertisements showed no significant difference in perception between rural and urban students. This finding suggested that marketing efforts on these platforms can be relatively consistent for both demographic groups, providing businesses with an opportunity to streamline their advertising strategies and allocate resources more efficiently.

The study also identified the key factors influencing product purchases among young individuals in India. These factors included price, offers and discounts, needs, and festival sales. Businesses can leverage this information to develop compelling promotions and pricing strategies that resonate with this demographic, increasing the likelihood of successful conversions and sales. Interestingly, the research highlighted that young buyers tended to place more trust in offline products compared to online ones. This finding emphasized the importance of building trust in e-commerce businesses. Online retailers should prioritize implementing measures to gain consumer trust, such as transparent and secure transactions, reliable customer service, and genuine product reviews. The focus of this study on the college student demographic and exploration of the diverse geographical settings of rural and urban India adds academic value to the existing literature. This demographic group's digital engagement, media consumption habits, and internet usage patterns are critical for businesses and marketers seeking to effectively engage with young adults in the ever-evolving digital landscape.

Understanding the influence of online advertisements on product purchases among college students in India is crucial for developing targeted marketing strategies. Advertisers should take into account the geographic differences in advertising effectiveness and leverage the factors influencing product purchases to create compelling campaigns that resonate with young consumers. Building trust in e-commerce platforms is also essential for online retailers to maximize the opportunities presented by the growing digital market in India. This study contributes to the knowledge on advertising effectiveness in the context of a rapidly evolving and digitally connected young consumer base in India.

The technology revolution and internet affordability have created an easy path for the common individuals of society to access and disseminate any content and services for their gratification without barriers. On the other hand, since the scenario of marketing methods has been changing due to internet viability, entrepreneurs or goods and services providers have shifted their selling strategy from the conventional way to new one, whereas online advertisement helps to create a feasible environment to boom the marketing. Since social media is a place where the highest number of the young population gathers to gratify their content needs, advertisers use this social media platform to showcase their products in an effective manner, which stimulates and creates the desire in the young generation to purchase the products. Different strategies are needed to

promote product in in urban and rural as their purchasing behaviors are different. Here, various factors such as price, discount, neediness, and timeliness determine the purchasing behaviors of the striplings. Marketers and E-tailers understand the nuances of customers' needs and provide goods and services.

## 5. Conclusion

The technology revolution and internet affordability have created an easy path for the common individuals of society to access and disseminate any contents and services for their gratification without any barriers. On the other hand, since the scenario of marketing methods has been changing due to internet viability, entrepreneurs or goods and services providers have shifted their selling strategy from the conventional way to new one, whereas online advertisement can help to create a feasible environment to boom the marketing. Since social media is a place where the highest number of the young population gather to gratify their content needs, advertisers then use this social media platform to showcase their products in an effective manner in which this can stimulate and create the desire in the young generation to purchase the products. Here various factors such as price, discount, neediness, and timeliness determine the purchasing behaviors of the striplings. Marketers and E-tailers understand the nuances of customers' needs and provide goods and services accordingly.

The study shed light on the effectiveness of online advertisements on lifestyle product purchases among young individuals in India. It highlighted the changing education landscape and the growing influence of social media among the younger generation. While online advertisements impact purchase behavior, trust in offline products remains significant. Understanding key factors that influence product purchases, such as price, offers, and needs, is crucial for marketers. Additionally, geographical differences in advertising effectiveness were observed, emphasizing the need for tailored marketing strategies.

The study provides valuable insights for advertisers seeking to engage with the young consumer base in India's evolving digital market. Building trust in e-commerce platforms and adapting marketing approaches to meet the preferences of the young generation are essential for successful campaigns.

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