

## A STUDY OF ONLINE ADVERTISING ON COLLAGE STUDENTS CONSUMER BEHAVIOR

*PENELITIAN PENGARUH PERIKLANAN ONLINE TERHADAP PERILAKU  
KONSUMEN PADA MAHASISWA*

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### **ABSTRACT**

*Online advertising is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. Internet have a big influence to consumer for buying process. Internet influence make consumer buy what they want via internet or online advertising. This research purpose to know how the online advertising have influence to consumer behavior, this research used descriptive method. Online advertising has a big influence for consumer especially for students in Sam Ratulangi University, Manado. The result show that consumer choose online advertising rather than online advertising, cheaper price of online advertising is the one of consumer behavior, the development of technology make online advertising have a fast growth in the world, online advertising it is still exist in the future. Online advertising have a big contribution for companies or owner to promoting their product.*

*Keywords: Technology, Internet Activity, Promotional Tool*

### **ABSTRAK**

Iklan online adalah bentuk iklan pemasaran, yang menggunakan internet untuk menyampaikan pesan pemasaran promosi kepada konsumen. Internet memiliki pengaruh besar untuk konsumen untuk proses pembelian. pengaruh internet membuat konsumen membeli apa yang mereka inginkan melalui internet atau iklan online. Tujuan penelitian ini untuk mengetahui bagaimana iklan online memiliki pengaruh terhadap perilaku konsumen, penelitian ini menggunakan metode deskriptif. iklan online memiliki pengaruh yang besar bagi konsumen terutama untuk siswa di Universitas Sam Ratulangi, Manado. Hasil penelitian menunjukkan bahwa konsumen memilih iklan online dari pada iklan offline, harga yang lebih murah dari iklan online adalah salah satu factor yang mempenagruhi perilaku konsumen, perkembangan teknologi membuat iklan online memiliki pertumbuhan yang cepat di dunia, iklan online masih ada di masa depan. iklan online memiliki kontribusi besar bagi perusahaan atau pemilik untuk mempromosikan produk mereka.

Kata kunci: Teknologi, Kegiatan Internet, Alat Promosi

## 1. INTRODUCTION

### Research Background

In this era, online advertising is growing up. It is identify of people in daily life. Because online advertising is a part of technology influence in this world, it creates a big opportunities for owner or company to getting high market share. Now days in Manado, the competition in online advertising is getting tight and variety. With this situation, owner or companies are trying to creative advertisement and add new value on the products to keep their costumer and get new costumer and service in the market. To getting new costumers, it can cost five times more than the cost of to satisfy and retain existing costumers (Kotler, *at. al*, 2009).

With various needs and desire of people, owner or companies are required to keep improving and creating something new to fulfill customers needs and wants. Online advertising is an advertisement that running by using internet connection that supports by several equipment like PC, Smartphone, Tablet. The internet vast reach can allow advertisers to reach significantly more people than traditional advertising.

Internet advertising is ideal to promote the business with a national or international target market and large scale distribution capabilities. Internet advertising can also be more targeted than some traditional media, ensuring that your messages are seen by the most relevant audiences. In the other side online advertising also make the costumers worried about the trusted from the online store. Based on the theory online advertising have many variety such as Pop-Up Advertising, Banner Advertising, Interstitials Advertising, Links, Paid Search, Contextual Advertising and Rich Media.

Aside from advancing technology, the online advertising benefits are also related to the response from people. Technology is an important part to running online advertising because with technology the consumers can connect with internet connection. Online advertising can make consumers must know about the internet connection automatically the consumers must know about technology, because in this era technology and internet connection is a necessity to face the global era. Technology can help the consumers to know more about online advertising and to probably the consumers to make online advertising later.

### Research Objectives

The purpose of this research is to study of online advertising on consumer behavior of collage student by using Descriptive Theory.

### Theoretical Frame Work

#### Marketing

Marketing explained every concept of business for marketers. It becomes a communication between a company to increase the value of the company. Marketing as “A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. Marketing is the process by which companies create value for costumers and build strong and profitable relationship in order to capture value from costumers in return. Marketing involves satisfying consumer needs. If the marketer understand consumer needs, develop products that provide superior value and prices, distributes, and promotes then effectively, the product will sell very easily (Kotler and Amstrong, 2006).

### **Integrated Marketing Communication**

Integrated Marketing Communications (IMC) is defined as a concept of marketing communications planning that recognizes the added value of a comprehensive marketing plan that evaluates the strategic roles of a variety of communication disciplines for example, advertising, direct response, sales promotion, and public relations and combines these disciplines to provide clarity, consistency and maximum communications impact (Belch and Belach, 2011).

### **Internet Marketing**

Online marketing is an effort to market products and services and build customer relationships over the internet. The internet is a vast public web of computer networks that connects users of all types around the world to each other and an amazingly large information repository (Kotler and Armstrong, 2012)

### **Online Advertising**

Premise that emotional attachment to mobile phones is a likely key influence on future adoption of new services, we explore whether this holds true for mobile users' receptiveness to mobile advertising (Building upon Vincent's, 2006)

### **Consumer Behavior**

Consumer Behavior is a psychology process during which consumers know their needs, find ways to estimate, adopt the purchasing decisions, analysis and planning to data and will run the program (Perner, 2008)

### **Previous Research**

Shahram Gilaninia and Mohammad Taleghani (2013), focus on the internet advertising in the purchase decision. They are trying to communicate with a wider audience that is familiar with their favorite different ways and currently are trying to advertise products with this operating. An important factor in successful marketing and advertising strategies is an understanding of consumer behavior. Consumer behavior involves people and what they purchase, why and how to their purchase and marketing and market. Marketing Communication includes Advertising that is an important component of marketing. Advertising is done in two ways: Offline Advertising and through traditional media and Online Advertising. The two strategies of internet Advertising are Awareness and Entertainment.

Tchai Tavor (2011), recent years are a testimony to the astonishing development of the internet, an increasingly important factor in current lifestyle. Internet advertising, as well, has seen the similar development, since marketers' online advertising budgets are growing as the years go by. The internet has become a major source of information consumption, and to some extent has replaced the old media such as radio, television and news paper. The main advantages of the internet include its mass availability and its almost instant access to current information.

Scott McCoy, Dennis Galleta, Andrea Everrad, and Peter Polak (2004) pop-up, pop-under and in-line advertising have been said to be intrusive and previous findings suggest that they could have important effects on users' perception and cognition. From the standpoint of website advertising research on-line consumers are goal oriented and perceive advertising to be even

more intrusive than when they are viewed in other media. An important goal of site design is that users will retain the content to promote subsequent visits and or referrals to other potential visitors. Common sense tells us that advertising are most visible will be remembered. Behavioral intention were measured using the total of four questions that focus on two related future behavior and retention was measured by asking participants what they remembered from the site and from the advertising they saw.

Andrew McStay (2010), are focused to inquire upon audiences perceptions of creativity in online advertising a heretofore poorly understood area. Online advertising is the fastest growing advertising media sector, in recent years more audience research into online advertising has been undertaken. The role of creative department within in advertising agency is to give from the strategy for the advertisement, such as creativity is the visual and aural component of the strategy made manifest for a discussion of how strategy may impede creativity in multiple media integrated marketing communications.

Swati Bisht (2013), are focused to understand if TV advertisements have an impact of youth purchase decision. Gathering and comparing lots of cases and proves of literature suggests from other researches and make conclusion, shows that the writer are using a qualitative descriptive narrative method. And as the result Swati Bisht concluded that there is a positive relationship of emotional response with consumer buying and TV advertisements. Therefore, it is concluded that consumers purchase products by emotional response, rather that environmental response. TV advertising impact on buying behavior on teenagers related to different residential backgrounds and gender. Advertisements on TV have an impact on the trial of the product by the customer.

## **2. RESEARCH METHOD**

### **Type of Research**

This research is descriptive study with qualitative approach. Descriptive means the informan tries to explain the online advertising influence on consumer behavior.

### **Place and Time of Research**

The place of this research will be conducted in Manado. The research start from June to August 2016.

### **Population and Sample**

In qualitative research there is no 'population' term buy only social situation. The social situation separated into three elements: place, actors and activity that interact in a synergic way, stated by Spradly in Sugiyono (2007). By this statement, this research will focus only on online advertising activities specially pop-up advertising among students who are studying in Sam Ratulangi University,Manado. Sample in qualitative research is not called respondent but source of data, participant or informant. Sample in qualitative research is not a statistic sample but a theoretic and constructive sample because of the purpose is to gain theory and the source of data is he source of constructed phenomenon that was unclear before (Sugiyono, 2007).

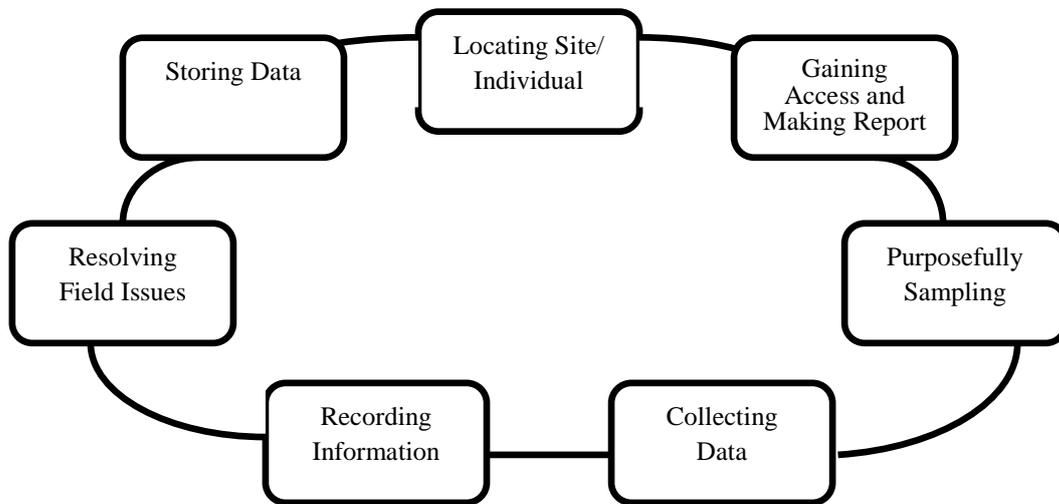
### **Data Collection Method**

To Patton and Cochran (2002) in Bricki and Green (2007), qualitative research used to understand some aspects of social life which is the data generate words rather than numerical data. The use of qualitative research method is to describe and give a deep insight about the

observed phenomenon and not everything in the world can be measure with numbers. Added, the qualitative data included individual interviews data, Primary Data are the data collected for specific research problem using the best proper procedures for the research problem (Hox and Boeiji, 2005). For this research the primary data are obtained from the conducted individual interviews and also through observation.

Secondary Data are the data that actually collected for the different purposes or researchers (Hox and Boeije, 2005). In this research, the secondary data obtained from the internet and several types of documents like books and journals data from focus group discussions, data through observations, report or other written data (documents), and also oral data. This research are conducted using Creswell (2007) data collection circle. The data collection circle consists of seven interrelated activities engaged by the researcher in order to collect data like Figure 1.

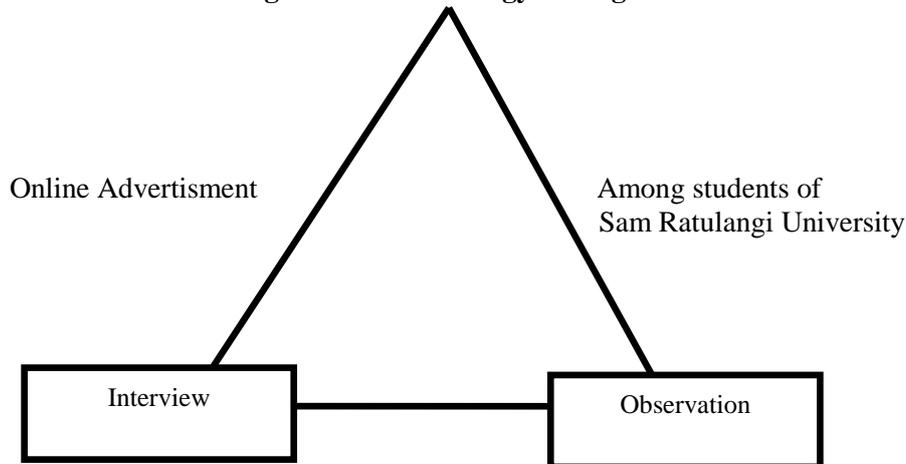
**Figure 1. Data Collection Circle**



*Source: Literature Reviews, 2016*

Research Data Instrument. The share of Methodology Triangulation position is also provide in the form of draw in figure 3.3

**Figure 2. Methodology Triangulation**



*Source: Literature Reviews, 2016*

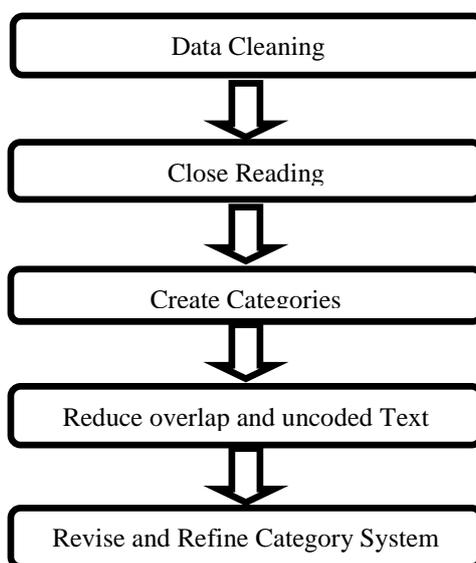
One of the data form is from the interview. The data are gathered from university students who are participated in online advertising in Sam Ratulangi University, Manado. In Wilkinson and Birmingham (2003), Denscombe (1998) stated that interview involve a set of assumption and understandings about the situation which are not normally associated with a casual conversation. The type of interview will be used is the semi-structured interview, which is not really a flexible interview will be conducted. The interviewer has to direct the interview more closely and add several questions. The added questions are different with the appointed questions from the start. The added questions are the extract of the interviews answers from the questions before that is why the amount of questions can be very from one interview to another (Wilkinson and Birmingham, 2003)

Observation is one of the data instrument that allows the researchers to gain deep understanding about what goes on in complex real world situations than they can ever discover (Wilkinson & Birmingham 2003). The type of the observation used for this research is the non-participant direct observation which is 'usefull for looking at facilities and also for identifying problem situations' (Slack and Rowley, 2001), Stainback (1988), also stated that the non-participant observation is the same with passive participation which is the researcher is present at the location but does not interact or participate inside their activities or circle.

### Data Analyzing Process

Adapted from Creswell (2002), Thomas (2006) also arranged the inductive analysis of qualitative data in five steps like the figure 3.

Figure 3. Inductive Analysis Process



### Validity and Reliability

Creswell (2007) stated that in attempt to assess accuracy of the research findings, the qualitative research needs a validation. Validation should be processed in the field with an extensive amount of time, really detailed description of the situation, and the close relation between the researcher and participants concerning the research give more value to the accuracy of the research. 'Reliability' often refers to the stability of responses to multiple corders of data sets (Creswell, 2007). Stainback (1988) in Sugiyono (2007) defined that reliabilty as a consistency

and stability of data or findings. The qualitative research is more specific to credibility (internal validity), transferability (external validity), dependability (reliability) and confirmability (objectivity) (Sugiyono,2007)

### 3. RESULT AND DISCUSSION

These interview conducted using semi-structured interview with the help of seven (7) participants from seven (7) faculty in Sam Ratulangi University, Manado. The participants are university students who participate in online advertising. The shortest interview is within twenty (20) minutes and the longest is thirty (30) minutes.

#### Interview Result

The phenomenon is growing bigger and become a lifestyle for people in Manado. The facilities and the availability of the products make it favorably chosen by the people even though it is online. Online advertising are not always about the benefit. It brings loss to people especially to people who have offline advertising. The consumers in the other hand obtains several advantages. The reason is because of the price of online advertising are cheaper. Even though is effective or not, in the future it will still exist in Indonesia and the world. It is because the lifestyle of the people in the world. The online advertising in Manado is booming now. This is because the product purchasing of Manado people is big. Cheap price is one of the reason people prefer the online advertising. From the economic point of view, the online advertising is an opportunity for some people get job and continue to earn a living for their family. And looking for consumers point of view the online advertising is an advantages. It is because the consumers can enjoy the advertising that are easier to get with less cost. However, looking at the people behavior right now only want something instant and have benefit, the online advertising will be exist in a long time.

The online advertising develop in such a rapid movement in Manado. The internet development also took an important role in the development of online advertising in Manado. More information and access make the development running rapidly. Online advertising is an internet activity that for some people is it the media or opportunity to gain benefit and make it as their job. For the people who prefer the online advertising rather than the offline advertising found the online advertising are cheaper. Because of the reason above people choose online advertising, it makes it impossible for the online advertising to stop and still will be exist in the future.

The online advertising cases in Manado actually are bigger than before. This is because of the rapid growth of the technology that is as fast as the people who are smarter about the technology right now. Online advertising is a good activity done by innovative people. The cheaper price makes people prefer online advertising than offline advertising. The knowledge about technology also influenced the behavior of the people choose online advertising. But because the globalization and the development of technology will continue advancing and make the people smarter the online advertising also will continue in the future.

The online advertising is free and growing. People can find online advertising in so many access in internet. The development of technology like the internet also influenced the growing of online advertising. With the internet people can be involved in online anywhere here. Nowadays, people prefer the online advertising rather than the offline advertising. Compares to the price of online advertising and the offline advertising the price of online advertising are cheaper. The access to online advertising are also easier. Like right now it is growing, it is

expected that online advertising will be exist and continue growing in Manado. It will continue to grow because many people still freely do it. The online advertising is developing along with technology development and also the along with the influx of online products here. It is because Indonesia is also still developing and low in security. The people attracted to the cheaper price of online advertising rather than the offline advertising, facility is also the reason why people choose online advertising rather than people choose offline advertising. Actually it needs deep understanding from party that involved to supervise the online advertising activity. But for some years ahead the online advertising will still exist because many people still want.

The online advertising is growing so fast. Right now the online advertising is easy to find in the internet for freely to access. The online advertising is a good effect of the technology development and it is obvious that online advertising is favorable thing for people. The reason is the price that is cheaper than the price of offline advertising. For some people that are concerned economically, they will choose online advertising that are cheaper rather than offline advertising even the quality is not same. The other reason is the easier and faster access of it is information and products.

From the observation proceeded in a couple points in Manado, there are several points that can be found. The main point is the online advertising here are becoming bigger very rapidly. The online advertising activity is growing along with the technology that is becoming more advance and also because the influx of technology itself in Manado. Currently people can find online advertising easily, the online advertising content many vary: such as clothes, shoes, food. The most available in the online advertising are the clothes. Compared to the shop that sell the clothes the online advertising product are easier to find. Not only the online advertising, the access of internet connection also become wider in Manado. Everybody can connect to the internet almost anywhere. Because there are many internet cafes around in the city and many wi-fi hotspot in the public place that can be used freely. Campuses also have the internet facility for the students that provide easier access to go online.

## **Discussion**

The world is facing the development of online activity nowadays. The online advertising is growing bigger, wider and stronger by year. This is because of the technology. Online advertising is developing rapidly along with the development of technology. Now the technology is advancing the online advertising follows. Maskun (2013) stated that the development of technology makes the people more involve in crime. As it is in Manado, it is not the all of online advertising it is good some of them make online advertizing to crime activity. The advanced technology includes internet connection and gadgets. Right now there are many cellular operators with competitive internet promotion. There are also many internet cafes in Manado, many people also have internet connection at home, many wi-fi hotspot facilities available in the campuses, offices, cafes, restaurants, and public places. Some of it are even free of charge. There are so many gadgets influexes in Manado from many brands and with advanced features one of it is the feature to connect people to the internet. With it people can easily participate in online advertising from anywhere. There are some actors of online advertising in Indonesia. The actor of online advertising have the opportunity to gain and enrich themselves by selling products by online activity as their job.

Availability of online advertising. Comparing the availability of online advertising and offline advertising, people will still choose the online advertising. It is because there are many choices of online advertising in Manado rather than the choices of offline advertising. According to Sangadji and Sopiah (2013), the situational factor like the facilities influenced the people to buy the product or not. Moreover the online advertising products are available faster to be sold in

Manado rather than offline advertising products. The digital products can also found faster from internet that purposely exists for information deployment. Access to online advertising. The online advertising products are easier to find than the offline advertising product. It is obvious in Manado, the internet connection also contributes in people decision. Especially for students internet connection is so important nowadays. It makes them usually connect to the internet and have a bigger chance to participate in online advertising activity.

#### 4. CONCLUSIONS AND RECOMMEDATIONS

##### Conclusion

From the result discussed in the previous chapter, there are three main points that can be concluded from this research.

1. The people do think that online advertising is easier way to promote product. In this case people want to develop this way but in the reality some of the online advertising make crime things with online advertising. Most of the people do not think about the others interests they concerned more.
2. Towards what the people desire, the technology influence have important role for the running of online advertising. The technology development make a bigger influence for online advertising, because the people want buy product to easier. Technology make the people can but product they want in anywhere and everywhere because the easier to access the internet.
3. The lowest price of online advertising and their product make online advertising most likely buy the owner. The owner of online advertising have a responsibility to the customers by they product. The price of product in online advertising make the customers more interest to purchase in online rather in the market, because the costumers can negotiate the price with the owner.

##### Recommendations

The companies or the right owners.

1. Because the cover appearance is really important for the products, the companies or right owner should be develop the packaging with the something that make the customers more interest.
2. The other side that should be focus for the companies or the right owner is the price, because the customers know that online advertising product are more cheaper than the the offline store the product in online advertising should be more competitive with the offline advertising products.
3. The companies or right owner should increase the security of their products so the products cannot duplicate and propagate the data for their own benefit.

For The customers

1. The customers should be more alert on the online advertising. Find the online advertising that will be trusted to minimize the fraud by the fake owner.
2. The customers should be more knowledge of the technology and technology itself.it is really useful to relation between technology and online advertising.

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