ONLINE ADVERTISING AND IT'S IMPACT ON CONSUMER BUYING BEHAVIOUR

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Abstract:

Keeping in mind the ever-changing landscape of digital marketing, this study investigates the impact of online advertisements on customers' buying behaviors. The proliferation of online platforms and the increasing number of internet users present an opportunity for businesses to advertise to individuals. The fundamental objective of this research is to figure out how online advertising affects customers' emotions, decisions, and actions. This study synthesises existing literature, empirical data, and theoretical frameworks to investigate the many ways via which online advertising influences consumer behavior. The significance of targeted advertising in identifying and appealing to certain consumer demographics, the persuasive tactics employed by online ads, and the influence of social media endorsements and user-generated material on intents to purchase are all major aspects that are being investigated. The study's key findings indicate that online advertising significantly influences customers throughout the entire buying process, from first awareness and consideration through purchase and post-purchase actions. Customer engagement and brand memory can be enhanced through personalized and immersive advertising experiences made possible by the interactive nature of web platforms. Online content can be made more credible and trustworthy by adding social proof and peer endorsements. This, in turn, influences consumers' purchasing decisions. The ramifications of these results should be carefully considered by marketers and advertisers who wish to make the most of their advertising budgets and make the most of their online advertising strategies. By studying what makes people react to internet ads, businesses may refine their messaging, creative content, and targeting strategies. Because of this, they will be able to connect with their intended consumers and achieve their goals.

Keywords: online advertising, consumer buying behavior, digital marketing, persuasive techniques, targeted advertising, social media endorsements, consumer engagement, purchase intentions.

INTRODUCTION

Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Online Advertising is similar to other forms of communication except for one critical difference i.e. INTERNET. Consumer behaviour follows a model radically different from traditional advertising media. The expansion of internet-based advertising is transforming the advertising business by providing more efficient methods of matching advertisers and consumers and is transforming the media business by providing a source of revenue for online media firms that compete with traditional media firms. The precipitous decline of the newspaper industry is one manifestation of the symbiotic relationship between online content and online advertising.

Online-advertising is provided by a series of interlocking multi-sided platforms (also known as two-sided markets) that facilitate the matching of advertisers and methods, and matching algorithms to create more efficient matches between consumers and advertisers. Some of their methods raise public policy issues that require balancing providing consumers more valuable advertising against the possible loss of valuable privacy. Advertising delivered over the internet—"online advertising"—has become a significant source of revenue for web-based businesses.

Advertising is a significant source of revenue for consumers. These intermediaries increasingly make use of detailed individual data, predictive many of the smaller sites including ones such as blogs that occupy the long-tail of the web. Online advertising is also central to the $34 billion e-commerce economy portion of overall commerce. Web-based sellers use online advertising to drive consumers directly to their sites where they can browse for goods and services and purchase them with a few clicks. Online advertising accounted for 8.8 percent of all advertising in the United States in 2008 (Hallerman, 2008). That share is expected to grow as people spend more time with new online media such as social networking and sites that offer user-generated content; as more traditional media such as television is transmitted over the internet; and as more advertising is delivered to browser-enabled mobile phones. A search engine indexes web results that are relevant to a consumer who types in the phrase "saltwater fishing rod," and with this information, the search engine can sell ads to sellers of saltwater fishing rods. Contextual advertising on web pages could do the same thing. A consumer who visits a blog for fly fishermen could be presented with an advertisement. Developing behavioural targeting techniques, discussed below, can also identify individuals who are interested in fly fishing and determine whether they are looking around the web for information that would suggest they might be in the market for a saltwater rod.

LITERATURE REVIEW

An estimated figure is around Rs. 100 crore worth of ads on the net. Ads on the net are still not paid to the extent of 60-70% . Even billed ads are at discounted rates. The real ad business on the net is still Rs. 25-30 crore. A lot

of agencies are coming onward to do net advertising. Clients still are not comfortable with this new medium. On-line media planning is emerging as a new business. In the US, the leading firm is the Double-click. In India, firms are Micro media, Media cope and Intercept. A net can narrowcast and target ads at a sharply defined segment. Some sites have a revenue model based on ad income. Ads on the net have to buy audience rather than space or banners. Advertisers can approach his target through a variety of sites, but with one single media buy. Advertisers can select audience's location wise, say a BPL mobile ad in Mumbai and Bharati Telecom ad in Delhi. Ads can be targeted to editorial content of the web pages, say cosmetic ads to the health and beauty pages.

Nowadays, many studies related to advertising have been archived in a various way. Advertising can reach huge audiences with simple messages that present opportunities to allow receivers to understand what a product is, what its primary function is and how it relates to all the other similar products. This is the main function of advertising: to communicate with specific audiences.

The object of advertising is usually to change or influence attitudes. It aims to persuade people to buy product A instead of product B, or to promote the habit of continuing to buy product A. It is not simple to explain advertising. There can never be a single answer to the question 'How does advertising work?' because advertising as an idea, is as wide and varied as the concepts 'persuasion' or 'communication'. During the process of studying advertising, many aspects have been studied and analyzed too. Consumer's attitudes toward advertising are one of them which are over the past 60+ years; attitudes have become a central component in many theories of persuasive communication. It have been studied and examined the relationship between consumer's attitudes and the effectiveness of advertising, as a result, they could find strong evidences about it.

It was certainly a sad day for newspapers and magazines when eMarketer released a report early in 2012 stating that this year would be the year that spending for online advertising would surpass spending for print advertising. Print publishers, of course, knew that this day was coming. After all, in 2011, online ad spending grew 23% in the United States, just passing the $32 billion mark. In 2012, spending on online ads will grow another 23% to nearly $40 billion. Meanwhile, the more spending for online ads grows, the more spending for print ads shrinks. Spending for magazine and newspaper ads is anticipated to fall by 6.1% this year to a scant $36 billion.

It is defined attitudes towards advertising as a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general. Advertising had important economic and social effects, and developed a set of belief items related to positive and negative outcomes of advertising in these two specific areas. Likeability does have a persuasive effect, because it directly affects our feeling about a brand. Consumer's attitudes toward each different advertising media also have been studied. The Attitude towards the ad or likeability has an important effect on the viewing of a commercial and so on its reach. As a result, they found that advertising attitudes influence recall and buying interest and Consumer-related factors are important when evaluating how persuasive the advertising is. Furthermore, there have been various studies about each advertising media such as 'Consumer's attitudes towards online shopping in New Zealand, 'Exploring the effectiveness of

taxis as advertising medium' and 'Attitude toward Location-Based Advertising'. Surely, there have been lots of studies and examinations in research area to compare traditional advertising and new media interactive advertising after appearance of new interactive media as advertising media. It takes a consumer's perspective and examines consumer's perceptions of different types of ads to understand the perceived differences between the Internet-based advertising and traditional advertising for both brand building and directional purpose. As a result, we believe that the Internet has the potential to better support goal-oriented consumers, thus providing a great potential for Internet-based directional advertising.

OBJECTIVE OF THE STUDY

- To study and understand the importance of online advertising.
- To study the impact of Online advertising on Consumers.
- To study the effect of Online advertising on their buying behaviour pattern.

RESEARCH METHODOLOGY

The research method of this study is a survey research, which collect information from a participant through a questionnaire. The purpose of this research is to analyse the current and future behaviours from consumers to help marketing manager making strategies according feedback from participants. These behaviours include attitudes, believes, attribute, motivation and behaviour of sampled participants, and that will be taken on a series of measurements based on specific research point. After questionnaires sent out, and later collected data from feedbacks, the quantitative research method will be used in this research.

RESEARCH DESIGN

Research Design is the basic framework which provides guidelines for the rest of the research work. It is a map or a blueprint according to which the research is to be conducted.

DESCRIPTIVE RESEARCH

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when, "why" and how...

Research Design : Descriptive

Population   : Aimt

Data Source   : Primary data & Secondary data

Research Instrument   : Questionnaire

Sample design   : Convenience sampling

Sample size   : 100 (Only 68 turn up)

 DATA ANALYSIS & INTERPRETATION

Interpretation and analysis
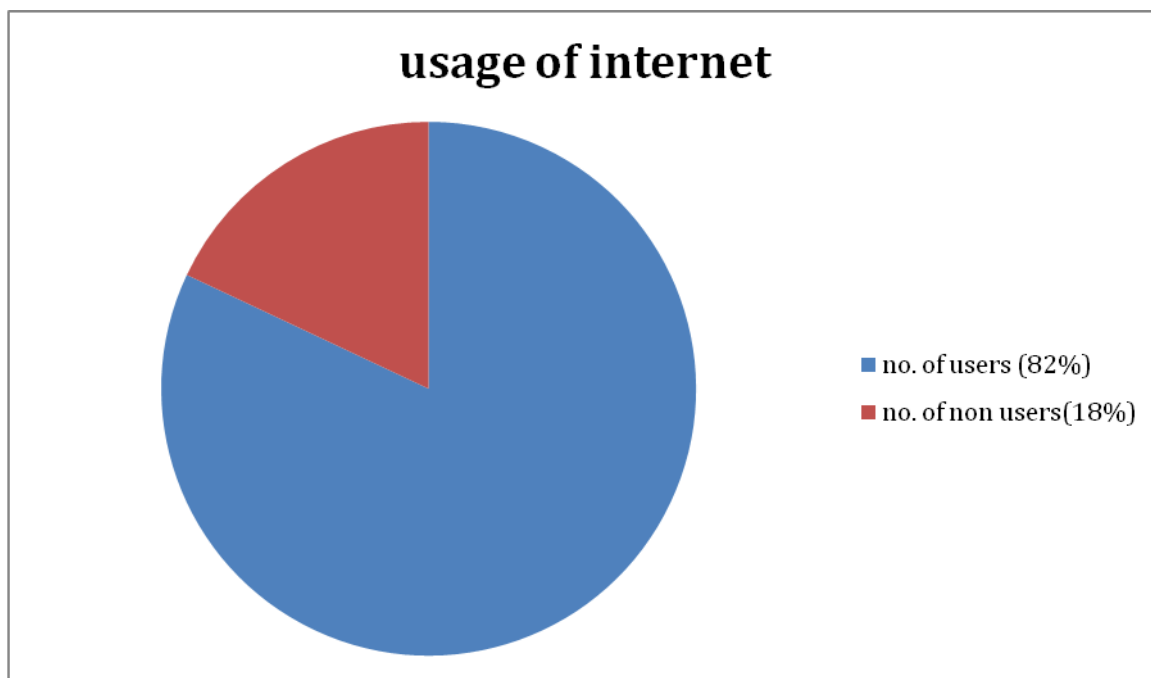
1. Do you use internet?

Fig 1.

As above figure shows, from 100 respondents, 82% uses the internet and 18% respondents do not uses the internet. In today's high tech scenario usage of internet become the need of people. 18% are those respondents those who are not much aware about technology, and they do not find any need of internet.

2. Have you ever clicked on an online advertisement?
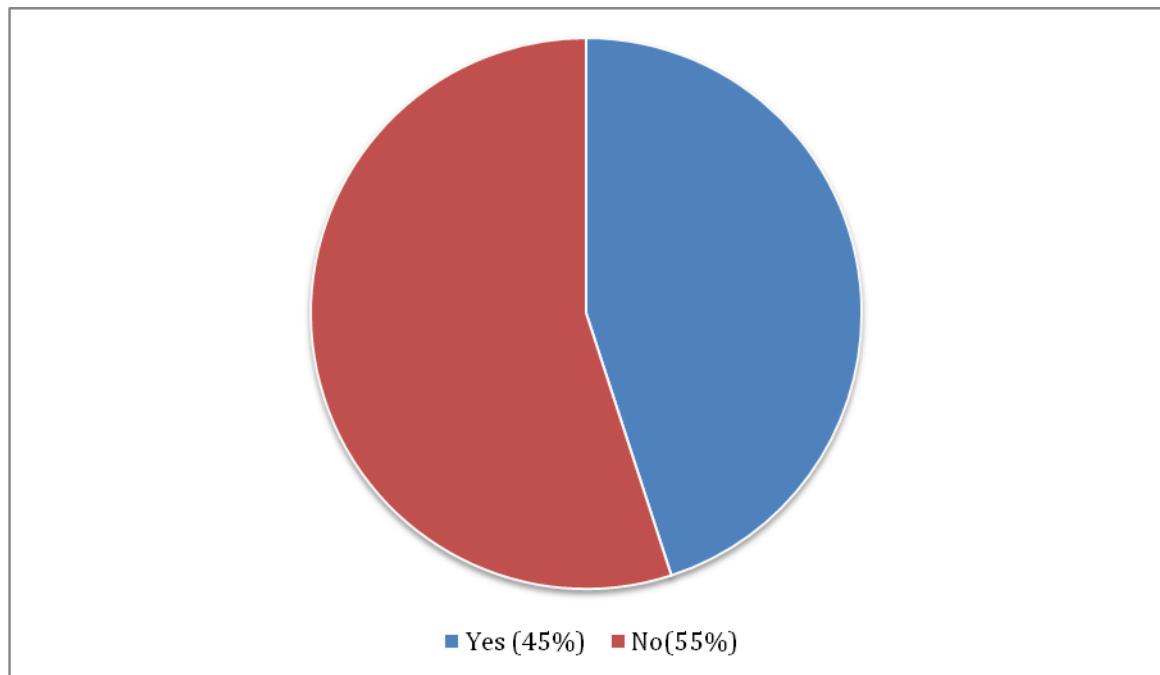

■ Yes (45%) ■ No(55%)

Fig. 2

Out of 82% users of internet, 45% do click on the online advertisement and 55% do not click or one can say ignore the online advertisement. The major issue of not clicking the online advertisement is harmful viruses that affect the computer system, many online advertisement do have virus in them which have bad affect on the PCs.

3. On which of these media, do you consider the advertisement for a watch to be the most appropriate?
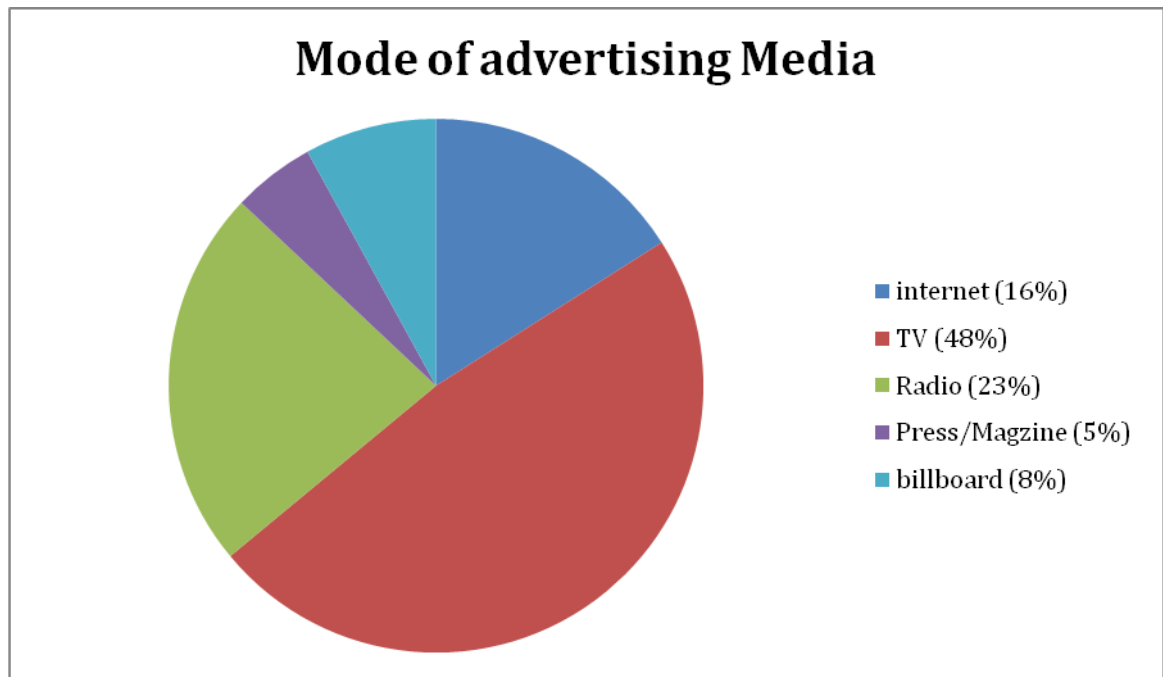

Fig 3.

According to the respondent , 45% people are like to watch advertisement on TV , because they spend lot of time on watching Tv seriels . 25% people are like to hear advertisement on radio because large no. of people use radio on mobile phone. 12% people are like to watch advertisement on internet because usually in office , on phone or at home people using net for work or entertainment. 9% people are like to press/magazine and billboard for advertisement.

CONCLUSION

Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks.

The only negative aspect is that consumers have to conquer their fears of the Internet- the fear that ordering through an online advertisement will get lost in the void of cyberspace. Fear always comes with new technology, but it does not take long for people to adjust. As people get more accustomed to finding their product information on the web, more and more readers will actively seek out Internet advertising sites.

Since the Internet has been developing rapidly in the last decade, the growth of E-commerce has also along with the fast speed of Internet development. Due to the features of the Internet, in the business world there has another important marketing channel for many firms. From the research found that the online retailers have to attract customers through online advertising and at the same time provide right products or services to fit the customer's needs.

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