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# IMPACT OF ONLINE ADVERTISING ON CONSUMER BEHAVIOUR

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## ABSTRACT

*Advertisers are anticipated to shift and spend millions in internet advertising in the future than TV, print ads and other traditional advertising media. With the tremendous growth in technology, the internet is becoming an important one stop point for consumers in choosing most of their needs. Be it entertainment, communication, information search, shopping, internet serves as a panacea for all their needs. Most of the consumers are online every day for their personal work, but do they notice the ads, banners displayed on that web page and most important their recall value. The purpose of this study is to determine the various types of online advertising and explore how online advertisements affect consumers purchasing behaviour.*

**KEY WORDS:** *Online, Advertisement, Technology, Consumer Purchasing behaviour*

## INTRODUCTION

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of interactivity, flexibility, and personalization. It has been a very useful tool for entertainment, education, communication and electronic trade. The revolutionary change brought forward by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point of time. The Internet has emerged as an advertising medium. Many companies are using the Internet to advertise their services and products; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace. Companies are spending lot of money

into Internet advertising to obtain greater return on investment on ads. With the rapid technology in the computer industry, many companies are choosing the Internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a well received advertising platform because marketers found that the Internet possess greater control and flexibility over the advertising materials.

## REVIEW OF LITERATURE

Dr. Parul Deshwal has published research article entitled "Online Advertising and its impact on consumer behaviour" in International Journal of Applied Research, January 2016. The Internet is referred to as the network of networks a communication medium made possible by computers and networks. People interchange all kinds of information in innumerable social contexts on the

Internet. The Internet is a communication system that utilizes a computer and a modem to gather information from all over the world. It is composed of tens of millions of computers all connected allowing a person to get information that formerly was inaccessible or took a long time to access. With the recent survey in Internet usage by business and government, the Internet or its successor computer network will be major importance to tomorrow's world. The Internet is a technology that is spreading much quickly than any other technology. It is totally changing the way of people work and live. The usage of the Internet doubles every hundred days. Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing information to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a best example of interactive advertising. Consumer can collect information about services and products, communicate with other consumers and firms for related services and products, and sometimes complete transactions. As the Internet session is a self choosing environment of the consumer, the promotion message will be most effective. Online advertising is also giving an innovative environment to the consumer through virtual truth interfaces thus allowing the consumer to encounter the some of the characteristics of the services and products before making the purchase. Consumer can give feedback content about the product, to the firm and to other consumers.

### **OBJECTIVES OF THE STUDY**

- 1.To ascertain the importance of online advertising as a promotional tool
- 2.To assess the effectiveness of online advertising on purchasing behavior
- 3.To determine the effectiveness of online advertising on reach and creation of awareness

### **TYPES OF ONLINE ADVERTISEMENT**

#### **1. Advertising on search engines:**

One of the frequently used internet advertising method is search engine marketing . The main use of this type of advertisement is that they enable improving your website's positioning through paid advertising. This way, for example though search engine techniques, you can advertise your products, services or content through Google's advertising service, or others. Users will find you more simply since your advertisements will be displayed in the user's relevant search results.

#### **2. Advertising on social networks:**

In fact the more number of social networks offer the feasibility to generate advertisements right on their platforms, whether it to be generating specific advertisements or promoting content and messages. Facebook, Twitter, LinkedIn, Instagram and You tube are some of them.

#### **3. Banners:**

Banners are the well known form of online advertising and much of this is because they were the first advertisements to appear on the internet. They consist in strategically placing advertisements with various sizes, formats and designs within a web page. Users who snap on the advertisement will be taken to the site you choose.

#### **4. Pop-ups:**

These are windows that pop up and take you to a website different from what you were just looking at, and although years ago this method quite efficient, nowadays its becoming a huge and huge no-no on the internet.

#### **5. Advertising on blogs:**

With this we're not referring to advertisement that appear on any blog since this goes along with Google advertisements or banners but rather a type of indirect advertising which is usually done through storytelling and branded content, making an advertisement around an experience, story reflection.

#### **6. Advertising on cell phones:**

This is without a doubt one of the best advertisement strategies on the internet that has acquired more popularity in the past years since practically the entire world has a smart phone or other type of mobile device they regularly connect with. This causes more companies to opt to adapt their advertisements to the fastest growing medium.

#### **7. E-mail marketing:**

For many years this form of advertising has dominated the internet and is no annoying and ineffective. In fact, we receive so many emails per day that we've become kind of immune to the advertising and don't need more than two seconds to send it straight to the spam folder. E-mail marketing has nothing to do with this but rather than goes much further and can be considered a fundamental piece of your digital marketing strategy. E-mail marketing would cover an entire article but for this, were talking about advertising and referring to promotions and advertisement within every day, friendly and valuable messages that the user won't want to delete.

#### **8. Video advertising:**

We consume more video content, this makes video advertising the king of kings. Viral videos are growing and there are even social networks designated to video such as You tube. In fact, these platforms can become an excellent place for advertising your product and

service. By using You tube, Daily motion video advertisements, they'll be shown to the user before the video even starts to play; they can even be placed on website and search results.

### **ADVANTAGES OF ONLINE ADVERTISEMENT**

- 1. Target marketing:** A greater advantage of the web is the ability to choose very specific groups of individuals with a minimum of waste covers in the consumer market. Through personalization and other targeting techniques, sites are becoming more important to meet once need and want.
- 2. Message Tailoring:** As a result of precise targeting, messages can be designed to appeal to the specific needs and wants of the target people. The interactive capability of the net makes it possible to carry on one-to-one marketing with increased success in both the consumer and the business markets.
- 3. Interactive capacities:** The interactive nature of the web leads to a degree of customer involvement. Site visitors are already interested in the company or/and products to visit.
- 4. Information approach:** The greatest advantage of the internet is its availability as an information source. Internet users can find information about the any topic of merely by conducting search through one of the search engines. Once they have visited a particular site, a wealth of information about product costs, purchase information, specification, and so on.
- 5. Speed:** For who needs information on a company, its service, or/and products offerings, the internet is the fastest means of acquiring this information.
- 6. Exposure:** For a function of the speculation that would be required using traditional media, companies can gain international and national exposure in a timely manner. For many companies with the limited budget the www (world wide web) enables them to gain exposure to potential customers that heretofore would have been impossible.
- 7. Creativity:** Creatively design sites can enhance company's image leading to repeat visits, and positively position the organization or company in the consumer's mind.

### **METHODOLOGY**

The information was searched in various reports, journals and internet sites.

### **DISCUSSION**

Most of the consumers had a positive attitude towards advertising as illustrated by their various

perceptions about the use of advertising. This clearly shows a positive nature towards advertising and hence is a good demonstration for marketers. According to Calisir (2003) internet advertising is an effective channel for marketing as the ad is attractive and appealing which changes from time to time. The study found that even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low. Internet is fast emerging as a powerful mode of medium of advertising in the latest millennium. With the number of internet users growing manifold, the new medium is viewed as the advertiser's dream. The internet is the fastest developing medium in the 2000's with millions of users and an average estimated growth of 124% annually.

### **SUGGESTIONS**

1. Offer your website in multiple languages. Like many sites come in French, German, Russian, and Italian. Translation service on websites is also good which will help for reserve customers.
2. As we have seen the potential for banners and internet ads, informative and creative ads are also preferred therefore hot new designs and innovative sales concepts should be developed.
3. People love to win anything! Offer your product or service as prize. When a winner is selected, their web address, their name and a link to the site can be published. Adding a corresponding link is a professional way to say thank you and is of no cost to the advertiser.

### **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 on-line advertisement will get lost in the void of cyberspace. Fears always come with new technology, but it does not take long for people to balance. As people get more familiar to finding their product information on the web, more and more readers will actively seek out Online advertising sites. However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. Internet advertising has good relationship with purchase decision of the consumers. There is a effective relationship between consumer behaviour and internet advertising. This implies that companies should invest more on internet advertising to increase their market share and conduct a market research on the difference

markets in different countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to increase products purchases.

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