

A study of impact of Online advertising on Online Consumers

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Abstract

In current era, online advertising has grown rapidly and has come a long way today. Online advertisement uses the internet facilities to deliver diverse promotional marketing ads to online consumers. It mainly includes email advertising, search engine advertising, social media advertising, display advertising and mobile advertising.

This study seeks to explore the impact of online advertisements on online consumers buying behavior and purchase decision making. The study is based on primary data collected from online consumers by sending an online structured questionnaire on various online platforms. The data collected by 100 respondents were systematically sorted, organized, analyzed and final figures were interpreted to draw conclusion.

The study reveals that there is significant impact of online advertising on online consumers. The online advertisement has great impact on buying behavior and purchase decision making on online consumers. The present fast progressing and technologically advancing era, is witnessing a revolutionary change in the trend of advertising.

Keywords: Online Advertising, Types of online advertisements, online consumer.

INTRODUCTION :

In present era of fast technological advancements, online advertising has grown rapidly in the last decade. The rise of new media platforms and communication channels has tremendously changed the advertisement business scenario throughout the world. Online advertisement is becoming one of the most preferred medium of advertisement and having extreme potential for growth. Online advertising is latest and fastest growing means of advertisement in current modern era .The growing dependency of people on internet as ultimate source of diverse information and communication medium, has made online channels as leading advertisement platform. It presents new and fast paced experience for online customers.

Online advertising refers to advertisements delivered over internet to online users via webpages, e-mails, ad-supported software and internet-enabled cell phones. Online advertising mainly includes contextual ads on search engine result pages, banner ads, rich Media Ads, social media advertising, online classified advertising, mobile advertising, display advertising, web banner advertising and e-mail advertising.

Online advertising also called as internet advertising or web advertising, is a form of advertising which uses the internet facility to deliver promotional marketing messages to online consumers. Online advertising highly influences large number of online users due to its ability to reach out to a vast number of audiences through internet .

Online advertiser's main purpose is to reach consumers and influence their awareness, buying behaviour and decision making pattern.

Now a day, the most glamorous feature of promotion mix is the online advertising. In today's life, online visitors come in contact with several online advertisements. The online marketers are designing online advertisements and presenting them in such an attractive way, to create demand for the products and services among online users.

Different types of online advertisements:

Floating ads

A floating ad is a type of rich media Web advertisement that appears uninitiated, super-imposed over a user requested web page and becomes unobtrusive after a specific time period. The most basic type of floating ads simply appear over the online Web page either full screen or in a small window. Its sophisticated versions may come in any shape or size including sound, animation and interactive components.

Static Ads

These types of ads are easily maintained as they contain permanent content that needs to be assembled only one time, thus makes an easily monitored ad format which requires a relatively low time commitment.

Expanding ads

These types of ads expand when online users click on them. It expands beyond the original size of the ad unit followed by a user-initiated action. It creates a greater area for the ads allowing interested users for more interaction.

Wallpaper ads

This type of ads changes the background of the webpage being viewed. The Wallpaper ad is designed to take over the background layer of the web page and generally appears to the right and left of the page content

Trick Banner ads

It is a type of banner ads that attempts to trick online users, to click and often imitates an operating system message. It is an online banner ad that is designed to copy the style of an operating system or important software error message. Clicking on the trick banner ads takes the online visitor to the advertiser's webpage.

Pop-up ads

Pop-up ads are new windows that open in front of the current window displaying an advertisement. It is a form of online advertising which focuses on attracting Web traffic. These ads are usually generated in a new browser window with the help of JavaScript or Adobe Flash.

Pop-under ads

Pop-under ads are windows which linger behind the current browser window and appears only after other windows have been closed by users.

Landing pages

A landing page is a standalone web page created specifically for an advertising campaign. When online user clicks on a link in the email or ads from social media or similar places on the web, the visitor lands on landing page.

Flash Ads

Flash ads are a type of banner ads which uses Flash design having interactive elements to attract online users. These are Adobe's rich media file format used to display interactive animations on the Webpages. Depending on the online ad's design, an entire Flash ad may be animated or just some part can be animated while the other part remains static.

Banner Ads

Banner ads are image based advertisements that often appear in the side, top, and bottom sections of websites. They can range widely in terms of size, design and function. It is typically used in all sorts of news based websites, blogs and specialized online web communities. These ads stay on screen while users are interacting with the webpage and refreshes automatically after a short period of time.

Video Ads

These are small video ads that are designed to autoplay or sometimes designed to wait for the video to be played by the online visitor.

OBJECTIVE :

The objective of this research paper is to analyze the impact of online advertisements on the buying behavior and purchase decision making pattern of online consumers.

HYPOTHESIS :

To investigate the research topic , two hypotheses were formulated as below:-

Hypothesis I

There is significant impact of online advertisements on online consumers .

Hypothesis II

There is no significant impact of online advertisements on online consumers .

RESEARCH METHODOLOGY**1) Tools for data collection Used:-**

One self-designed online questionnaire was created with Google form, consisting 30 questions each having 5 point options. The online survey was conducted by sending the Google form on various online platforms to obtain the responses of online consumers. The questionnaire was designed in such a way to gather data from the online respondents, which was helpful in attaining the objectives of the study.

2) Sample Size:-

A sample size of 100 respondents was taken, who had responded the online questionnaire.

3) Sampling Method :-

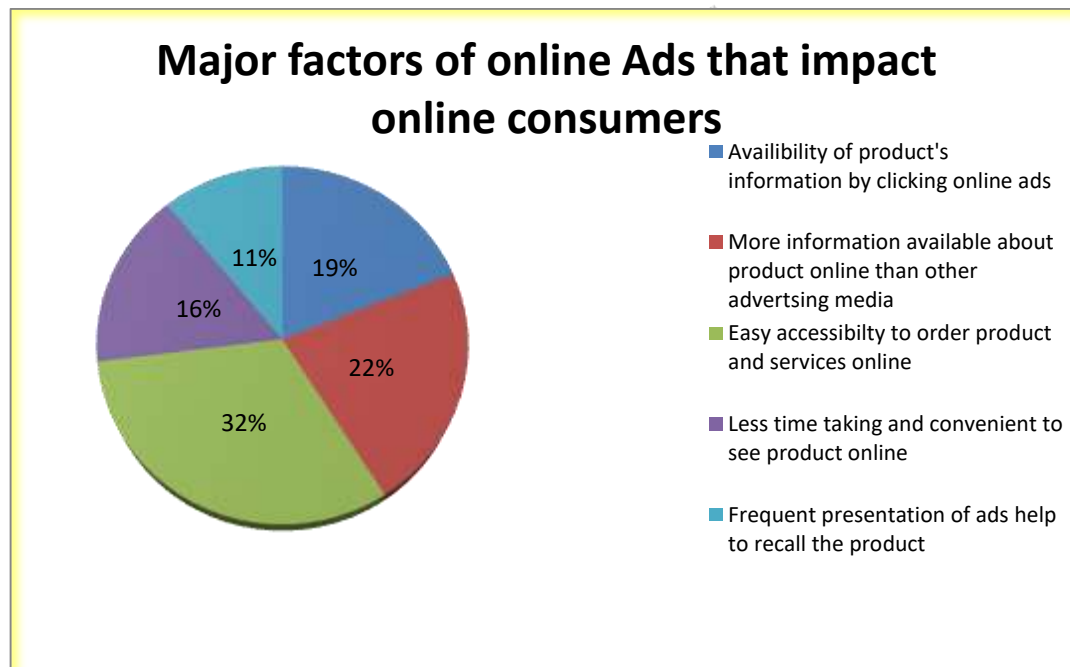
The sampling method used was convenience sampling method.

4) Sample Area-

Though out India.

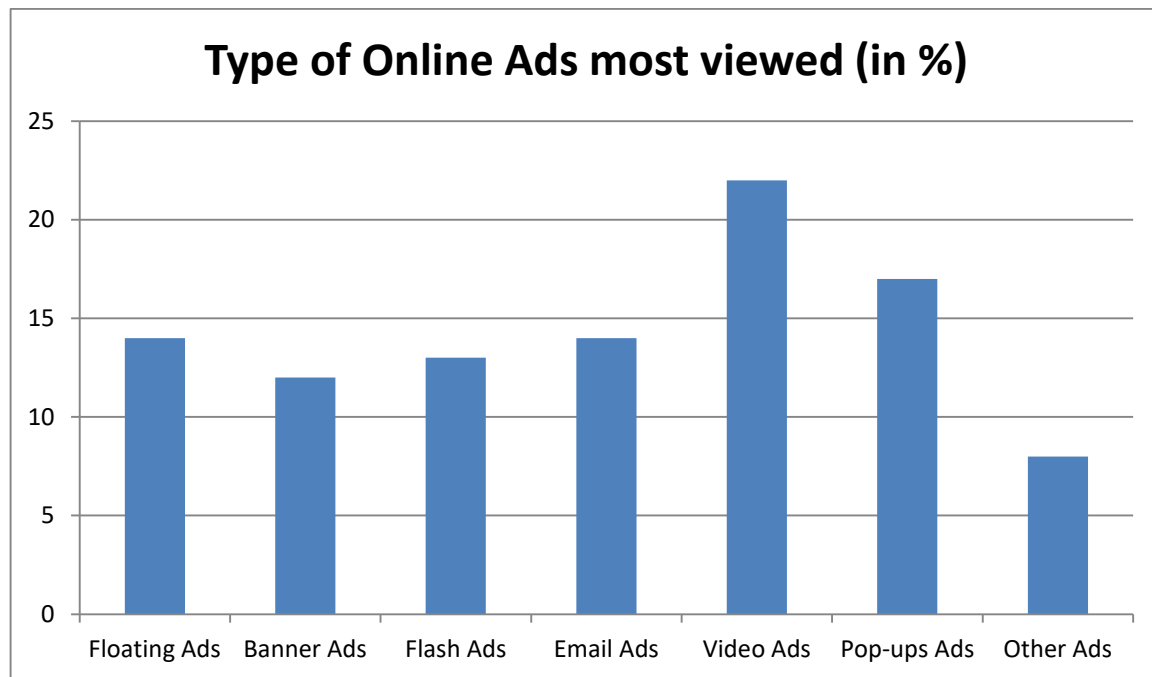
DATA COLLECTION :

The collected data through online consumers was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages. The summarized data is presented as below :

Pie Chart 1:**TABLE -1 :**

Major Features of online Ads that attract online consumers

<u>Major Features</u>	<u>No. of Respondents</u>
Familiar Brand	12
Price Range under budget	19
Famous Celebrities	13
Animation and Graphics content	15
Fulfillment of needs & demands of consumer	31
Special offers, discount and coupons	10

BAR CHART -1**FINDINGS :**

After conducting the online survey among 100 respondents and analyzing the data, the following facts can be derived:

1. Online Advertising is very important tool which makes online consumers aware of a variety of products and services.
2. It has significant influence on buying decision of online consumers and this was agreed by majority of the respondents.
3. As per responses received, 32 % respondents mainly prefer online ads due to its easy accessibility to order product and services online. 22 % respondents mainly prefer online advertising due to more information available about product than other media platforms.
4. Major feature of online advertising, which attracts 31 % of respondents, is fulfilment of their needs and demands. 19 % of respondents are attracted by price range under their budget.
5. As per responses received, online consumers mostly view Video Ads and Pop-up, followed by floating ads, email ads, flash ads and other ads.
6. Frequent presentation of online ads helps online consumers to recall the product. Thus, they get more attracted towards ads.
7. Time saving, less effort to buy, better price range attracts online consumers towards buying triggered by online ads.
8. Special discounts, offers and coupons displayed by online ads highly influences online buyers.
9. Various attractive features of online ads like animation, colourful pictures, graphics, short videos and pleasant sound highly influences online consumers.

10. The online advertisements have significant impact on buying behavior, purchasing pattern and decision making of online consumers.

CONCLUSION:

The study reveals that there is significant impact of online advertising on online consumers in India. Various attractive features of online advertising is highly influencing decision making process, buying behavior and purchase pattern of online consumers.

The present era is witnessing a revolutionary change in the trend of advertising. In modern era of technological advancements and easy accessibility of internet facilities, online advertising has evolved as one of the most effective and prominent media of advertising.

Now a days, consumers of all age groups, educational qualifications and demographics are spending a significant amount of their time on the online purchasing.

Attractive features of online ads like animations, colorful pictures, graphics, short videos and pleasant sound is influencing online consumers and thus get attracted towards online purchasing of variety of products and services. Online Consumers found online ads helpful in selecting products and services according to their need and demands.

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