INFLUENCE OF ONLINE ADVERTISEMENT

NAME: Masuma Eram

GUIDE NAME: Dr. Anil Kumar

UNIVERSITY: Faculty of Commerce, Bhagwant University, Siker Road, Ajmer, Rajasthan

ABSTRACT

Online advertising is latest and fastest growing means of advertisement of modern era. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications. Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations. Online advertising is also known as Internet advertising or Digital Advertising. This study examines the impact of online advertising on the consumer behavior. This study will help in understanding the importance of online advertisement on consumer buying behavior. A major advantage of online advertising is the quick promotion of product information without geographical boundary limits.

KEYWORD

Introduction of Online Advertisement, History, Types of Online Advertisement, Advantage of Online Advertisement, Limitation of Online Advertisement, Consumer Perception and Future Of E- Advertising, Conclusion, Reference

Introduction of Online Advertisement

Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for a variety of reasons. When, software is used to do the purchasing, it is known as programmatic advertising.

Online advertising is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices and even in email. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Savvy advertisers are increasingly making use of this forum for reaching consumers, for a number of reasons:

- It's relatively inexpensive
- It reaches a wide audience
- It can be tracked to measure success (or failure)
- It can be personalized for a target audience

Indeed, online advertising is only growing in scope, as new avenues for marketers pop up (think ads delivered through text message or marketing messages delivered to users in a certain area, known as geo-targeting). But, while some of the ads are less common or just gaining traction, there are plenty that we're exposed to multiple times every day. Let's take a look at some of the most popular types of online advertising.

History of Online Advertisement

Online Advertising has become the fastest, and one of the most effective advertising mediums in history. Today, it is one of the essentials of a successful business, a media platform that allows interaction with customers in the most creative and interesting ways, (although there continues to be a large majority of irritated web users). For the sake of knowledge and a more sympathetic understanding of online ads, let us begin by tracing the history of online advertising.

1. The first known large-scale non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. In January 1994, Mark Eberra started the first email marketing company for opt in email list under the domain Insideconnect.com. He also started the Direct Email Marketing Association to help stop unwanted email and prevent spam.

2. The year 1994 saw the first online advertisement that was quickly followed by a period of experimentation on advertiser and publisher ad formats and technology. This initial phase ended with the launch of one of the first ad technologies, the DoubleClick in 1995. The earliest advertisers were aware of the differences between traditional and online advertising and undertook a target-market research. However, it wasn't until many years in following that the Internet was used as a full-blown medium for effective advertising.

3. In 1996, Double-click emerged on the scene as one of the first ROI tools for banner ad campaigns. They offered advertisers a new service called D.A.R.T. (Dynamic Advertising Reporting & Targeting), which enabled companies to track how many times an ad was viewed and clicked across multiple websites. Double-click's success also gave rise to a new pricing model for online advertising: Cost per impression (CPM).

4. In 1997, It would be an understatement to say that pop-up ads suffer from a poor image problem. They've been called internet's original sin and the most hated advertising technique, and one of the original developers has even apologized for creating the underlying code that unleashed them upon unsuspecting web surfers.

5. In 1999, GoTo.com -- an emerging search engine company that would later be acquired by Yahoo -- introduced the first pay-for-placement search engine service. Advertisers were given the opportunity to bid for top search engine results on particular keywords. Despite some initial outcries that paid search would lead to corrupt results, GoTo.com was able to monetize their search engine through the model. Pay-for-placement eventually evolved into pay-per-click. Pay-per-click, as the name suggests, involves payment to host every time users click on an ad.

6. Facebook started working with advertisers in 2006 as a way to increase the young company's profitability. They started with small display ads and sponsored links, and eventually moved onto ads targeted to a user's demographics and interests. Despite some controversies along the way, Facebook has proven itself to be a targeted ad pioneer, changing the way that companies reach their desired audiences online.

7. Around this time (2010), a new group of media companies began to emerge. Websites like BuzzFeed and Mashable presented advertisers with new opportunities to connect with their audiences through sponsored content and native advertising.

   Advertisers pay to produce articles, videos, and other types of content for news and media sites. The nature of the content itself is promotional, but the format looks less like an ad and more like a regular piece of content on the host's website.

8. Viral marketing is now a popular mode of advertising using video ads to market products. Sites like YouTube, Metacafe, etc., are popular product advertising platforms. But online advertising has barely been perfected. Annoying pop-up ads still exist while free sites like YouTube now include commercials or pre-roll ads that cannot be bypassed to the actual video. Advertisers are also embracing social

media and mobile advertising; mobile ad spending has grown 90% each year from 2010 to 2013. According to Ad Age Datacenter analysis, in 2017 over half of agency revenue came from digital work.

Types of Online Advertisement

There are several types of internet advertising available on market. For your ease, I have collected some of the best method of internet marketing that will increase your business.

i. *Social Media Advertising:*

There's no doubt that social media advertising just keeps growing and growing each year. Social media advertising is the most common and easily available advertising where billions of people are active all the time. It is the process of marketing using social media platforms like Facebook, Instagram, LinkedIn etc.

ii. *PPC Advertising:*

Pay per click (PPC) ads explains their concept right in the name. These are ads that advertisers only pay for when a user clicks on them, which contributes to the strength of PPC as a tool. PPC (Pay-Per-Click) formerly known as Google AdWords is the most popular and powerful advertising source provided by Google Itself. This platform consists of highest users than any other platforms. PPC ads are usually text, with a small image if at all. Keep in mind that 64.6% of people click on Google ads when they are looking to buy an item online.

iii. *Video Advertising:*

Video ads are growing in popularity, especially with the younger generation of consumers. Video Advertising has conquered every other form of advertising

because you can explain your product in more detail with live presentation. It increases the engagement and trust with the customer.

iv. *Affiliate Marketing:*

Affiliate marketing is the process in which you advertise a product of bigger organization and get commission after selling those products from your website. It's essentially a 3-party advertising agreement between the advertisers; publisher and consumer. This type of marketing is adversely growing on websites.

v. *Email Marketing:*

Email Marketing is the cheapest and easiest form of advertising your services to the connected as well as stranger people. Any one is free and can perform email marketing whenever they wish to. These are some of the best and effective sources of internet advertising of this generation.

vi. *Display Advertising:*

Display advertising is a type of online paid advertising, typically using images and text. The most popular forms of display ads are banners, landing pages (LP's) and popup. Display ads differ from other ads because they do not show up in search results. Most commonly, display ads are found on websites and blogs to redirect user's attention to the company's product. Working together with remarketing, display ads can have great success.

***According to Digital Information World**, "Website visitors who are retargeted with display ads are 70% more likely to convert on your website."*

Advantage of Online Advertisement

Internet marketing has become more and more popular nowadays among businesses around the world. After discovering the wide range benefits of internet

marketing in promoting products and services online, it has soon become the leading medium for marketing all over the world.

With all the benefits that internet marketing can offer your business, developing a professional internet marketing campaign can attract more customers to your product or brand to grow your business more.

Here, 15 Advantages of Internet Marketing:

a. *Convenience and Quick Service:*

The incredible convenience of marketing online is one of the biggest advantages of internet marketing. The internet has extremely easy accessibility with consumers using the internet and reaching markets anywhere in the world. Because of this, purchasing goods from across borders now reduces the cost of transportation.

For importers, this is a huge advantage as it means they can order online right from the comforts of their home. In addition, you can easily track sales items online as they make their way into delivery. You can download digital products from the internet with just a click of a mouse. Internet marketing is great for business as it gives consumers a better and more comfortable shopping experience.

b. *Low Cost for Operations:*

One of the main advantages of online marketing for businesses is its low operating cost. You can advertise cheaper with internet marketing than with traditional methods of advertisement such as ads in newspapers, on television and on the radio. In online marketing, you can easily get a free listing in a wide range of business directories.

In addition, the internet allows you to contact your customers more in comparison to how you would contact them traditionally. Online communication is more affordable than traditional communication methods such as sending mail

and printing brochures. For example, you can send the same information in an email rather than a mail-out, saving you on printing, paper, and postage.

c. *Measure and Track Results:*

An aspect of internet marketing that is rarely available with traditional marketing is the ability to measure and track results. With online marketing, your business can utilize varying tools for tracking results of your advertising campaigns. Using these tools, not only can you measure and track but also illustrate the progress of your marketing campaign in detailed graphics.

Measuring and tracking results gives your business a better idea of how your marketing campaign is faring. It gives you an idea of how you can better grow your traffic, leads, sales, and conversions. Without the ability to measure and track your results, you cannot alter or modify your marketing campaign so that it can better deliver the results you desire.

d. *Demographic Targeting:*

Marketing your products and services online gives you the ability to target audience based on demography. This allows you to concentrate your efforts on the audience that you truly want to offer your products or services. With demographic targeting, you can better target your marketing efforts on specific demographic regions.

Demographic targeting gives you the ability to target specific customers you think are likely to purchase your product or hire your services. Every time someone visits your website and fills in a form, it gives you an idea of who your customers really are and lets you discover important details about them such as age and interests, which better shapes your services to match their needs.

e. *Global Marketing:*

The ability to market your products and services globally is one of the biggest advantages of global marketing for business. With internet marketing, you can easily reach beyond your geography to offer your products or services to customers worldwide. Wherever your target audiences are, you can easily reach them 24/7 and from any country all over the world. If your audience consists of more than your local market, utilizing global marketing offers you a great advantage.

f. *Ability to Multitask:*

One of the core benefits of online marketing is its ability to handling millions of customers at the same time. As long as a website's infrastructure is efficient, numerous transactions can easily take place simultaneously.

However, even with many transactions taking place, your website is capable of providing satisfactory service to every customer who makes a purchase online, without the risk of diminished satisfaction. This high adaptability of internet marketing is an important benefit that businesses can take advantage of to provide their consumers the best shopping experience.

g. *24/7 Marketing:*

Internet marketing reduces cost and runs around the clock. That means that your marketing campaigns run for 24 hours a day, 7 days a week. Compared to traditional marketing, internet marketing does not constrain you with opening hours. At the same time, you would not be worrying about overtime pay for your staff.

In addition to this, there is no regional or international time difference for you to worry about that will affect the reach ability or availability of your offers or online campaigns. Whenever someone opens their computer and connects to the internet, there is a higher chance of them seeing your marketing campaign. Furthermore, customers can look for your product at their most convenient time.

h. *Automated, Tech-Savvy Marketing:*

Another advantage of internet marketing is that marketing this way is easy with a one-mouse-click automation. Compared to traditional offline marketing where marketers delegate various tasks to the best hands and talents, internet marketing takes advantage of a more tech-savvy method (Well informed about or proficient in the use of modern technology, especially computers). With internet marketing, everything can go automated. Internet marketing gives you the chance to turn every aspect of your business's operations into a fully automated system. All you need to do is find the right tool and technology suited to your marketing campaign and you are done. By automating your marketing campaign, you can choose to do something more valuable with your time.

i. *Data Collection for Personalization:*

Transactions through the internet allow you to collect data. Whenever a customer purchases a product through a company's website, the data is captured. Your business can use this data in varying ways. Most businesses analyze the data to find out what product and/or services sell frequently.

Furthermore, the data collected can help segment customers, so your business can send them ads and other promotional materials based on their buying habits and interests. There are various ways that you can collect customer data including customer profiles or through their behavior while on your website.

The information collected through this method typically includes age, gender, and location, how they came to your site, what sites they visited after they left, viewed products and the pages visited on your site.

Another way of collecting customer data is the use of internet tools or with tracking software. Compared to traditional marketing, online marketing allows for better data collection as well as personalization. Through this advantage of internet marketing, businesses can serve millions of customers with various items and

products based on their personal interests. Thus, shoppers can easily get their desired products without having to comb through the internet all day.

j. *Diversified Marketing and Advertising:*

When targeting your audience, diversification plays an important role in your marketing and advertising campaigns. Diversification means that you can use a variety of tactics and strategies in order to reach your prospects. With online marketing, diversification becomes a lot easier. In addition to that, it is possible for you to run varying marketing techniques simultaneously to better implement your marketing campaign.

k. *Easy Tweaking to Your Marketing and Advertising Campaigns:*

It is inevitable in marketing and advertising that something needs to be tweaked in order to optimize your campaigns. Compared to traditional marketing, online advertising is much easier to tweak. Whenever the campaign needs to be modified, online marketing allows the modification to happen without having to worry about downtime, service interruption or even halting the entire system. This means that you can easily change the appearance of your online shopping mall – your website – by changing a few lines in the CSS that link to the web page.

l. *Instant Transaction Service:*

Executing transactions is easy and nearly instant online. You can do this through a digital payment service so that there is no need for a cash to go between the marketer and the customer to buy and sell merchandise. This is all possible due to payment processing solutions executed by third party payment processing companies such as PayPal.

m. *Better Sales Relationships:*

In traditional marketing, merchants often give their business cards or pamphlets to their customers after a sale. However, what happens is often on such occasions, the customers lose the cards or misplace it. The only time the seller would remember about the card was if they had the intention of visiting the seller again. In the end, most customers do not remember the seller much less the card, so this marketing method does not work to convince buyers to return. This is different with internet marketing where the marketers can easily collect email addresses of their prospects and buyers, which they can use in reaching out and forming a relationship with the customer. The marketer can use this email address to provide customers with valuable information such as information about the purchased product, available coupons on their products and services, special discounts and introducing new products. Aside from email addresses, they can also use social media for consistent interaction with customers.

n. *Time-Effective Marketing:*

Unlike traditional marketing, internet marketing is easy to start and quick to implement. You can easily set up a marketing campaign at any time that is convenient for you. In fact, you can set up email marketing for your business within only a matter of hours. Within the next few minutes, you can setup an auto responder and create a marketing list for your business.

o. *Continued Marketing Campaign:*

Marketing campaign's later effects are one of the greatest advantages of internet marketing for business. For example, content marketing efforts, such as blogs, and websites have the capacity to remain functional and promote your products and services years after you started your marketing campaign. Almost every online marketing technique has viral and long-term effects that can continually improve your site's traffic.

Online marketing offers you a variety of benefits. There are many services to choose from including email marketing, social media marketing, search engine optimization and pay per click marketing. Get in touch today.

Since many consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies, many businesses include online advertising in their marketing strategies. While the benefits of advertising online include the potential to reach a large market and the ability to measure results.

Limitation of Online Advertisement

Few disadvantages are shown below:

1. *Negative Attitude:*

Electronic ad techniques carry a negative connotation in the marketplace. Internet users typically find the ads intrusive to their online experience. Banner and text ads often are placed in the middle of content, which impedes the reader. Pop-up ads appear over content, often blocking the user from viewing the entire page until removing the ad. Spam and bulk mailers flood inboxes, and junk mail filters automatically knock out a lot of unsolicited messages before they even reach the audience.

2. *Limited Control:*

While you do have control over the nature of the messages you deliver through email, the Internet environment is less predictable. Some online ads are purchased directly from websites, while others are acquired through third-party providers. If you buy space on the same site where controversial or competing ads appear, this counters the benefits of your ads. If you are a family-friendly brand, for instance, having your ad on a site or next to an ad that promotes adult products or political opinions can damage your reputation.

3. *Uncertainty:*

Electronic media are relatively new compared to traditional broadcast and print media. Despite the ability to track users and collect data, optimum methods for delivering ads electronically remain elusive. In the mid-1990s, banner and pop-up ads appeared, and technology to avoid pop-ups and aversion to banner ads soon followed. Today, streaming audio and video ads have become more common as companies try to capture attention with richer media tools. The challenge is investing money in media with fewer years of research and experience behind them.

4. *Customers Ignore Ads:*

Consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they've developed an aversion to all forms of advertising. This is also the case with online advertising, where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to.

5. *Technical Viewing Problems:*

Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers see online advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or other mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing.

6. *Expensive Ad Prices:*

Pricing for advertising online can range from inexpensive – $20-a-month placements on local parenting blogs – to thousands of dollars on popular sites such as the New York Times. The cost for banner, text and video ads varies depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment.

7. *Consumers Get Distracted:*

When customers visit a website, they typically have a goal in mind, whether it's to catch up on the latest celebrity gossip, read the news, chat with friends, and download music or shop for a specific item. Websites present customers with various options that can easily distract them and pull their attention from your online advertisements.

8. *Too Many Options:*

The Internet offers a wide range of websites on which companies can place advertisements. This can be overwhelming, especially for small business owners. With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales.

Once a company selects a website, it is then presented with a variety of ways it can advertise its products or services on the site, such as through banner advertisements, video marketing or by sponsoring a post. Companies have to determine which type of advertisement yields the best response from their target markets.

Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

Making your Ads accessible, online is a key step in giving the winning edge. These ads are not only reaching out to a greater segment of people but also enable greater visibility of services. Web enabling your business will show immediate returns on investment.

E-Advertisement Portal Key Features –

- Company Advertisement.

- Product Advertisement.

- Services Advertisement.

- Tender/Bid, Quotations.

- Work/Purchase Orders.

- Advertise Exporters.

- Advertise Distributors.

- Members Club.

- Chat Room.

- Feedback.

Consumer Perception and Future Of E- Advertising

In the future, advertising will be more targetable and much more measurable. You'll be able to add first-party data and syndicated data to anything and everything. And because most of the advertising will be done digitally, there will be more self-selection, and more of it will be native. During the early 2000s, the internet was considered a competitive challenger by other media. Marketing activities had been highly traditional in the past, but there is now a welcome move towards digital marketing (Heinonen and Michelson 2010). This shift has been catalysis to a large extent by social media and its various functions. Increasing public exposure to social media has provided new opportunities to marketers to target an emerging section of society that is social media savvy. The increasing presence of advertisements in social media sites is an overt outcome of this fact.

While the increase in the number of advertisements in social media has obvious takers in industry, its growing interest in academic circles cannot be understated. The nuances of advertisements in social media offers much scope for research to understand opportunities and challenges involved.

Over the last decade, e-commerce and digital shopping had seen a boom in India on par with the global trend. Of the total retail sales in the country, it was estimated that in 2019, the share of e-commerce would be almost five percent. In fact, the retail e-commerce sales in India were forecasted to grow at a fast pace with projections of over 45 billion U.S. dollars in 2021 from just 16 billion dollars in 2016, with an estimated retail revenue growth of over 62 billion dollars by 2023.

"Market size of India's E-commerce industry"

The market size for India's e-commerce industry was already over 50 billion U.S. dollars in 2017 and it was forecasted to be worth 188 billion dollars in 2025. However, the penetration of active e-commerce in India was just around 26%, compared to other Asia Pacific countries like South Korea which had over 74 percent penetration of active users. Naturally, analysts suggested that the Indian e-commerce market was expected to surpass the United States to become the second largest e-commerce market in the world by 2034. According to Statists calculations, India already ranks first in terms of B2C e-commerce development with a compound annual growth rate of 17.8 from 2019 to 2023. In the last few years, B2B and B2C companies like Amazon, Flipkart and Myntra led the online shopping market in the country by collectively generating net sales of over 1.45 billion U.S. dollars in financial year 2017 alone. This high growth trend in the e-commerce industry had directly impacted the micro, small and medium enterprises in the country and had provided them with new marketing platforms along with a technological uplift.

Conclusion

Online advertising is one kind of digital advertisement that has become an effective means of marketing communication because

Internet access is widespread. It is the newest and fastest growing way to advertise. The internet now provides everything from links on sites, to banner ads on sites, to small ads on sites, to pay per click advertising. Internet advertisements are unique in the way that consumers visit the advertisements, when compared to Traditional Print and TV media, where advertisements are placed in front of the viewers. Online advertisements include banner ads, interstitial

ads, text ads, pop-up ads and HTML ads and are found to be a dominant media where companies use to market their products and services through Internet. Different types of measures like hits, click-through, frequency of visits to websites and time spent at websites predict consumer behavior in an interactive environment. This study focuses on understanding the Influences of Social Media advertisements that have the primary goal of enticing customers to

buy products and services. It would be valuable to know whether the Influence of Online advertisements lead to Purchases of the advertised products or services.

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