

Online advertising and its impact on Consumer Behaviour

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ABSTRACT: *Today's situation is full with current, urgent needs of the future, which are becoming a technically unavoidable component of our lives. The scale and scope of internet advertising is rapidly expanding. Businesses are spending more money on internet advertising than they were previously. It's critical to comprehend the elements that impact the efficiency of internet advertisements. Many large marketers have been waiting for an online broadcast model. They want to make online advertising look more like television commercials. In fact, they want to make it better than traditional television advertising by combining the visual impact of traditional broadcast with the added value of interaction. Advertisers strive to make their advertisements more engaging. Customers get more involved with interactive advertising since they are the ones who begin the majority of the activity. Brand attitudes will be shaped by the experiences you have during this contact. The goal of this study is to look at different forms of internet advertising and see how they influence customers' purchase decisions.*

KEYWORDS: Audience, Brand, Business, Customers, Online advertising.

1. INTRODUCTION

One of the most pressing issues facing businesses in recent decades has been determining how consumers would react to various items that will be employed to achieve their final aim. Consumer behaviour research has become a concern for marketers since it may reveal how customers pick goods and services to fulfil numerous requirements, as well as the variables that influence their decision. Because internet advertising has developed quickly in the previous decade, companies are increasingly turning to it for this reason. The amount of individuals interacting and spending more time online is increasing every day. Additional gadgets (such as cell phones and televisions) can give additional internet access. Rapid technological advancements, as well as the introduction of new media and communication channels, have drastically altered the advertising industry's environment. However, as people become more reliant on the internet as a primary source of information and communication, it has become a popular advertising platform. In 1994, Hot Wire sold its first banner ad on its own website, and since then, internet advertising has developed to become a crucial component in ensuring that firms receive fair returns for their products and services[1].

1.1 Basic Concept of Online Advertising:

Online advertising is a sort of mass communication that is based on traditional advertising but develops its own communication techniques in response to new technological and medium-based needs. Online advertising, in general, refers to the distribution of ads to Internet/online users via Web sites, e-mail, ad-supported software, and Internet-enabled smart phones[2]. Contextual advertisements on search engine result pages, banner ads, Rich Media Adverts, Social Network Advertising, interstitial ads, online classified advertising, advertising networks, and e-mail marketing, including e-mail spam, are all examples of online advertising[3]. Figure 1 represents several goals behind use of online advertisement for several products and brands.



Figure 1: Representation of numerous goals behind online advertisement.

1.2 Types of Online advertisement:

1.2.1 Floating ads:

A floating ad is a form of rich media Web advertisement that emerges out of nowhere, overlaid over a user-requested page, and then vanishes or becomes inconspicuous after a certain amount of time (usually 5-30 seconds). Simple floating advertisements display over the Web page, either full screen or in a smaller rectangular window. They might or might not have a way out, such as a close button. Sound, animation, and interactive elements can be included in more advanced versions, which can come in any shape or size[4].

1.2.2 Expanding ads:

When a person clicks on one of these adverts, it expands. The advertisements do not enlarge simply by hovering your mouse over hyperlinks, as some other marketers do. They frequently take a long time to load, which might detract from the visitor's experience on the page. Polite ad formats were created to solve this issue by allowing advertisers to provide bigger file formats without interfering with the rest of the page's picture load time[5]. There are two stages to loading a polite ad format:

- *Phase One:* There is no delay in loading further material on the website because the initial load is a compressed picture or SWF file that is lower in size. This might be a teaser or the opening few frames of the commercial.
- *Phase Two:* The entire form of the advertisement is the primary load. The file size of the whole ad might be greater. It is only loaded after the entire web page has loaded into the visitor's browser.
- *Wallpaper ads:* An advertisement that alters the backdrop of the web page being viewed[6].
- *Trick Banner:* A banner ad that imitates an operating system notification in order to mislead users into clicking.
- *Pop-up:* A new window that pops up in front of the existing one and displays an advertising or a complete webpage.
- *Pop-under:* The window is loaded or transmitted behind the current window, similar to a Pop-Up, so the user does not see it until one or more active windows are closed.

1.3 Benefits of Online Advertising:

Online advertising, on the other hand, is far less expensive, reaches a much larger audience, and will almost certainly result in a higher profit margin than traditional advertising. It offers a slew of benefits that traditional advertising can only dream about[7]. This new kind of advertising offers so many options that your head will spin: video advertising, social media advertising, mobile advertising, e-mail advertising, banner advertising,

Google Search advertising, and so on. Figure 2 represents several benefits of online advertisement for several products and brands.

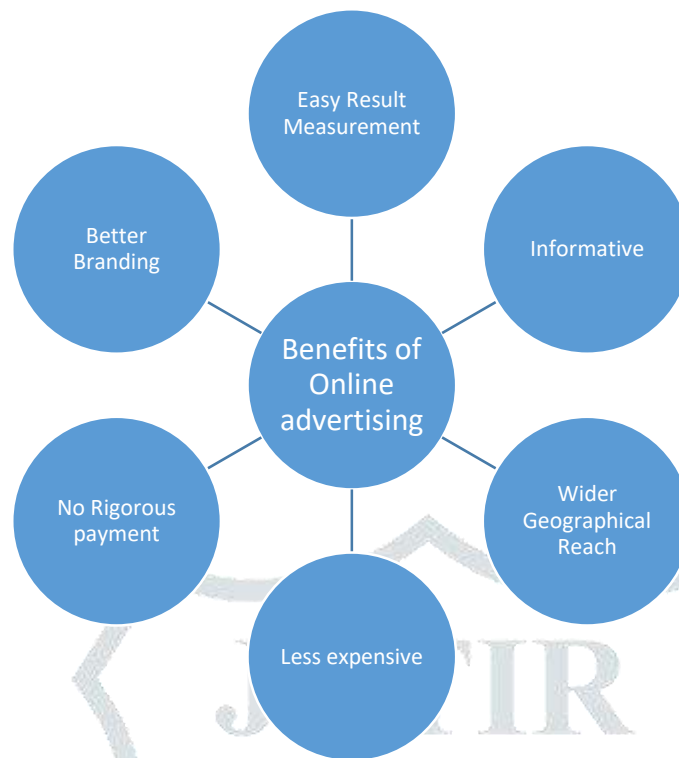


Figure 2: Representation of numerous benefits of online advertisement.

- 1.3.1 *Less Expensive:* When compared to traditional advertising expenditures, one of the primary advantages of internet advertising is the lower cost. You may advertise on the internet for a lot lower cost and reach a much larger audience.
- 1.3.2 *Wider Geographical Reach:* Online advertising provides your campaigns a worldwide reach, allowing them to reach a larger audience. This can undoubtedly aid you in achieving better outcomes from your web marketing approach.
- 1.3.3 *No Rigorous Payment:* Another enticing feature of online advertising is that it is cost-effective. In conventional advertising, regardless of the outcomes, you must pay the whole sum to the advertising firm. However, with internet advertising, you must only pay for qualifying clicks, leads, or impressions.
- 1.3.4 *Easy Result Measurement:* Online advertising is more enticing than traditional advertising approaches since it is so easy to measure. You may discover a variety of useful analytics tools for measuring online advertising outcomes, which can help you figure out what to do and what not to do in future campaigns.
- 1.3.5 *More Targeted Audiences:* In compared to traditional advertising, internet advertising allows you to quickly contact your target demographic, resulting in the success of your campaign[8].
- 1.3.6 *Speed:* Online advertising is quicker than any other kind of advertising, and you may begin sending out your adverts to a larger audience as soon as your campaign begins. So, if you have a huge targeted audience online and you activate your online advertising, your ad will be given to the vast majority of the audience in no time.
- 1.3.7 *Informative:* The marketer may transmit more information about the advertisement to the audience through internet advertising, and at a lower cost. The majority of the An internet advertising campaign consists of a clickable link to a specified landing page where consumers may learn more about a product or service information about the ad's advertised goods.
- 1.3.8 *Better ROI:* Because internet advertising is primarily focused on performance-based payment, your ROI will almost certainly be higher than that of traditional advertising. You can also simply monitor and evaluate the results of your internet ads and make necessary adjustments to boost your return on investment.
- 1.3.9 *Easy Audience Engagement:* The majority of internet advertising platforms make it simple for people to interact with your adverts or items. As a marketer, we would be able to obtain more

audience input as a result of which we will be able to increase the quality of our advertisements in the future forward.

1.3.10 Better Branding: Any kind of advertising aids in the improvement of branding, but internet advertising is particularly effective in enhancing the branding of your company, service, or product. If your digital advertising strategy is well-planned, your brand name has a good possibility of becoming viral and reaching a bigger audience.

1.4 Disadvantages of Online Advertising:

The most significant drawback of Internet advertising is that marketing materials are instantly available for anybody in the world to duplicate, regardless of the legal implications. Logos, pictures, and trademarks can be duplicated and exploited for financial gain, as well as to defame or insult your business. This isn't the case with television and magazine ads, where pictures must be reproduced rather than simply copied electronically. Another drawback is that the Internet advertising gold rush has begun to fill the Web with ad clutter. Because web users are bombarded with banner advertisements and junk email, they have come to disregard internet advertising just as much as they reject ads on television.

1.5 Effects of online advertising on customers:

Online advertising methods including banners, pop-ups, and pop-under irritate Internet consumers. This is unexpected because conventional media, such as television advertisements, has long been chastised for being obtrusive and the leading source of aggravation from advertising. According to studies, internet consumers are more goal-oriented and assess online advertising harsher than advertisements in traditional media. Users' unfavourable perceptions of obtrusive advertisements cause them to abandon the website.

According to a Jupiter Research poll, 69 percent of visitors find pop-ups irritating, and 23 percent say they would not return to the site because of the advertisements. Users' sentiments toward ads, corporate branding, and website environments are beginning to erode as a result of their demand for quick gratification and their inability to fulfil their tasks while online. Intrusive online ads are likened to a television viewer who is unable to leave the room or change the channel during a commercial; users are discouraged and helpless because there is little they can do to avoid these ads other than interrupt their task, scroll past ads, or close pop-up/pop-under windows.

1.6 Important online advertising opportunities in India:

1.6.1 Mobile Marketing:

This year, mobile device access to websites may match and perhaps surpass that of desktop and laptop settings. Marketers are already taking advantage of this; in the three months leading up to the September quarter of 2014, \$32 million was spent on mobile advertising alone, indicating a 190 percent increase year over year and a 34 percent increase over the June 2014 quarter. It's no longer enough to have a website that "looks OK" on a mobile device; your site needs to be flexible and tailored to what visitors would want to view on the move. It's critical to use search for mobile advertising and to create customised strategies for these contexts.

1.6.2 Social Media Marketing:

In the hands of skilled marketers, social media has evolved into a powerful tool. Facebook allowed marketing within the mobile environment, which is where the bulk of users access Facebook, in its promotional messages and offers last year. Businesses may use promoted postings to reach out to not only fans, but also 'likers' of fans, significantly expanding their reach. Deals allow companies to deliver promoted offers that spread virally when consumers "accept" the offer and become brand champions for your company by telling their friends about it. This is simply the tip of the iceberg in terms of possibilities. The revenue-generating activities of social media are expected to increase.

1.6.3 Pinterest:

Pinterest has exploded in popularity, driving more traffic to company websites than YouTube, LinkedIn, and Google+ combined. When it comes to enterprises, it's been a silent achiever as companies figure out how to take advantage of the potential. The possibility for ecommerce sites is apparent - uploading product photos, listing pricing, and adding a URL (Uniform resource locator) to the site works nicely. Other companies should think carefully about pictures that may promote their brand, such as house builders presenting interior views of their properties, restaurants sharing food images, and so on.

2. LITERATURE REVIEW

Ashamayee Mishra et al. discussed impact of online marketing on consumers in which they explained how Online advertising is a type of marketing that uses the Internet and the World Wide Web to convey marketing messages in order to attract, keep, and improve consumers. Even a tiny company firm might have an idea and knowledge about major business businesses' products and services, according to a consumer. There has also been a focus on diverse developments in online advertising, which has resulted in the fact that online advertisements have become a competition for print ads, as various online apps and social sites assist to lead to data more quickly than traditional marketing medium.

Baltas G discussed Determinants of Internet Advertising Effectiveness in which the structure of advertising effectiveness on the internet was examined. He studied the impact of creative and media elements on banner effectiveness experimentally. Creative factors such as banner size, animation, message length, and logos, as well as media factors such as campaign length, number of host web sites, use of off-line media, and campaign cost, all influence the direct response of the target audience as measured by click-through rates, according to econometric modelling of actual data on banner ads. The findings have significant consequences for online advertising[9].

Mishra D et al. discussed Effects of online Advertising on Consumers in which they explained how According to the findings, respondents favour rectangular banner and skyscraper advertising, which are also created in large-scale, copy-heavy layouts. They pay more attention to internet commercials for ecommerce sites and mobile phones than to any other goods, and they favour ads with usefulness or functionality. The most attention is drawn to online advertising that are positioned above the masthead and on the right side of the site. Netizens are drawn to advertisements with vivid colours and promotional incentives. The study's findings will help marketers and web designers better grasp the criteria that netizens use to evaluate and like online ads[10].

3. DISCUSSION

This paper solely focuses on impact of online advertisement on customers. Nowadays online advertisement has gained lot of popularity. Every small to big brand companies chose online advertisement as a mode to reach their customers. This paper also discusses the same concepts. It discusses several basic concepts of online advertising. It discusses several types of online advertisement including floating ads, expanding ads and many more. It discusses the mind-set and goal behind using online advertisement. It discusses numerous advantages and disadvantages of online advertisement. It discusses what impact online advertising have on customers. It discusses several important online advertising opportunities in India.

4. CONCLUSION

With the growing acceptance of the Internet as a platform for advertising, the World Wide Web is quickly becoming a standard advertisement platform. The Internet is providing more rich media capabilities, interactive services, and global reach to the corporate advertising industry. To get the most out of this new media, it's important to first define your target market and then strategize properly.

Although interactive technology provides new opportunities for the whole advertising business, the real impact of advertising is difficult to measure and evaluate for both mass media and the Internet. In the case of mass media, firms such as Nielson TV and radio ratings quantify the size of the audience per commercial message, and initiatives are underway to further examine the economic benefits of advertising by linking advertising with an increase in sales. However, because of its repetition, broadcast advertising is inherently inefficient. It sends messages to anybody who is interested in, responsive to, or related to the product. Over the other hand, on the Internet, identifying an audience and confirming the number of individuals who got a message is quite simple. However, the marketer has no way of knowing whether or not the recipient received the message. For the Internet, more refined metrics and procedures are being developed. Rather than paying based on the number of Yahoo! customers who see its advertising, Proctor & Gamble restricts payment for its adverts on the Yahoo! Search engine to the number of individuals who actually seek more information by clicking on their advertisement instead of paying based on the number of Yahoo!

This is in contrast to the usual way of determining viewership and payment, which is based on "eyeballs," or the number of Yahoo! connections. As more and more merchants begin to question the efficiency of Internet broadcast advertising that merely flashes banner adverts, they must rely on alternative revenue streams. As a result, broadcast-based advertising will have fewer venues in the future.

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