



THE EFFECTIVENESS OF ONLINE ADVERTISING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

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Abstract: *Online advertising is a type of showcasing and promoting which utilizes the Internet to convey special advertising messages to shoppers. The objective of the study is to analyze the effectiveness of online advertisement and its impact on the consumer buying behaviour. The majority of the respondents (65%) agreed that online advertisement are almost everywhere on internet. The internet play an important role in the consumer purchasing decision process than advice from friends/family and any other medium such as television, newspaper etc. Global marketers and advertisers are turning to online advertising because of the unique and versatile capabilities of the Internet. In order to review the literature, research papers and articles have been collected from the different journals related to advertising, marketing and consumer buying behaviour. The study concluded that the impact of online advertising on consumer buying behaviour increased any other forms of advertising.*

Keywords: *Advertising, Consumer buying behaviour, Internet, Online advertising.*

1. INTRODUCTION

Online Advertising may be a kind of offering and promoting that uses the web to convey promotional selling messages to customers. Online advertising is an advertisement which is published on the internet. This can be useful in creating awareness of an organisation and its product and services (**Abd Aziz, Mohd Yasin, and Syed A. Kadir, 2008**). The first online advertisement that appeared on the web was in year 1994 (**Rachel, 2011**). It incorporates email offering, PC system offering (SEM), online networking offering, numerous assortments of show publicizing (counting web standard promoting), and portable advertising. Distributers utilization substance to attract viewers then offer publicists access to those viewers. Publicists will indicate content (like classifieds), design (like magazines) and feature (like TV) advertisements inside of the range prepared by the publishers. It is an expansive term wont to depict the paid publicizing that distributers set on their sites to adjust them to



create the substance and administrations without charge. On-line publicizing is a "two-sided business" as is promoting typically. (Rochert and Tirole 2003; Simon and Gabszowicz, 2005) Internet publicizing is one amongst those "hurricanes of imaginative obliteration" that may reshape many industries and change antiquated courses in which of conveying promoting messages from dealers to imminent supporters. The net promoting business contemplations looking for and mercantilism advertising territory that is gotten to by viewers through the web business onlookers ordinarily isolate the net promoting business into -

1. Pursuit publicizing that appears on list items pages.
2. Show publicizing that appears on non-pursuit web content.
3. Arranged postings that appear on sites.
4. Web email basically based promotions. (David S. Evans ,2009)

1.1. CONSUMER BUYING BEHAVIOUR

Proctor et al. (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects that can indicate the most favored marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to make and to give preferred trends in product development, and attributes of alternatives communication method etc.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

2. REVIEW OF RELATED LITERATURE

Korgaonkar et al. (2001) stated that those who are concerned in web publicizing, perceived web promoting as providing valuable product knowledge, enhancing their social role and image, upgrading their hedonic/pleasure and not being false. They additionally found that interested participants exhibit positive attitudes toward web advertising and had lower income level. Those involved participants are more likely to perceive web advertising on promoting materialism, not corrupting their values and not being false.



Fareena et al. (2002) explored the determinants and part of buyer trust in e-business. The study has settled that web site characteristics indeed significantly affect perceptions of trust in a web site. They found that purchaser qualities, for example, past involvement with the Internet and with a specific site, do altogether influence trust observations. The critical finding of the study that trusts is intervening variable between site, shopper qualities and buyer conduct goal. The concentrate additionally adds to comprehension the measurements of trust.

Newman et al. (2004) conducted research on banner advertisements. Their goal was to concentrate on the effect of banner promoting and webpage congruity on customer attitudes toward a brand's website. They reasoned that standard ads ought to be steady with the website brand and certain shopper attributes ought to be considered. The creators have given profitable inputs to brand administration and publicizing on the Internet.

Bart et al. (2005) developed a theoretical model that connections Web webpage and purchaser attributes, online trust, and behavioral plan. They assessed this model on information from 6831 buyers crosswise over 25 website from eight webpage classifications, utilizing auxiliary condition examination with from the earlier and post hoc division. The outcome demonstrated that the impacts of the determinants of online trust were distinctive crosswise over website classifications and shoppers. Protection and request satisfaction was the most powerful determinants of trust for locales in which both data risk and contribution are high, for example, travel destinations. Route was the most grounded for data escalated destinations, for example, games, gateway, and group locales. Brand quality was basic for high-contribution classes, for example, car and money related administrations locales.

Puneet Manchanda et al. (2006) inspected this article concentrates on whether standard publicizing influences obtaining designs on the Internet. Utilizing a behavioral database that comprises of client buys at a Web website alongside individual promoting presentation, the creators measure the effect of standard publicizing on current clients' probabilities of repurchase, while representing length reliance. The probability model of a present customer making a purchase in any given week (since the last purchase) with a survival model that uses an adaptable, piecewise exponential hazard function. The outcome demonstrated that the quantity of exposures, number of Web destinations, and number of pages all positively



affect rehash buy probabilities, though the quantity of one of a kind imaginative has a negative impact.

Eleanor T. Loiacono et al. (2007) considered that the basic need to know how buyers' impression of Web locales impact their conduct, and particularly their goal to return to or buy, there is no surviving general measure for assessing Web sites and no accord on what such an instrument ought to gauge. They utilized the Theory of Reasoned Action and the Technology Acceptance Model to build up the WebQual instrument for customer assessment of Web locales. They refined it through a writing survey and meetings with Web fashioners and clients, and tried it utilizing four specimens of Web customers. WebQual includes 12 dimensions (informational fit-to-task, tailored information, trust, response time, ease of understanding, intuitive, visual appeal, consistent image, on-line completeness, relative advantage) and shows strong measurement validity. It is an exceedingly accepted instrument that can give both wide-and fine-grained estimations of authoritative Web locales.

Wang and Wilkinson et. al (2009) depicted that the utilization of the Internet in Romania has become significantly. As a transitional economy and an individual from the European Union, Romania exhibits new open doors for both residential and global firms. This study was an underlying, exploratory exertion that analyzed the beliefs and attitude of Romanians toward Internet publicizing. Among the discoveries in light of information from 366 Internet clients, (1) Internet use designs have all the earmarks of being a noteworthy variable impacting Romanian buyers' mentalities toward web promoting, (2) respondents demonstrated that a standout amongst the most imperative elements of publicizing is to give information, (3) while Romanian buyers trust that web publicizing is fun and fascinating they have questions about its validity, and (4) Romanian customers with genius, undecided, and commentators' states of mind toward web promoting were essentially diverse in their web publicizing conduct.

Mehta et al. (2010) found that the new period showcasing exercises require mixing of ordinary and current techniques. Today's situation of advertising joining has been to a great extent because of Internet and related advancements. The Internet insurgency has prompted general coordination of electronic-advertising and ordinary showcasing attempts to make the best techniques. Banner promotions are found as a rectangular standard put on



such site. It was an experimental research led in 2008 to discover the viability of pop-up and pennant notices. There were 450 respondents that included young executives working in banking, insurance, retail, telecom and hospitality divisions in Indore and Bhopal.

Saikat Guha et al. (2012) explained that web advertising support numerous Internet administrations, for example, inquiry, email, and social networks. In the meantime, there are boundless worries about the security misfortune connected with client focusing on. However, almost no is freely thought about how advertisement systems work, particularly as to how they utilize client data to target clients. This paper investigated estimation systems for advertisement systems. It proposed new measurements that are strong to the large amounts of commotion natural in advertisement appropriation, recognizes estimation pitfalls and ancient rarities, and gives moderation procedures.

James Mathew et al. (2013) opined that web publicizing is an innovative type of promoting that numerous organizations everywhere throughout the world are wandering into, with the end goal of informing shoppers of their items and administrations. Studies have demonstrated that web have impact on customers than whatever other broad communications with regards to settling on buy choices. As per Dever (2012) "the web is the most persuasive in the shopper acquiring choice procedure than exhortation from companions/family and whatever other medium, for example, Television, Newspaper... 66% of online buyers consider the web helping them settle on obtaining choice contrasted with 61% from companions/family and 42% from Television".

Pallavi Mishra (2014) characterized web publicizing as the paid sort of advancement of thoughts, products and services to focused customers utilizing web. Web has swarmed into each zone of human life in recent decades. It has taught distinctive most recent and energizing measurements to promoting furnished sponsors with apparatuses to catch consideration of target gatherings of people with more noteworthy precision and adequacy. The most imperative viewpoint that web has added to publicizing is that of 'quantifiability'. That is, the feedback to any promoting effort on web can be measured decently precisely, rendering it feasible for publicists to find out efficiency of their interest in the campaign objectively.

Mendez and Leiva (2015) decided the adequacy of web publicizing on various locales under the Web 2.0 reasoning in the cordiality and tourism industry (eTourism 2.0). Firstly, study is



directed of the sort of components contained in a standard (picture versus content) utilized as a part of various eTourism 2.0 devices have a more noteworthy influence on the consideration of potential travelers of a lodging, and besides, what sorts of banner draw their consideration more (static versus energized). In addition, these distinctions have been surveyed by variables for arranging potential sightseers (sexual orientation, age and experience level with these instruments). With a specific end goal to accomplish this goal, a blended trial configuration was delivered, taking after an eye-following technique and a self-regulated poll. Some astounding results uncovered that visitors take longer periods and higher earlier fixations to see the content than the picture. Furthermore, it was found that members fixate first on the static standard.

3. OBJECTIVE OF THE STUDY

The objective of the study is to analyze the effectiveness of online advertisement and its impact on the consumer buying behaviour.

4. RESEARCH METHODOLOGY

Research Design: The combination of both descriptive and exploratory research design has used for this study.

Sampling Unit: In this study, the sampling unit were internet user and exposed to online advertising.

Sampling Size: The sample size was restricted to 100.

Sampling Design: In the present study, Non-Probabilistic convenience sampling technique has been used. The respondent has selected from different districts of Punjab, Mohali and Fatehgarh Sahib.

Data Collection: The present study used both types of data viz. primary and secondary data. The primary data collected through a questionnaire. A non-disguised questionnaire used for data collection. Secondary data collected through books, research papers, journal, articles, newspapers, earlier related studies, websites and also the use of various relevant and useful sites in relation to present study.

5. FINDINGS

- The majority of the respondents agreed that online advertising are more suitable medium of gaining information about the company.



- Most of the respondents (68%) agreed that they like to look at online advertisement and the rest of proportion (32%) do not like to look at online advertisement.
- The internet have influence on consumers than any other mass media when it comes to making purchase decisions.
- The study discovered that majority of the respondents (56%) agreed that they can trust on online advertisement, some respondents (30%) don't want to trust on online advertisements and 14% are neither agree nor disagree.
- The study found that consumer characteristics such as past experience with the Internet have significantly affect the consumer behaviour.
- The internet play an important role in the consumer purchasing decision process than advice from friends/family and any other medium such as television, newspaper etc.
- The popularity of social networking sites, increase adoption in internet has also impact on consumer purchasing decisions.
- The majority of the respondents (50%) supports the statement that online advertised brands are better in quality. But some respondents (26%) did not agree with the statement and 24% are neither agree nor disagree.
- The majority of the respondents (65%) agreed that online advertisement are almost everywhere on internet, and others (35%) don't think so.

6. CONCLUSION

The majority of the respondents agreed that online advertisement are almost everywhere on internet. The internet play an important role in the consumer purchasing decision process than advice from friends/family and any other medium such as television, newspaper etc. It has inculcated various new and exciting dimensions to advertising provided advertisers with tools to capture attention of target audiences with greater accuracy and efficacy. The internet have influence on consumers than any other mass media when it comes to making purchase decisions.

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