

# Effect of Online Advertisement on Consumer Buying Behaviour

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## Abstract

Today online buying behavior is more popular than compare to the traditional buying behavior. Because many of the organization expose their product through online advertising on consumers. There are various types of marketing that is online advertisement or online marketing or web advertising is one of the form of advertising which uses to deliver Informational marketing message to consumer. When the consumer searching google or any other website different organization advertise their product same time. To construct this study successful various review paper from various journals have been studied. This study demonstrate that online advertising has been a significant relationship with consumer buying behaviour. It is any way very effective to change the perception of the consumer. Online marketing is playing very important part of changing the insight of consumers. It is an important factor noticed by the researcher.

**Keywords:** Online Advertisement, Consumer Buying Behaviour, Social Media, Attitude

## Introduction

There are many types of advertisement like audio or visual in the form of promote communication that does not require any intervention from any person. Many author define advertisement differently. David Ogilvy held that the function of advertising is to sell and that successful advertising for any product is based on information about its consumer. He also quote that "Every advertisement should be thought of as a contribution to the complex symbol which is the brand image. To introduce a new product and to have a good hold of the production the market, ads have been used by the organizations. The Advertisements despite every thing assists with making an incentive for the item. In our research paper "The Impact of Television Advertising on the consumer buying behaviour – the case of Albania" by Ana KEKEZI published in July 2019 it was mentioned that there are so many uses of advertisements and the advertisers are using them as a tool that influences the target audience effectively. Most of the ads are made for marketing goods and services. Ads help organizations with Product placement.

## **Types of Online Advertising**

There are many different types of online advertising - or internet advertising/web advertising as it is otherwise known-and it can be difficult to know where to start. To help, we have highlighted some of the most important types of online advertising,

- Social Media Advertising
- Content Marketing
- Email Marketing
- SEM (Search Engine Advertising) - including PPC
- Display Advertising – including banner advertising & retargeting
- Mobile Advertising

## **Social Media Advertising**

Social media advertising is one of the social media marketing it has use paid media to promote your business for many channels. This media comes in many format and support range of creative video image to enveloping experience. It's also referred to paid social you target audiences, interest and behaviors. Social media advertising are also normally much visual and branded and quite domestic to the platform.

Social media ads are the 4th biggest source of brand location and the second most favoured channel for online brand research.

Social media advertising is the second biggest market in digital ads (\$153 billion in 2021), after search advertising.

Google controls 28.6% of global digital ad spend, while Meta (Face book) is not far behind at 23.7%

## **Content Marketing**

Content marketing is the design and dealing out of helpful to the relevant content (like blog posts, videos, emails, social media and info graphics) quarry target audiences with the aim of maintaining or increasing absorbing our brand. A content marketing strategy setup you Brand as in any event leader, improve confident among your audience by generating and distributing content in various ways. Content marketing is a type of inflowing marketing that attacks customers and built loyalty, making its effective customer maintenance.

## **Email Marketing**

Email marketing should be an essential part of your online communication. It is an integral part of an online communication and it is an important way to keep in touch your existing customers. As such, taking into consideration and investment should definite certainly be on your editor. Amazon they are no doubt and one of the leader and its come to sending targeted email campaign and we can learn from in this report.

## **Search Engine Marketing (SEM)**

SEM refers to the improving customers to find your product or service on a search engine through paid advertising. It refers to both paid and organic advertising but it now used to paid advertising alone. SEM is help to find a product with primary way. It has strong search engine marketing strategy and it has essential for business to achieve their goals. It is used to small, medium and enterprise business and infront of their potential customers. It is also non intrusive form of advertising as a potential customer actively searching for similar service provide. It is also cost efficient for advertisers.

## Display Advertising

It is one of the type of online advertisement that combines text, images and URL links to the website where a shopper can acquire knowledge of more about or buy products. These can be static with an image or buy product. These can be unchanged with an image or animated

With multiple image, video and changing text. An ad campaign can have different goals, and some display ads educate about the product while others are designed to entertain and engage through simple games or puzzles. Banner ads are a common form of display ads that are frequently used for awareness campaigns.

One of the protected ways to announce online is through carefully single out website placement that will complement your variety positioning. It means you will always become visible on sites and want to be on, some what the sites chosen by third party platform.

## Mobile Advertising

With so many of us spending more time using smart phones it's now on advertisers are using mobile advertising to reach their customers. But this is becoming increasingly to regulate the product and services. Different types of mobile particular marketing includes advertising via mobile apps, push notifications, SMS/text messaging and MMS.

## Review of Literature

Mir 2012 reveals that there is a favourable attitude of consumers toward social media advertising. It drastically influences the consumers to click on the ads that show their positive attitude towards online advertisements. In another paper "Factors affecting Consumer attitude user-generated product content on YouTube" (Anwar and Reham 2013), the conclusion showed that YouTube content related to products has a significant effect on consumer attitudes and it helps in changing the perception of consumers. It also has significant implications for social media advertisers.

Mohammed and Alkubise (2012) commented that there are some factors like income, internet skills/usage per day, advertisement content, and advertisement site that are significant factors that affect online advertisement. They also concluded that reviews of other consumers have a significant effect on online buying behaviour. Before purchasing any product online consumers go through reviews of the products as well as the sites. As a consumer's attitude is the most important factor of online buying behaviour, some factors influence the attitude of the consumer i.e. value, feedback, or opinion of other consumers, preceding online buying experience, and loyalty towards the brand.

Anusha (2019), in her study, has found that internet advertising has a positive effect on consumer buying behavior as it increases the awareness of the products. Moreover, it provides an advanced method to target the consumer with immediate effect. It also reduces the cost. One more finding is that there is a trust issue because of fraud and misconduct advertisements, yet consumers use the internet to find information about the products and visit internet advertising site.

## Objective of the Study

- Online Advertising have a significant relationship with buying behaviour
- Online Advertising are changing the perception of the consumer
- Consumer behavior is most important to considered before ads appear online

### **Research Methodology**

This study is based on previous studies. This research papers have been collected by using the interest. Journals, research scholar and google scholar has been used to collect the secondary data.

### **Conclusion and Suggestions**

There is a significant relationship between buying behavior and online advertisement. Online ads are playing an important role to change the perception of consumers. It's motivating the consumers to purchase the product. It is also helping them to recall their needs for the product. Online ads are also helping companies to create a brand image for their product. Through this, they can target a large audience for their specific product. However, it's only affecting a specific segment of the audience and there is a trust issue. A consumer's frequent viewing of ads creates an image in his conscious mind. There view reveals that the most important factor i.e., attitude has a very significant and positive impact on the consumer buying decision. So, before recommending any ad online it is important to understand the consumer's attitude towards online ads. Advertisers also need to gain the trust of the consumers who are visiting their site and purchasing online. Consumers' experience with an online purchase after clicking on online advertisements is also very important to be considered. A study of Post-purchase behavior can help understand the issues of the consumers.

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