

EFFECTIVENESS OF ONLINE ADVERTISING IN INDIA

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ABSTRACT

Commercials are the most effective form of marketing. Advertisers give ads that appear in online content produced by publishers, while publishers embed these adverts within their own content. Advertising companies, which aid with both the production and placement of advertisements, are another possible source of funding. Marketing services including: ad copywriting, ad serving with tracking analytics, and an unbiased advertising partner. The Internet is flexible as a form of advertising media. This is one way in which it differs from more conventional forms of advertising. This media is very flexible, allowing you to make adjustments on the fly to suit the demands of the event, without incurring significant additional costs. As a result, the Internet is even more crucial in countries like India, where the business climate is constantly shifting. Internet marketing software gives users the flexibility to adapt quickly to shifting market conditions. The Internet's ability to reach a virtually limitless audience all at once is its greatest advertising strength. The most effective kind of marketing right now is online advertising. Since the internet is the major medium via which the advertising message reaches the consumer, this form of marketing goes by the name "Internet advertising." Mobile marketing, email marketing, social media marketing, display advertising (web banner included), and other online promotional techniques are on the rise. This research reveals the efficacy, usefulness, and rationale of online advertising. The effects of online advertising on consumers' purchasing habits and the factors that shape these habits are also the subject of this study.

Key Words: Online Advertising, Digital Marketing, social media, Factors in Online Advertising

1. INTRODUCTION

The Internet has quickly become the most popular means of disseminating knowledge in the modern era. There have been five primary forms of mass communication media throughout human history: the newspaper, the magazine, the book, the radio, and the television. The internet, the newest and widely-accepted member of the media family, is often cited as the best of all the channels available

today. Online advertising has been increasingly common in recent years due to its low cost and ability to reach a wide audience regardless of location. Using the World Wide Web to attract potential clients to a company's website and catch their attention long enough to read promotional materials is the goal of internet advertising. The goal of internet marketing is to assist define a market through the use of the internet's special and helpful applications. Building a solid

consumer perception for one's products or services is essential to a company's success since it determines whether or not it will be able to attract or keep consumers while making a profit. Perception by consumers is a nuanced process. Learning how consumers think and act is greatly aided by this information. Advertising that is both well-designed and appealing to the consumer's sense of optimism goes a long way toward swaying that person's purchasing decisions. Customers are more likely to be interested in a company's offerings when they have formed a favourable impression of the company through its advertising. For a firm to succeed in today's rapidly evolving, technologically competitive environment, they need to invest heavily in advertising and cultivate a favourable image in the minds of their target demographic. This is the only way that the goals of increasing sales to existing consumers while keeping them as customers, as well as retaining them, can be achieved. Considering the foregoing, it's plausible to draw the conclusion that there is a strong link between internet advertising and customer opinion.

While it has its roots in more conventional advertising, online advertising has evolved its own communication tactics to meet the demands of the digital media. Web sites, e-mail, ad-supported software, and Internet-enabled smart phones are all examples of online advertising mediums. Internet marketing encompasses a wide variety of tactics, such as contextual advertisements on SERPs, banner ads, Rich Media Commercials, social network advertising,

interstitial ads, online classified ads, ad networks, e-mail marketing (including spam), and online display advertising. Reference: (Gaurav & Surender, 2013).

Advertising on the Internet has expanded dramatically during the past decade (Gaurav and Surender 2013). As a result, traditional media like radio, television, and newspapers have been supplanted to some part by the Internet. Its widespread accessibility and nearly instantaneous access to up-to-date information are two of the Internet's greatest strengths. (Tchai 2011) There has been a dramatic shift in the advertising industry as a result of the proliferation of new media and communication channels and the lightning-fast pace at which technology is advancing. However, the internet's status as the primary medium for human interaction and the dissemination of information makes it an attractive advertising venue. Reference: (Gaurav & Surender, 2013). More than 700 million people use the Internet regularly now, with the vast majority residing in economically advanced nations. Both Hoffman and Novak Among the most common Internet activities are research and shopping. With these factors in mind, it is easy to see why so many businesses use the internet to promote their wares. There are a number of advantages for advertisers, including the speed with which they can implement new advertising scripts, the opportunity to more precisely target specific demographics, and the low cost of doing so. With so many people connected to the web, it's no surprise that commercial interests have flocked to the medium.

2. LITERATURE REVIEW

Helen Robinson (2007) Since the first online ads appeared in 1994, the industry has grown exponentially. Using a multivariate regression model, this study empirically examines how seven banner ad creative qualities affect online advertising efficiency. Twenty-nine banner ads were selected at random from a sampling frame of advertisers provided by a marketing firm that specialises in online advertising for the gaming industry. Research into the effectiveness of online advertising has shown that larger sizes, the lack of promotional incentives, and the presence of information about casino games are all hallmarks of creative banner ads in the online gaming arena. However, banner features like animation, action phrase, and the presence of a company brand or logo were not successful in attracting clicks. Banners with longer text received more clicks than shorter ones, which went against common sense.

Yet M. Lim (2011) In order to keep up with the competition and take advantage of new opportunities, many businesses have included the Internet in their advertising media mix. Marketers have discovered that the Internet offers greater flexibility and control over the advertising materials, making it a popular advertising platform. The purpose of this study is to determine whether or not (1) ad-receptiveness, (2) ad-recall, and (3) click-through rates are significant in explaining online purchase decisions. Recall of online ads was found to be the most important predictor (Beta = 0.517), followed by frequency of clicking

online ads (Beta = 0.205) and attitudes toward online advertising (Beta = 0.163), of overall advertising effectiveness. The results indicate that online advertising has the potential to be an effective marketing tool in the online setting. The findings also suggest that marketers should incorporate online advertising into their media mix because it encourages consumers to make purchases online.

Louisa Ha (2012) As the number of people using the Internet has exploded in recent years, so too has the popularity of online advertising on the World Wide Web. Online advertising revenue in the United States increased from \$1.8 billion in 1998 to \$20 billion in 2007, as reported by the Interactive Advertising Bureau (2007). This exponential growth in online advertising not only reflects the growing influence of the Internet in the advertising and media industries, but also the rapid development of new technologies for the delivery and presentation of online advertisements. As a result, researchers are increasingly called upon to assist traditional media outlets and their advertising clients in taking full advantage of this new medium.

Vida Davidavičienė(2012) Studies on the efficacy of online advertising have revealed a lack of consensus on what factors really make a difference. It is necessary to evaluate the efficacy of online advertising from a more holistic perspective, as attention has been placed on click-through rates rather than attitude responses. Click-through rates don't fully capture the impact that online advertising

has on consumers' perceptions and loyalty to particular brands. Consumers' perceptions of a company's brand tend to improve as a result of the interactive nature of online advertising. The purpose of this study is to examine how different online advertising formats and features affect user reaction and the overall efficacy of online advertising. The research methods included a review of existing literature, comparisons, a formal questionnaire, data analysis, and observation.

Tchai Tavor (2011) It's undeniable that the Internet's meteoric rise in recent years has made it an increasingly crucial part of modern life. In a similar vein, online advertising has grown as marketers allocate more of their money to this channel. For this study, I distributed questionnaires to local Israeli businesses to determine if there is a significant difference in the effectiveness of banner ads and pop-up ads, two common forms of online advertising. I also classified the respondents according to the advertising format that most appealed to them. The latter revealed that banner ads received more clicks and were more effective than pop-up ads. Moreover, the characterization of advertisers gave that managers who are either female, married, over the age of 40, and/or employed in the construction, Car Dealership, or wedding industries are more likely to advertise a banner advertisement.

Anusha G (2016) The evolution of advertisements has been tremendous. Successful advertising campaigns require constantly testing new mediums. The popularity of the Internet as an advertising medium has risen rapidly in recent years.

Internet advertising, or online advertising, is a form of promotional marketing that makes use of the World Wide Web to reach potential customers. Advertising via email, search engines, social networks, display ads (including web banner ads), and mobile devices are all a part of this. Research conducted for this article demonstrates the value of online advertising and the benefits it provides, as well as the motivations for its widespread adoption. Percentages and Lickert's scaling techniques are used in the research to achieve these results.

3. RESEARCH METHODOLOGY

- The primary data for the study comes from carefully crafted surveys, while secondary sources include scholarly publications, websites, and the like.
- Descriptive research methodology has been used.
- In order to provide a representative sample, the study used a sample size of 200 people.
- The questionnaire was designed in such a way that it would efficiently collect information from respondents that would contribute to the study's goals.

Using straightforward statistical methods like probabilities and the Likert scale (5 indicates strong agreement or satisfaction, while 1 indicates strong disagreement or dissatisfaction), the collected data is thoroughly examined, tabulated, and analyzed.

4. DATA ANALYSIS AND INTERPRETATION

Demographic Table: 1.1

	Frequency	Percent
Gender	137	68.5
Male	63	31.5
Female		
Age	2	1
Less then 18 yrs.	86	43
18-25 yrs	91	45.5
26-35 yrs	19	9.5
46 years and above	2	1
Occupation		
Student	71	35.5
Self Employed	36	18
Private Employed	58	29
Government Employee	21	1.05
Unemployed	4	2
Others	10	5
Income		
Less 25000	118	59
25001-50000	48	24
50001-75000	15	7.5
75001-100000	11	6.5
More then 100000	8	4
The time I spent on browsing		
Less than 1 Hr	8	4
More than 1 and less than 2 Hrs	17	8.5
More than 2 and less than 3 Hrs	40	20
More than 3 and less than 4 Hrs	65	32.5
More than 4 and less than 5 Hrs	50	25
More than 5 Hrs	20	10

Whenever I have free time, I enjoy perusing online advertisements.

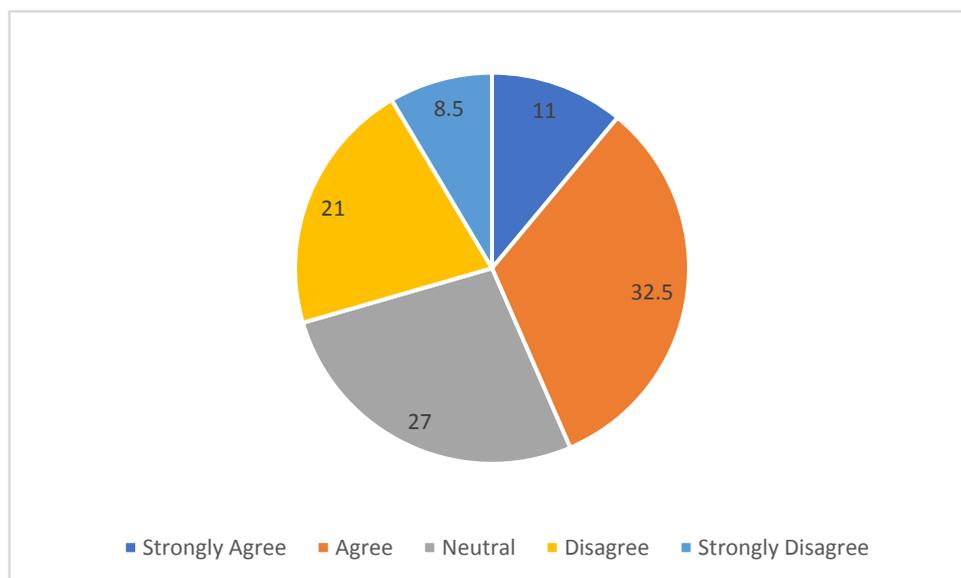


Figure 1.

Figure 1 displays that 32.5 percent of respondents agree that it is acceptable to view online advertisements while surfing the web, 27.0 percent are unsure, 21.0 percent disagree, 11.0 percent are very much in agreement, and 8.5 percent are very much in disagreement.

5. FINDINGS

When compared to the 12.5% of respondents who only use the internet for an hour or two per day, 32.5% of internet users spend 3–4 hours per day online, and 25% spend 4–5 hours per day online, all while viewing online advertisements. When asked if they enjoy looking at online advertisements while surfing the web, 11% of respondents strongly agreed, 32.5% agreed, 27% were neutral, and 11% disagreed. The vast majority of respondents prefer commercially available products over those that aren't. Forty

percent of those polled said they prefer video ads to other forms of online marketing. The majority of respondents appreciate online advertising's many benefits, including its low cost, worldwide reach, quick delivery, ability to target a specific user, improved product presentation, special offers and discounts, and increased content delivery. YouTube, Facebook, Instagram, and Email have the highest user bases, making them superior platforms for advertising over Twitter, Pinterest, LinkedIn, etc.

6. CONCLUSION

In today's highly connected world, the internet plays a crucial role in e-commerce as a medium for communication between buyers and sellers. Contrary to the findings of an earlier study by Schlosser and Kanfer, the dissemination of information through online advertising about the products/services to the target consumers'

has an effect on the consumer's perception. Digital marketing campaigns may run at any time and in any place. In most cases, providing advertising online is a 24/7 job. Companies sign up to advertise their wares every time someone uses a particular service, as opposed to offline advertisements like TV commercials, which viewers can't rewatch and newspaper ads, which are thrown away after being read in the morning. Advertising on the Internet mixes elements of print, broadcast, and radio. This feature takes place in a dynamic setting where interaction is encouraged. Inject some life and energy into the purchasing process. Therefore, there is a great deal of potential for online advertising to grow and become one of the most widely used forms of marketing. One of the most convincing pieces of evidence is a study titled "The Effectiveness of Online Advertising," which demonstrates that online advertising is more successful than any other medium. The benefits of online advertising include increased brand recognition, simplified information dissemination methods, improved methods of reaching consumers, faster, more direct communication with customers, and lower overall costs. The main concerns here are related to the disruption that online advertising can cause to people's work and the anxiety that comes with the prospect of falling prey to fraud or unethical advertising tactics. Online readers are increasingly searching for advertising sites.

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