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**A Study On The Influences of Advertisement On Consumer Buying Behavior**

**Abstract**

Online advertising is a way of attracting consumer’s interest to influence the consumers into buying their products. You just need a network connected device to watch online advertising. It sometimes helps the people to create awareness because helpful advertisement helps the people to know more things. Interaction with the ads is very important in this field and without interaction this is not possible to attract the consumers. Over the years there has been a positive effect on the consumers about online advertising but for some reasons a question has been raised on is online advertising positive or negative for the customers?. Sometimes to increase the ad’s publicity there are more ads than the contents and the consumers become irritated on the ads and that is how negative impact is created. In this study we will discuss these kinds of things.

**Keywords**

Online advertising, buying behavior, consumer, advertisement.

**1. Introduction**

Online advertising which is an online based advertising which focuses on preferences, interests of consumer. On the internet, this information is discovered by tracking our activity. There are many types of targeted advertisisng such as- search engine ads, behavioral ads, social media ads. We find these kinds of advertising from sites of google as banner, youtube, facebook etc.From the study it has been found that online advertising has been able to cfreate positive effect on the people. Online advertising has become an important medium of promoting products online[1] .

**1.1 Background:**

Merchandising concern and making profits are the motto of all businesses. This becomes possible by polishing the product widely to audience. This is possible only by creating publicity. And that is why this method is used. Many companies have taken advantages of technology by promoting their products online with the help of internet [2]. Online advertising has become popular among people by promoting in the platform where people have to see the ad even if they do not want to [3]. For example on facebook if we watch a picture of certain products then we are frequently showed the products this is done by that when we click to that page then our information is collected through database and they get to know that we are interested in the product. We are being tracked everytime if we are connected with the network.

**1.2 Problem Statement:**

In this research we are going to explore how much influence online advertising has on the consumers and their buying behaviour on the online advertising. To increase the trend of online advertising one method is the interactivity. The advertisement which can interact with them easily can attract the consumers on forming interest towards the products. And this leads them to make decisions of purchasing the products. Online advertising also sometimes shows useful ads which helps the consumers to create awarness among them. Nowadays communicating with the customers is necessary because sometimes communicating with the customers emphasize them to buy the products. So it is an important factor. But still there are some reasons for which a question has been raised on the fact that is online advertising positive or negative. The first factor is that sometimes ads are more than the content. And the people become irritated.

**1.3Aim/Goal:**

The aim or goal of the study is to determine how much online advertising has reached out to people and has been able to create awarness. Another objective is to detrmine how much online advertising has influenced the buyers. We are going to explore these fields in this research.

**Objective1:**

Determining the benefit of online advertising on reaching and creating awarness [4].

**Objective2:**

Determining the influence of online advertisingon buying behaviour of consumers [5].

**1.4 Research question:**

Though online advertising has become very popular with time but the problem is that sometimes the consumers find it irritating. For example from my experience I want to share some experiences. I was watching a hindi movie and sometimes later in the middle of the movie I was showed an ad and it was an ad of vaseline petrolium. After sometimes again I was showed an ad and this time it was a fair and lovely ad. I was very irritated because everytime I was interrupted in the middle of the movie because of the ad. Another incident is that I have a weak corner for bag and that is why on the facebook when I saw a page of bags I clicked on the pics and I started to watch the pictures of the bags. From that day I started spending time on facebook only to check the latest bags. Then suddenly I realised I am just wasting my time on facebook only for the bags. Only the pages of bags were coming. Then I realised that it was online advertising and it is done to attract the consumers. During the election of USA.,some people were persuadable and by taking this advantage that specific person’s data were collected and influenced them to such extent that they were influenced. By doing this data was used as a weapon.This is done by collecting data about me with the help of cookie.This process is called targeted advertising.Like me many consumers find repetitive ad irrititating.

This repetitive ad problem is an important problem because of the ad,the consumers lose interest on the content. Sometimes the ad is so repetitive that the consumers are compelled to believe that the product is good. This is called propaganda.

To solve the problem of data being used as weapon European government introduced General Data Protection Regulation(GDPR) and by this law it was introduced that we can not just play with the data of users.

**1.5Literature Review:**

Literature review is done to see how much contribution has been done in this field. From a survey it was found that 16 billion Euros was spent on advertising and from that Euros 18% went online and most of the people around 52% people were found online regularly [6]. From another survey it was found that only 15% people have negative viewpoint towards online advertisisng since they find it interruptive, irritating, 31% holding positive attitudes, 14% does not pay any attention, 40% people holding different attitudes as they will decide on the basis of the advertising features, product [7]. In 2012 Wikipedia interpreted online advertising as a shape of promotion which uses the internet for delivering marketing messages so that the customer can be easily attracted [8]. From a survey of 2015 it was found that it is important to know the buying behaviour of consumers to execute better business strategies and know the strategy on how to influence them [9]. In 2000 Mehta explained saying that consumer’s interest depends on how much the consumers prefer to watch the advertising on the basis of its enjoyment and entertaiment value and also how much manipulative or truthful the advertisings are [10].

**2. Research methodology:** After researching several review papers about online advertising we can find mixing results with its good and bad aspects. Some of the review papers states that TV, radios, Internet ads are consumers get specific catalog or promotional types of mailing. Marketers also offers many equally plays role in behavioral on consumers. Marketers also use thousands of criteria to decide which types of discounts and special prices to attract the customers. On the other hand, when a consumer buys a product from a company owned by great universal store and consents to company use of his or her customer information and the person probably has no any idea how extensive the parent company is and how far the data of them could travel.

From the study of Nigeria police academy we can find the objective of this paper which is to empirically investigate the effects of online advertising on consumer buying behavior. The research adopted was survey research design. The population of the study is 1486, Sample size was determined using Taro Yamani statistical formula as follows[11]:

X=

Where, X = Sample size

N = Population

5% = Error region

Given, N = 1486 = Population

E= 5% = Error region

Substituting the formula

X = = = = = 40.16

X ≈ 40 Sample size [11].

Respondents were randomly selected, 10 cadets from each the 4 levels, the questionnaire used in the study was pre coded for ease of analysis where the variables identified in the study together with their various dimension were measured using a five point Likert scale, Pearson Correlation was used to test each of the variables also a Coefficient Correlation Matrix was done using SPSS statistical software version 14.0 [11].

This is the descriptor type of research. In this paper

attempt has been instituted to evaluate the internet

advertising's impact on consumer buying behavior,

it's an empirical research which is based on primary

and secondary data. The focal spot is on ROI,

cr e a t ivity in ad v e rtisement and celebrity

endorsement. Sample size: 100 (stratified sample)

Research Problem: Whether internet advertising is

beneficial, cost effective than the traditional format

of advertising?

Objectives:

i. To determine effectiveness of internet

advertising on consumer buying behavior

ii. To examine the relationship between

celebrity endorsement and the purchase

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Again from the paper of ‘studying of the online advertising on consumer buying behavior’ which is a descriptor type research paper, this research paper is based on primary and secondary data where the focal spot is on ROI, creativity in advertisement and celebrity endorsement sample size: 100 which is stratified sample, their research problem is whether online advertising is beneficial or not, whether it is cost effective than the traditional format of advertising or not [12].

And their objectives are:

1. To determine effectiveness of online advertising on consumer buying behavior
2. To examine the relationship between celebrity endorsement and the purchase decision

This topic may benefit businesses, marketers, academicians and government. Their questions were taken about the ad on TV, radio and Internet.

The paper of the ‘journal of advertising, volume 46, 2017, Issue 3’ Researchers have used various methods to understand the responses and effects to Online Behavioral Advertising, they think the most applied method is experimental research is often involving scenario based approaches since they state that their surveys are often used to examine user’s online advertising perceptions and knowledge despite the diversity of methods there are still much to gain which are measuring the consumer’s exposure to online advertising and to examine its consequence is very difficult still this field could benefit in this way from methodological innovations but it is difficult to manipulate behaviorally targeted ads for participants because such ads are based on personal online behavior and this information is specific for each individual and difficult for researchers to obtain, it is challenging to develop behaviorally targeted ads in an experimental design such as advertisers, a challenge for academic researchers is to determine to use big data in the context of online advertising and to combine different data sources by tracking consumer’s browsing behavior researchers could allow to observe how consumers are exposed to online behavioral advertising and how consumers respond to it, this kind of approach can identify when, for whom, and in what situations online advertising is effective and this research paper also believes that research into online advertising could benefit from implicit and unobtrusive measures to gain more insights into how consumers process and respond to it whereas personalized based on demographic variables showed that personalized ads attract more attention than non-personalized ads which is for instance eye-tracking research into the effects of ads and

this paper also added that they do not know how consumer’s knowledge, perceptions, and responses towards online advertising over time also they showed the reason of quickly developing of technology and consumer’s knowledge and attitude towards online behavioral advertising might change[13].

In another paper the researchers conducted semi structured interviews to objectify consumer perceptions of online advertising. Interviews are very suitable and deep insights into a topic and to gain a better understanding about opinions and attitudes of interviewees and this interview’s guide was designed to avoid yes/no and invasive questions, the interviews questions were organized in three types: awareness of, knowledge about, attitude towards online advertising and initial questions about awareness of online behavioral advertising were based on questions about previous experience and ubiquity in a study on privacy concerns in the study of mobile advertising then the initial questions on knowledge about advertising were based on questions about targeting mechanisms, tracked data, and stakeholder benefit in a study of user opinion and knowledge about online advertising and lastly the initial questions on the attitude towards online behavioral advertising were derived from a study on user perceptions of privacy notices at the beginning of the interviews, permission for recording the interview was requested because of their informing the interviewees to keep the recordings confidential[14].

Online Advertising is also called OA in short. One can visit in order to predict their preferences and to show them the ads that are interesting to them, many software and mobile apps and games use the advertising icon to indicate their adherence to ethical practices for OA and users can notice this type of ads easily and also there must be options to remove ads or choice requests by advertising icons[15].

Since our limitation is we could not manage to collect data from our own survey, eventually we could not organize any type of survey regarding this ‘Online advertising’ topic that is why we could not come any end to survey study or documents study, rather we managed to overview and research several review papers on this topic that is called literature review. We can summarize with these research papers studies. From our study we find out some clues which lead to positive outcome of online advertising as it can create many job opportunities for many unemployed people of a country. It makes shopping easier than going outside and buy products to buying products from home without any hassle on the other hand we can also find out some negative aspects after researching these papers which are mostly from consumers side that consumers or internet users get bored sometimes because of much contents of advertisements for example, on the youtube now we can see ‘must to watch’ advertising that one user cannot skip even if he or she wants to skip this ads and he or she is not interested in this ads sometimes users can be busy, their time can be short for many reasons that is why they want to watch only the original video they searched for watching again in some social apps like imo, viber and messenger ads are like monster that many users of internet get bored, they skip the ads over and over again even after removing ads once they appear again while using and sometimes cannot remove the ads permanently so this kind of online advertising is seemed very annoying to the consumers[16].

**3. Result and Analysis:**

Online Advertising (OA) and holdmisconceptions have little knowledge by consumers that show in several academic studies [17]. People on online is tracked when they have little insight into the extent [18]. Interestingly, OA makes more likely people to perceive the effects no others than themselves of OA by having knowledge of the perception [19]. When the question is legal protections then more confusion arises. About companies beliefs most of the American have false share and sell information for online advertising [20]. Those companies send online advertising to these companies has much information about customers. If they want to collect personal data about the customers they can easily collect that. Even they have no idea what purpose they use their customer’s data. So, we should create awareness about online advertising.

Consumers control their data collection if they want that is interesting [21]. They can control their data by deleting the cookies. But most of the people do not delete their personal data. So the information is saved in their hard drive. Then the companies send advertising those products to the customers what to watch and this behavior influence the buying behavior of consumers. Therefore, the practice of peoples monitoring method they collect data and sent targeted advertising. This targeted advertising influences the consumers [22].

**4. Discussion:** The research provides an investigation that effects of online advertising on consumer behavior and reveals one of the most effective influencing behavior of the people get more accustomed for finding product information by the web, browsing with seek out internet sites. Since internet has become faster medium for which people gets information globally [23].

The study strongly recommends that any firm be it a government or private organization as much as possible to try include products budgets a reasonable price which smoothly running the online advertising [24]. Online advertising is efficient on consumer behavior in process of production purchase. Online advertising have that fits needs of individuals and contain sufficient information about the product types. The product company should be loyal about their product. They also should loyal about their information collection and personal data collection [25]. The effects for different ads the customers make their decision which product they want. Although privacy concerns are an important aspect of online behavioral advertising. The studies that discuss people’s privacy concerns never relate these theoretical notions [26].

**4.1 Future works:**  There are obviously some limitations of our review paper on ‘the influences of online advertisements in consumer buying behavior’. We could not study on our own survey which we could have been taken from an exact amount of people and we could collect data from that study and ended in any conclusion that would have been more informative and we could also use demography equation on our survey, collected data and could find out mathematical outcome about knowledge, awareness and attitude toward online behavioral advertising of people. So if any group of members or anyone wants to survey on this topic they can do it. We could have been able to do the survey unless covid19 situation did not rise and could collect data from people. This is our future work on it to find out that whether this online advertising is fruitful or not. As we gathered mixed result that it has positive and negative both aspects in social and digital life so how we can deal with it is more important than deduct it completely or staying with these kind of boring materials(sometimes to somebody), our future work would be ,what is the measures that we can take to keep online advertisement under control, so that consumers or users can easily use internet and when they need they can also purchase their goods from online since this way is easier than going outside as well as internet users never gets tired or bored of using internet thus marketers would also continue their business if the business purpose is only to sell and make money it is okay with online ads, but when business purpose is something else like collecting data, selling data to the third party etc. and it is never acceptable because data privacy rules are broken here so monitoring somehow on online advertising might be fruitful and how this monitoring can be done is the concern of the authority, policy makers, act and law imposers and rulers of a country, interplaying between advertiser control element and users control element in online advertising[27]. International online advertising rules regulations and global impact of online behavioral advertising are some measures to apply[28]. So applying laws that are internationally maintained or globally acceptable and of course with our national, religious acceptancy by which online consumer behavioral advertising can be kept under control. And with this views we also remember that online business is very helpful for employing a huge number of young generation today[29]. Further research in this field is possible and welcome and this research could contribute validate and support all stakeholders in a better way which is involving evaluation, placement, creation and publication of sustainable online advertising[30].

**4.2 Conclusion:** Gatheringidea from several review papers we can conclude that online advertising is one of the most influential media of buying and selling product and also for business purposes. Online advertising on consumer affects them to tend to buy more and thus financial, economical wheel also is being moved. Since, at present Internet is becoming the only media to communicate, to business, to gather knowledge and anything and everything So online advertising will affect in one country only way of displaying advertisement. The uses of TV, radio, Newspaper is decreasing day by day and Internet is taking their place that is why displaying advertising on TV, radio, or in Newspaper is waste of money sometimes. People all around the world are connected globally by using internet today So to reach to them, to reach their choices, their priority needs, their behavioral needs the only way is online advertising. Consequently businessman or marketers are also now a days being smarter, aware about this, and they know distribution of information of customers is easier here so they applying the advanced methods to target the consumers.

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