Web Advertisement Campaign

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web advertisements which take the form of online ads, are a popular and effective means to market products; they can help both marketers and consumers, build trust, and increase brand or product awareness. There are many different approaches that can be used to discuss how web advertisement affects consumer behavior; however, the theories of planned behavior, information-processing approach, use-centric approach, cognitive dissonance theory, the Media Involvement Approach, social penetration approach, the Theory of Heuristic Evaluation, Geographical Targeting Theory and the Media Involvement Approach are effective ways to explain how web advertisements affect consumer behavior. This paper will evaluate the impact of web advertisement on consumer behavior using this theoretical frameworks and concepts.

Consumer decision making is a thought process that consumers go through before making a purchasing decision about a product or brand. There are several factors that influence this decision, including information-processing, personality traits, demographics and lifestyles. These factors can be used to target the right audience and persuade customers to buy. For example, if marketers have found that age is positively correlated with the use of a certain website function, they can target their advertising message to appeal to older people by using words or language they expect consumers in that age range would understand.

Theory of planned behavior:  When people make a decision, they tend to consider all the factors that go into it (Ajzen, 2020). The information gathered through web searches, website reviews, and other personalized online tracking help marketers make more informed decisions. Therefore, they are more likely to buy when they know what they want and need. Advertisements can be seen anytime on the web page, so consumers get a better idea of a product before buying it; however, consumers can also link the products with their current interests and lifestyles for an even better understanding of its value to them. Then consumers are more likely to buy the product by actually visiting a store over seeing an advertisement somewhere else. If consumers are already familiar with a product or brand, it is easier to persuade them to buy. This is possible through personalized web advertisements that can directly target audiences. Also, customers are more likely to buy from brands they already know, as opposed to buying from a new brand. Therefore, web advertisements and websites can help marketers build trust among consumers.

Information-processing approach:  Information-processing theories focus on how information is processed and then acted upon (Çeliköz, Erişen & Şahin, 2019). The Internet is a valuable tool for marketers to gather information about their customers, competitors and their products. Therefore, marketers can make better decisions based on the information they collect from web advertisements by tracking the behavior of customers through the Internet. On that note, if the product being sold is hard to explain or understand, the web advertisement can take advantage of the Internet's multimedia capabilities to let customers see how it works and how it would fit their specific needs by targeting them based on their demographics and lifestyles.

Use-centric approach:  The use-centric approach focuses on what people do versus what they say they do. This theory indicates that actions speak louder than words, so in this case, advertisement use shows that people actually care about what marketers are trying to tell them about their product or brand. So when people search for information about certain products or brands, they are actively looking for that information. If a user is searching for a product or brand on the web, it is likely that he or she will eventually purchase that product or brand. Therefore, web advertisements can help marketers build trust by building a relationship with consumers.

Cognitive dissonance theory:  The cognitive dissonance theory is based on the idea that people have internal motivations and drives, but they don't always use the information available to them in their lives (Verywell Mind, 2022). Ads can provide information about the benefits of a product or brand and convince people that they need it, even though they do not actually want it. Since ads are persuasive, consumers may believe that the information provided is true and make irreversible decisions based on these beliefs. However, studies have shown that there is an association between cognitive dissonance and advertisement effect. People who are exposed to different ads are more likely to remember the ad that convinced them most, despite both ads having the same message. On the other hand, people are more likely to seek out information that contradicts what they believe they know, so when customers see the ad, they will be more likely to believe that the product is actually good and worth buying. Also, when consumers see an ad that seems too good to be true, they are more likely to check it out and look for a better deal elsewhere. Therefore, this ad campaign would help ensure that a product is worth buying.

The Media Involvement Approach:   Web advertisements appeal to consumers by allowing them to choose the medium they prefer and to interact with the brand as they choose. This approach appeals both when purchasing products and creating relationships between brands and customers. Also, web advertisements can integrate audio, text, images and video so that consumers can have a more interactive relationship with brands that advertise on the internet. Consumers are not only able to see what the product is, but they can learn about it from videos and images as well.

Geographical Targeting Theory:   Geographical targeting is effective because when a marketing campaign targets a specific location on the Internet, more customers are directed towards the advertisers' websites than would be otherwise. In strategies such as this, advertisements are seen when a customer types in the location of where they want to find a product or place information about the product into their search engine. This allows consumers to exert more control over what websites and other media they use for research purposes.

The Theory of Heuristic Evaluation:   Heuristic evaluation is the process of comparing what a person thinks or feels to be true, with the quality of that person's knowledge (GeeksforGeeks, 2022). This theory is used to develop strategies for marketing by making sure that the advertisements are worth consumers' time and money. Repetition of messages is not necessarily the best way to do this because customers are able to easily disregard advertisements if they are not relevant to them. Therefore, these strategies must be made attractive, especially since many of the customers who use them may not have any idea about the product or brand being advertised.

Social penetration approach:   This theory explains how consumers use information about market conduct, as well as about other people's uses for various products. To improve the effectiveness of advertising and influence consumer behavior, marketers should understand this approach and then adjust their presentations accordingly.

In conclusion, web ads are an effective way to advertise products and brands. In the past, advertisement agencies struggled with the question of what the best way to present their products and brands was. With the growth of the Internet and web advertisements, they have finally arrived at a great solution. By using the Internet to advertise and market their products, they can reach thousands of potential customers, who are looking for the products they offer.  So, advertising agencies should use web advertisements to create better ads that reflect their companies' efforts, reach out to more customers by choosing a more precise target audience and increase revenue through advertising. The use of online advertising provides companies with a fresh way to acquire customers and build a relationship with them.

References

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