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 and cognitive dissonance theory are effective ways to explain how web advertisements affect consumer behavior. This paper will discuss the relationship between consumer behavior and the information about advertising campaigns used; the use of these theories to explain how web advertisements affect consumer behavior; and finally, the effectiveness of website design for advertisement effectiveness. This paper will use theoretical frameworks to illustrate the significance of using web advertisement campaign over other types of advertising media.

Web ads have several advantages over other types of advertising media. Web ads can reach more people than traditional media, so they have the potential to be more cost-effective. They can also be seen in a user's browser without requiring any special software downloads or installations. Web-based promotions can also be tweaked and updated on demand, and they often give brands unprecedented amounts of data about consumers' behaviors. Finally, web ads allow marketers to target specific audiences by demographic and psychographic factors such as age group, sex or interests.

Web advertising is also relatively inexpensive. As a result, it is particularly useful for small companies with limited budgets for print advertisements or television ads. The cost of posting an ad can be as low as $700 per month, and the results can be highly satisfying. Marketers find that they can create highly targeted ads at low cost, which generates high levels of exposure and therefore leads to better sales than abstract marketing strategies such as television, radio and print advertisements. Also, web advertising allows marketers to target very specific audiences in respect to gender , age group , lifestyle, interests and more. In the past, web ads were only able to be targeted based on where the website is or was located. For example, an ad for a New York-based store could only be targeted to people in New York. Now, however, with the use of new ad-matching technology and online tracking tools, marketers can target audiences as specifically as they could previously only with offline ads.

Web advertisements' effectiveness is also widely discussed. Some argue that web advertising does not have an impact on consumer behavior because it does not change one's perception of a product or brand. However, web advertising can still be effective if it is used to identify a poorly performing product and then fix that product accordingly. Marketers are able to target their ads much more easily than they could through newspapers and television (which are less targeted). They can do so because of their ability to use online matching technology and tracking information, which may have not been available before. They can also use build-in search engines on their websites to identify customers who show an interest in a certain product or brand, and then tailor the ads towards that customer. Web advertisements are a very safe way for marketers to promote products while they wait for sales results from the old and offline advertising.

Evaluate the impact of web advertisement on consumer behavior using two or more theoretical frameworks and concepts.

Theory of planned behavior:  When people make a decision, they tend to consider all the factors that go into it. 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. 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.

Cognitive dissonance theory:  Consumer behavior is based on cognitive dissonance, which is a state of tension or discomfort between whether or not a person believes in their own actions. 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.

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. 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. The Media Involvement Approach shows that consumers like to be involved in the whole process of buying and using products, so using web advertisements is a smart strategy for any online business. The use-centric approach states that people buy products based on their behavior, not their words. Therefore, by tracking customers' behavior through web ads, they can actually prove which ads work and which do not. The use of online advertising provides companies with a fresh way to acquire customers and build a relationship with them.

The first theme that is particularly American is the idea of slavery. This theme is found in all four of the sample texts. In the Article of Discovery, Christopher Columbus treated the natives as he would slaves, and essentially killed anyone who did not cooperate with his wishes. In Of Plymouth Plantation, William Bradford was forced to use harsh punishments on his fellow colonists to keep them in line with Puritan morals. In Benito Cereno, there were two separate instances where men were beaten into submission; one slave forced another to work, and a captain beat his own crewman into submission after the man refused to work. Lastly, in the Narrative of the Life of Fredrick Douglass, a man was beaten until he would agree to stand on his knees as an example to others.

The second theme that runs throughout these texts is that most colonists were escaping religious persecution. In Of Plymouth Plantation, William Bradford used literature and history to communicate his thoughts and views on religious persecution. He discussed issues such as slavery, war, and religious persecution. In Benito Cereno, Captain Barbarossa made it clear in his comments and actions that he was a devout Catholic; when Captain Wanda suggested going to church with them over the weekend he would respond "God knows I am not afraid of saints' bones.