**The Effectiveness of Online Advertising on**

**Consumer's Purchase Behaviour**

**Abstract**

Nowadays it has seen that online shopping is becoming more popular. Because of its popularity, many organizations are focusing on online advertisements for their product. Online advertisement or Online Marketing or Internet advertising or Web advertising is a form of marketing and advertisement which uses the internet to deliver promotional marketing messages to consumers. When a consumer goes through Google or any other search engine, the different organization advertises their similar products simultaneously. To make this study successful, different review papers from different journals have been studied. This study proves that online ads. has a significant relationship with consumer buying behaviour. It is somehow very effective to change the perception of the consumer. Social media marketing is playing a very important role in changing the perception of consumers. There is one very important factor noticed by the researchers i.e. attitude that has a very strong effect on consumer buying behaviour. It also reveals that organizations are using social sites to make their product popular among the consumer.

**INTRODUCTION**

An Advertisement can be of different types like audio or visual form of marketing communication that doesn’t need any interference from any person. Different researchers define advertisement differently. David Ogilvy also known as the Father of Content Marketing in “Confessions of an Advertising Man” wrote, “What you say in advertising is more important than how you say it”. He also quote that “Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.” Also “I do not regard advertising as entertainment or an art form, but as a medium of information.” The historical backdrop of publicizing can be followed by old human advancements. It turned into a significant power in entrepreneur economies in the mid-nineteenth century, given in papers and magazines. In the twentieth century, publicizing developed quickly with innovations, for example, regular postal mail, radio, TV, the web and mobile phones. According to Wikipedia Indian culture and industry have British roots so it follows the British models of advertisement. To introduce a new product and to have a good hold of the product in the market, ads have been used by the organizations. The Advertisements despite everything assists with making an incentive for the item. In a 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.

**Online Advertisement**

When we talk about an online advertisement, it means companies are using online platforms to advertise their product. The online platform can be social media like Facebook, Instagram, Pinterest, etc. and other platforms like YouTube, Google, banners on different websites etc. According to the article published on india freenotes on dated the 6th of Feb, 2020 there are different types of online ads. Some of these are:

i. Direct Mails,

ii. Social Media Marketing,

iii. Video Ads

iv. Banners on the web page,

v. E-Mail Marketing

vi. Search Engine Optimization.

**Direct Mails**

Selecting the target audience and then sending them mail or sales letter is an art. These types of emails include offers related to the product. Estimating the reactions assists organizations with seeing which kind of clients are reacting to this configuration, so they can utilize considerable more exactness focusing on their next mailshot.

**Social Media Marketing**

Social media like Pinterest, Instagram, and Facebook offer relatively inexpensive advertising. These are paid ads. Online social media, companies can post about their business. Like on Facebook, the organization can make their page. People will like the page and give comments on the product. They also tag their friends which will create a network. This will help the consumers to get updates about the products.

**Video Ads**

Posting small videos on the internet help the organization advertise their product. These videos target some segment of the consumer who may be interested in purchasing according to the search they made. These videos use the very famous site i.e. YouTube to advertise in between some videos like movies, shows, etc. Advertisers pay page owners some amount for placing their ads. Video promotion can be made by specialists from an office or even done by the advertiser’s in-house group.

**Banners Ads on a Web page**

In this companies target some famous websites and place their banners there. These banners may or may not be related to the interest of the audience.

**Search Engine Optimization (SEO)**

SEO is the fundamental part of digital marketing. It helps to improve the visibility for related searches (search engine land). An online platform i.e. WWW is the best way to search for information. There was a time when consumers were facing problems in collecting the information related to the product that they are interested in. But now, WWW is providing the easiest platform to search for information within no time. Google is the best example to search for information followed by other search engines.

**Social Media Marketing**

Social Media is the platform that is used to connect with people, create, and share content. Examples of social media are Facebook, Instagram, Telegram, Twitter, Pinterest, etc. Now a day social media became very popular to advertise the product and most organizations are targeting the audience through this. Social media provide different services to organizations.

Online shopping is more popular and a standard platform to purchase a product. Because of its popularity, many organizations are focusing on online advertisements for their product. Web advertisements adopted new forms like demonstrations by using pop-up windows, side frames, and daughter windows. These advertisements are very informative for the consumers (Priyanka 2012). Online advertisement or Online Marketing or Internet advertising or Web advertising is a form of marketing and advertisement which uses the internet to deliver promotional marketing messages to consumers. The number of users of the internet is rapidly increasing worldwide. Every type of person is using this facility to entertain themselves or to find information (Eshghi, Sarkar, and Sarkar 2017). When a consumer goes through Google or any other search engine, the different organization advertises their similar products simultaneously. Since web-based media is assuming a vital part in publicizing the item and administration, it became imperative to see how it functions. Artificial Intelligence is working behind this. At the point when a person clicks on any link or searches for anything by using search engines like Google, Chrome, etc., or on YouTube, the AI begins its work. By running some algorithms, it begins showing related ads to the target consumers. However, a vital inquiry is whether these ads have any effect on consumers or not? After understanding the effect it is also important to know the factors that affect consumer behaviour through online ads. Online ads differently affect consumers from rural areas as compared to urban areas.

**Statement of the problem**

Online Advertising is a very important tool used to stimulate consumer behaviours by ways of getting them informed or by reminding them about a product but it must persuade them to purchase the products. As such, it becomes very important in marketing. In addition, the use of social media helps the companies to promote the products, build relationships with consumers and understand the consumer's needs. Ambrose and Catherine (2013) did a study/research on social media and entrepreneurship growth and it was revealed that social media tools play various roles to different SMEs and that the tools could be incorporated into different operational roles in the business. A lot of studies have been done on online advertising and less on online advertising and its effects on consumer behavior. Therefore, this study sought to address this knowledge gap by focusing on establishing the effectiveness of online advertising on consumer behaviour.

**Significance of the study**

Government plays a crucial role in determining the content that the public gains access to on the internet, therefore the findings from this study will encourage government organizations to come up with policies that will encourage the use of social media marketing. This research will, act as a reference to future academic studies hence providing more information on online marketing and consumer decision. The study will also add more knowledge to existing information. Organizations will benefit from findings from this study because they will be able to come up with online strategies, which they can use to develop online advertising companies to attract new and existing consumers.

**Objectives of the study**

The general objective of the study is to find out the effectiveness of online advertising on consumer behaviour.

Specific objectives are as follows

1. To establish the effect of online advertising on reach and creation of awareness.
2. Establish the reliability of internet advertising through recall.
3. Determine the relationship between internet advertising and purchase decisions.

**Limitations of the study**

Consumers have an attitude and the type of attitude influences their mental position for certain matters. Also, different groups of consumers have varied attitudes towards the adverts and this also depends on the demographic of the clients by age and lifestyle. Other issues of privacy and internet connectivity also influence the same. The study was also confined to 75 members and therefore the results cannot be generalized.

**Research Design**

**Nature of study**

This study is descriptive in nature. The study examines the behaviour of certain members towards online advertising.

**Nature of data**

The data collected for this study is primary data.

**Sources of data**

There are two sources of data, primary data and secondary data. Here, quantitative primary data sources like questionnaires are used. Secondary sources include web sites, journals, textbooks of different authors etc.

**Sample design**

**Nature of Population**

The study is conducted on consumer's purchase behaviour or reaction towards online advertising among 75 members of Trichy.

**Sample unit**

Sample unit is a group or subgroup that is obtained from the population that a researcher wishes 10 study. The sample of this study comprises members in various places in Trichy.

**Method of sampling**

The method of sampling used is convenience sampling. It is a type of non- probability sampling that involves the sample being drawn from that part of population that is close to hand.

**Size of sample**

75 members from Trichy were taken into consideration to constitute the size for the study.

**Tools for analysis**

Questionnaires were created in order to receive the necessary response required to achieve the research objective. This was done by issuing 20 questionnaires to the respondents. Statistical and analytical tools were used such as: tables, graphs and percentages.

**Theoretical Framework**

**Concept of online advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

Consumers can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumers can provide feedback about the product, to the firm and to other consumers. Positive feedback becomes a good promotion for the marketer. A marketer can even exploit negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs.

**The concept of consumer behaviour**

The term "consumer behaviour" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behaviour, among them economic status, beliefs and values, culture, personality, age and education. Findings on consumer behaviour are used to develop methods and products that will boost company performance and sales.

Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behavior is increasingly important for businesses accordingly. Advertising to attract consumers, providing a better environment, product, services and policies is important in improving today's consumer experience to support businesses in retaining customers. This study aims to determine and explain the effectiveness of online advertising in stimulating consumer response.

**Customer satisfaction**

The major aim for establishing a company to make profit through products and services, purchases by consumers. Products and services are being developed by firms and they map out appropriate strategies in offering the products and services to targeted Customers.When targeted customers are satisfied with the product and services, they keep on making purchases. Customer satisfaction can be said to be a process or an outcome. The rate at which firm's products are purchased by consumers and quality online practices result in customer satisfaction retention, huge patronage and loyalty to organization. Once a customer is satisfied, he/she is likely to remain loyal to the company and will repeat the purchase.

Through the satisfaction of customers companies achieve their goals. Satisfaction is said to be a person's feeling of pleasure or disappointment which is as a result of comparison of a product's perceived performance in relation with his or her expectations. Therefore, customer satisfaction can be defined as a result of cognitive and effective evaluation, in which some comparisons are made between the actual compared standard and if the perceived performance is more than accepted the customer will be satisfied. Customers will be in a neutral stage if perceived expectations meet performance. Expectations can be formed by customers from their past experiences, friends, associate's advice, marketers, competitors information and promises. Expectations are determined by customers' needs, total value and total cost. Choosing a product or service is among the stages customers go through. Buyer's characteristics influence its decision, such as culture, social, personal, psychological factors. Information search is the key to consumer's decision-making process which can be for both internal and external information.

Consumers continue to search for information because it is a risk in order to meet up the uncertainties of potential positive or negative consequences. At times customers pass through all the stages or they may skip some. But customers are looking for value in the product that they are buying. Customers seek for info about the product they want to buy to check if it is in line with their expectations and if the product or service is of essential importance, they check these through surveys and customer discussions. Customer orientation is also important and needs to be measured constantly. Customers being the "life blood" of every business and at the same time the reason while business is established need satisfaction but at the same time it has been favourable attributes such as repeat purchase behaviour and positive word of mouth.

**Theoretical foundations and operational framework**

Instant gratification mathematical theory was originated by Robertz in 1956. He said that two things are responsible for the successful theory: first, the discount function should be on the difference between the current time and the future time at which discounted reward is consumed. Second, the discount function should be non-exponential. He went further to state that the empirical discount rate reduces with time horizon. Today's generation is nicknamed 'microwave generation' because they are used to getting things so fast. Because of online evolution and technology there is little to no patience in people. Instant gratification theory saw the fast paced environment in which we live that requires instant action and how things happen at once and quickly. By implication, online advertising has an impact on consumers as the use of the internet to advertise makes it faster, efficient and effective.

**Review of Literature**

**Introduction**

This chapter provides, through selective reference to some of the literature, a cleaner understanding of Internet advertising concept and outlines previous research findings on the effectiveness of internet advertising based on measures of advertising effectiveness.

**Empirical literature**

Aaker and Hagerty (1986), It has been suggested that ads use positive affect to make consumers like the ad and then buy the product, and negative affect to evoke an uncomfortable state that makes consumers want the "solution" offered by the advertiser, Unfortunately, there are no guarantees that what the consumer actually experiences will be the affective response the advertiser intended to create. Research has shown that this kind of mismatch between advertiser Intentions and commumer response occurs all too often.

Todd (1997), Measuring customer behaviour is a crucial part of any business. Knowing what the consumer wants and how he acts is vital in terms of product design, and marketing. Assessment of consumer behaviour in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behaviour. An increased understanding of consumer behaviour may result in the development of improved consumer products and in more healthy dietary patterns. A growing number of techniques are available to assist researchers in measuring various aspects of consumer behaviour such as walking patterns, product selection, meal composition, and eating/drinking. Due to advances in digital video, sensor technology and computer speed, complex measurements of behavior and physiology are now possible. Integration of these techniques allows multi model measurements. With the growing number of techniques, the challenge for the researcher to choose the right solution becomes larger.

Wolhandler (1999), As consumers experience and respond to stimuli around them, emotions arise. Their reactions manifest themselves as physiological changes they experience as feelings. Likewise, as people react to stimuli online-for example, to an online advertisement they have emotional responses that are directly proportional to their reactions to these stimuli. On the other hand, when customers repeatedly experience the same stimuli, they may not cause any emotional response. People become conditioned to ignore the ever present ads on Websites, which is called blindness.

Thorson (2000), Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits. Corporate behaviour such as scandals or charity work can also affect alienation and loyalty responses. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision. The Cannon-Bard Theory that Walter Cannon and Philip Bard advocated suggests human beings feel emotions first, and then act upon them. When customers visit a Web site, the ads they encounter evoke an emotional response before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response.

In terms of consumer responses in the form of liking online ads, researchers such as Goldsmith and Lafferty (2002) and Metha (2000) have found that a more favourable attitude towards ads can lead to a higher ability to recall ads. Goldsmith and Lafferty (2002) found a significant relationship between positive responses to web sites and the likelihood of recalling the brands advertised on the web. The authors reported that "In general, research suggests that those consumers who have a positive attitude toward an ad are more able in recall than those with a negative attitude (p. 320), Metha (2000) made a similar conclusion but the study was based on print advertising performance.

Dreze and Hussherr (2003), also examined the effectiveness of ad characteristics on the ability to recall ads. Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall but not the size of the banner.

In addition, the authors reported that "a banner's message influences both aided advertising recall and brand recognition. This indicates that what an ad says is more important than how it says it" (p:21). In contrast, Yoon (2003) found that banner image is more significantly effective than test to assess consumers' preferences toward online ads.

Dreze and Hussherr (2003), Click-through rate is a widely used measure for assessing the effectiveness of banner advertising, which is the average number of times a viewer clicks on a pop-up ad and is then exposed to the target website. As reported by Cho (2003), " banner advertising click-through is believed to be the most common way to draw consumers into a target site and engage them with a brand or product.

Thompson (2005), said that e-marketing has a huge target audience, growing e-technology has a high potential to cut-down the cost and increase revenue e-commerce, carry day today activities by having low-cost and shrinking the time for both buyers and sellers. Dealing with different business sectors and departments it unites them at one platform, through internet companies all departments deal with customers at a time. As compared to the old traditional marketing e-marketers have low cost to share. Through this if you want to buy products from different countries you can get them at your home place.

Khan and Mahapatra (2009) said that nowadays living in global village technology plays a dynamic role in enlightening the quality of services provided by the business elements, Internet technology has widely spread over the world. They cut-down the borders and unite them on one global platform. E-marketing cut down the excessive cost which we have to pay if we are physically doing that. Living in the 21st century people research a lot before buying or totally rely on whatever the company and marketer said. It also cut down the cost of having a physical place for their company to sell their product. Through e-marketing, your target market highly increases and you have to deal with all of them at a time. Nowadays all top-level businesses rely on e-marketing rather than traditional marketing and selling methods. Like old traditional advertising, companies now have to pay the cost only if the customer really wants to buy that product. It reduces customers and seller time as well.

Peter & Robin (2015), Electronic transaction of goods and services are new in the marketing field. People nowadays because of e-marketing research very keenly before buying those products or services. As we search through online, we get many options at a time, without any hard work and less time consuming. You can survey competitors' products together at a time. They easily choose the best one between different companies without paying a single amount. Number of companies nowadays influence their customers to buy their product from the company's official websites. Almost nowadays young people from 16 to 26 years old are attracted towards e-marketing compared to elders, because older people still believe in traditional shopping rather than e-marketing. But those elders who do jobs and other professional activities don't have time to survey the market for the product, so those professionals are also attracted towards e- marketing. Developed countries highly prefer e-marketing because they highly do massive research before buying anything, so that's why online marketing helps to analyse the best product or services for themselves.

Danaher and Mullarkey (2003), in their study, have mentioned that web advertisement has a large impact on consumers. It helps them to recognize the product and recall their memory about the product. They also mentioned that people like movable images instead of simple and rigid advertisements.

Moshrefjavadi et al. (2012) under their study, researchers found different factors that were affecting consumer buying behaviour. Under this study, they identified that there are financial and non-delivery risks that negatively affect the attitudes of consumers towards online shopping. But simultaneously it also affected some consumers positively. One of the factors was an online advertisement that was influencing the consumer buying decision. The online advertisement also helped to gain the trust of the consumers.

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.

Bakshi G. in his study “Online advertising and its impact on consumer buying behaviour” (2013) has mentioned the most important online advertising opportunities in 2013. These were Mobile marketing, Social Media Marketing, and Pinterest. He also concluded “With the increased adoption of ad-fission of the Internet, World Wide Web is gradually becoming a standard advertisement platform. The Web is offering a business advertisement world with more rich media tools, interactive services, and global reach. The need is to understand the target consumers and then strategize wisely to gain the greatest out of this new medium”.

Muhammad Ehsan Malik in their research paper “Impact of Brand Image and Advertisement on Consumer Buying Behaviour” (2013) concluded that brand advertisement has a great impact on the image of the brand and it strongly influences consumer buying behaviour. There was also concluding that there is a significant relationship between advertisement and consumer buying decisions. Consumers prefer to buy those products that are advertised instead of those products that are hardly advertised or not advertised.

Sadia Afzal, Javed Rabbani Khan, “Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments” (2015) there is no direct effect of online and conventional advertisement on consumer buying behaviour of branded garments, but there is a significant indirect effect of both advertising medium on consumer buying behaviour because of advertising characteristics and consumer attitude which are mediators and holds a great mediating effect.” He also mentioned that their buying decision depends upon previous experience with the product, brand loyalty, and word of mouth. So it is concluded that online advertisement has some effect on consumer buying behaviour. Some advertising agencies actively managed and controlled online media. If we go through the latest research it was concluded that advertisement through social media has a significant effect on consumers and their buying decisions.

Afzal and Khan (2015) in their study show that online advertisements are only effective when the content, graphic design and quality are good. Consumer loyalty (one of the factors of attitude) towards a brand is one of the important factors that influence and has a direct and significant effect on their online buying behaviour.

Kalia and Mishra (2016), have accepted that online ads are very effective. However, their findings have revealed other important aspects like online movable ads that include music, graphics, and animations are very effective. Online ads only help consumers to know about the product. Because of trust issues, most consumer prefer to buy through the official sites of the company instead of clicking on online ads.

Njuguna Ngure Alvin (2017) has concluded that online advertising plays an important role to communicate, creating interest, and brand awareness among consumers. But some barriers are affecting online advertisement on consumer decisions like a customer has an attitude and that attitude influences their mental place for a certain matter. Also, consumers with different segments like age, place, and lifestyle have a significant impact on consumer buying behaviour. But the main thing is that online advertising is becoming a tool for consumer decisions.

Odero and Valerie Hilda (2019) concluded that putting to use web-based media pages assists clients with communicating and impacts their shopping experience. The use of online stages is valuable, it has empowered web-based shopping destinations with the use of email showcasing procedure, a web index to help clients select a range of items dependent on shading blend, size, and shape and it has additionally empowered clients to choose predominant brands inside their item range.

Anusha (2019), in her study, has found that internet advertising has a positive effect on consumer buying behaviour 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 sites.

Bhat, Shetty, and Maiya (2020) in their study have shown that when contrasted with the Traditional advertisement method, internet advertisement has become the most favoured approach to target consumers. The internet offers a wide extent of confirmation, which is noteworthy for some different strategies for publicizing. Online commercials assist associations with anticipating the purchasing conduct of the customers. Given digitalization, the vast majority like to buy on the web, since it is simpler, quicker, and more convenient than the traditional technique. The majority of the consumers were affected by online advertisement.

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