

<p align="center">FORM 2</p> <p align="center">THE PATENTS ACT 1970</p> <p align="center">39 OF 1970</p> <p align="center">&</p> <p align="center">THE PATENT RULES 2003</p> <p align="center">COMPLETE SPECIFICATION</p> <p align="center">(SEE SECTIONS 10 & RULE 13)</p>		
<p>1. TITLE OF THE INVENTION</p> <p align="center">THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION</p>		
<p align="center">2. APPLICANTS (S)</p>		
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2. PREAMBLE TO THE DESCRIPTION		
<p style="text-align: center;">COMPLETE SPECIFICATION</p> <p>The following specification particularly describes the invention and the manner in which it is to be performed</p>		

The Effect of Online Marketing on Consumer Purchasing Behaviour: An Investigation

ABSTRACT:

Recent statistics indicate that individuals' online consumption is increasing. Due to the increasing efficacy of online marketing, an increasing number of businesses are prioritizing its implementation. Online advertising, online marketing, internet advertising, or web advertising is the act of delivering customers promotional marketing messages via the internet. Online advertising, also known as online marketing, internet marketing, and web advertising, refers to a variety of strategies and tactics used to promote products, services, or organizations through digital media. When a user queries for a product on a search engine such as Google, advertisements for similar products from multiple retailers appear alongside the unsponsored search results. To ensure the efficacy of this investigation, it was essential to evaluate a diverse selection of review articles culled from a variety of scholarly journals. The current research demonstrates that online advertising has a significant impact on the purchasing decisions of consumers. It is possible to alter the cognitive processes of individuals in a logical and efficient manner. As a result of the advent of social media marketing, the paradigm encircling consumer perception of a company's products is shifting. The investigation by the researchers revealed a strong correlation between consumer sentiments and purchasing patterns. The term "attitude factor" refers to the impact of attitudes on numerous aspects of human behavior and decision-making. Moreover, this observation illustrates how businesses utilize social

media platforms to increase brand recognition and promote consumer purchasing behavior.

DESCRIPTIONS

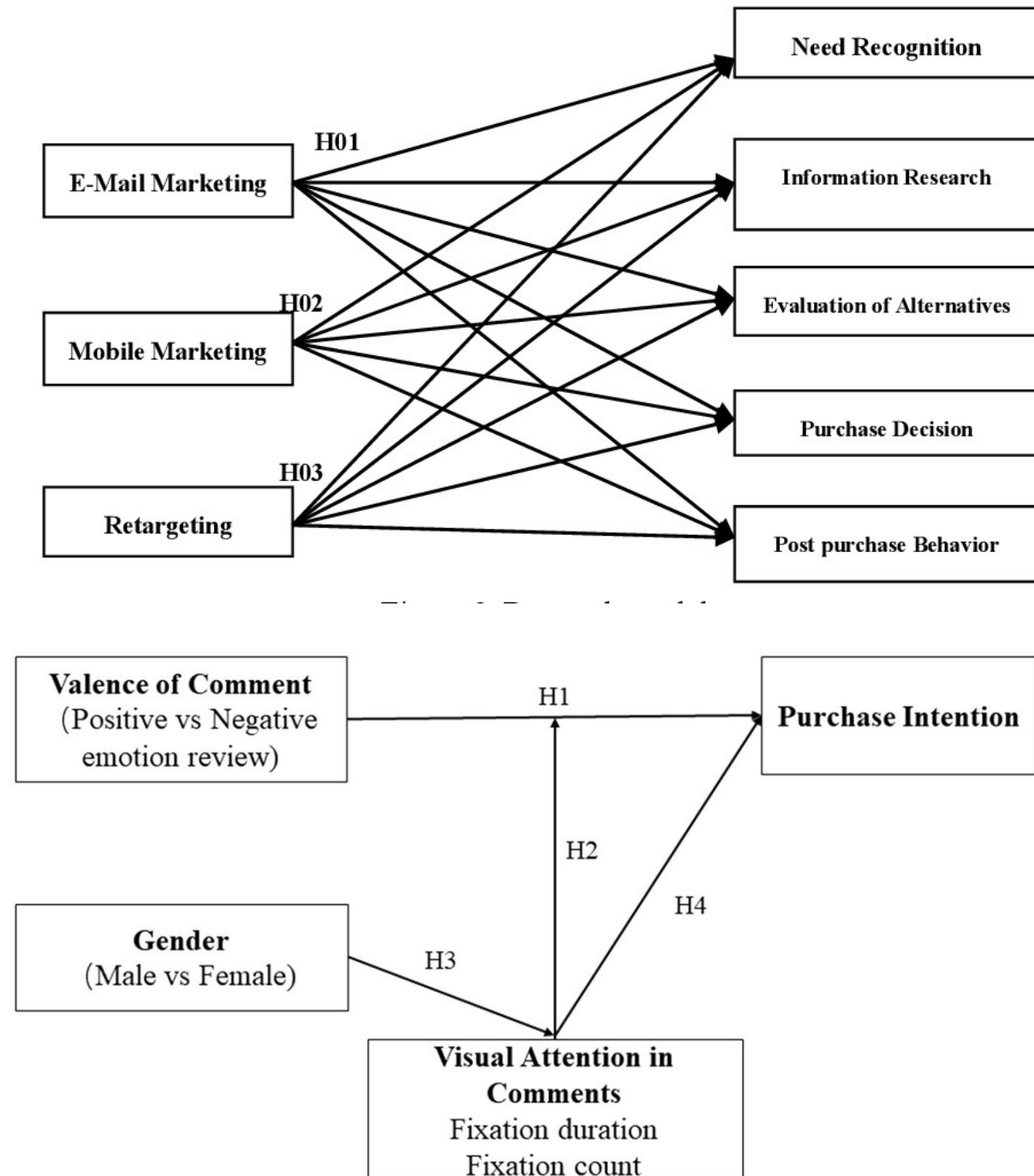
Advertising is a form of commercial communication that can be perceived through auditory or visual means, but cannot meaningfully engage the audience. Numerous methods have been developed by researchers to better comprehend the concept of advertising. According to David Ogilvy, the "Father of Content Marketing," in his book "Confessions of an Advertising Man," the message conveyed in advertising is more important than how it is presented. He reportedly stated that every advertisement should be regarded as an integral part of the brand's image, which can be interpreted as a multidimensional symbol. I also stated that I do not consider advertising to be a form of art or entertainment. It appears to be a technique for accumulating data. The concept of progress dates back to the earliest technological advancements made by humans. By the middle of the nineteenth century, it had become a major player in economies driven by entrepreneurship. The information presented here is compiled from various sources, including newspapers and other forms of media. Numerous twentieth-century technological advances, including the postal service, television media, the internet, and mobile phones, radically altered the advertising landscape. According to Wikipedia, the modern advertising methods of India reflect the impact of British colonization on Indian society and commercial activities. Historically, companies have utilized

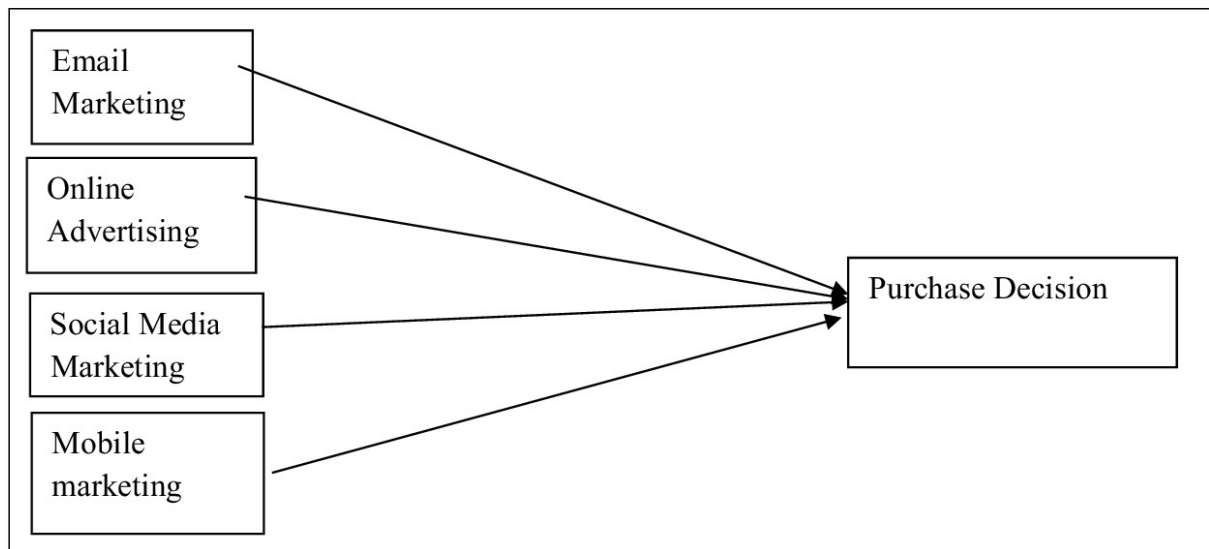
advertisements to disseminate information about a new product and aid in its market penetration. However, the advertising successfully generates consumer interest in the products. In her article, she discusses "The Impact of Television Advertising on Consumer Buying Behavior: A Case Study of Albania." Ana KEKEZI investigates the multidimensional nature of advertisements and marketing techniques used to influence the purchase decisions of customers. The article was titled "Examining the Influence of Television Advertising on Consumer Purchasing Behavior - A Case Study of Albania." Advertising's primary objective is to encourage product or service consumption. Businesses can benefit from advertisements by increasing the exposure of their products to a larger audience. The term "advertised online" refers to the practice of enterprises promoting a product or service via digital media. Online platforms include social media sites such as Facebook, Instagram, and Pinterest, as well as popular search engines such as Google, video-sharing sites such as YouTube, and the positioning of advertisements on other websites. Social media is a digital platform that enables individuals to discuss personal, professional, and novel information and facilitates interpersonal connections. The term "social media" encompasses a variety of online platforms, including Facebook, Instagram, Telegram, Twitter, Pinterest, and others. In recent years, social media marketing has grown in prominence, prompting the majority of businesses and organizations to allocate a significant portion of their resources and efforts to this arena. Social media networks offer an extensive array of commercial services. The prevalence of online shopping has increased substantially, resulting in pervasive public awareness. With the increasing prevalence of online

marketing, more and more businesses are shifting their emphasis to this channel. Utilizing pop-up windows, side frames, and daughter windows enables the creation of new forms of online advertising. According to Priyanka (2012), these advertisements provide individuals with a substantial quantity of vital information. Online advertising, online marketing, internet advertising, or web advertising is the act of delivering customers promotional marketing messages via the internet. Online advertising, also known as online marketing, internet marketing, and web advertising, refers to a multitude of techniques and strategies used to sell goods and services via digital media. The global population of Internet users is swiftly expanding. According to Eshghi, Sarkar, and Sarkar (2017), this platform is utilized by people of all ages and origins for both recreational and serious scientific purposes. People who use prominent search engines like Google to discover information about a particular product frequently encounter advertisements for competing products near the search results. Given digital media's current importance in marketing and management, it is essential to acquire a comprehensive understanding of it. The completion of this task is currently being handled in the background by artificial intelligence. When a user enters a search query on YouTube, Google Chrome, or Google, the artificial intelligence (AI) algorithms are activated and begin to function. Upon the implementation of multiple algorithms, the system commences displaying targeted advertisements to the appropriate individuals. The influence that these advertisements may have on their target audience is a crucial factor to consider. Identifying the factors that influence customer behavior in response to online marketing is the next step after comprehending the impact. Rural

residents respond differently to web advertisements than their urban counterparts. The effectiveness of online advertising is proportional to the likelihood of people making purchases. The influence of Internet advertisements on the perceptions and emotions of individuals varies considerably. As a consequence, clients are more likely to make purchases. In addition, it helps individuals maintain a comprehensive understanding of the precise traits and characteristics of the products they intend to manufacture. Using online advertising, businesses are developing distinct brand identities for their products and services. Due to this occurrence, businesses are able to effectively target a large audience with their advertising campaigns. However, this issue only affects a small portion of the entire audience, which raises trust concerns. After repeated exposure to an advertisement, the conscious mind of a customer will progressively form an image. According to statistical data, the consumer's attitude is a crucial factor, exerting a great deal of influence over their ultimate purchasing decisions. Before publishing an online advertisement, it is essential to comprehend the general public's perspective on internet advertisements. In addition, marketers must foster trust among consumers who visit their website and engage in transactional activities. Equally essential is the consideration of clients' post-engagement experience, including their emotional response to online marketing and subsequent purchase on a company's website. It would be advantageous to investigate the post-purchase activities of consumers in order to gain a deeper understanding of the issues they face.

DRAWINGS:





CLAIMS

1. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION provides ground work for future research.
2. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION wherein said that The primary objective of this study is to ascertain the presence of a substantial correlation between internet advertisements and consumer purchasing behavior.
3. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION wherein said The primary objective

is to ascertain whether online advertisements are altering consumers' perceptions.

4. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION wherein said The primary objective is to ascertain the pivotal aspect of consumer behavior that necessitates careful consideration prior to the display of internet advertisements.
5. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION wherein said that in this paper, we analysed and discussed various aspects.
6. THE EFFECT OF ONLINE MARKETING ON CONSUMER PURCHASING BEHAVIOUR: AN INVESTIGATION wherein said that There is a significant relationship between buying behaviour and online advertisement.