

Effectiveness of Online Advertising in Current Scenario

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Abstract: *In the current scenario online advertising is the best method of promotion. It is also known as Internet advertising, because internet is the primary source for deliver the promotional message to shopper or end user. Online promotional tools are increasing in the form of Mobile advertising, Email marketing, social media marketing and display advertising (included as web banner) etc. This study shows that how much online advertisement is effective, as well as its practicality and reason behind the use of it. Study also focuses on, how online advertising affect buying behavior of consumers along with influencing factors of online advertising.*

Key Words: *Online Advertising, Digital Marketing, social media, Factors in Online Advertising.*

1. INTRODUCTION:

Advertising is the best method of promotion. Like many forms of display advertising, online advertising generally includes publishers who embed advertisements in their online content and advertisers who provide advertisements that appear in the publisher's content. Other potential contributors include advertising agencies that help create and place ads. Advertising copywriting, an ad server that technically provides advertisements and tracking statistics, and an advertising partner that does independent advertising for advertisers. As a kind of advertising media, the Internet is adaptable. In this respect, it is different from ordinary advertising media. It is a highly adaptable media that allows you to make changes according to your needs during the event, and it will not produce a lot of Additional charges. This makes the Internet even more important for important countries like India, where the business scenario is very dynamic and changes every day. Internet marketing tools allow users to make changes when necessary based on the latest market needs. The biggest advantage of the Internet as an advertising medium is that it can successfully serve an unlimited audience at the same time. Online advertising is also not limited by time or availability. In general, you can go online and provide advertisements at any time of the day. Unlike offline advertisements (such as TV advertisements that viewers cannot look back at or newspaper advertisements that are wasted in the morning after reading them), companies register to promote their products and services every time... The Internet combines print, TV, and radio advertising. The aspect is in an interactive environment. Bring a new dynamic experience to buyers. Therefore, online advertising is developing into one of the most popular advertising media, with huge growth potential.

1.1. SIGNIFICANCE OF THE STUDY:

Online advertising is almost a necessity for modern businesses, especially for people doing business locally. Consumers just use the Internet to entertain or obtain information, just like radio, television, magazines and newspapers. Help them in almost all areas of life and create countless opportunities to place relevant and targeted advertising messages. Companies can use online advertising to enrich their standard media and print marketing. The extensive coverage and persistence of online advertising tirelessly provide companies with more visibility and interaction with audiences. Companies can attract new customers through actionable information, positive interactions with website visitors, and improved communication to make their online brand stand out.

2. LITERATURE REVIEW:

G. Anusha (2016) has published a research paper title "Effectiveness of online advertising" International research journal GRANTHAALAYAH This research demonstrates the effectiveness and usefulness of online advertising and the reasons for using online advertising. To this end, the study used the percentages and methods in the Likert scale. The number of respondents who are online for one hour a day is the opposite of those who are online for two or more hours. Many respondents prefer advertised products over non-advertised products. Among many forms of advertising, online advertising is better than offline advertising.

P. Bruntha, A. Yasmeeen, B. Indirapriyadharshini, N. Giri (2019) has published a research paper title "Millennials Attitude on Effectiveness of Online Advertisement" International Journal of Engineering and Advanced Technology (IJEAT). Online promotion method is best. Customers can understand extra approximately new up to date merchandise without problems and exciting statistics approximately specific product so it's miles beneficial to buy the product. They additionally recommended that Reduce fake commercial and Give vital and particular

information about the items or products.

Prasanna Kumar (2018) explore that "Evaluation of customer perception towards Online Advertisement Technology". The purpose of this study is to determine the impact of online advertising on increasing customer perception and to compare the difference between advertising media and its influence on consumers. The research aims to understand how people perceive online advertising and their preferences for the advertised products. As an undeclared product.

Gokhan Aydm (2016), Alok Kumar pal and Bharti Shukla (2020) in their grasp the variation between angle towards social media advertising and mobile advertising (the latest and fastest growing form of digital advertising). The results show that mobile app ads and Facebook ads are generally negative.

Abdul Azeem and Zia (2012) in their article analyzed the "Perception towards Internet advertising" with reference to three different demographic groups. The purpose of this research is to discuss the relevance of online marketing and examine the background of consumers' attitudes towards online advertising. The results of this study show that there are significant differences in population beliefs and attitudes as demographic variables.

Chan Mei Lee (2008) focuses a look at on "Attitude closer to on-line marketing and marketing" objectives that the elements that have an effect on purchasers mind-set in the direction of on-line marketing and marketing and their have an impact on on consumer's informational responses. By the use of statical device applications for social technology they observed that every one the variables are enormous associated with customer's mind-set in the direction of on-line marketing and marketing. The look at regards that clean photo and knowledge of customer's entice consumer's attention.

Ali Bassam Mahmood (2012) investigated the distinction in ideals and mindset amongst Indian Male and Female in the direction of on line advertising. The locating found out that male respondents display information, entertainment, the social function and price corruption. It is recommended that greater female functions will be introduced withinside the commercial to beautify nice notion and mindset amongst ladies' viewers.

2.1. OBJECTIVES OF THE STUDY

Based on literature review, the study is designed with the following objectives:

- To realize the maximum desired powerful online media of advertisement.
- Find out why you like online advertising.
- To provide treasured recommendations primarily based totally at the findings of the study.

3. RESEARCH METHODOLOGY:

- The main data of the research is collected through structured questionnaires, while the secondary data comes from journals, periodicals, websites, etc.
- The research design is descriptive.
- The pattern length for the examine includes 200 respondents.
- The questionnaire become organized in any such manner in order to accumulate facts from the respondents, that's useful in achieving the targets of the study.

The accrued information is cautiously scrutinized, tabulated and analyzed the usage of easy statistical strategies like possibilities and Likert scale (5 represents strongly agree or satisfied while 1 represent strongly disagree or unsatisfied).

4. DATA ANALYSIS AND INTERPRETATION:

Demographic Table: 1.1

	Frequency	Percent
Gender		
Male	137	68.5
Female	63	31.5
Age		
Less than 18 yrs.	2	1
18-25 yrs.	86	43
26-35 yrs.	91	45.5
36-45 yrs.	19	9.5
46 years and above	2	1
Occupation		
Student	71	35.5
Self Employed	36	18
Private Employee	58	29

Government Employee	21	10.5
Unemployed	4	2
Others	10	5
Income		
Less 25000	118	59
25001-50000	48	24
50001-75000	15	7.5
75001-100000	11	6.5
More than 100000	8	4
The time I spend on browsing		
Less than 1 Hr	8	4
More than 1 and less than 2 Hrs	17	8.5
More than 2 and less than 3 Hrs	40	20
More than 3 and less than 4 Hrs	65	32.5
More than 4 and less than 5 Hrs	50	25
More than 5 Hrs	20	10

I like to browse online advertising, when I surf internet
 200 responses

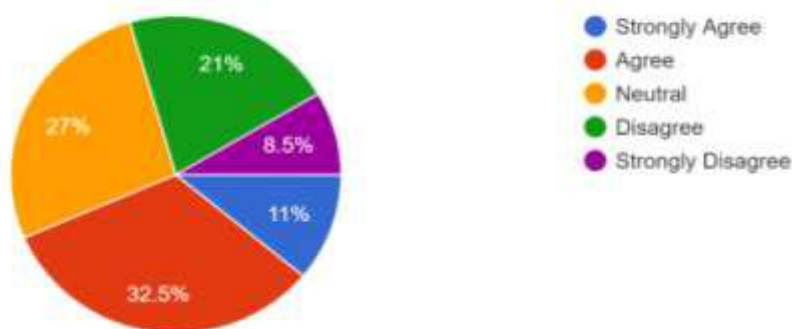


Figure 1.

Figure 1: Shows that 32.5% respondents are agree with browse online advertising during surf internet, 27% respondents are neutral, 21% respondents are disagreed, 11% respondents are strongly agreed and 8.5% respondents are strongly disagreed.

I made any purchases after seeing online advertisement
 200 responses

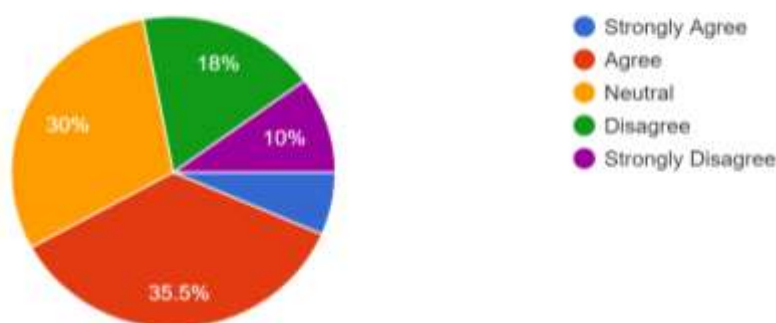


Figure 2: Purchase after seeing online advertisement.

Figure 2: reveals that 35.5% respondents are agree that they purchase any kind of product after seeing online advertisement, 30% respondents are neutral, 18% respondents are disagree with this proposal, 10% respondents are strongly disagree and very few 6.5% respondents are strongly agree.

Figure 3. reveals that 40% respondents mostly like video advertisement because they experience online purchasing after looking it. After that text ad is liked by 27% of the respondents.

Have I ever Experienced with online purchasing for any kind of product then on which kind of advertise for looking at					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Display ad	42	21.0	21.0	21.0
	None	4	2.0	2.0	23.0
	Popup ad	21	10.5	10.5	33.5
	Text ad (offer)	54	27.0	27.0	60.5
	Video ad	79	39.5	39.5	100.0
	Total	200	100.0	100.0	

FIGURE 3: Advertisement tool mostly like for online advertising

Figure 4, shows that most of the respondents are affected by the factor of online advertisement like convenient, time saving, easy tool to use, product differentiation etc.

Factors affected in online advertising (1 to 5 rating scale, 1 represents Lowest interest and 5 Highest Interest)

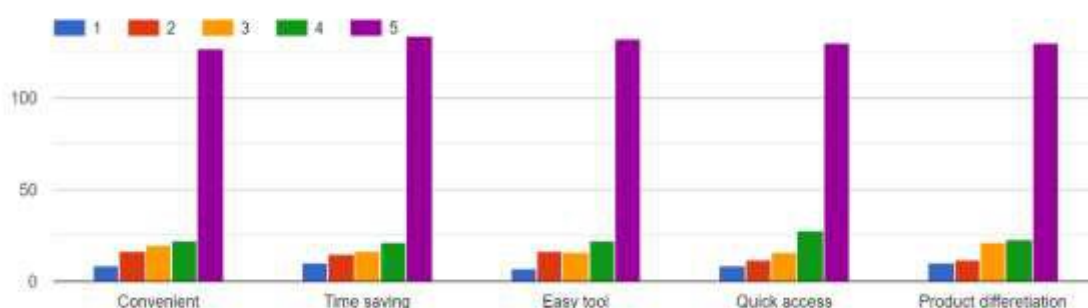


FIGURE 4: Factors affected in online advertising.

In the figure 5, it shows that most of the respondents gives 5 rating to the feature of online advertisement it means this feature is also a reason to use online advertisement.

Which feature I like most in online advertisement (1 to 5 rating scale, 1 represents Lowest influence and 5 Highest influence)

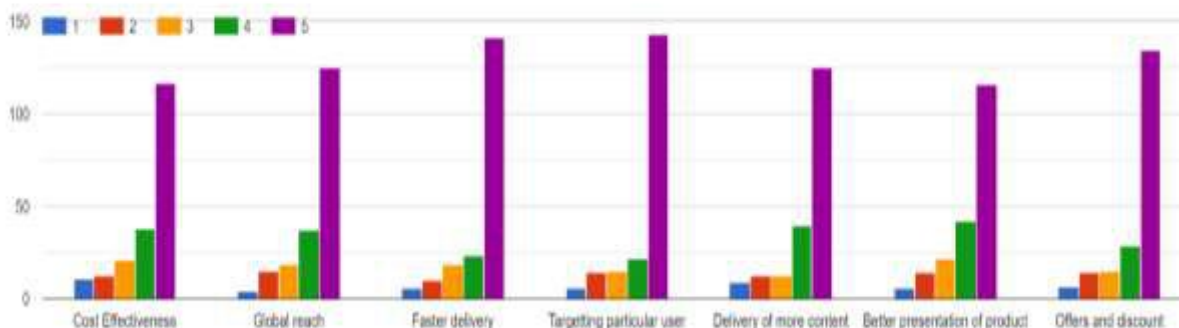


FIGURE 5: Features mostly like in online advertisement

In the figure 6, reveals that most of the respondents gives 5 rating to Facebook, Instagram and YouTube it means these three platforms of online advertisement is mostly like by respondents.

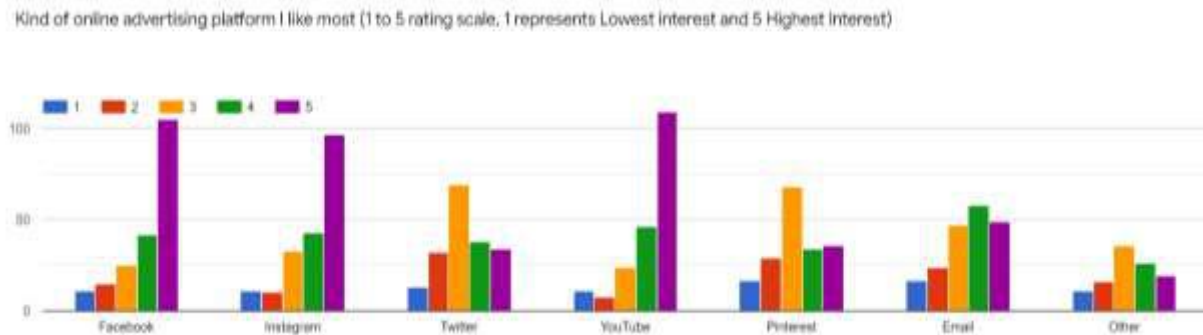


FIGURE 6: Kind of online advertising platform I like most

5. FINDINGS:

32.5% respondents who use internet daily for 3 to 4 hours and 25% respondents uses internet 4 to 5 hours daily also they browse online advertisement oppose from 12.5% respondents who use internet 1 to 2 hours. 11% respondents are strongly agree, 32.5% are agree and 27% respondents are neutral that they like to browse online advertising when they surf internet as well as 11% respondents are disagree from this.

Most of the respondents select marketed merchandise greater than non-marketed merchandise. Out of all the different types of online advertisements, video advertisements are opted by 40% of the respondents. The majority of respondents are like the feature of online advertisement as cost effectiveness, global reach, faster delivery, targeting particular user, better presentation of product, offers and discount and delivery of more content etc. The number of respondents who uses YouTube, Facebook, Instagram and Email so these are the best platform for running advertisement campaign oppose from Twitter, Pinterest and LinkedIn etc.

6. SUGGESTIONS:

- The range of groups marketing and marketing on line is soaring, however even then fraud and deception might also additionally lessen customer confidence. Therefore, it ought to be ensured that product and offerings are defined certainly in on line advertisements.
- To keep away from interference in work, classified ads must be designed to satisfy the alternatives of goal clients or goal user.
- A number of respondents does not like questionnaire type of advertising so try to avoid.

7. CONCLUSION:

A study entitled "The Effectiveness of Online Advertising" shows that online advertising is the most effective form of advertising. Online advertising provides higher business awareness, simpler information dissemination methods, better ways to reach consumers, instant direct communication with customers, and lower costs. The main issues related to this are the interference of online advertising on people's work and the fear of becoming a victim of fraud and bad online advertising practices. More and more readers are actively looking for advertising sites on the Internet.

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