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A Study on Effect in Online Advertising

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ABSTRACT: Online advertising has critical component of modern marketing to digital world. Online advertisement help to business growth and increase the economic development. Online advertising easy to gather the all information and easy to reach the consumer mind. Social media advertising is reach all over the reach market places with fixed price. When the product price will fixed the rate the product will automatically reach all over the world like national and international level grow up. Internet advertising is also not bound by limitations such as time and accessibility as one of surface this world. Internet advertising is also not bound by limitations such as time and accessibility as one of surface this world.

KEYWORDS: Consumer behavior, business growth and economic growth, product development. quick to reach the consumer mind and easy to purchase and sale the product.

I. INTRODUCTION

Internet advertising is also not bound by limitations such as time and accessibility as one of surface this world. Internet advertising is also not bound by limitations such as time and accessibility as one of surface world. It leveraging data analytics to achieve marketing goals. Social media marketing is also known as modern marketing strategy. It leveraging analytics, business can achieve significant growth and foster lasting connections with their customers. Audio advertising is the promotion of products or service through audio channels such as radio, podcasts, music streaming platforms, and voice-activated devices. It is an effective medium to connect with audiences using compelling sound. Interactive voice ads allowing users to responds or request more information. Audio advertising is a powerful tool for brand to connect with audience through sound.

II. OBJECTIVES OF THE STUDY

- The study is designed with the following objectives:
- To know the most effective media of advertisement.
- To know the online advertising and traditional advertising.
- To find out the reasons for preferring online advertisement.
- To provide treasured recommendations primary based totally at the findings of the study.



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III. SIGNIFICANCE OF THE STUDY

Advertising on the Internet is almost a necessity for modern businesses, especially those that do business outside their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted advertising messages. Companies can take advantage of web advertising to complement their standard media and print marketing.

IV. SCOPE OF THE STUDY

Every day several new websites are being introduced covering different sections like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites every day from different parts of the world. Another important place for advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name.

V. METHODOLOGY OF STUDY

- The main data of the research is collected through structured questionnaire, while the secondary data comes from journal, periodicals, Websites etc.
- The research design is descriptive.
- The pattern length for the examine includes 200 respondents.

VI. TOOLS & TECHNIQUES

The effectiveness of online advertising tools and techniques depends on their proper implementation and alignment with business goals. Here's a breakdown of popular tools and techniques along with their effectiveness. By leveraging the right combination of tools and techniques, online advertisement can drive substantial result for businesses, enhancing brand visibility, customer acquisition and ROI. Return on ad spend measures profitability of advertising effort.

VII. HISTORY OF ONLINE ADVERTISING

In its 17-year existence, Online Advertising has become the fastest, and one of the most effective advertising medium in history. Today, it is one of the essentials of a successful business, a media platform that allows interaction with customers in the most creative and interesting ways.

The Origin of Spam:

By 1980, online marketers had cherged from_ flooding Usenet forums to sending out emails, a practice that continues up until today. The numbers of spam emails that are sent everyday is a whopping 90 million. As a marketing technique however, spam emails have little effectiveness since most of the users barely read any.

Banner advertisements:

Banner advertisements today, are not effective online advertising mediums. With considerable designing required, they are time consuming and expensive to create. Besides, the low return on revenue spent on developing banner advertisements renders them useless to most online advertisers. Not surprisingly therefore, by mid-2000, banner advertisements started to dry up and has become obsolete at the time of writing.

Radio advertisements:

Radio advertising is a form of advertising via the medium of radio. Radio advertisement are broadcasted as radio waves the air form a transmitted to an antana and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials.



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Display advertisement:

- **Pop up ads:**

Ads that appear in a new window or tab.

- **Industrial ads:**

Ads displayed on google search results and other websites

Search engine advertisement:

- **Pay per click:**

Ads displayed on search engines, charged per click.

- **Google ads:**

Ads displayed on google search result and other websites.

Vedio advertisement:

- **Youtube ads:**

Vedio ads displayed before, during, or after youtube vedios.

- **In stream ads:**

Vedio ads displayed with in online video content.

Email advertising:

- **Email marketing:**

Targeted emails sent to subscribers, promoting products or services.

- **Sponsored emails:**

Ads displayed within emails, often the form of sponsored content

VIII. CHALLENGES OF ONLINE ADVERTISING

MEASUREMENT CHALLENGES

- **DIFFICULTY IN TRACKING CONVERSIONS:**

Measuring the impact of online ads on offline sales or conversions.

- **AD ATTRIBUTION:**

Accurately attributing conversion to specific ads or channels.

- **VIEWABILITY AND AD FRAUD:**

Ensuring ads are viewed by humans, not bots.

DATA QUALITY CHALLENGES:

DATA ACCURACY:

Ensuring data is accurate, complete and up-to-date.

DATA INTEGRATION:

Merging information from several sources, including websites analytics, email and social media.

METHODOLOGICAL CHALLENGES

Selection Bias:

Ensuring the study sample is representative of the target audience.

Control groups:

Tracking user behavior across multiple devices.



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Technical compatibility:

Making sure advertisements work with different operating systems devices and browser. user exhaustion brought on by constant exposure to user behavior, including changes in social media activity.

Evolving user behavior:

Adapting to changes in users behavior such as shifts in social media usage.

REVIEW LITERATURE

G. Anusha (2016) has published a research paper title effectiveness of online advertising international research journal GRANTHAALYAH

This research demonstrates e effectiveness and methods in the likert rating 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 or non-advertising products. Among many forms of advertising, online advertising is better than offline advertising.

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 purpose of this study is to determine the impact of online advertising on increasing customer.

Saikatguha et at. (2012) web advertising supports a variety of internet administrations such as search, email, and social media. There are numerous concerns about the security risk associated with client focused on . However, nearly no free considers how advertising system work, notably in the united states, enormous amount sofa agitation, which is inevitable in the appropriate of advertisements, recognizes estimation moderating methods, as well as hazards and ancient rarities.

IX. FINDINGS

The findings based on the primary data collected are listed here.

- The numbers of respondents who use internet daily for an hour are more as opposed to those who use the internet for two hours and more than two hours.
- Most of the respondents prefer advertised products more than non-advertised products.
- Out of the types of advertisements, online advertisements are preferred most next to television advertisements.
- Out of all the different types of online advertisements, video advertisements are preferred by majority of the respondents.
- It is found out that not many respondents spend time on online purchasing.
- Even though only a few of the respondents have experienced online advertising fraud, almost all of the respondents are aware of online advertising malpractices.

X. SUGGESTIONS

- The number of companies advertising online is soaring, but even then fraud and deception may reduce consumer confidence. Therefore, it should be ensured that products and services are described truthfully in online advertisements.
- Trust or confidence can be built in online business by using testimonials with the permission of customers.
- To avoid interference in work, advertisements should be designed to meet the preferences of target customers or target audience.
- Use of multi-media' and use of banner advertisements give viewers a chance to interact with banners which helps in online advertisement.



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XI. CONCLUSION`

The study titled 'Effectiveness of online advertising' revised offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers and reduced costs in performing these tasks. The main problem related to this is the interference of online advertisements in the work of people and the fear of falling prey to online advertising fraud and malpractice. As people get more accustomed to finding product information on the web, more and more readers will actively seek out Internet advertising sites.

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