

Effects of Online Advertising on Consumers of Lucknow City- A Study

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ABSTRACT

There are numerous benefits and drawbacks to online advertising. I believe that the benefits outweigh the drawbacks in my opinion. Nowadays, online advertising has come a long way. Every day, new approaches to advertising campaign success are being investigated. The internet, which has recently taken on the role of advertising medium, quickly became the advertiser's choice. Email marketing, search engine marketing, a variety and variation of display advertising types, and smart phone advertising are all examples of online advertising, which uses the internet to advance promotional marketing messages to customers. This study reveals the impact of online advertising and usefulness and the reasons for using online advertisement. The term online advertising, which can also be referred to as online marketing, Internet advertising, or web advertising, refers to a type of marketing and advertising that makes use of the Internet to send consumers promotional marketing messages. Buyers view internet promoting as an undesirable interruption with few advantages and have progressively gone to advertisement obstructing for different reasons.

Keywords: *Online Ads, Advertising, Social Media, Influence, Buying Pattern*

The term "online advertising" refers to a kind of marketing strategy that utilizes the internet to deliver marketing messages to larger audiences in order to promote products. It incorporates conveying promotions to web clients by means of sites, email, promotion upheld programming's, message informing and web empowered cells. According to Philip Kotler in Marketing management Millennium Edition, "the cyberspace population is becoming more mainstream and diverse because it is younger, wealthier, and more educated than ever before". The consumer, not the marketer, forward permission and controls the interaction in online marketing. Web customers have nonstop admittance to differed data sources, improving them to educate and additionally become insightful customers.

Basic Types of Internet Marketing

The following categories broadly define internet marketing:

- Advertising on a Display: the placement of banner ads or web banners on a third-party website to increase product awareness and drive traffic to a company's own website.

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- SEO (Search Engine Optimization): a type of marketing that uses paid placement, contextual advertising, and paid inclusion to increase a website's visibility in search engine result pages (SERPs) or free search engine optimization techniques to do so.
- Optimization for Search Engines (SEO): the process of increasing a website's or page's visibility in search engine results by using natural algorithmic, or unpaid results.
- Marketing on social media: the process of attracting attention or traffic from social media sites.
- Marketing via email: involves sending a commercial message to a group of people directly through email.
- Marketing via Referrals: a strategy for getting new customers for products or services by getting them to recommend them, usually by word of mouth.
- Marketing via affiliates: a method of marketing in which a company pays one or more affiliates a commission for each customer or visitor that an affiliate generates through their own marketing efforts.
- Marketing via Content: involves creating and sharing information with the objective of converting target potential customers into customers and sustaining customers.

Major Advantages of Online Advertising

Online advertising, on the other hand, is less expensive, reaches a larger audience, and almost certainly will generate more revenue and more customers for a firm than traditional advertising. It offers many advantages that traditional advertising has never even considered. This new type of promoting gives such wide potential outcomes, that it blows your mind: mobile advertising, video advertising, social media advertising, and more. Online advertising has the following advantages:

- A lower price. A principal benefit of web-based publicizing is that it has a much reasonable cost when contrasted and the conventional promoting costs. You can advertise online for a much wider audience at a significantly lower cost.
- Broader geographic coverage. Your campaigns can reach a wider audience thanks to global coverage provided by online advertising. Your online advertising strategy will definitely benefit from this, and it will help you achieve better results.
- There is no hefty payment. Another appealing advantage of online advertising is this. In traditional advertising, no matter what happens, you have to pay the advertising agency the full amount. However, in online advertising, you only pay for qualified impressions, clicks, or leads.
- Easy to measure the results. Online advertising is more appealing than traditional advertising methods due to its ease of measurement. One can measure the results of your online advertising with a variety of useful analytics tools, allowing one to know what to do and not do in subsequent campaigns that target more specific audiences. Online advertising makes it easier to reach your intended audience than traditional advertising, resulting in the success of one's campaign.

REVIEW OF LITERATURE

“Cox, 2010 looked at the relationship between age and attitude, and she found that, social network users' attitudes toward online advertising formats like blogs, videos, and brand channels or pages varied a little bit between age groups”. She explains that “users between the ages of 18 and 28 strongly favored blogs, videos, and brand channels ad formats”. This was because people liked these ad formats because they were funny, informative, and catchy. Ad formats on videos and brand channels were preferred by the 35- to 54-year-old

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age groups because they were more eye-catching, informative, and had better placement within the online page layout. Users generally appreciate online advertising formats with positive attributes; However, “network users disliked pop-up, expandable, and floating formatted ads, which 54 are intrusive or disrupt online social networking activities opined Cox, 2010”.

“Chi, 2011 says that, people's perceptions of advertising vary depending on the social network they use. This suggests that people's reasons for using online social networking may play a big part in how people respond to social media marketing”. “The technology acceptance model (TAM) was utilized by Harris and Dennis as well, as was previously mentioned in the explanation of the study conducted by Pookulangara and Koesler ,2011”. “TAM, on the other hand, was used by Harris and Dennis, 2011, as a loose framework that combined trust and the TAM-related factors (such as perceived enjoyment, ease of use, and usefulness)”. The TAM concluded that customers, particularly students. When using Facebook or other social media, maintain a trust hierarchy. “According to Harris and Dennis, 2011, students place their trust in "real" friends, followed by Facebook friends, expert blogs, independent review sites, celebrities, and online retailers”.

"Advertising is the act of telling people publicly about a product or service in order to persuade them to buy it, states Longman ,2000”. “According to along 2001, advertising can be defined as any paid form of non-personal communication directed toward consumers or target audiences through a variety of media in order to prevent and promote a product, service, or concept”.

“Gillian, 1982 sees it as method for causing somebody to notice something or advising or educating someone regarding something”.

“According to Tuflinger, 1996, advertising is the non-personal communication of information about a product, service, or idea by an identified sponsor through the various media, usually paid for and usually persuasive in nature”. Academic double talk is over. Let’s separate this statement and examine its meaning.

Objectives of Study

- To investigate how consumers perceive Internet advertising and how it influences their purchasing habits.
- To investigate how consumers perceive online advertisements and how much they contribute to Internet advertising.
- To determine how consumers perceive companies that advertise online and how they respond to those advertisements.
- To find out how satisfied customers are with the product or service.
- To examine how customers choose, justify, and source their purchases.

Limitation of the Study

- Due to the assumption that rural areas do not yet have that much Internet access, the study has restricted itself to urban areas. As a result, the findings are confined to urban consumers only.
- Geographical coverage, as Lucknow has been taken only. It is uncertain whether the findings will be applicable to the entire nation.

RESEARCH METHODOLOGY

The systematic approach to resolving the issues raised by this study is known as the research methodology. There are various approaches to research methodology, and we can employ any approach to resolve the study's issues. We can explain why we are employing and not employing particular research methods using research methodology.

Research Design

Secondary data as well as primary data have been used for the study. The purpose of the study is to describe the effects of online advertising in Lucknow City. The research used in this study is descriptive.

Research Instrument

Primary data have been gathered through the use of a well-organized questionnaire. The Personal Interview technique was used to gather primary data. The nature of the questionnaire was split between quantitative and qualitative aspects.

Research Tool

The simple mean is the most frequently used measure of central tendency in this study, along with demographic information.

Sample Size

The researcher selected 100 Respondents for the study's purposes.

Tools Used for The Study

The study makes use of the following resources:
Analysis of Percentage.

Findings

- The majority of respondents, 65 percent, are male.
- The majority of respondents, 55 percent, are over the age of 20.
- The majority of respondents (35%) work in academic settings.
- The majority of respondents (45%) are well-known for their original ideas.
- Larger part (95%) of the respondents has a place with yes class for the mindfulness of the notice.

Suggestions

- When compared to those who use the internet for two hours or more, the proportion of respondents who use it for more than two hours is higher.
- The majority of respondents prefer advertised products over unadvertised ones.
- Out of the sort of ad, online notice, video commercials are liked by larger part of the respondents.
- It turns out that few respondents spend time shopping online.
- Almost all respondents are aware of online advertising malpractices, despite the fact that only a few of them have been victims of fraud.
- Even though the number of businesses that advertise online is on the rise, deception and fraud can lower customer confidence. Therefore, it should be ensured that online advertisements accurately describe products and services.
- Using testimonials with the consent of customers can build trust and confidence in online businesses.

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- Advertising should be designed to cater to the preferences of the target audience or customers in order to avoid interface in the workplace.
- Utilization of interactive media and utilization of standard commercial allow sees opportunity to
- associate with standards with assistance in web-based promoting.
- It should be lively, attracting a large number of customers.
- Even though the number of businesses that advertise online is on the rise, deception and fraud can lower customer confidence. Therefore, it should be ensured that online advertisements accurately describe products and services.
- Using testimonials with the consent of customers can build trust and confidence in online businesses.
- Advertising should be designed to cater to the preferences of the target audience or customers in order to avoid interface in the workplace.
- Utilization of media and utilization of flag commercial allow sees opportunity to
- connect with flags with assistance in web-based promoting.
- It should be lively, attracting a large number of customers.

CONCLUSIONS

There are numerous benefits and drawbacks to online advertising. I believe that the benefits outweigh the drawbacks in my opinion. Your business can reach a significantly larger audience on a whole new level by using online advertising, which enables your advertisement to be viewed worldwide. Because of its low cost, it enables small businesses to invest in online marketing, thereby reducing the initial marketing cost. Because of its extensive reach, the Internet also enables regular users to experience a greater variety of business-provided services and makes it a convenient shopping destination.

Compared to other traditional shopping methods, such as driving to a store to pay bills, it gives people more time to enjoy life. We humans have benefited greatly from the internet in many ways. There would undoubtedly always be drawbacks, but the benefits, in my opinion, will always outweigh the drawbacks.

The World Wide Web is always changing, and in this case, it would make a better place to advertise online. It ends up being the ad strategy along any remaining media, and ensures results like clockwork.

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Conflict of Interest

The author(s) declared no conflict of interest.

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