

# A Study on The Impact of Online Advertisement on Consumer Buying Behavior for Internet Users of Rajasthan

Richa Pareek<sup>1</sup> and Dr. Nishtha Pareek<sup>2</sup>

<sup>1</sup>PhD (Scholar), Department of Management

*Banasthali Vidyapith, Niwai, Tonk, (Rajasthan), India*

<sup>2</sup>Assistant Professor

*FMS-WISDOM, Banasthali Vidyapith*

*Banasthali Vidyapith, Niwai, Tonk, (Rajasthan), India*

## Abstract

The impact of online commercial customer which motivates them to do on line buying endorsed the researchers, managers, and policymakers to examine this effect. An Advertisement is an audio or visible shape of advertising communicate that employs an overtly sponsored, non-private message to sell or promote a product, a carrier or idea. Online marketing and marketing is modern day and quickest developing the approach of commercial of the current era. The shopping conduct is strongly prompted via way of means of the icon of the product that is constructed via way of means of the advertisers. The major goal of this paper is to decide the effectiveness of online commercial in shopping for the conduct of the purchaser of Rajasthan. The gift evaluation document is specializing in quantifying the effect of net marketing and marketing on purchaser shopping behaviour in Rajasthan, which increases the clients' intentions in the direction of the product and shopping behaviors.

**Keywords:** *Internet advertising, buying behavior, Benefits of online advertisement, Marketing communication, Online Shopping, Consumer characteristics.*

## Introduction

### Overview

The only business which has grown exponentially in the global village is E-Commerce business. In online business the online players are trying to do everything to influence the consumers. As 21st century is drawing near the web marketing and marketing has ruled the sector market and purchaser network as well. The effect and impact of the commercial is proved on consumers' shopping behaviours and marketer desires all around the world. Consumers shopping for the behaviour has continually been fed a lot significance and area with in the literature take a look at of the effect of marketing and marketing concerning its effectiveness. Usually when the product is advertised, there only most consumers develop their liking or disliking towards the product. The article analyses the effect of on-line player's commercial at the shopping for the behaviour of inner customers of Rajasthan. For this study, Primary facts are accumulated via way of means of designing a dependent Questionnaire. The accumulated facts are tabulated and image and significant evaluation are executed to reach logical conclusions. One of the success criteria of a firm in the competitive climate of the information age is the selection of proper advertising channels and campaigns. The effective application of these tactics, together with a strong website, can assist businesses in attracting traffic and achieving their internet marketing goals. In the information age, a company's website has become one of the most significant instruments in the competitive environment, but there is no guarantee that an e-commerce solution, a website, or the selection of appropriate e-logistic channels will provide a competitive edge in the market. Other complicated marketing methods, such as commercials, are quite Vital, as are other solutions and engaged marketing tools. According to the findings of online advertising effectiveness study, there are no agreed-upon variables for measuring performance, and a variety of methodologies exist. The dynamics of the markets, the variety of e-advertising tactics, and quick technological advancements, as well as changes in consumer behaviour driven by increasing computer literacy, can all be cited as reasons for differing viewpoints. Many scientists and practitioners are more concerned with click-through rates than with attitudinal responses; therefore it is vital to assess the

success of online advertising from a broader perspective. Brand loyalty and opinions are influenced by online advertising in ways that aren't apparent in click-through rates.

## Literature Review

Advertisers prefer Internet advertising to television because the interactivity in the advertisements has the advantage of making people more engaged and building brand loyalty (Priyanka 2012). The advertisers in rising markets use single or multiple dominant celebrities in advertisements to sell their product and undoubtedly have an effect on the consumers buying behavior. Advertising plays a fundamental role in changing the behavior of people in society towards a product. The requirement for canned food ingredients in addition to the price increment due to TV ads. Demographic elements which include age play an important as well as a vast role in consumer's shopping activities. An age factor is negatively related to the customer's behavior towards purchasing, but gender and revenues are not significantly associated with it (Ghani and January 2010). Modern people within side the cutting-edge buy things for social popularity, self-esteem, and a sense of spiritual as well as intellectual satisfaction. The purchasing behavior of consumers has a significant positive correlation with social status and brand loyalty. Income has no moderate correlation between brand loyalty and consumer buying awareness (Khor et al., 2010). There are numerous research, such as those (Kumar et al., 2019) and (Jan et al., 2019) on online marketing, advertising and its effects on consumer buying behavior, but those researches are out of date and there have also been many dynamic modifications in the way they are online. Players try to woo clients through various unique advertising channels. Awan and Hassan (2015) say that SMS advertising is a brand new device of introducing services and products and attracting new clients. Awan and Shahid performed observe from a study of green marketing strategies to attract well known clients and concluded that these strategies were successful. Palanisamy (2004) observe entitled "Impact of gender variations in on-line client traits on Web-Based banner marketing and marketing effectiveness", found that gender was a factor influencing banner advertising in the context of web-based banner advertising. In addition, another study by Korgaonkar (2003) showed gender differences, with men showing greater superb ideals and views about advertising on the web. In a relevant study to measure the effectiveness of banner advertising, Manchanda et al. (2002) a temporal separation between advertising presence and subsequent buying behavior, in which advertising, copy and time influence the decision of consumers to visit websites again and to make purchases. In addition, this study shows a heterogeneity of consumers when it comes to advertising. Anuj Arora et al. (2019) Advertisements are used to inform, influence, or remind the client approximately the goods or provider presented through any Industry and that they make investments loads of assets in all types of commercial to seize the most important marketplace share. Advertisement acts as a main conveyer to draw the eye of the client. Hans Kumar Sharma et al. (2020) Today E-advertising and marketing is the excitement phrase in Indian society and it has end up an new line integral a part of clients everyday life. There are many web sites that offers new line various merchandise and services. Shopping on-line is extra convenient, time saving new line and cash saving because of its bendy nature and clean operation of net. The new line rapid increase of e-advertising and marketing and net is implementing profound affects on new line consumer conduct and current society. The impact of on-line advert on customers that motivates them to try and do online searching inspired the researchers, managers, and policymakers to analyses this impact. In any case, as a result of its puzzling nature, this surprise remains in its early stages in several nations and may be additional consideration. Exploitation advanced statistical tools (AST), the most aim of the current study is to spot the factors that influence the youth to loves online shopping in Jaipur, India. Marketers have access to the broadest range of advertising techniques and formats available on the internet. According to the Interactive Advertising Bureau, search and display related advertising are the most common forms of online advertising where, more than 70% of overall advertising sales. There are distinguished developing online advertising vehicles such as blogs, games, podcasts, social networks, virtual worlds, widgets, wikis, and others, in addition to traditional online tools such as e-mail, websites, and display advertising. The internet advertising sector is divided into four categories by researcher such as search advertising, display advertising, classified listings, and e-mail based adverts. Ochani et al. (2021), The internet based advertiser should make endeavor to make appropriate mix of these five variables in best way to give best shopping experience to clients. Study showed that out of all ascribes, customers' fulfillment is most reduced for value intensity. Endeavor to discover the explanation for customers' disappointment, significant competitor in disconnected market will assist with expanding the general exhibition of web based shopping. Khanna et al. (2021), Consumers have various insights towards internet shopping. Web based shopping is the protected mode to buy an item. Investigating the item and contrasting and the nearby item is likewise seen while buying on the web. Shopper surveys shapes the fundamental part for one more buyer to comprehend various discernments. Internet shopping is likewise the experimental mode to buy an item.

There is no recognized framework for categorizing internet advertising tactics. Kaur & Kautish (2019) proposes a methodology to organize these tools into six broad disciplines. The internet activities are divided into categories based on how they are often utilized, and will be considered in future research such as

1. Search engine advertising (SEA).
2. Search engine optimization (SEO)
3. Interactive advertising
4. Online public relations

5. Interactive advertising
6. Online collaborations
7. Opt-in e-mail
8. Viral marketing

## **Online Advertisements Methods**

### **Websites and blogs**

A internet site or weblog is needed if enterprise need to make the maximum of on line marketing and marketing. The majority of on line marketing and marketing is designed to pressure site visitors to their internet site, which acts as a number one hub. A huge percent of net customers choose to use the net to acquire facts approximately merchandise and services. Company internet site or weblog serves as a everlasting storefront this is open 24 hours a day, seven days a week.

### **Websites for Social Media**

Facebook and YouTube, for example, are constantly seeking out new approaches to reinforce their marketing and marketing revenue. On their respective websites, each offer complete facts approximately their marketing and marketing options (Kotler and Armstrong, 2008).

### **Facebook**

Company may target the audience based on their location, age, and interests, as well as test out simple picture and text-based advertising on Facebook. It implies that businesses can advertise on Facebook to:

- Promote their own website
  - By developing relevant advertisements, they may increase demand for their items.
  - Make a public announcement about an upcoming event, such as a product launch or an anniversary.
  - "Pay per click" or "impression" are the two methods of payment (visitors see the ad whether they click it or not).
- Company can create a daily budget that it can change at any time (Kotler, 2004).

### **YouTube**

YouTube has a wealth of resources, including "how to" guides and advertising playbooks, that will run company through setting up and running the first successful marketing campaign.

### **Banners and other forms of display advertising**

Display banners are nevertheless beneficial for selling unique gives or reinforcing a brand. Banner advertisements are small classified ads that are available in quite a few rectangle shapes. When agency clicks on a banner, then their browser straight away sends to the advertiser's website.

Banner advertising' success stems in part from their ease of creation and distribution. They're also extremely quantifiable. Advertisers can determine the cost per sale, which is the amount of advertising money invested to make one sale, depending on the ad and the producer or service.

### **Keyword advertising or pay-per-click (PPC)**

Advertisers benefit from pay per click since they only pay when someone clicks through to their site. You have no clue how much it will cost the company to attract each visitor using other techniques of advertising, both offline and online.

A person who visits their site is likely to be interested in what company have to say because they are actively seeking information or investigating what company have to articulate about their product, service, or offering.

### **Search Engine Marketing (SEO)**

There has been a enormous boom with inside the opposition among groups to collect traffic to their web sites because the wide variety of groups working on-line and promoting at the net has grown dramatically. When carrying out research, the bulk of

people will simplest examine the primary web page of results, and frequently simplest the primary or three. According to a piece of writing on Search Engine Watch, 36.4 percentage of customers click on on the primary result, while simplest 2.2 percentage click on on final results determine 10, the primary web page's final result.

Making sure the website appears high in the search results is critical to its success. There are techniques to boost the search engine ranks, and one of them is through search engine optimization.

### Impact of Online Advertisements on Online Consumer Buying Behaviour

Most entrepreneurs and executives are interested by studying extra approximately the effect of commercials and the way they function. The simple purpose of marketing and marketing is to steer a client's shopping decision. The majority of the time, purchaser shopping for conduct is impacted through the buyer's liking or disliking of the advertised goods. Client behaviour in the direction of a product is absolutely depending on marketing and marketing, with little regard for the product's features.

A conceptual framework is developed to better understand the effects of advertising and the elements that influence consumer purchasing behavior. The studies hypotheses are generated primarily based totally at the literature evaluation so that it will create a conceptual version for the study (Figure 1).

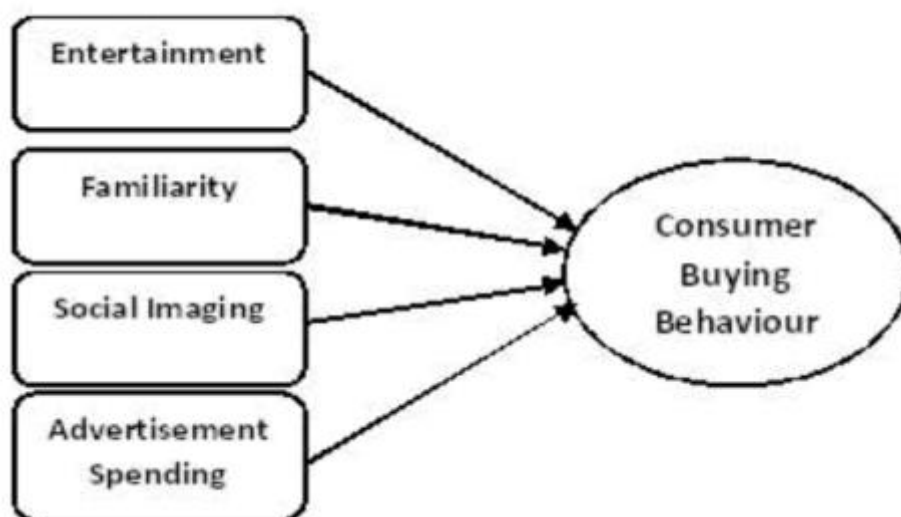


Figure 1. Consumer buying Behaviour

### Factors influencing online consumers behaviour

#### Description of the product's quality

Information on the product's dimensions, weight, and material promptly answers every query that arises in the buyer's mind. Company's clients are well-informed. They're used to look into into the finer points of the product once they've decided they like it. Here, it is the responsibility, and quality, among other things, should be readily available.

#### Costs of Shipping

When a consumer sees the final fee price, it is now no longer unusual for them to determine now no longer to collect the product. Keep in mind that the customer has nothing to do with the shipping costs that company must bear. As a result, it is preferable that they see the lowest shipping charges or perhaps free shipping.

#### Policy on Returns

The backbone of an online retail operation is easy returns. In fact, because of the ease of returns, many buyers choose to purchase items online. Amazon, for example, has been able to increase its sales by offering an excellent return policy. It asks no inquiries of the customers and gives them 30 days to decide on returns.

The user interface of the app has a significant impact on the clients' purchasing decisions. If a customer can't find what he's looking for after two searches, he'll probably leave their page or app.

### **Ease of Navigation via Categories**

This is, as soon as again, approximately a terrific person interface. The extra beneficial the organisation web page or app is to a customer; the much more likely he's to transform or buy the goods. A precise navigation machine lets in him to understand wherein he's and wherein path he ought to proceed. A well-designed interface is an critical aspect of net development, and organisation ought to suppose just like the patron to be able to produce a person-pleasant platform.

### **Checkout Process Levels of Complexity**

The customer is likely to depart if the checkout procedure is excessively complicated, requiring too many attempts and requiring several page redirections. Customers have come to expect faster service.

One of the important thing elements for growing an commercial has been leisure. Customers' interest is won thru the usage of leisure. Consumers are much more likely to bear in mind a captivating and enjoyable commercial than a humdrum one. As a result, it's miles viable to claim that leisure improves the performance of marketing and marketing. As a result, many agencies spend a huge sum of money on funny advertisements.

According to preceding studies, marketing and marketing this is enjoyable generates make patron happiness. Later empirical research corroborated this claim. Amechi & Iong, (2013) studied how leisure in commercials affects consumers. They checked out 157 solutions to advertisements and found that enticing commercials can have an impact on consumers. It persuades clients to simply accept and eat the product. Bashir & Malik (2009), for example, checked out enjoyable advertisements and their effect on patron pride in addition to their behavioral intentions. He found that enjoyable marketing and marketing can undoubtedly raise patron pride, consequently influencing patron shopping for behavior, primarily based totally on his studies of 152 participants.

A method recognized as 'Product-magnificence cues' may be used to examine the impact of emblem familiarity. In many circumstances, the product magnificence or subcategory to which the emblem belongs is probably used as a cue. A client may also choice a "fruit juice" to accompany a meal. The fee of "prototypically" as a hallmark of the depth of hyperlink among a class idea and participants of the class has been mentioned in categorization research. A emblem's prototypically is a degree of ways consultant is of its product class.

Individuals' checks of ways "remarkable an example" do not forget the item of a class are used to decide prototyping. Prototypical manufacturers are much more likely to be recalled greater quick and frequently. This will increase the probability of being protected with inside the evoked set in addition to the probability of choice.

Advertisements have a extensive effect on how enterprise see the arena round us. Various styles of ads, specially commercials, display how a customer of a positive product is or must be. It can screen the social fame of a product's user, in addition to their life-style and attitudes (Chen, et. al., 2008).

This technique is specially beneficial with inside the case of splendor products. According to a 2009 study, society's view of splendor and elegance is one of the maximum essential principles conveyed through the media. Everywhere enterprise look, it's going to locate slim appealing ladies and good-looking sturdy males. And because the media's impact grows, so does the strain to stick to those standards.

Advertising spending can impact people's shopping selections with inside the feel that the quantity of cash spent is connected to the great and frequency of advertisements. It may also depart an enduring imprint at the customer's mind. Advertising is an essential extrinsic cue that shows the great of a product. Heavy marketing and marketing spending shows that the enterprise is making an investment with inside the emblem, implying that the enterprise has made a extensive funding and for this reason has a better great product. Furthermore, marketing and marketing costs are dependable predictors of each excessive great and accurate buys.

Eighty percent of the respondents are aware of the advertisements that are displayed on the internet. Advertisement games aren't very popular among those who responded. Users on the internet are occasionally irritated by online advertisements. The majority of respondents feel that the price of a product advertised online is reasonable. Respondents believe that online advertisements are a good way to buy goods. An individual might save time by viewing advertisements online when looking for a specific product. Advertisements on the internet virtually persuade respondents to buy a product. Electronics are the most commonly purchased products as a result of web advertising.

An individual's buying decision is heavily influenced by online advertisements. The majority of respondents believe that online advertising is a trustworthy medium. The message in an advertisement should be simple so that the audience can understand it quickly. Educate the population on e-literacy so that they are more conscious of online advertising. Virtual reality should be used in internet advertisements to make them more enticing. More clients will be attracted if a high level of security is maintained. Company can increase internet user awareness of advertising games by using online commercials.

## Results and Discussion

In this manuscript we have discussed various impacts of online advertisement on consumer buying behaviour in Rajasthan and for measurement of advertising effectiveness following methods are used.

### Methods affecting effectiveness of online advertisements

Direct measures and indirect measures are the two forms of advertising effectiveness measures.

#### Direct Measures of Advertising Effectiveness

A link between advertising and sales is established using direct measures. Sales from two periods or two marketplaces can be compared, and the accompanying changes considered.

#### Indirect Measures of Advertising Effectiveness

Determining the direct impact of advertising on a company's earnings or sales is challenging, most businesses rely significantly on indirect measurements. These metrics do not assess the impact of advertisements on sales or profits, but other elements such as customer awareness, attitude, and recollection of advertising messages have an indirect impact on sales, earnings, or corporate objectives. Despite the uncertainty concerning the relationship between advertising's intermediate effects and the final results, there is no other option than to utilise indirect.

## Conclusion

This report provides a detailed and comprehensive picture of consumer perceptions of internet advertising. The internet is the ideal platform for any advertisement because most companies' target audience comprises people who have money to spend. Even if the audience does not visit the commercial site right away, they will remember seeing it and will hopefully return at a later date. Furthermore, with the rapid growth of technology, the touch and feel purchase process is rapidly changing. After this detailed study we have concluded that Description of the product's quality, Costs of Shipping, Policy on Returns, Product Searching Made Simple, Ease of Navigation via Categories, Checkout Process Levels of Complexity are the main impacts of online advertisement on consumers of the Rajasthan.

## Future Scope

Nowadays, the simplest tool for selling numerous merchandise is an agency's website. The studies is vital for brand new customers who're thinking about creating a buy after seeing a commercial at the internet. It additionally consists of many aspects of on-line marketing and marketing in addition to patron perceptions of it. The facts should be to be had while agency want it and should be compelling sufficient to pique the audience's interest. The look at examines the troubles that clients confront while the use of on-line classified ads and affords facts to new clients who're inquisitive.

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