Web Advertising and Online Purchasing – A Glimpse

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Abstract

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. The wide reach and continual exposure of web advertising work tirelessly to give businesses heightened visibility and audience contact. Companies can differentiate their brand online with useful information, positive interaction for their website visitors and enhanced communication to attract new customers.

INTRODUCTION

Advertising has come a long way today. More and more new medium is being explored each day to make a successful advertising campaign. Internet that has in recent times picked up as advertising medium has become the favourite of the advertiser in no time. Online advertisement, also called internet advertising uses the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. This study reveals that the effectiveness of on line advertising and usefulness and the reasons for using online advertisement.

Internet as an advertising medium is versatile and this is it where it stands apart from the conventional advertising medium. It is a highly flexible medium that allows you to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day. Online marketing media allows the user to make changes as and when required to meet the latest demands of the market. The main strength of Internet as an advertising medium is its ability to reach out to a vast audience at one goes.

MOTIVATIONS FOR USING FACEBOOK, YOUTUBE, AND TWITTER
In order to develop a successful online advertising strategy using Facebook, YouTube, and Twitter, marketers must question what makes these web pages so popular. Research proves that the main motivators for using these web pages are driven by consumer's need to build and nurture social relationships.

It is reported that adults ages 18-65 were using a social networking to staying in touch with current friends, family members and old friends they have lost touch with Another market research publication reports that consumers ranging from 18 to 25

years old use Facebook as an outlet to (1) voyeuristically peer into others' lives, (2) to create a distinctive identity for themselves, and (3) to act on their inner narcissistic tendencies. These findings support the notion that consumers spend time on Facebook, YouTube and Twitter due to their need for social capital. Social capital is defined as "the benefits [consumers] receive from our social relationships". Similar research reports "the major motives for using social network sites [include] – seeking friends, social support, entertainment, information, and convenience". The key word in this report is "seeking" which suggests that customers are taking the initiative and may want the authority to choose what they are exposed to in an online environment.

It can be argued that there is not a positive relationship between an annoying and ineffective advertisement, but the general consensus is that social web pages such as Facebook, Twitter and YouTube are not the place for an annoying and intrusive marketing strategy. Because Facebook, YouTube and Twitter are very social web pages it is argued that these web pages require unique strategies. Based on this information, businesses may need to learn how to become a part of the conversation to connect with their target audience.

Internet advertising is also not bound by limitations such as time and accessibility as one can surf the internet at any time of the day making your advertisement available 24X7 unlike television advertisements to which the viewers can't go back or the newspaper advertisements that go in the waste once they are read in the morning. Day in and day out, businesses are going online to advertise their products and services. The internet combines aspects of print, television, and radio advertising in an interactive environment. It presents a new and fast-paced experience for customers. Thus, online advertisement is becoming one of the most preferred medium of advertisement and one with extreme potential for growth.

HISTORY OF WEB ADVERTISING

In its 17-year existence, Web Advertising has become the fastest, and one of the most effective advertising mediums 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 first clickable web ad 54 (which later came to be known by the term "banner ad") was sold by Global Network Navigator (GNN) in 1993 to a law firm, GNN was the first commercially supported web publication and one of the very first web sites ever. HotWired was the first web site to sell banner ads in large quantities to a wide range of major corporate advertisers. HotWired coined the term "banner ad" and was the first company to provide click through rate reports to its customers. The first web banner sold by HotWired was paid for by AT&T, and was put online on October 25, 1994. In May 1994, an early Internet commercialization pioneer, who mentored Boyce in his transition from traditional to online advertising, first introduced the concept of a clickable/ trackable ad. He stated that he believed that only a direct response model—in which the return on investment of individual ads was measured— would prove sustainable over the long run for online advertising. In spite of this prediction, banner ads were valued and sold based on the number of impressions they generated. This approach to banner ad sales proved successful and provided the economic foundation for the web industry from the period of 1994 to 2000 until the market for banner ads "crashed" and there was a radical revaluation of their value.

The new online advertising model that emerged in the early years of the 21st century; introduced by GoTo (later Overture, then Yahoo and mass marketed by Google's AdWords program), closely resembled the pioneer's 1994 projection.

Web advertising55 is a new way of marketing, in which marketers increase sales and build brand awareness via the Internet. Unlike T.V., cinema & other visual ads channel web is a graphic media containing information in the form of text, pictures & hyperlinks. It provides a rare combination of web design, web software and web marketing: in fact complete online solution. Web advertising gives the ability to display message to thousands of Internet users who visit web sites. Or if one prefers to target a specific set of Internet users, one could display the message on select web sites which cater to one's target audience.

The Web56 is both a distribution and a communications channel that facilitates interaction community building, openness and comparability. The best Web brands optimize all these facts and integrate the Web into the other activities. They recognize that the Web is not just a medium to the outside world, but something that impacts both internally and externally on the way they do business. The Web may not be a revolution in terms of seismic shift in the world order, but as it becomes a more intuitive part of business, it will alter the relationship between a brand and its users.

IMPORTANCE OF WEB ADVERTISING

Here are some of the reasons why online advertising is so important. Online advertising offers the most sure fire way to reach a wider audience and expand our business. By advertising on the internet, potential customers living in different states or countries can locate us and give us some business.

TYPES OF ONLINE ADVERTISING

- Display Advertising.
- Search Engine Marketing & Optimization (SEM) & (SEO)
- Social Media
- Native Advertising
- Pay Per Click (PPC)
- E-mail advertisement
- Remarketing
- Affiliate Marketing
- Video Ads
- Pop up Ads
- Floating Advertisement

TIME SPENDING ON ONLINE PURCHASING

Online purchasing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. ... When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online purchasing. This table shows the time spending in online for purchasing the products. Most of the respondents spend time for online for know the information about the products.

Table 1

Category	No of respondents	Percentages
Not Spend	10	10
Half an hour	30	30
One Hour	15	15
Two Hours	40	40
More than Two Hours	5	5
Total	100	100%

Table 1 reveals that 10% of respondents are not spend time on online purchasing, 30% of respondents are spend on half an hour for online purchasing , 15% of respondents are spend for an hour, 40% of respondents spend on two hours and only 5% of respondents are spend on more than two hours for online purchasing respectively.

KINDS OF WEB ADVERTISEMENTS

This table shows that kind of online advertising while purchasing the product through online advertising. Because this is an important to know quality, quantity and other information of the product.

Table - 2

Category	No of respondents	Percentages
Floating Advertisement	15	15%
E-mail advertisement	12	12%
Popup advertisement	13	13%
Video advertisement	50	50%
Others	10	10%
Total	100	100%

Table-2 reveals that 15% of respondents are used floating advertisement, 12% of respondents are used E-mail advertisement, 13% of respondents are used popup advertisement, 50% of respondents are used video advertisement and finally 10% of respondents are used other type of advertisement in online advertisement.

CONCLUSION

The study titled "Web Advertising and Online Purchasing – A Glimpse" reveals that the most effective media of advertising is online advertising. Internet advertising 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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