



# Internet Advertising And Its Popularity

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## ABSTRACT

Numerous businesses have included the Internet in their mix of advertising media in response to the rapid advancement of the IT sector in order to benefit from online technologies. Once marketers discovered that they had more freedom and control over the advertising materials on the Internet, it has become a popular platform for online advertising. Advertising is a type of verbal engagement that convinces the customer to make a purchase decision and provides statistics to the audience. When data are presented in a lighthearted manner, they are generally well received. As a result, we can refer to marketing as an entertaining concept. The Marketing Mix gave rise to the concepts of marketing. In addition to the immediate area, the development of the Internet opens up entirely new opportunities for globalization. This younger generation makes reference to localized statistics and verbal communication. Even the internet and websites on it provide useful services to customers who can manage their resources well. In the current environment, the internet plays a significant role in the customer's purchase decision. As a result, online marketing and marketing in the form of promotion use the internet and the global internet to distribute advertising and marketing messages and entice customers. The aim of this research is to show how internet advertising is effective and its popularity.

## KEYWORDS

Advertising, Internet, Technologies, Online, Globalization

## INTRODUCTION

Due to its distinctive qualities of flexibility, interactivity, and personalization, the Internet has experienced remarkable growth in both its applications and user base. For communication, entertainment, learning, and electronic trade, it has proven a highly helpful tool. The information technology revolution has had a significant impact on how people live their daily lives. The way we conduct business has changed as a result of the Internet. Retailers are able to provide an infinite variety of goods and services to customers anywhere in the world at any time thanks to this technology. A new form of advertising has arisen on the Internet. The Internet is now widely used by businesses to market their goods and services, and it is thought to be the most important direct marketing channel in the world market. Businesses are investing billions of dollars in online advertising in an effort to increase their return on investment. Consumers now have more

discretion over how they get information about goods and services thanks to the Internet.

Consumers are the ones who choose when, when, what, and how much commercial material they choose to view, which is one of the aspects that contribute to consumers' attraction to online content. Customers no longer need to spend as much time or effort shopping because they can access an infinite variety of goods and services from businesses all over the world thanks to the Internet.<sup>1</sup>

Customer are significantly more engaged when searching for information online with a specific objective in mind, and this objective might affect how each person behaves and reacts to online content and adverts. Several businesses now include the Internet in their mix of advertising media as a result of the rapid growth in the computer sector and their desire to capitalize on online technologies. Because of the increased flexibility and control that the Internet offers over advertising materials, it has become a popular platform for marketing. Both academics and professionals are interested in learning how to fully utilize and maximize the value of this communication medium because the Internet may be used as an effective marketing communication tool.

Finding out how efficient internet advertising is has become increasingly important in Internet research due to its growing popularity. As a result, the current study's main objective is to assess the effectiveness of Internet advertising in terms of how consumers use it to make decisions about online purchases. Online and web advertising are also used interchangeably in this study to refer to Internet advertising. According to a number of academics, internet advertising can be sent through any channel, in any style, and it can convey information to varying degrees. It broadly consists of different commercial content types supplied via audio, print, and video clips; it may also be unsolicited. It consists of business websites, company logos, emails, pop-up windows, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games.<sup>2</sup>

## **LITERATURE REVIEW**

Over the past ten years, a lot of research has looked at how effective Internet advertising is. Ad memory, ad recognition, brand awareness, clicks or clickthrough rate, attitude towards the ad and the brand, and purchase consideration are frequent indicators of the efficacy of online

advertising. The present study focuses on three of these typical measures: sentiments towards the advertisement, ad clicks, and recall of the advertisement. The capacity of these three indicators to forecast online purchase decisions was used to evaluate their efficacy. Following the theoretical model and the hypotheses, the following literature review was divided into sections based on these three advertising performance metrics.

## **DIGITAL MARKETING**

Simple definitions of digital marketing include using the internet and other relevant digital platforms to carry out marketing plans and strategies. It is a marketing strategy that connects with the target audience largely over the internet using a variety of digital media platforms and channels. In digital marketing, marketers reach clients by using the internet, mobile devices, e-mails, social media, search engines, video streaming platforms, and other similar channels. Digital marketing, according to some marketing experts, should be viewed as a wholly new endeavor that calls for novel approaches to reaching out to, interacting with, and comprehending the target audience. Advertising through digital platforms is very adaptable in nature and can be tailored and customized according to the needs and requirements of various customer bases accordingly without much hassle. It is also optimized for different display sizes, eliminating the disadvantage of traditional techniques of advertising.<sup>3</sup>

## TOOLS FOR INTERNET ADVERTISEMENT

Consumer involvement with companies and marketing initiatives via digital platforms has significantly expanded in recent years as consumer reaction to traditional marketing strategies has decreased. Several Internet advertising tools have been created as a result of this rise in interaction.

a) **Search Engine Optimization:** This technique involves enhancing a website's visibility and raising both the quality and quantity of organic (i.e., unpaid) traffic to the website or webpage. For instance, the Google search engine may be configured so that whenever a relevant search is conducted, the website link appears first in the organic results area of the search results.

b) **Search Engine Advertising:** In contrast to Search Engine Optimization, search engine marketing is a paid procedure in which marketers pay search engines to display their website link at the top of the search results whenever the purchased keyword (or combination of keywords) is searched.

c) **Social Media Advertising:** This area of Digital Marketing involves using social networking sites like Twitter, Facebook, Instagram, Snapchat, and others to advertise a company's goods and services. Both organic and inorganic activities may be a part of S.M.M.

d) **Mobile Advertising:** As the number of smartphone users grows globally, firms have begun to communicate with their customers via mobile apps, emails, Mobile-Optimized Websites, and social media to capitalize on this potential.

## BENEFIT OF USING AI IN ADVERTISING

Although artificial intelligence is still a young field of study, there are countless possible uses for it. Also, the advertising sector is finding the usage of AI in advertising to be quite beneficial. The following are some advantages of Artificial Intelligence in advertising:

### 1. Use Data to More Effectively Focus Your Advertising

Marketers are continuously searching for fresh and efficient approaches to target their adverts. Big data usage has received a lot of attention recently as a way to enhance ad targeting. Big data refers to the vast amount of data that is now accessible as a result of the development of digital technology. With this information, targeted advertisements can be made based on predicted consumer preferences and behavior.

### 2. Helps Optimize Your Campaigns for Better Outcomes

Digital marketing is using artificial intelligence more and more since it can help campaigns be optimized for better results. AI is able to determine what aspects of a campaign are effective and ineffective and alter them accordingly. Campaigns that are optimized and created with the audience's needs in mind increase consumer engagement and retention. Also, it gives businesses a higher ROI.

### 3. Helps with time and money savings while increasing sales

Due to its ability to quickly classify the vast volumes of data that are currently available, AI can help you save time and money. Additionally, it identifies trends and patterns that help with better advertising choices. AI is being used by businesses like Amazon to drive pricing tactics that help to lower prices for more sales. They have also utilized AI to

comprehend and take advantage of pricing methods, such as raising the price of a product in response to rising demand. assisting businesses in increasing sales and revenue.

#### **4. Decrease the Chance of Advertising Losses**

You may lessen the amount of money you would normally lose if your marketing campaign had an error by employing AI to assist you in the process. The ability to determine which advertisements are most likely to result in a sale is one advantage of employing AI for marketing initiatives. This enables companies to concentrate their efforts on advertising that have the best chance of success, saving time and money that might otherwise be squandered on unsuccessful campaigns. AI also has the advantage of assisting in the early detection of prospective dangers during the course of a campaign. Businesses can reduce risks by taking action to identify dangers early.

#### **5. Increase Your Advertising's Client Base**

Finding fresh, creative ways to connect with your target audience is more important than ever in the social media world. AI can assist you in better targeting your adverts by identifying what works and what doesn't. The biggest beverage corporation, Coca-Cola, examined 120,000 pieces of social media information to comprehend demographics and consumer behavior. They also looked at clients who actively discussed their brand and goods. Hence, by comprehending data from prior initiatives, AI can assist businesses in honing the messages they wish to convey to the general public. It can identify patterns and trends that are useful for improving advertising selections.

#### **6. Customer Journey Definition**

The way organizations engage with their customers evolves along with technology. In order to define and follow a customer's journey through an advertisement, AI is advantageous. This information may then be utilized to enhance subsequent ads. It is possible to achieve this by keeping track of the websites that clients have visited, the products they have looked up, or the advertisements they have clicked on. AI can also monitor how users respond to an advertisement. It includes tracking their viewing duration, the areas of the advertisement they are paying attention to, and whether or not they are clicking on any links.

### **IMPACT OF COVID-19 ON INTERNET ADVERTISING<sup>4</sup>**

Due mostly to the lockdown, the widespread use of Covid-19 had a severe negative influence on on-field advertising activities. But, as individuals migrated to digital media more quickly than expected, this created an opportunity for digital marketing. The influence of COVID-19 on digital marketing and advertising is explained in the following sections.

a. As a result of the Covid-19 epidemic, which led to a lockdown and the implementation of work-from-home policies, people had more free time, which they mostly used for social media. This increased social media involvement prepared the path for more social media marketing. As a result, this gives marketers the chance to benefit from and enhance their connections with customers through numerous Social Media platforms, such as Facebook, Twitter, Instagram, etc.

b. While Reliance Jio's internet revolution reduced the cost of using the internet, the arrival of Covid-19 liberated people to the point that they had plenty of spare time. As a result, there is a huge surge in demand for video material on video streaming services like YouTube. Similar to this, there has been a big surge in demand for micro video content platforms. Because of these factors, marketers now have the chance to rely on video and micro-video content to market and spread the word about their goods and services.

c. The companies adopted A.I.-based chat-bots that would assist the clients through a preprogrammed chat room, even though people's online activities surged under quarantine and the majority of the workforce was working from home. Customers' interest in these chatbots has unexpectedly expanded along with their use, and as a result, these chatbots have evolved into customers' virtual assistants.

d. Marketers must focus on keeping the client's online experience compelling because people are spending more time online during this lockdown period. Otherwise, if the homepage, landing page, or virtual environment does not deliver a nice experience, the customer may quickly grow bored. Hence, marketers place a lot of focus on creating a positive online experience for clients whether they visit a website, attend a webinar, visit a hub of well-selected content, visit landing pages, etc.

e. Demand for and viewership of Over-The-Top Content Hubs like Netflix and Amazon Prime increased during the Covid-19 lockdown period. The rise in demand for these O.T.T. platforms gives digital marketers the chance to advertise and market their goods and services on these platforms.

## **FUTURE OF INTERNET ADVERTISING AFTER COVID-19<sup>5</sup>**

There is no question that Covid-19 has had a beneficial overall impact on digital marketing, but moving ahead in the post-Covid age, marketers will need to keep up with or perhaps improve upon current digital opportunities if they want to hold onto the consumer base they've already built up.

1. Even though the businesses have amassed a substantial amount of customer involvement across a variety of social media channels, going forward the businesses must sustain this connection while making sure they operate responsibly.

2. With more customers spending time online and engaging in social media activities, any errors made by brands or businesses could hasten the spread of unfavorable information and result in severe backlash. As a result, keeping one's online reputation will be tough but also crucial.

3. The challenge for marketers following Covid will be to maintain the same volume and quality of online traffic on their websites and landing pages when individuals return to their regular lives and routines. Even after Covid, marketers must still create compelling digital content and environments to control and keep online traffic.

4. In the future, marketers will be required to spend more money on such A since chat-bot usage is rising during the lockdown period and customers find it to be a beneficial service. I-based technology makes sure the U.I. and UX are good and that there aren't many technical problems.

## PERCEPTIONS OF INTERNET ADVERTISING

Around four hundred people participated in a national sample poll, and it was discovered that there was no consensus on how people felt about Internet advertising. Roughly one-third of the participants felt favorable, unfavorably, or neutrally about Internet advertising. Even if they did not believe it was raising the price of products, Internet users did not feel that online advertising encouraged them to make purchases. Instead, they found it to be informational but less engaging.

Heavy users have greater attitudes and views regarding web advertising, which likely results in stronger purchase intent, according to Korgaonkar and Wolin, who looked at the differences between heavy, medium, and light web users. Webads were perceived by heavy Internet users as being more credible, interesting, educational, and helpful—but also more difficult to understand—than web ads were by lighter Internet users. Web advertising should be a part of a marketer's marketing strategy, but the ads should be created with the target user groups in mind.

Ads for heavy web users, for instance, should emphasize the price-value link of the products since they make more frequent purchases and think that web advertising lowers product prices.

In a study comparing how young consumers viewed the Web as an advertising medium to other traditional media, it was discovered that while the Web was a more dependable source of information and less grating than traditional media like radio, television, press, and magazines, it was less effective at communicating brand and corporate image. The study recommended including Web addresses in outdoor advertisements to entice young consumers to visit the websites and learn more about the goods or services that interest them.

## CONCLUSION

Presently, the internet is at the core of every business, and internet advertising is a crucial tool in the hands of businesses and marketers for putting marketing strategies into action throughout the pandemic period. While the field of marketing as a whole was significantly affected, the area of digital marketing had a phenomenal uptick. Internet advertising is now on the fast track thanks to Covid-19, which has also opened the door for further growth and improvement.

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