THE EFFECTIVENESS OF ONLINE ADVERTISING: CONSUMER'S PERCEPTIONS OF ADS ON FACEBOOK, TWITTER AND YOUTUBE.

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Abstract

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.55 per cent.

The growth of Internet usage has created a platform for businesses to attract and retain customers. Advertisement is one of the common marketing strategy tools which can help to influence customer buying decision and perception towards the particular brand. While online advertising strategies are used by many businesses, the effectiveness of these methods being used can be debated. Thus, online business is getting more and more popular in on temporary times due to the technology advanced which lead to the business market became more competitive now. This study will provide an analysis of online advertising and its effectiveness. Marketers use various techniques of online advertisement to get the attention from online customers in order to compete in the market. A study was conducted to test the consumer's perception of online advertising on the popular social webpages: Facebook, YouTube and Twitter. Steps were also taken to test a possible gender difference when it comes to consumer's receptiveness to online advertising on these sites. In this essay will describe the effectiveness of online advertisement techniques and the perception of customer that influence their buying decision.

Many of these users are spending their time on the Internet visiting the most popular social networking sites of today. A study was conducted to test American's perception of online

advertising on the popular web pages Face book, YouTube and Twitter. If online advertising strategies are formulated correctly, marketers can target this large segment of Americans who are spending a significant of time on the Internet and the popular social webpages of today.

The number of internet users in India is expected to reach 600 million by December 2019, said a report by the Internet and Mobile Association of India (IAMAI). Urban India with an estimated population of 655 million already has 395 million using the internet. The number of Internet users stood at 581 million in December 2018, an increase of 20.34% over December 2017.

Introduction

Online advertisement has been very common techniques nowadays for all online business to promote their brand and product due to the enhancement of online competitive market. Urban India with an estimated population of 655 million already has 395 million using the internet. Rural India, with an estimated population of 918 million as per 2011 census, has only 286 million internet users leaving out potential 832 million users in rural India. The advance of the technology affect that most of the generation today has been more digitalization compare to the past. The people today are spending more time in their working or study, and even stay at home to access the internet for work, education and entertainment.

"Given that total Urban Population is much lower than total rural population, the Urban-Rural Digital divide is actually more acute than what the penetration numbers portray. The future growth policies therefore must focus.

People can connect globally by just clicking the browser, they can seek whatever they want from the internet by seated at their comfortable places whenever and wherever they like. Social networking sites are defined as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system". The three most popular social networking sites of today are Facebook, YouTube and Twitter. Each of these webpages can be accessed through a consumer's tablet, smartphone, and/or computer. Study shown that one in three consumers may rely heavily on internet to seek for information before making their life decisions such as buying car or houses, finding a job or school, make investment and online shopping.

This trend has created a huge opportunity for businessman to explore their business through online. Online business such as clothing, cosmetic, books, software and other goods and services

are possible to get numerous of customers from worldwide. Consumer's usage of Facebook, Twitter and YouTube has caught the attention of many businesses. Out of the all the Fortune 600 companies 465 (73%) have created a Twitter account, 430 (66%) have an active Facebook account and 409 (62%) have a YouTube account. Because of online business are spread widely in the marketplace, it is hard for a company to compete in the market which leads to created many online advertisement techniques to attract the attention from the online buyers. While many businesses have an online presence, they may not be effectively communicating with their target market.

Impact of Social Network

While social networking met with huge enthusiasm among new generation initially, this new social culture seems to have been accepted by all age groups in India. Initially the use of social networking was limited to corporate and businesses for connecting with peers, customers, clients with twitter handle, Facebook accounts or WhatsApp mentioned on business and visiting cards. Social networking has now branched to include friends, family associates and classmates as well. Social networking offers several opportunities like access to information, videos, extension of social group, ability to express, learning opportunities, seeking and maintaining friends and relatives.

Number of social network users in India from 2015 to 2022 (in millions)

This statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 370 million users in in India by 2021.
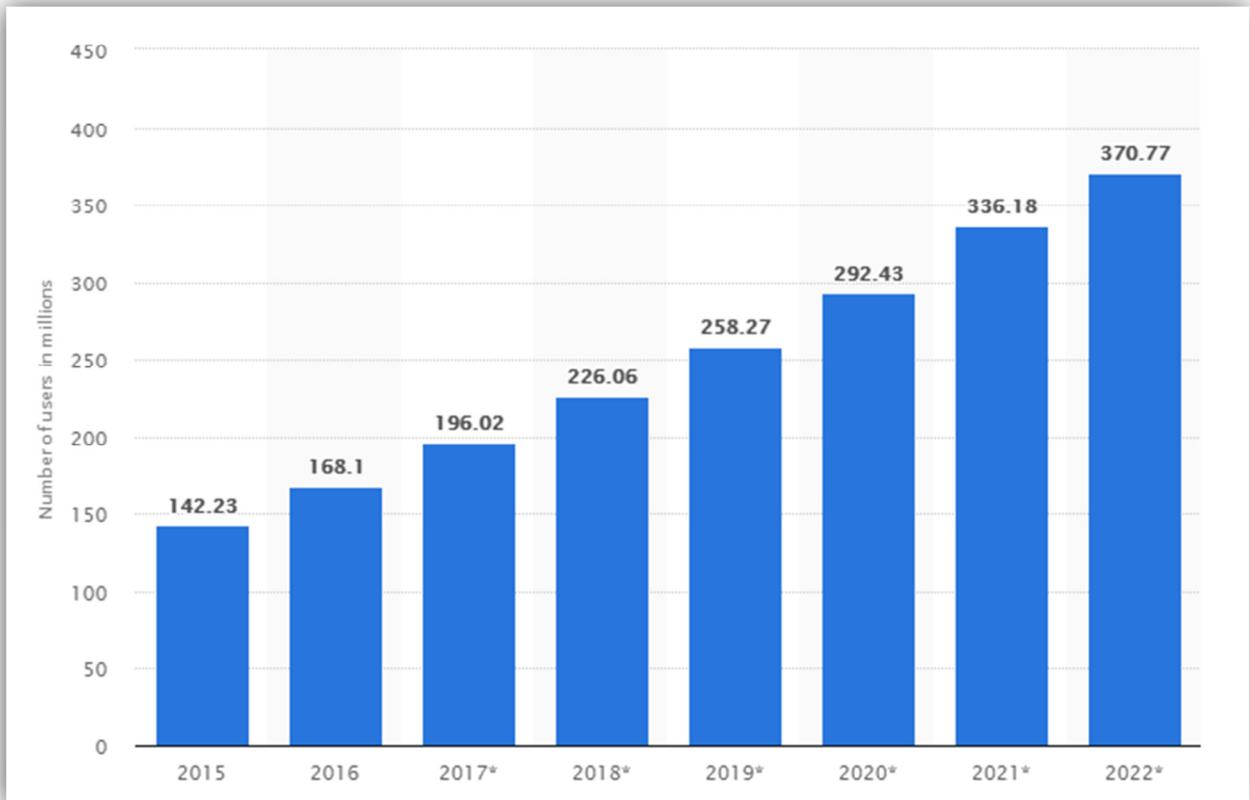
Traditional Advertisement

The tradition advertisement was started from printed media, then slowly explore to media such as radio and television due to technology advance. Those visual and non-visual advertisement has succeeded create the awareness from the particular brand through repetitive promoted and it helps many companies to brand a good image in the market.

Population of Online Buyer s

This timeline displays a forecast of the number of digital buyers in India up to 2020, based on factual numbers from 2014 to 2016. In 2020, over 329 million people in India are expected to buy goods and services online, up from 130.4 million in 2016.

Online shopping has made a major breakthrough for the culture of the society. It has brought a lot of advantages such as faster, easy to differentiate for two or more similar products, informative, convenience, and it enable for those who lack of time to walk in to the retail shops and also allow customer to purchase the item from oversea instead of local product only.

The online store like EBay, Amazon, Groupon and other stores will use various types of promotion techniques to attract more customers and differentiate themselves with other online retailers.

Number of digital buyers in India from 2014 to 2020 (in millions)
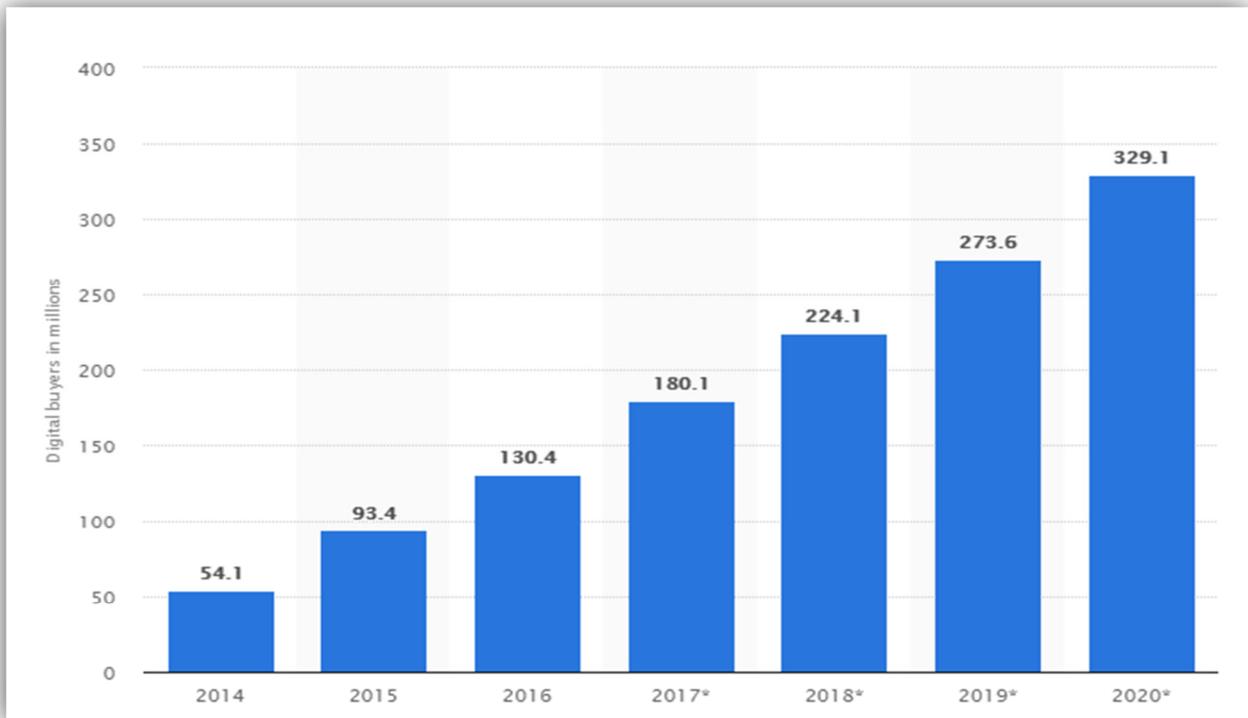
Types of Online Advertisement Techniques

Many online retailers have used various types of online advertisement techniques to expand the market shares and increase the popularity of their particular products. The online advertisement techniques include social network, mobile applications, games and email that will be describe. However, online advertisement can help to explore the ads to mass audience and even the whole world. Nowadays, internet has taken a very important part in our daily life. No matter the young or old generation will use internet for working, studying or entertaining. In order to deliver the message from the company to all the audiences, online advertisement is the best way to do so.

Conclusion

Online advertisement usually provide the more expectation for online buyers about the ideal product or service, however, once the customer has own experience for the trade, they will spread their views through words of mouth to their friends and family, whether is it positive or

negative. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better Smartphone penetration and service providers cutting down on prices.

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target.

Also, since Social Networking is a global phenomenon, comparative analysis of students from within India and also of various countries can yield interesting endings, implying whether SN addiction exists, also if it does is the pattern of students from deferent region dicers or not.

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