

Influence of Online Advertising on Buying Decision Making of the Customers

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1.0 Introduction

Through the present project the research scholar tries to undermine the factors that are important in order to understand the aspects related to attract customers towards the organizations. In the present world people are very much inclined towards online interactions. Therefore it is one of the most influential and effective platforms to reach out the people and instantly. Through this research the scholar tries to determine the impact of online advertising and its impact on the buying decisions of the customers (Pepelyshev et al., 2016).

2.0 Projective Objective

The following research objectives have been formed in order to gather information about the research work:

- ❖ To identify the patterns of advertisements adopted by the firms to meet the particular needs of the customers
- ❖ To identify the category of products that are advertised on the homepages of the customer's social media account

3.0 Project Scope

Through the conduction of this project research the scholar tries to highlight the factors that are related to influence the mindset of the potential customers towards a brand. Online advertising is one of the most influential tools that is being used by the firms in order to influence a large number of customers.

4.0 Literature Review

4.1 Overview

The entire section is going to focus on the effects that are done by the online advertisements. In this context the section is going to focus on the advertisement patterns that are chosen by the organization to have better kind of effects on the buying behaviors of a customer. Apart from this what kind of products are being taken under consideration are going to be analyzed and which target group they are focusing will also be discussed in this section. The research will develop an

idea where the involvement of the online advertisement will be illustrated in order to achieve main objectives of the research (Liu and Mattila, 2017).

4.2 Conceptual Framework

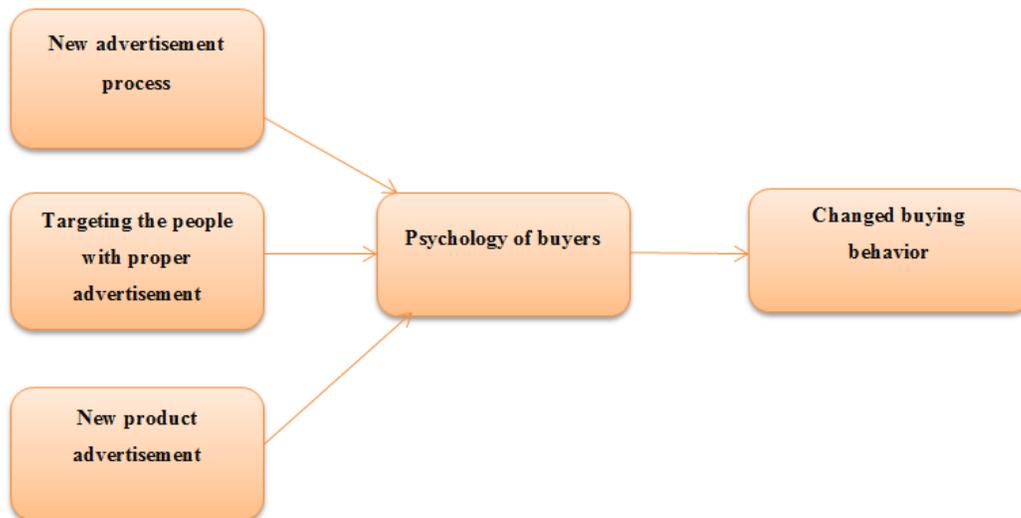


Figure: 1. Conceptual Framework

(Source: Author)

4.3 Knowing advertisement patterns adopted by the organizations

From the view point of Liu and Mattila (2017), online advertisement is the most trending marketing options for any organization and it is highly necessary for a better kind of market revenue generation for new companies and old ones as well. It is seen that people who are roaming in the online stores get motivated by the offers that are given there with luring presentation. It is seen that people go for the vibe and what is trending in the fashion world. The most of the cases the psychology of the buyer can be changed by giving such offers that are beyond expectation of the customers. The organizations are giving such offers that are attracting customers towards those objects which the companies want to sell. It is one of a kind thing for everyone and the organization knows that it is going to make a broader impact on the customers of their targeted region. According to the region they need to give the offers and it is highly necessary to make a better analysis before investing in the particular genre. The advertisement patterns are independent and they are not restrained by any organization. According to McCoy et al., (2017), it is the market need that triggers new thought of the authority to advertise and in the

long run it is going to enhance the potential of the company to make betterment in their sales. In this context this can be said that the service providers need to have better kind of analysis of the market and the customers in order to get idea about the desires of the customers. This is going to enhance the chances of getting more people under their territory which is good from the business perspective.

4.4 Identifying the products that are being displayed in the homepages of customers social media account

The buying behavior of a customer depends on the society where he is living and it is highly necessary to have a better idea about it. The online stores are focusing on the age and other demographic and social factors that are regulating the buying behavior. It is seen that the psychology of a student is totally different than the people who are from the adult category. According to Kwon, Ha and Kowal (2017), the online stores are giving offers to the home pages of the social media account of the chosen customers to have a better influence on them. The buying behavior of a customer can be changed in a drastic manner by delivering the best offers possible. The internet is full of such stores and they are providing luring offers to the people. Among them who are taking those into account are becoming the prey of their advertisement. According to Belanche, Flavián and Pérez-Rueda (2017), the students are more attracted to technology and hence the technical gadgets and other things like dress and accessories are being displayed in the social media account of them. Apart from this the Google AdSense plays a vital role in making betterment in the advertisement showing. The advertisements are one of those things that are needed to be checked by the operators because they cannot miss to show something in offer from the same genre which is loved by the students. Apart from this the people who are looking for other kind of products like home accessories are also getting the advertisements in their social media accounts. From the view point of Jones et al., (2017), the advertisement makes betterment in the organizational reputation and this also enhances the possibility of such goods selling that are not been sold in the past times.

4.5 Literature Gap

The entire section is focusing on the online trends of making advertisement where the offline sections are totally overlooked in this case. The offline sections of advertisement have the potential to grab the eye of a customer who is not in touch of the social media for a long time due

to some unavoidable reasons. From this aspect the need of offline publicity should not be overlooked. Apart from this, the main focus is given on the social media accounts and other factors are not taken under consideration and hence this can be taken as a major gap of the research.

4.6 Summary

The most of the cases online advertisement gets popularity than the offline option. It is perceived that the online options are more beneficial to be taken under consideration by the organization. The advertisements are focusing on the buying behaviors and the psychology of the customers. To make any kind of alteration in the business making it is necessary to get more customers under the account of a company. The companies are doing the same and it is becoming extremely beneficial from the organizations perspective.

5.0 Research Questions/Hypothesis

Questions

- What are the patterns of advertisements adopted by the firms to meet the particular needs of the customers
- What are the category of products that are advertised on the homepages of the customer's social media account

Hypothesis

[H₁: Online advertisement does influence the buying decision of the customers]

[H₀: Online advertisement does not influence the buying decision of the customers]

5.1 Primary Question

The sample respondents will be asked a set of questions that will be composed with a 5 variable Likert scale questionnaire set. The following question will be asked to the respondents:

Question 1. Do you think online advertising affects the buying decisions of the potential customers?

- *Strongly Agree*
- *Agree*
- *Neutral*
- *Disagree*
- *Strongly Disagree*

5.2 Secondary Questions

The following questions will be asked to the managerial officials of some of the organizations who have more than five years of experience in the particular field:

Question 1. Do you think the buying decision of the customers are influenced by online advertising?

Question 2. Do you think online advertising helps to increase the brand image of the firms?

6.0 Research Design and Methodology

6.1 Qualitative

Qualitative research pertains to the methods that are used by scholar to collect data from the authentic sources such as – books, journals, and pdf files present on the websites of the firms. Moreover the sources such as the financial reports of the organizations and the economic journals also serve as the authentic sources to collect data. The research scholar will take up help from these sources to collect exclusive data for the research (Li and Huang, 2016).

6.2 Quantitative

Quantitative research pertains to the method of collecting data for the research by interviews and surveys. This method requires conversation with the samples chosen for the study as the reliable sources (Pham, 2016). The research scholar will consider both interviews with the marketing officials of some of the firms that have commenced an online marketing provision within their genre. On the other hand a survey will held with the 100 common individuals of London. A questionnaire set will be composed with the help of 5 variable Likert scale.

7.0 Research Limitations

The research limitations precisely tries to highlight the aspects that have been left over by the firms in order to carry out the research work. This research has mainly focuses on the impact of

the online advertising on the buying patterns of the customers. It will mainly try to bring to lime light the positive aspects related to such online advertising trends. The research fails to discuss the negative aspects that can occur due to the influence of social media. Moreover the customers sometimes ignore the advertisements due to the inconveniences of viewing and the expensive price points that can distract the customers (Yang et al., 2017).

8.0 Time Schedule

9.0 Activities involved	Week 1-3	Week k 3-6	Week k 6-9	Week k 9-12	Week k 12-15	Week k 15-18	Week k 18-21	Week k 21-24
Topic Selection								
Techniques of Data Collection								
Literature Review								
Primary & Secondary Data Collection								
Data Analysis								
Conclusion								
Research Format								
Research Submission								

Table: 1 Time Scale

(Source: Author)

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