

INTERNET ADVERTISEMENTS: ANTECEDENTS AND CHALLENGES-A LITERATURE REVIEW

Denis Pinto¹, Adesh Padival², Akshay.N.H³

^{1,2,3} Assistant Professor, Sahyadri college of Engineering and Management, Karnataka, India

Abstract-The present study is conducted to determine what the antecedents are and challenges does the internet advertisement faces. Study successfully identified some of the factors such as gender, attitudes, innovative are the key drive or antecedents in the internet advertisement industry. More than ten previously research papers on internet advertising has taken and literature review had conducted in order to identify the factors. A literature review methodology employed for the present study, and results will of the present study help the organizations to create the proper internet advertisement marketing strategy and also to develop the advertisement model in the future. Third

Key Words: Internet advertisement, Web advertisement, Gender etc...

1. INTRODUCTION

Internet advertisement is a booming and more versatile in the marketing field. As days goes on internet usage in the developing countries increased in an enormous way. The present study will focus on identification of some of the antecedents in internet advertisement and also customer behavioral identification in the field of internet advertisement.

2. LITERATURE REVIEW

Study conducted by [1] proves that internet advertisement has the same effect as that of normal advertisement in televisions and other media. Since internet advertisement very new to the consumers they are not much used to it. This study took several antecedents that responsible in creating the good will in attracting the consumer to buy the product and was tested, results indicated that internet advertisement increases the purchase behavior of the consumer and tends to buy the product. Indeed care should be taken that there should not be conflict or confusion between internet culture and marketing strategy [2].

This confusion may result in negative buying behavior of the consumer and consumer may result in negative response towards internet advertisement. Understanding and analyzing the consumer attitude better results in creating good will on internet advertisements.

A study conducted on destination marketing [3] revealed that there are different challenges exists in

internet advertisement especially in web advertisements. First challenge is that the success factor of a web advertisement. Study showed that web or internet advertisements should be more creative and innovative then only internet ads will be successful. Internet advertisement marketing strategy should not go with the other marketing strategies like TV Ads, newspaper Ads, it should have a unique and innovative advertisement so that internet advertisement should result in creating brand, loyalty with the consumer.

Internet users has an entirely different attitude when compare to other advertisement strategies, so once the consumer visits the web site, consumer should retain and see the advertisement's in the particular websites. If the advertisement is not good enough to meet the consumer need he will surely switch to other website. Understanding and analyzing the consumer need should also be the important marketing criterion for the internet advertisement.

Web sites needs to design for different consumer perceptions. A study [4] showed that gender is a important demographic issue while designing a web site. Male and female are effected differently with different variables. It was identified that male are much straight forward attitude and they require more specific information in the web sites, that means if a company want to design a web site for a male consumers the design should focus on more informative content rather than entertainment or any other issues. Similarly for the female consumers their behavior is different with website ads when compared to males.

Female require a clear cut information, more entertainment and other variables. So the website should have the detailed information, much more entertainment to attract the female consumers. If a product is for both the genders company need to identify the common factor that affect both gender and need to design the advertisement in that way.

Study conducted by [5] proved that not only demographic plays an important role in the internet advertisement but also lifestyle plays a crucial role in it. Author conducted study on Taiwan consumers and proved that lifestyle cluster plays an important role in it.

Study conducted by [6] showed that how attitude on web site and time spent by the consumer effect the advertisement effectiveness. Results from this study

revealed that attitudes towards the brand will affect the attitude towards the website. Organizations need to develop the websites based on the user's perceptions on the basis of the traditional way.

Result of the study proved that time spent on browsing the internet website was also effected by two factors experience with the internet and involvement. Among these two experience with the internet plays import role in the time spent on browsing the internet website.

3. METHODOLOGY

Since the present paper is a review paper, ten past research papers taken and reviewed thoroughly. Many antecedents and challenges responsible for the advertisement in the internet has identified and put across in literature review. It was also identified that there are some factors such as demographics also plays role in internet advertisement.

The present study on internet advertisement successfully identified the different criteria that in responsible for creating the marketing strategy in the internet marketing field. Majority of the paper which is taken for the present study have taken survey as a methodology for their research work and it is most suited research method for marketing research especially advertisement also.

The steps followed in the methodology are

- 1) Identification of the problem and antecedents in internet advertisement.
- 2) Identification of challenges in the internet advertisement.
- 3) Developing the objective for internet advertisement.
- 4) Identification of suitable research papers on internet advertisement.
- 5) Literature survey and review of past research papers.

4. CONCLUSIONS

From the literature review we can able to conclude that there are different ante decedent and challenges that effect the internet advertisement. It can be concluded that internet advertisement design and approach should vary according to gender, demographic, culture and product. Each gender behaves differently, each culture vary differently and for each vary in the product the internet advertisement should be different.

The present study also has some limitations. We did not considered the attitudes involved in the advertisement such as informativeness, irritation, materialism etc. in

order to fulfill the all the needs of the study in marketing these attitudes should be considered.

Majority of the sampling in the studies we considered are only one particular type of sampling such as random sampling or snowball sampling. Future research should focus on these issues and should overcome the limitations by this.

The result of the present literature review helps the future researchers to develop the conceptual models and also helps the organizations to develop the suitable advertisement strategy.

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