

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 8, August 2019

ONLINE ADVERTISING AND ITS EFFECTIVENESS

Mahmudova Umida

Ph.D Student, Karshi State University, Karshi, Uzbekistan.

ABSTRACT: Nowadays, people are exposed to numerous advertising messages, whenever they go out, read a newspaper, turn on the TV or surf on the Internet. Advertising exists in every corner of human life, therefore people are unable to remember all of them. For that reason, they tend to neglect the advertising messages. Nearly a century ago, Samuel Hopkins Adams, expert on advertising, warned in Collier's magazine, "There is no hour of waking life in which we are not besought, incited, or commanded to buy something of somebody". Today, astonishing development of technology, rise of new media and communication channels are playing important factor in people's life. Advancement of technology have led to the significant growth of communication style through internet in the form of online advertising.

KEYWORDS: online advertising, internet, communication, history of online advertising, advantages and disadvantages.

I. INTRODUCTION

Globalization, rapid rise of internet users and channels of communication changed the advertising world. Consider the diminishing life-style of a consumer and vitality of a product in the market, companies need to aware of successful new electronic medium. In the last decades, the marketer's challenge is to know the best combination of medium that can achieve advertising goal and find reasonable cost effectiveness. The Internet is the most essential medium in the 21st century. Online advertising is a type of mass communication which is based on traditional form of advertising but develops its own communication strategies in correlation with the new technical and medium based requirements[1]. Further, online advertising involves the same principles as traditional advertising. However, online advertising is more interactive media than the traditional advertising with videos, games to audio messages that can be defined as any form of communication between a consumer and a publisher, that incorporates advertisements by emails, search engine results, pages, banners etc[2]. Online advertising uses the Internet and World wide web to deliver the product's messages to obtain consumer's interest. It includes rich media advertising, banner advertising, social network advertising and contextual advertising on search engine result pages, email marketing also email spam which are delivered by Advertising server. Online advertising gives opportunity to the companies to find precisely target an audience that could fit their interests and tastes. Priority of online advertising can captivate and engage the consumer with variety of advertising methods that range from the traditional advertising. We have confirmed a remarkable change in Global marketing with online market strategy that highly dominating people's attention day by day. Next advantage of online advertising is a low reasonable cost of medium for companies where they can do their communication with customers and make profit.

II. THE OBJECTIVES OF THE STUDY

1. To define the meaning of online advertising,
2. To observe the history of online advertising,
3. To identify online advertising types,
4. To analyze advantages and disadvantages of online advertising.

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 8, August 2019

III.A BRIEF HISTORY OF ONLINE ADVERTISING

According to Tim O'Reilly, founder of the web portal Global Network Navigator (GNN), claims that the first advertising appeared in 1993 on GNN and required "special dispensation from the National Science foundation"[3]. Other sources cite, online advertising was initiated when Hot-Wired signed up fourteen advertisers like MCI, Club Med and Volvo, for its online debut (October 27, 1994) that was forever transformed by a small graphic bearing the presumptive words, "Have you ever clicked your mouse right here? You will," in a kitschy rainbow font. The age of banner ads had officially begun.

1. Figure one



<https://blog.hubspot.com/marketing/history/of/online/advertising>.

Early advertising and with the banners on the Internet market, advertisers used very short and simple words such as Click Here or Click Now, their main purpose was pulling the consumer to the net. In 1995, when banner ads gained popularity, Webconnect advertising agency began helping its clients to identify the right websites to place their ads thus enabling the clients to get more visibility among their target demographics[4]. Keyword based advertising was created by Yahoo in 1995. The first keyword advertising was on "Golf". Online advertising has been increasing since 2004 due to the number of hours on Internet users, advertisers realized the advantages of web marketing that can help rise business platform. In 1996, Stanford graduate students Larry Page and Sergey Brin began a research project that ultimately became patented innovation in Search and it was the beginnings of Google. Even today Google remains the most popular search engine site[5].

IV. TYPES OF ONLINE ADVERTISING

Main types of online advertising are the following:

1. **Pay-per-Click Advertising (PPC) and Pay-per-impression.** These types of advertising are two different online advertising models. Pay-per-click, as the name suggests, involves payment to host every time users click on an advertisement while Pay-per-impression calculates the cost of the entire marketing campaign which is conducted online[6]. The advantage of PPC, the advertisers have to pay for the advertising and their profit increases as the ads are clicked.
2. **Social Media** advertising is a communications and networking tool, that can be widely seen at famous Social networks as Facebook, Instagram, Twitter, Telegram, Pinterest etc.
3. **Mobile advertising** advertises products or services with the help of mobile devices.
4. **Display advertising** is a form of advertising that consists of the following forms;
 - **web banner advertising** is a graphical image displayed within a web page.(wiki)
 - **pop-ups/pop-unders** are the kind of advertising that appear on the top or under the current web-page that user views
 - **floating ads** is a type of rich media advertisement that appears superimposed over the requested website's content
5. **E-mail advertising** is a type of advertising that includes receiving ads via electronic letters. E-mail advertising allows user advantage that creates and delivers letters to thousands of targeted recipients than waiting for expected consumer.

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 8, August 2019

V. ADVANTAGES OF ONLINE ADVERTISING

Today, Internet has become main and medium for advertising than traditional advertising. Internet has created unprecedented opportunities for small businesses to engage in national and international marketing campaigns which could have been unaffordable due to the huge amount of resources required[7]. Online advertising is much less expensive and gives huge opportunities that makes your head spin: advertising on social networks, email advertising, search engine advertising, banner advertising, video advertising etc.

1. **Wider geographical coverage** – with the help of Internet marketing the world became smaller, that allows businesses from one part of the world to another.
2. **Affordable Prices/Low cost** – in comparison to traditional advertising is much more cost-effective. In traditional advertising you have to pay full amount of money to the advertising company. A major benefit of online advertising has a much affordable price that can advertise more cheaper price for a wider audience.
3. **Targeted audiences.** To compare with traditional advertising, online advertising helps to find targeted customers who are specifically looking for the brands or services.
4. **Easy to measure.** It's easy to measure makes online marketing more attractive than the traditional advertising. Audiences can find analytic tools of online advertising results to measure that helps audience what to do with companies.
5. **Speed.** Real-time advertising tools bring businesses more success than other tools. Online advertising is the fastest one medium that can begin sending out your advertisements to a wider audience.
6. **Informative.** In online advertising audiences can get more detailed information about the product or service which is mentioned in the advertisement.
7. **Better Branding.** Anyform of advertising helps in improving the branding and online advertising stands a notch high in improving the branding of your company service or product[8].
8. **Available 24/7.** The Internet allows for business can sustain a physical 24-hour a day and 7 days a week for business affairs to compete and use market place with internet marketing tool.

VI. DISADVANTAGES OF ONLINE ADVERTISING

1. **Privacy.** In online advertising has possibilities that your marketing materials will automatically available for anyone in the world to copy regardless of the legal ramifications, such as words, slogans, logos, images etc. Another negative side, perpetrating and incorrect information may spread in the Internet about your product, brand or service that will annihilate your online reputation and lose your targeted audiences.
2. **Malware.** This type of advertising tool can involve some external applications that change system settings such as your browser home page. These programs designed like computer viruses as Trojan horses that insert your ads into non-related web pages.
3. **Limitations.** Another disadvantage is online advertising may not be appropriate medium to advertise your product. Some products or services target is elder people or children and some may not have access or do not even know how to get online.
4. **Lack of trust.** Today, in spite of significant rise of online services, many people still misdoubt electronic payment and mistrust whether their bought goods will be delivered or not. This problem motivates and makes interest to marketers and IT specialists to learn about online trust and increase safety of online transactions.
5. **Lack of linguistic features.** This is a main disadvantage that affects online advertising prosperity. All the characteristics of linguistic features such as semantic, pragmatic, grammatical and lexical levels have the same functions, catching our attention and appealing to our imagination; increasing recognition and enhancing the memorizing effect; making the advertisement easy to repeat and remember[9]. All the language levels of advertising devices are used to create an interest and provide information but they are not used in an appropriate way.

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 8, August 2019

VII. CONCLUSION

The rapid development of the Internet has created new field for online advertising. Global advertisers and marketers are moving around to online advertising due to peculiar and versatile abilities of the Internet. In the competitive world, all people try to find qualified service for their life. Moreover, implementation of the Internet in the channel of marketing includes several advantages and disadvantages. However, the Internet continues to develop, new technologies in Internet marketing will appear and will outline how products and services will be sold in the near future.

REFERENCES

1. Dr. ParulDeshwal, International Journal of Applied Research 2016, 2,2, 200-204.
2. N.Horbal, M.Naychuk-Khrushch, B.Orlykova. Econtechmod. "Internet advertising: the specifics, tendencies of development and impact on sales", An International quarterly Journal-2017, vol.06, No.1,37-46.
3. "The first internet advertising appeared in 1993, not 1996. I know, because I did it, under special dispensation from the National Science Foundation, on our pioneering web portal, GNN, or the Global Network Navigator. GNN was sold to AOL in 1995 and soon withered away there, but it was the first commercial, ad-supported web site, and launched the first web ads in late 1993." (Tim O'Reilly, comments on Paul Kedrosky, Updated: The First Decade of Internet Advertising, (March 7, 2007), at http://paul.kedrosky.com/archives/2007/03/07/the_first_decad.html.) See also O'Reilly biography, at http://oreilly.com/oreilly/tim_bio.csp: "1993. O'Reilly's Global Network Navigator site (GNN, which was sold to America Online in September 1995) was the first web portal and the first true commercial site on the World Wide Web." Wikipedia more specifically claims that the first Internet banner ad was sold by GNN to Heller Ehrman LLP. Global Network Navigator, at http://en.wikipedia.org/wiki/Global_Network_Navigator.
4. NagandlaChandana and VikramAbhishek., "Evolution of online advertising", November 2018, India, Calcutta., p.8
5. John Battelle, The Search: How Google and its Rivals Rewrote the Rules of Business and transformed our Culture. Chapter 4. (Penguin Books 2005).
6. G.Anusha, "Effectiveness of online advertising", International Journal of Research Granthaalayah., Vol.4, No3: Se(2016) p14-21.
7. VladislavYurovskiy, "Pros and Cons of Internet Marketing" Research paper in Turiba University faculty of Business administration (Latvia) www.turiba.lv/studZinKonf_Yurovskiy.pdf p3.
8. Prof. Pashmeen Kaur Anand. "Impact of online advertising on consumers." Tactful Management Research Journal., p82.
9. Leech, G. (1966). English in advertising: A linguistic study of advertising in Great Britain. London: Longman., p29., Dyer, G. (1982). Advertising as communication.London: Routledge., p140.