ORIGINAL RESEARCH PAPER

Commerce

MILLENNIALS ATTITUDE OF ONLINE ADVERTISEMENTS ON CONSUMERS' PURCHASE DECISION – LITERATURES REVIEW

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ABSTRACT

Advertisement provides required information about products to customers without having any boundaries and persuade the potential customers to buy the products, satisfying needs and wants of consumers by creating demand for products advertised. Advertisements also attempts to remind existing customers about brand preference and brand loyalty by neutralizing the effects of competitors' advertisements. As a result, it is a paid form of non-personal communication with a target audience through mass media such as newspapers, magazines, bill boards, radio, television, internet, and so on. Among these mass media, this literature review focuses specifically on online advertisements by analyzing the perception of the consumers towards purchase decision. Although, several studies have been conducted in the field of advertisements, research on the online media for advertisements are still emerging. This is due to the fact that now-a-days, online advertising is fostering a new culture by presenting about products and their feedback in a variety of ways and requesting opinions on whether or not they satisfy customers. Hence, this paper attempts to analyze the perception of the consumers towards online advertisements for their purchase decision and identify the research gap.

INTRODUCTION

The information technology (IT) revolution has made tremendous changes in India in terms of socio-economic well being of the general public. The well-established commercial complexes, huge malls, entertainment theatres, railways and banking sectors, etc., are the significant attributes of the IT revolution. Although, internet in India starts its journey in 1986 as ERNET (Educational Research Network), accessibility of the internet by the general public began on 15th August 1995. Now-a-days the internet occupies major role in every one's day-to-day life and at present there 718.74 million active internet users in India which comprises 54.29% of the total population. The internet being the mass media for interactive communications, builds the relationship with manufacturers along with internet users and bridges the gap between them. The manufacturers who want to promote their products among the consumers can advertise through the various forms of online advertisements viz., banner advertisements, pop-up and pop-down advertisements, interstitial advertisements, etc., and influence the internet users to view it for their purchase decision. But the internet users being the consumers who are having intention to buy the product are having the varied opinion about the product promotion such as brand, quality, price, flavor, shopping practices etc. Although several researches have been conducted on the part of online advertisements among the consumers to know about their attitude, the research gap need to be identified for exploring the further research. Hence, this paper attempts to reviewing the earlier literatures on consumers' attitude towards online advertisements for their purchase decisions.

Lutz (1985) suggested that mentality towards advertisement makes an accumbent to watchers' brains in a positive and negative consideration which depends on every notice. Particularly, it draws out the various kinds of feeling free.

Schlosser, Shavitt and Kanfer (1999) found in their overview, the respondents believe that E-promotions to be more informative and convincing than a demographically comparable example found in similar publicizing.

Fernandez (2000) proposed to link genuinely situated purchasers' attitudes to directional advertising in the Yellow Pages environment. The client's purchasing performance is affected by product content. Hence the merchandisers should

give more data about particular products, which brighten up the customer buying conditions.

Brackett and Carr (2001) further approve Ducoffe's model and stretch out the model to incorporate validity and shopper socioeconomics. Believability is demonstrated to be honestly connected with each promoting worth and demeanor towards publicising. The best attitude toward promotion appears to be influenced by product segmentation factors.

Online applications, according to Lu et al., (2005), are simple to use stages for clients, in any case, delivering notices on the place of customers. Their findings show that internet applications are customized to the preferences of individuals. As a result, individuals can visit each and every online store.

A study by Chan Mei Lee et al., (2008) was to look at the elements that influence consumers' attitudes regarding online advertising. The findings show that buyers' attitudes regarding online advertising have an optimistic relationship. For many shoppers, internet advertising is the most valuable since it pushes them to expand their brand image throughout research.

Big name-based notices have a durable effect on the watcher's mentality, according to a study supervised by Lalitha Balakrishnan and C. Shalinikumar (2011). People are nowadays spending more money to improve their standard of living. A good method for advertisement is to enlist the help of well-known people. The findings suggest that a VIP-backed campaign increases the buyer's interest.

Abdul azeem and zia culhaq (2012) investigated on "discernment toward online publicising" with the help of three distinct phase gatherings, this evaluation was broken down. The purchaser mindset on the internet is the forerunner of a term. This examination reveals that online advertisement among phase elements, there are numerous members of one's own family who have strong convictions and mentalities.

According to Priyanka and Srivastava (2012), a web-based notice allows people to become familiar with the goods and clarifies the overall products. If any observers have any doubts about the item, they can check through the entire data set. People can use the internet to trade goods and services

from the comfort of their own home.

Customers' mentalities fluctuate, according to Saeed et al., (2013) whenever the web makes one item commercial in many ways. As a result, on the internet, there are a variety of media that influence the mind of the viewer. Most people's groups use a variety of web-based media at the same time. Individuals' can see each products promotion rehashed in this way. A part of the things alter their product advertising on a regular basis, which draws in the audience.

According to a study by Nitin Srivastava et al. (2014), online advertisements assist web clients' purchase decisions since more visual and auditory stimuli are available in internet-based advertisements. They asserted that nowadays, commercial is a general cycle that improves the item refreshment.

Erni Martini and Sri Widaningsih (2015) explored the impact of internet advertising on teenagers' attitude in Indonesia. A relationship test is directed by this review. In Indonesia, the analysis proves that while growing utility, indignity, and value discernment have a good association, young people's guideline and online attitude have an unfortunate link.

Gokhan Aydin (2016) researched into the distinctions between web-based media promotions and flexible ads. They placed themselves apart from web-based media promotions in Turkey, Facebook was the top seventh popular application, and flexible memberships were the 20th most popular. Furthermore, his findings reveal that only 10% of respondents had positive attitudes with Facebook promos, compared to 14 percent of respondents who had positive attitudes toward adaptable commercials.

Bruntha.P et al., (Jan 2019) focus on "Demeanor at the adequacy of online notice" which finds that the economic profile accessible perfectly mentalities and inclination toward net disseminating. The rebate offer which is the most powerful motivational equipment in web-based advertisement is used to understand people's affinity toward online advertisements.

Identification of research gap

Thus, the viewers of the online advertisements are having the fluctuating mentality and their attitude is differ from time to time. But, while reviewing the above literatures, it would be an interesting fact to note that online advertisements are informativeness, interactive, entertaining and having high credibility in its value, At the same time, online advertisements are viewed by the internet users with irritations, annoyance and unethical as revealed by the above literatures. Thus, all the above reviews are emphasizing the various attributes of online advertisements such as accessibility, potentiality, interactivity, creativity etc., but fails to reveal the attitude of viewers about the particular form of online advertisement and its impact. Although the online media for advertisements is efficiently reaching out to the crowd at a low cost, but the reviews on viewers' attitude towards particular brand and or product advertisements in online media are lacking and hence it should be focused.

CONCLUSION

This discussion portrayed by the several researchers clearly depicts that everyone understands marketed products outfitted by the data in which the manner inspires everyone. The internet viewers are satisfied with half of the data in an online advertisement for the product they desired to buy in the market. In general, the advertiser reduces risk and provides interactions that are free of misrepresentation. While advertisers are affiliated with deceptive practices, internet media will undermine the brand's image. As a result of the unexpected turn of events, everyone is relying on patterns and convictions. Internet buying allows for faster, easier payment, and additional options and online advertisement allowing customers to leave a unique review for each purchase. Because everyone leads a lavish lifestyle, it decreases people's hesitations in many situations where they are confused whether or not to buy.

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