



## Study The Concept of Internet Advertising The Specific ,tendencies Of Development And It Impact

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### Abstract

*Today's consumers are inundated with marketing messages wherever they go, whether they go outside, read a newspaper, watch television, or use the Internet. People are unable to remember all of the advertisements they've seen because advertising is present in every aspect of human life. Because of this, they frequently ignore the messages conveyed by advertisements. Nearly a century ago, advertising expert Samuel Hopkins Adams warned in Collier's magazine, "There is no hour of waking life in which you will not be bombarded by commercials." which we are not urged, encouraged, or ordered to buy something from someone", The astounding advancement of technology, the rise of new media, and the proliferation of communication channels have become crucial components of modern society. Because of technological progress, online advertising has expanded dramatically as a means of communication. A form of mass communication, advertising informs and influences consumers to buy a product. It's much easier to retain knowledge when it's presented in a fun setting. Thus, we can term advertising as an infotainment concept. It was the Marketing Mix that ultimately led to the birth of the concept of advertising. Advertising is a part of a company's marketing mix since it informs potential buyers about the company's offerings before they make a purchase decision. "Product," "Price," "Place," and "Promotion" are the "4 Ps" of marketing. A product's marketing efforts may be found in even the most priceless antiques. Thus, "Advertising is any paid type of non-personal presentation and promotion of ideas, commodities, or services by a known sponsor," as defined by marketing guru Philip Kotler.*

**Keywords:** Advertising, Marketing, Product, Price, Place, Promotion, Internet Advertising

### Introduction

One of the most significant challenges that businesses have faced over the course of the last several decades has been gaining a knowledge of how customers would respond to the many products that will be used in the pursuit of their ultimate goal. Because it can shed light on the factors that influence consumers' choices when selecting the goods and services they require to



meet a variety of needs, research on consumer behaviour is becoming an increasingly interesting topic for marketers. This is because consumer behaviour research has the ability to shed light on these factors. Marketers may also learn how customers choose the items and services necessary to fulfil a certain requirement from the options available to them. As a result of the considerable expansion that internet advertising has had over the course of the last 10 years, companies are increasingly focusing their emphasis on this method of marketing. The number of individuals communicating with one another and spending more time online continues to steadily increase over time. The usage of additional gadgets, such as mobile phones and televisions, may also result in an increase in one's level of connectivity to the internet. **(Belch, M. B. 2003)** The landscape of the advertising industry has been significantly shaken up as a result of the rapid expansion of technology as well as the advent of new media and communication channels. This has had a significant impact on the competitive environment of the industry. The advertising business has been profoundly impacted as a result of these changes. On the other hand, due to the ever-increasing dependence on the internet as the primary source of information and communication, the internet has become the most important platform for advertising. Back in 1994, Hot Wire was the first firm to market and sell an online advertising banner directly via its website. In the years that followed, online advertising developed become a significant factor in the degree to which businesses are able to generate enough profits from the products and services they provide. **(Dreze, X., & Zufryden, F. 1998)**. The situation in which we find ourselves now is beset with essential requirements for the modern future that are gradually becoming an integral part of our day-to-day existence and thus cannot be disregarded. These essential requirements for the current future include: Not only is there more advertising available online than at any other time in history, but customers also have a far wider variety of options than ever before. The amount of money that companies invest in online marketing is at an all-time high. It is very vital to have a complete understanding of the factors that impact the effectiveness of advertisements that are shown online. The most influential marketers have been keeping their fingers crossed for quite some time in the hopes that an online broadcast model would become available. They want to do this by making advertisements on the internet more like to those shown on television. In point of fact, they intend to make it even more effective than conventional television



advertisements by combining the visual impact of broadcasts with the value added by audience participation. (Schlosser, A. E., Shavitt, S., & Kanfer, A. 1999).

### **Objective of paper**

1. In order to grasp the fundamental idea behind Internet marketing.
2. To investigate the impact that online advertising has on the purchasing decisions of consumers.
3. To have an understanding of the significance of online advertising.

### **Literature Review**

- Marketers have known for a long time that consumers don't make purchases on the spur of the moment and instead need to be guided through a "ladder of consequences" before making a final decision. The logic for hierarchical frameworks is made abundantly plain. The first step in selling a product or providing a service is getting people to notice you. Customers then need to do research to form an opinion and hopefully a desire to purchase the product or service. Barry (1987) claims that in the early 20th century, St. Elmo Lewis built the first comprehensive model of the hierarchy of effects (AIDA). To evaluate the effect of advertising as consumers go from awareness to comprehension to conviction to action, Colley (1961) developed the DAGMAR model (Defining Advertising Goals for Measured Advertising Results). Hierarchies of effects models may be found in almost all advertising and marketing textbooks (Belch and Belch, 2006; Clow and Baack, 2004; Kotler and Keller, 2006). The role of internet marketing within these contexts is not addressed in the literature. Whether or not they do, do all online advertisements serve the same purpose, or do some have more sway on consumers than others?
- The idea of integrated marketing communications is often discussed in standard advertising and marketing literature as well (IMC). The goal of integrated marketing communications strategies is to concurrently influence customers in a number of different ways. TV and print ads may pique consumers' curiosity in a destination, while in-store discounts and online coupon codes can spur instantaneous purchases. It's interesting to note that before IMC models were developed, individuals often utilised directed media like telephone directories like the yellow pages to discover what they were looking for after they had already made up their minds to buy. The lack



of study into how internet advertising could improve more conventional forms of marketing is a major worry for modern marketers and advertisers.

- Manju Ahuja (2003) This article presents the findings of a study done on consumers who use business-to-customer websites to investigate the elements that influence their buying behaviour and browsing behaviour, especially throughout the process of making purchases online. The study also analysed clients' buying options based on their demographic characteristics. These profiles might reveal customers' one-of-a-kind approaches to buying a certain product or service. One of the most accessible aspects that might affect consumers' buying habits is their usage of social media. **(Raman, 2003)**
- Muhammad Shafiq Gul (2004) As part of the review, the team looked for evidence that consumers' use of social media affected their purchasing decisions. Academic staff and students from Karachi's several universities were the subjects of the study. There were probably about 160 questionnaires filled out by academics. Results showed no statistically significant relationship between social media use and changes in consumers' propensity to make purchases. The Dreze, X., & Zufryden, F. (1998).
- Garima Gupta (2013) In her research, she investigated how the influence of social media may be seen in consumer expenditure. The findings provided empirical evidence that social media does, in fact, have an impact on consumers' inclinations to buy a certain product. In particular, the level of product engagement, product records, and peer verbal communication all have a substantial influence on the consumers' intents to make a purchase in reaction to social media. Despite the fact that the product cannot be evaluated before purchase due to the nature of its online distribution, the author implies that consumers' evaluations and purchasing decisions are helped by information posted on social media and within peer groups about the goods. This is despite the fact that the product cannot be evaluated before purchase. A recent research, to quote its findings **(Garima, 2013)**

### **Understanding Digital Marketing**

Advertising campaigns often aim to increase brand awareness and market share. In order to be successful, marketing requires a combination of advertising savvy, sales, and the ability to deliver goods to end-users. Organizations often employ dedicated staff members called "marketers," or they may hire outside marketing agencies. Although these strategies are still



used, the rise of the internet has changed the way businesses interact with their clientele. Internet advertising makes sense in this case. Interactive marketing makes use of media that allow for two-way communication between a business and its customers, such as websites, social networking sites, search engines, and mobile applications. **(Celebi, S. I. 2015)**

Traditional methods of advertising are failing to get the attention of consumers in today's highly competitive market. In the early days of digital advertising, email marketing was widely used. Due to the popularity of search engines like Netscape, businesses increasingly rely on tags and keywords to boost their online visibility. Businesses now have the tools to monitor customer activity on social media sites like Facebook in order to better serve their customers' needs. With the aid of modern cellphones and digital marketing tools, it is simpler than ever to get one's name and goods in front of one's target audience. Scientific studies have shown that the use of mobile devices to access the internet is rapidly growing in popularity. It is thus not surprising that 70% of shoppers have second thoughts about making a purchase (often on their phones) before actually making the buy. **(Bhatt, M. a. 2013)**

### **Digital Marketing Challenges**

Those who work in digital marketing today have a whole new set of obstacles to overcome. Since the number of available digital marketing channels is always growing, it is imperative that digital marketers remain abreast of their features, audience habits, and best practises in order to maximise sales. Growing people to pay attention is getting harder as more and more competing ads flood their screens. The huge volumes of data that digital marketers gather and analyse may be challenging to utilise effectively, which is another challenge they face. The difficulty of collecting and analysing data draws attention to the need of having a knowledge of client behaviour in order to provide direction for a marketing strategy in the digital world. For instance, a corporation can find it necessary to do research on developing tendencies in client behaviour, which might include making use of heatmaps on their website to get comprehension of the steps customers take prior to making a purchase. **(Garima, G. 2013).**

### **Internet Marketing to Attract New Customers**

Prospective clients could be attracted via internet advertising. Website design, social media promotion, and SEO should be your primary areas of attention. Using Facebook's Lookalike Audiences is one way to reach out to people who are more likely to be interested in your



message since they share your target demographic. If you have the budget, you could also pay a social media influencer to promote your items to their followers in exchange for a cut of the profits. While paid social media promotion has the potential to broaden your brand's reach and attract new consumers, you should explore other options before settling on one. Keeping a high profile on major search engines like Google and Bing is essential if you want to attract new clients. Your company has to have a high ranking for the keywords that are important to your sector, since 81% of clients will undertake internet research before making a purchase. The majority of customers (78%) who do a local search on their mobile device end up making an in-store purchase as a direct consequence of their research, proving the importance of search engine optimization. **(Gordon, M. E., & De Lima-Turner, K. 1997).**

#### **Internet Marketing vs. Content Marketing**

Internet and content marketing are both methods used to increase traffic to a website and, hopefully, the number of leads and prospects that turn into paying customers. The approaches here are also somewhat similar to one another. However, there are some subtle distinctions that may be made between the two. To sell your company online, often known as internet marketing, is the most all-encompassing method, with content marketing working as one of the substrategies that operate underneath it. In its purest form, "content marketing" refers to the act of producing and disseminating material with the goal of attracting a certain demographic. Content distribution through email, search engines, and social media is all part of online marketing, as are paid advertisements, retargeting, and a host of other tactics you may employ to reach your target audience online. **(Crain, M., & Nadler, A. 2019)** You may also utilise a broad number of additional internet marketing methods, like retargeting, to promote your business online. The phrase "online marketing" encompasses a wide range of strategies that may be used to reach a specific audience through the World Wide Web. Despite the fact that the vast majority of the strategies categorised as "online marketing" have something to do with the creation of content, the term "online marketing" can refer to aspects of internet marketing that are not related to the production of content, such as website design or PPC bidding. However, some methods may also be referred to as "internet marketing." **(Muhammad Imran Khan Muhammad Shafiq Gul, H. S. 2004).**





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**Consider podcasts and audio chat rooms to make connections.**

The podcasting industry is booming as more and more well-known people, including actors, comedians, and politicians, launch their own shows. Although the ROI on audio material is low, it is expected to rise in 2022. This includes podcasts. We found that just 14% of social media marketers make advantage of audio chat rooms like Clubhouse and Twitter Spaces. Sixty-eight percent of social media marketers say that audio chat rooms are the most effective social media marketing medium they utilise. More than half (51%) of current podcast and audio content consumers want to increase their spending in 2022, while nearly as many (43%) have no plans to change their budget. Furthermore, 26% of content marketers plan to use podcasts or other kinds of audio content for the first time in 2022. The competition may employ podcasts and audio chats if you don't include them into your own marketing strategy. **(Agrawal, G. N. 2013)**

**The impact that online advertising has on the purchasing decisions of consumers.**

Due to recent developments in technology, the internet has become a vital tool for consumers to employ while trying to define their needs. As a result of technological advancements, information and communication have become pivotal factors that impact consumers' perceptions of and engagement with a product, as well as their propensity to make a purchase. As a result, people have more opportunities to learn and share ideas than ever before. Therefore, internet advertising has a significant influence in shaping customers' beliefs and behaviours in relation to a certain product. One of the most important factors in customers' decision to buy a product is the company's portrayal of the product in internet advertising. Internet advertising has evolved into a kind of media with the potential to influence consumers' mindsets and ultimately lead them to make a purchase of a product made by a particular business. The research found that advertisements that are both visually appealing and professionally produced have a far greater impact on consumers' propensity to make a purchase. During the same time period, the price of the product and the quality of the items have been major aspects that have been known to have an influence on purchase behaviour. **(Bucklin, R. E., & Hoban, P. R. 2017)**

Therefore, internet advertising has both good and bad effects on consumers' propensity to make purchases. An individual's propensity to purchase a product, which in turn promotes both the advertised product and the consumer's propensity to purchase, is nevertheless indicative of the individual's loyalty to and confidence in the brand. Customers are loyal to a brand when they buy



it again. To capture customers' attention and shape their everyday emotions, online marketers must first be aware of, and conversant in, how those consumers feel about online advertising. This will provide internet marketers a way to capture people's interest and shape how people respond to their products on a daily basis. In order to meet the needs of their customers on a daily basis, online advertisers need to be familiar with the evolution of the market and how various companies' services and goods have changed in appearance. Commercials should be created in a variety of styles and feature elements of reality rather than just being carbon copies of one another. This should replace the practise of duplicating existing advertisements. They should care more about the quality of the advertising than how much interest it generates. Ads should be brief and to the point so that customers don't lose interest, and they should also be truthful. It's important for a marketer to remember that the emphasis should be on the product's features and benefits rather than on the model's looks and personality while making a sale. The marketed product's starting price must be included in all promotional materials. **(Welch I, B. S. 1998)**

Customers' propensity to make repeat purchases is meaningfully impacted by the advertising. Modern consumers are less persuaded by price cuts and more concerned with the quality of the product and the service they get, as well as looking at reviews and leaving comments on the goods they purchase. After a well-thought-out and executed advertising campaign, there is a strong probability that consumers may decide to change their buying habits and make a purchase. It has been observed that shoppers are increasing their internet literacy in order to conduct their product searches online. Online advertising's share of the market is increasing as a direct result of this development. The following is one possible explanation for this: For online marketing to be successful, it must attract new clients, retain current ones, and exceed their expectations by meeting their every need and satisfying their individual tastes. Moreover, we can state with confidence that the quantity of online advertising a customer sees correlates with how likely they are to make a purchase of that product. It is becoming more apparent that customers' purchase choices are impacted by the advertising they see on the internet. This research is helpful for forecasting how customers will respond to internet ads since it shows that online retailers care more about providing complete product descriptions than trying to woo them with flashy images. **(W. J. and Balakrishnan, B. K. 2014)**



## An understanding of the significance of online advertising.



The vast majority of people nowadays make use of the internet for a wide range of reasons, including social networking, optimization for search engines, commerce, education, and employment. You may see ads for all sorts of businesses trying to make a good impression on consumers wherever you go. Internet Advertising for Organizations is Greatly Helped by the Capability of the Internet to Deploy Huge Amounts of Database That Can Be Quickly Taken From the Shell. According to the research of one knowledgeable individual, Internet users are gaining advantages in both the fields in which they seek information and the professions that they have selected. Users often go online in the hope of locating a certain piece of information that they have heard is said to be available on the web. This is the primary distinction that can be made between advertising on the Internet and advertising on other forms of media. There is a wide variety of online advertising formats, including traditional banner advertisements, pop-up and pop-under ads, interstitial ads, trick banners, text ads, sponsored search, email ads, chat ads, expanding ads, and frame ads. (Cartellieri, C., Parsons, A. J., Rao, V., & Zeisser, M. P. 1997). Display ads, banner ads, floating ads, SEM (search engine marketing), SEO, and many more fall under the umbrella of "Internet advertising." (Search engine optimization) (Search engine optimization) There is a wide variety of online advertising formats, including traditional banner advertisements, pop-up and When compared to more conventional offline means, the company may market themselves with far less of an influence on the budget. Businesses may connect with huge, well-established groups at a low cost by running advertisements on the Internet, particularly on social networking websites. Electronic customer relationship management, often known as ECRM, is made much easier for organisations by the large databases made available to



them via online shopping. Customers stand to gain when they are given access to information on goods and services, and when they are given the opportunity to have things delivered to their homes directly. **(Lammas, N. a. 2010)**

When it comes to accomplishing one's professional goals in today's world, it is widely acknowledged that the single most important aspect is one's ability to effectively market their business online, namely via social media. According to surveys that have been carried out, an increasing number of customers are using the internet to perform background research on persons and businesses before deciding whether or not to make contact with them or do business with them. In point of fact, 97% of customers use the internet to seek for local businesses, as stated by the giant search engine Google. Online advertising is more flexible, wide, quick, and trackable than traditional advertising methods. **(Boudreau, M. C., & Watson, R. T. 2006)**

- **Wide Audience Coverage**

Due to the widespread availability of smartphones and internet these days, advertising on the web may reach a large audience. Since internet advertising is so easily available, it eliminates the need to travel great distances to reach the intended demographic. Internet marketing helps spread the word about the company's wares to a wider audience, which in turn increases the likelihood of an offline purchase being made. **(Biswas, P. D. 2014)**

- **Target Audience**

The correct audience can be found through online advertising, which simply targets the right group of viewers who are either interested in purchasing the product being advertised or have looked for products that are relevant to it. One way to find the correct audience is to look for products that are relevant to the product being advertised. There is a broad range of software available, some examples of which include display advertising, social advertisements, and video commercials, all of which have the potential to make the process of reaching one's target population easier. These technologies are ultimately beneficial to the firm since they help produce a bigger number of leads and make the company's marketing efforts more effective. If you want to boost your offline sales, you should know exactly who you're trying to reach. One way to do this is to conduct an audience analysis of your competitor's viewers. This can give you



insights into the viewers' age, gender, and demographic information, as well as their beliefs, values, preference, and behaviour. (Adler, M., Gibbons, P. B., & Matias, Y. 2002)

- **Affordable Budget**

When compared to the expense of traditional marketing, the cost of digital marketing is far cheaper. The amount of money set aside for traditional marketing is far higher than the amount set out for digital marketing. Internet advertising gives you the ability to set a certain budget for a certain length of time, and the amount that is deducted from that budget is proportional to the number of times your advertisement is seen online during that time period. In addition, you have the ability to promote to a more diverse range of individuals of your target demographic. You also have the opportunity to cancel your online advertising at any time if you consider that it is not being seen by a sufficient number of people and you do not want to continue paying for it. In this specific situation, you will not be required to use all of the money that you have saved up to pay for it. (McMillan, S. J. 2004)

- **Increases Engagement**

It has been shown that video advertising have a higher degree of engagement compared to other sorts of advertisements, and it has also been demonstrated that online advertisements produce stronger engagement all around. Internet advertisements encourage a higher degree of involvement since they provide users access to a wealth of information on the business or brand being promoted. (Rettie, R., Robinson, H., & Jenner, B. 2003)

- **Brand Credibility**

It also raises the targeted audience's awareness of the brand, which familiarises them with the company and the product. Eventually, they will start recognising the brand and the product services, which will lead to a rise in sales and commercial activity in the future. The audience's level of confidence in the advertiser may be increased via the usage of online advertising since this kind of advertising emphasises the particulars of the goods and features that can be of benefit to the customer. (Ryans, C. 1996)

- **Remarketing Ads**

Remarketing is a strategy that involves reconnecting with individuals who have visited and engaged with a website in the past but who have not yet become prospective customers. When engaging in remarketing, one need to have a very firm grasp on the particular business objective



that they want to accomplish. For example, the brand may want to increase its brand recognition or may wish to boost sales; whatever goal they have in mind, the motivation behind their company or brand remarketing efforts should be crystal apparent. Google Remarketing is by far the most popular tool for remarketing, and for good reason: it's the service that's both the best and the simplest to use. (Boudreau, M. C., & Watson, R. T. 2006)

- **Return On Investment**

When it comes to advertisements, the return on investment (ROI) can be calculated because it reveals the total amount of return together with the comparable investment expenses. On the other hand, when it comes to online advertisements, we learn about conversion, pay per click, and cost per click instead. When it comes to online advertising, everything is determined by the objective we set for our company; for e-commerce, this objective will be the quantity of products sold; also, you will get the tracking code for the company so that you can stay up to date. (Austin, M. J., & Reed, M. L. 1999.)

### **Conclusion**

As internet usage increases, it will likely become the default medium for marketing communications. Internet advertising provides businesses with more access to rich media tools, interactive services, and a worldwide audience. Businesses may maximise their use of this medium by first identifying its demographic. The expansion of the internet has opened up a new market for commercials that can be seen by a wide audience. Marketers and advertisers across the globe are shifting their attention to online marketing and advertising because of the internet's versatility and originality. In today's competitive world, everyone is looking for a helping hand to make their life better. Also, like any other kind of advertising, there are advantages and disadvantages to utilising the internet. However, as the internet evolves, new internet marketing tools will emerge, defining the future of product and service distribution. Nonetheless, the marketer is still in the dark as to whether or not the message was really read. It is advocated that more refined procedures and tools be used for the internet. For instance, rather of paying for the entire number of times their advertisements show on yahoo! Search results pages, procter& gamble only pays for them based on the number of people who click on them to learn more about the company. The traditional method of determining a website's popularity and distributing resources is based on the number of connections it has to yahoo!. As customers become more



cynical about the efficiency of conventional, banner-based, internet broadcast advertising, it is imperative that online merchants find other ways to monetize their operations. As a result, there will be fewer venues for seeing broadcast advertisements in the future. Another option is selective marketing.

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