

CONSUMER ATTENTION LINKED TOWARDS ONLINE DISPLAY ADVERTISEMENT

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Consumer attention linked Towards Online Display Advertisement**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

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ABBREVIATIONS

&	And
Ads	Advertisement
CG	Chaudhary Group
CPA	Cost Per Acquisition
CPC	Cost Per click
CPM	Cost Per Thousands impression
era.	Electrical Replaceable Assembly
Etal.	And others
Etc.	Et cetera
i.e.	That is
NTC	Nepal Doorsanchar Company Limited
PPC	Pay Per Click
SEO	Search Engine Optimization
SPSS	Statistical Package for the Social Sciences
SWOT	Strength Weakness Opportunities and threat
USA	United State of America

ABSTRACT

The study examines the “Consumer attention linked towards online display advertisement”. The study was based on the people who look online advertisement and purchase the goods. The main purpose of this research was to know if the people watch online advertisement that are displayed is several online media , so people can get information about the products so they can buy if they require it. Questioner method is used to collect the data where question are prepared using Google Docs. Descriptive statistics methods are used to analyses of data that were collected from 400 people in survey. Most of the customer focuses on online display advertisement with the product description. Also most of the people focused on the brand of product which can be identified in product packaging with company logo.

To analyze the customer attention toward online advertisement primary data is used in the research. For the primary data Five/ point Likert scale technique is used. Sample survey is collected from 400 people near Kathmandu valley using online method, where Facebook and several social media are used to collect the data. After collection data analyses of data are done using different statistical tools like regression analysis, correlation and annova test.

Key words: *Customer satisfaction, online advertisement, Product features, Brand Name, sales*

CHAPTER I

INTRODUCTION

1.1 Background of study

In the era (new generation) most of the people has increase to online purchasing trend which increases the business trend of world. Online advertising is also known as online marketing, internet advertising or web advertising. This form of marketing and advertising uses the internet to deliver promotional marketing messages to customers. Internet is an ongoing emerging source that tends to expand more and is growing exponentially in both its application and number of user due to its unique characteristics of flexibility, interactivity and personalization. Online advertising is the modernized form of past advertising. Internet as a strong advertising medium is versatile that is why it stands apart from traditional advertising mode e-advertising is highly flexible mode that allows consumers to make changes during the course of campaign as and when required without increasing much additional cost. This makes internet more important and in a country like India where the business scenario is highly dynamic. The users of internet in the world are increasing very rapidly day by day and it is used by all age and all types of people.

Display advertisement is one of the types of online advertisement that can be in the form of video, different animated image, Banner advertising, video advertising and interactive content. Non-search advertising is called display advertising which is varies in business model and different from search. Display advertisement is commercial advertisement which is inserted by the leading manufactures, establishment and organization etc. for the publicity and promotion of different products. Banner advertisement and Mobile advertisement are the common type on display advertisement in this modern era. Main goal of display advertisement is to attract consumer through social media, different website blogs using different text, image or videos which makes consumers to buy the products. It is the great online marketing techniques which benefits the company to sales the products and earn benefits.

According to Magee (2003) the growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online. This phenomenon of online user has been increase due to existence of internet that triggers the users to choose the online shopping medium to purchase their items.

Display advertisement is based on the online advertisement, where advertisement are published in form of visual and images which impress the buying customers to buy the products through online. Most of this advertisement is in paid form. Banner advertisement is one of the best examples of display advertisement. Display advertisements are set up with company goals, target audience and creative. Most if these advertisement is seen in social media and different media platforms. Many of the business in world have turned their profit to large amount using display advertisement. Example we can talk about amazon .com which sells most of the bulk goods through advertisement in social media and different online media.

Display advertisement is also on trading in Nepalese society to expand the business. Different companies in Nepal like Bank, Insurance, and Business houses use display advertisement to expand its business. They focus on digital lead advertisement where they can display the message of company to sell the different products of companies. 90% of the internet users are focus on social media like Facebook, YouTube, integral, Tiktok, twitter which are the best place for digital advertisement. Advertisements with product description are mention in the advertisement to attract consumer and buy the products. Example Sonam brand in Nepal put the advertisement of it product like Jacket with its price and quality to focus on different costumers.

According to the Philip Kotler, “Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor”. With the economic and social effects advertising also covers two main functions i.e.; the provision of information and persuasion (Norris 1984).

Advertising involves presentation of group, a non-personal or visual, message regarding product, several services or idea is also called advertisement. Advertisement is always in paid form they are never free in cost because it gives description about the product. Mission, Money, Message, Media and Measurement “Five M” are the major element of advertisement (Mikha shrestha, 2020).

Consumer behavior study has become a concern for different markets as they learn how consumers choose their products and services require meeting multiple needs, which are the factors that are influencing their choice. For this purpose companies are attracted towards online advertising which have been growing rapidly in recent years. Recent year’s people are increasing rapidly to buy in online like they purchase goods from online store such as Daraz, Sasto.com, and many online stores in Nepal.

Internet has become one of the major medium of communication. Traditional marketing forms such as radio, newspaper, magazines, television etc., are becoming outdated. Most of the companies and organizations nowadays are relying in digital advertising and marketing techniques to improve their overall sales and revenue. Online marketing is proved effective and efficient when compared with other forms of advertising and marketing. E-advertising includes email advertising, search engine advertising, social media advertising, display advertising, mobile advertising etc., like other advertising media online advertising frequently involves both the publisher who integrates advertisement into online contents and an advertiser who provides the advertisement to be displayed on the publisher content.

Consumer buying behavior is definitely influence by consumer characteristics (Defebg, Bingchuan and Li 2006). Attitude towards buying behavior of customers in online depends upon different demographic factors like age, gender, and income of the people. Also different consumer personality and behavior of consumer affect the online purchase habit. Opportunities of online shopping can be restricted by internal and external constraints behavior. A search engine that would display the result in one quality but in purchase people can get the next quality. Online purchase of product may not know about the quality, size, brand and quantity of the products. Delivery of the products may not be on time. Online purchase may have failure in payment in purchase that means sometime online payment like E-sewa, Fonepay, and IME pay may not respond the payment of the

products. There can be additional charges in delivery of products from one place to another.

Online display advertisement is mostly effective for customers who are interested towards remarketing. For example, customers can retarget users who have recently visited the web site and search the products. This help to increase the brand awareness to the customers. Online advertisement has changes many new advertising models and online channels that include search engine advertising and price comparisons of similar products which facilitates buying customers (Breuer et al. 2011).

Online advertisement in different social media presents a huge opportunity to marketer and entrepreneurs where products can be sold with its descriptions. Therefore, customers can create willingness to buy the products and willingness to payment of the product through online media. Products branding of can be easily described through digital advertisement so customers can react on different products. Finally Stephen criticize online display advertisement as being major topic within the marketing literature which explain digital ads, how the customers or users react to different aspects of digital advertisement such as personalize of targets, response aspects (social influence) (Stephen et al. 2016).

1.2 Problem statement

Nepal economy is in growth stage so online advertisement cannot success to rural area people. Many people may not know about the products that are published in different display advertisement. Without the knowledge of product that are publish in display advertisement, it is difficult to buy and sales of goods and services. Most of the company who produce good product are not on web page due to they do not have latest technology, which may create problem in selling the quality products. They prefer to sell goods in traditional way rather than use of technology in the search engine and sell the products through online. Example cheese industry in Nepal, people do not advertise in web site rather they sell the cheese from remote area. Some of the industry fails to sale the service from website because they do not have the attractive website to grab the potential costumers. There is a problem in Nepalese people that they cannot be sure from online display and purchase the goods from website because there is no proper description of the

product where potential customers can attract the products and buy it. Also some of the companies in Nepal they do not advertise in online because they need to pay more online advertisement rather than advertisement in paper or in poster.

There are several challenges of online display advertisement in Nepal basically in social media. Because people cannot find the quality products through online, basically they may not know about the brand of the companies that are sold in the particular market. In addition, customers are not aware of brand to buy the good; rather they buy the goods according to price. Online customer's users find the display advertisement as frustration, irritation negative emotions and different effects when they search the product they need it. Customers can create several irritation of online display advertisement due to several factors like advertisement content displayed, repetition of message; product categories that are advertise (Pelsmaker et al. 1999).

In recent age Facebook (social media) can be the major tools for display advertisement, which can be the easy way to advertise the product. However, social media cannot specify all the products in Facebook, so costumers go through several online Blogs like Daraz, Sastodeal.com.np where they find different products to buy. Due to competition same products with different price and different description are assigned which make difficulties and confusion to buy the products.

Most of the companies in Nepal invest huge budget in online advertisement which is annoying, disruptive and avoidance of advertisement in resulting. Most of the companies in Nepal don't have the strong software to make online sells through online advertisement.

Research questions

- What is the relation between online advertisements of customer willingness to buy the products?
- Without any output can a company invest more and more budget in online display advertisement?
- Can a company sell the products in online advertisement without any store?
- What can be the factors that affect consumer online buying behavior?

1.4 Objectives of study

- To assess the future growth of display advertisement.
- To understand the significance of circular advertisement.
- To examine what extent the online advertisement affects the consumer buying behavior.
- To analyze brand information of different products.
- To examine the impact of sales and promotion of different products.

1.5 Rationale of study

Nepal is a country where different national and international companies are established. They have several products with several qualities and prices to sales in the market. Nepal also sells different products through online advertisement. Advertisement on different websites are published by companies to sales its products, different search engines in internet can find the place to buy and sale the products. Most of the advertisement with their description is published in web link and sold to different consumers all over the country. Now a days advertisement are the basic needs of company so they advertisement in different search engine to target several costumers. Increasing use of World Wide Web has completely changed the scenario of business. This study will be significant for online users who buy and sell goods online. Web advertising transfer the message of company products faster, which helps to sell the products to potential customers as fast as possible? Online advertisement can focus not only to city area but also it can move towards rural area because in modern day rural areas people are also in touch of online communication. Also online advertisements do not require any store to sell the products so it is good to sell the products through online advertisement. You don't have to travel anywhere to expand your business; you can easily connect with your audience with the help of the Internet. With this, your business will be accessible to millions of clients.

Significance advertisement helps to increase regularity of customers to buy goods through online. It helps to build up customer and brand awareness of company. Online advertisement helps to reach to large and targeted audience within no time. Display advertisement increases sales, fight against competitors, and fast reach to potential customers all around the world. Comparative to other advertisement company can advertise the company ads in low cost in online display advertisement. Product of the

company can be publishing in unique version in display advertisement which can encourage customers to buy the products. Online advertisement is a part of marketing strategy to promote and market a product and service or a brand. It also helps to customers to find convenient messages of product where they can easily buy the product and services.

1.7 Limitations of the study

The sample size is little less due to the time constraint and hence the result of the study cannot be taken as universal. Findings of the study are based on the assumptions that the respondents have given correct information.

- It is assume that sample size is too small because only primary data are collected from the surveys including almost 400 people who are living in near Kathmandu valley.
- It is difficult to get research articles and journal's that are relate to topic because to aces the article in protocol I need to pay money.
- Research data are collected only based on primary data.
- Information is based on questionnaire respondent.

CHAPTER II

LITERATURE REVIEW

Literature review is identification of subject matter in the related field and also synthesis the information into summary. A literature review is a comprehensive summary of previous research on similar topic. It critically analyses the information gathered by identifying gaps in current knowledge. It also demonstrates the depth of knowledge about our research and put relevant ideas to the subject matter.

Online display advertisement is not a new idea of advertising but latest use of technology to advertise the company products. It is necessary to study previous works in subject matter and helps to hypothesize variable in obtainable manner reduces the possibility of duplication of effort and minimize the risk of doing nowhere to turn. Here in literature review there is going to be depth study of online display advertisement where definition of terminology, conceptual reviews and past review are discussed.

Literature review carries mainly two components that are conceptual review and review of past studies.

2.1 Conceptual review

A conceptual review is a type of examination or evaluation that focuses more on theoretical and conceptual aspects of a subject than on empirical or practical ones. It comprises dissecting and critiquing theories, models, frameworks, and concepts related to a certain subject. It is also a research made from different books and magazines.

2. 1.1 Definition and concept of advertisement

Advertising word is derived from the term “adverto” which means to turn round. Advertising is the marketing tools that are used in promotion of goods and services in paid form. The main goal of advertising is to provide message of the product through advertising to costumer mind and motive them to buy the products. It is also the way of promoting the brand of the products. Most of the advertisement that is publishes either in paper or in digital form are all in paid form. Today’s modern world needs to survive the business buy finding potential customer to buy goods from company. In order to find customer it should publish advertisement of product with its description in order to sell

the products. Advertisements are important in today's business to create customers through providing brand awareness of the product which create brand reputation. Advertising is intended to create recognition, increase awareness of the product which inform about products, persuade and enhance recall the perception.

Advertising is any form of non-person presentation and promotion of ideas, goods and services by a specific sponsor to be paid (Kotler & Keller 2010). Different companies advertise a product to maximize sales of different product available in the market. Customer likes to purchase the product that is seen in the advertisement. Ads. That are in the market does not only make purchase to customers but also sustain the company product for long term. Ads are classified according to its purpose, which is to inform, persuade, remind or reinforce that are advertising information, advertising reminders, and advertising amplifiers. Advertisement is an effective way in terms to distribute message with brand building and educate people. Advertiser should know what type of media will carry his message successfully economically to wide section of his audience. It is also necessary to know the ways of capturing the attention of audience, how they perceive ideas, interpret and assimilate them.

Advertising is impersonality presentation and promotion of ideas goods and services which are in paid form.in order to maximize the company profit company advertise the products in different forms of advertisement. Thus, advertisement can be made in Television, Radio, and Newspaper Etc. but in the modern ages people are busy in internet and social media so, it is easy to customers if advertisement is in social media. It is good to advertise with image so customer can catch in mind and buy the products. Advertising is also the effective way of transforming product information to most of the customers who are buying the products. Advertisements should interest to the audience where message of the product should be given so customers can buy the products. Advertising is studied to create recognition, raise awareness of the product and provide information to the product, convince and remind about the product and change the perception of the customers to buy the product.

According to Kotler and Keller “Advertising is all forms of paid on non-personal presentation and promotion of ideas, goods or services by the sponsor. Advertising can be an effective way in terms of cost to distribute message both with goal of building brand preference or educate people.”

Online advertisement is the modern form of advertisement in modern world. Most of the people are engaged in social media, so international and national company like to publish their advertisement in this platform. Modern world business cannot ignore the advertisement in their business. Recently there are several cost of advertisement in several media like in newspaper, Radio, Television, Social media and many more. This is the media which can connect the people from one place to another place easily. Advertisement is only the media which can keep customer in touch to company products to buy and sell the products. Ads do not only attract the customer but also create the brand image of company. Example we can talk of Wai Wai noodles, people like the products and also when they buy the noodles they know that it is the product of CG group.

Demands of business, new technology and several cultural context has been changing dew to several advertisement published. In past eighteen century Country like USA also purchase most of the product like furniture and musical instrument from Great Britain. So advertisement is the primary and basic things to today’s business in world. In the past most of the advertisement were publish in different newspaper so people look at the advertisement publish in newspaper and buy the products that are needed. But now a days people buy the product that are advertise at display advertisement. Technology in the recent year has been changed so the advertising media has been also changed to digitalization, where customer can identify the new product as soon as they are available in the market (Daniel Pope. 1983).

2.1.2 Display advertisement

Display advertisement is one of the popular forms of online advertisement in the modern business world which are displayed in the form of banners ads. Component of display advertisement are advertisers, web pages and blogs. Information of display advertisement is provided through emails, web pages and different social media in the form of video, images and text (Chatterjee et al.2003). Display advertisement has a concept of ads click.

Whenever you are using different social there occur ads, where you can click on ads and look on advertisement of several products. (Wang et al. 2015). Ads click concept is build up in order to know how many people know about the advertisement. This help in brand awareness of the company product. (Zhang and Mao et al.2016). Display advertisement has been possible in present world because of most of the people are using internet access.

Display advertisements are the advertisements that are located previously where to publish the ads in different website. Display ads may content the image with certain textual format. Publishers are paid for the advertisement so they correct place for the advertisements which can either top, middle or bottom of the page. Mostly people are targeted to find optimal display ads to serve a user by combining all data about user's location, geography and interest with desired target audience description provided by the ad campaign. Different large business and branded companies use display advertisement as a part of biggest digital marketing strategies to increase market reach and boost sales.

Online display advertisement is only the tool where customer can know about the product very fast through which demand of the customer can be generated. Display advertisement helps to know about the competitors in the market which helps to make the quality of goods and piece difference. Example we can talk about Pepsi and Coca-Cola, although it has similar taste people like to take more on Coca-Cola rather than Pepsi because of it taste and preference (Mikha et al.2020).

Present world display marketing is basically focused on major four techniques of digital marketing which are social display advertising, mobile advertising, analytics and e-commerce (Gartner 2013). Also these advertising techniques can be measure in two way communication channels which are company to consumer, consumer to company, company to company and consumer to consumer to identify the product in the market. In the other sense digital advertisement has been changing the interactions nature between companies and customers, producing radically new ways of interaction and revolutionizing marketing. Due of its appealing visuals and prospective audience, display advertising is a popular marketing tactic. However, there are a number of variables that might affect a display ad's efficacy, including the ad's placement, targeting precision, and relevancy to the intended demographic.

Companies have spent most of the time in online display advertisement to sell the company products (Stephen et al. 2016). Display advertisement is well designed and colorful in presentation. Display ads are focused on visual with its product features. Nowadays different blogs are increased, video sharing on website from company has been increased which provide different information to the costumers in the market (Belk2016). Brand success of the companies has been made through online display advertisement due to which company pay for online display advertisement. Most of the customer can have comparisons of price and product through internet before buying the products (Brajnik et al. 2010).

Display advertisement can be divided into three groups that are as follows:

Site placement advertisement: This type of advertisement is publishing in website where the advertisements are displayed in running pattern in websites.

Contextual advertisement: This type of advertisement is publishing in different relevant website to buy the products. Example different mobile advertisements are in Daraz apps so people can buy online version.

Remarketing: This type of advertisement are displayed in different websites whenever you are using different website. Without completing the ads you cannot complete the task that you are running.

2.1.3 Formats of Display advertisement

There are different types of display advertisement that are used in present business of the world which are discussed as below:

Banners advertisement

Banners advertisement is one of the common advertisements that are used in online display advertisement. Banner advertising is the practice of placing visual advertisements on websites in strategic locations in order to draw users' attention. With the intention of promoting goods, services, or brands, these advertisements typically include images, text, and occasionally interactive features. A typical type of internet advertising, banner ads is seen on many different websites and digital platforms.

Banners ads can be in different shape and size. Commonly used size of banner advertisement are 468 x 60 (full size), 160 x 600(sky-scrapecr), 120 x240 (small skyscraper), 300 x250 (square) and many more (Janouch, 2010). Banner ads are nothing rather than hyperlinked. These types of ads are usually in top of the website which attract internet user mind.

Video advertisement

Video ads are one of the expensive advertisements in display advertisement. But it has been easy to the potential customer because advertisement can be seen in the YouTube or different social media. Video advertisement increases brand awareness to the customers because brand products are displayed in the advertisement. It contents the description of the product which makes easy for buy and sells the products through different online media. It is also one of the effective forms of advertisement, as moving pictures are easy to customer to remember the products. Amazon .com is the perfect example of Video advertisement. It publishes several advertisements of the products in different social media where customers can buy the products easily and pay it through online.

Pop-ups advertisement

These are the advertisement that appears in the top of browser page when you open the internet. Hoover ads, floating ads, expanding ads and slide in ads are to be considering being Pops-up advertisement. Here appears image of product, where products are display with different quotation with different pictures. Pops ads are the best place to put content of the advertisement which can be identified from customers easily. Most of this type of advertisement is durable and last for long time.

Pops-Under advertisement

These types of advertisement are mostly advertised in bottom of the page of different website. Here is the link of several company so you can visit it and find the products you want it. When a user visits a website or interacts with certain content, pop-under advertising, a type of online advertising, a new browser window is usually opened behind the one that is now open with the ads. As opposed to pop-up advertising, which show up in front of the active window, pop-under ads are hidden until the user minimizes or shuts the active window, which then reveals the ad.

2.1.4 Concept of online Advertising

Online advertisement is a communication that is based on traditional form of advertising where it develops new combination strategies with new techniques and new requirements (Parul Deshwal 2016). Display advertisement uses different graphics, videos, image, text links and animation to promote the product sales. Advertisement that are publish on internet are the marketing strategy that involves the use of the internet as a medium of transforming information, where message of product are deliver to that potential costumer. Online advertising is created to deliver potential message to potential consumer who are targeted to buy the products from different website. This helps to expose the brand of different products through media. Online display advertisement is also a form of digital content that are available in internet, which are delivered by several mediators to the potential customers and provide brief information about the product and services (Hanns , etal 2008).

Online advertisement is kind of push and pull approach where the users buy the product by looking the advertisement that are publish in different medias. Display advertisement targets several of audience who are focus on brand of the product. While focusing the product firstly people search upon the product type, secondly the brand name of the product and then the piece of the product and then purchase it. Online advertisement helps to find competitors in large business market where customers can differentiate the product with quality and price.

Display advertisement can be seen in several types and format such as text, image, videos and audio. Digital advertisement is the marketing of products and service using digital technology mainly on internet mobile phones and other media who uses internet. Most of the advertisement is display in social media when they double click on it. Most the time while looking movies in you tube there appear advertisement, where without looking it you cannot watch the movies so it is the best place for advertisement. Consumer is also focus on banner advertisement where the advertisement is advertised in several size of board. Banner advertisement has become the popular advertisement because it includes the image and logo of the companies, pictures and text from which customer can know about the products. Online advertising can be connected to different activities that are

engaged in watching videos, browsing and searching. Company should target the consumer to buy goods through online advertisement.

Online advertisement generate desire to buy goods and services. Digital marketing helps in quick promotion of product where they provide information without geographical boundaries. Online advertisement includes email spam, pop-ups, and social networking ads. And Search engine results (Techopedia, 2018). Online advertisements are mostly affordable by most of the companies in today's business of world. Online advertisement is also very popular in world Like in USA collected highest revenue from digital marketing.

Online advertisement has been rapidly increasing in modern a day which helps in increase in sales of the company products. (Dinner etal.2014). Display advertisements exhibit some traditional characteristics which carry the brand building and "pushed" by the firm. Display advertisement connects behavioral targeting which can attract customer wants and desire in form of advertisement. Display advertisement should be focus on customer necessity so that sales of the product can be increased. (Kannan & Li 20017). Different blogs, networking advertisements, banners, interstitial ads, are the some of the example for online advertisement. Corporate website also very good for online advertisement where company products descriptions are describe. (Onewo Theophilus Tobi 2020). Online advertisement can be used by different branded company for implementing different marketing strategies, where latest platform can be best method to sell goods for the customers (Berman etal. 2018).

Internet advertisement only occurs through the medium of online. Different online advertisement is the process of promoting different business with different brand and its products or services. Online shopping is increasing day to day because of people are more busy and have no time to go to store to purchase goods they like it (Mikha Shrestha 2020).

Product message and description to the people of world is given through promotional tool online advertisement (Tutj, 2012). Online advertisement can be divided into variety of function including creating awareness, attractiveness. It delivers the message to world people which can be the company message of product to attract potential consumer.

Search marketing

There are several website visible for several search engines where you can search several advertisements. Search marketing is also known as Search Engine Marketing where Search engine are based on key word of the company. Search marketing means to search particular information of the product. Particular information from advertisement helps to make decision in purchasing goods. Advertisements are in competitive which one is better to sell the products and service so that different company pay more for the advertisement (chaffey etal. 2009).

Interactive advertising

This type of advertise are displayed in online as form of banners, skyscrapers etc. in order to achieve the brand awareness. It is also known as experimental marketing where marketing approach is focus on engaging and involving target audience. Advertisements resulted in heightened awareness, brand perceptions and attitudinal shifts for brands. Banners are focus on animation which are focus on new technology that are develop to establish online advertisement (Josephson 2005).

Viral marketing

It is the advertising that encourages people to pass message, in a literature view viral advertisement is also known as word of mouth. Viral marketing provide a message to a wide audience (Blumberge et al. 2005). Viral marketing create a strategy to aim high level of brand awareness where message are expose through high speed. This type of advertisement can pass in three ways through advertisement which are e-mails, web prompt and incentivized e-mails.

Opt-in email

Email is the form of commination through electronic methods. Email advertisement can be publish in newsletter publish in internet, and also different subscriptions of marketing channels. Email advertisement cannot be proper place to place and advertisement because many of the people do not look to email regularly (Charlesworth 2009). It is also known as permission based email marketing.

Online public relation

Online public relation is commonly used by company. They used to advertise there all products through advertisement public in public in their website. Brand products are advertised with detail description. This is done to grab the potential consumer to the company (chaffey etal.2006). These advertise create a brand image of company products in costumers mind so they can buy regularly through online advertisement. We can talk about “live bakery” website in Nepal , they publish their all the product of bakery in their website so people can look it online and make an order through online and pay through online and receive the product in home. This is done due to the advance technology that is used in advertisement.

2.1.5 Online display advertising classification

Online display ads can be categorized according to a number of distinct factors. Here are some standard categories for internet display ads.

Social media advertising

Modern age all the people know about the Social media which are Facebook, twitter, snap chat and many more. This place are the main area to advertise the; product because most of the people uses all the time. People can easily promote the product in social media sites with some investment. Social media allow advertiser to utilize their reach and promote company products with in their platforms. Social media are computerize with latest technology that facilities the creation and sharing of information and sharing ideas for the expansion of communities network. The techniques of using social media platforms to market goods, services and several brands are paid through advertising refer to social media advertising.

Social media advertising is a digital marketing strategy that enables to run paid advertisement which helps to promote content social media sites to reach large audience and business. Social media helps to find potential customers to a business organization. Social media advertisement helps increasing the brand awareness. Different online media for social media advertising are Facebook advertising, Instagram advertising, Twitter advertising and snap chat advertising where several ads are boost with several videos and photos.

Content advertising

Content marketing is a strategy in which research, publish, create and promote content in order to make connection with ideal customers and make a more sales and earn more revenue for companies. It is another type of display advertisement where the brand of product and its message are delivered to the costumers. The objective of content advertising is to supply the target audience with informative and entertaining information while quietly promoting a brand or its goods and services. Content advertisements are costly in price because they are advertising in paid form in different website which is relevant to the products. Content advertising is a part of outbound marketing which plays an important role for SEO, because content marketing content some of the message to the product. These types of advertising are helpful to promote high quality products.

Email advertising

Email adverting is the process of promoting products and services using emails which can be send to several customers mail. Email advertising is one of the most incredibly powerful yet misunderstood of the marketing world. Newsletters with product advertisement are send through different email to customers where different offers and discounts are mentioned so customers by the products. It is an integral part of internet communication which helps to communicate among existing customers. Messages are deliver to existing customer through email. All the details of the product can be sending through email, which can be in form of advertisement. Most of the companies offer monetary compensation for email advertisement that is send through emails. Sending promotional emails or other content to a specific audience via email is referred to as email advertising or email marketing. It is a direct type of digital marketing that enables companies to engage with their clients, leads, or subscribers by sending those emails straight to their inboxes.

2.1.6 History of online advertisement

History of digital marketing begins in 1994 when Hotwired, a web magazine sold the first banner ads to several advertisers (Kaye and Medoff, 2001). This advertisement was sold on the basis of who saw advertise first. Most of the online advertisement was sold based on cost per mile which is advertising terminology for cost per 1,000 viewers of the advertisement Promotion of advertisement was done through mobiles phone and

television because people use lot of time on this device. Firstly USA spend 10 billion dollar on advertising and 14 % was success. And then gradually it has been increasing day to day advertisement in Google yahoo and other social media, through people identify to purchase goods.in 2007 public eyes where burst through digital marketing where people attention was towards online payments and different new software to work. People came to know that online advertisement is working fast and then different consumers, government and different media focus on it. Social media, twitter, photo bucket, you tube are the different to use this services (Masoud Nosrati 2013).

Philip Kotler was an American Professor who is the father of online advertisement. Philip Kotler has written more than 60 books in marketing. Online display advertisement helps to find, reach and engaged people who are interested in business. Online display advertisement is made in order to target large audience where mobile advertisement and different display advertisement can be major platform to advertise the advertisement. Visual display with advertisement description makes people easy to buy through display advertisement (Lichtental et.al.2005). First online advertisement was published in online banner Hotwire Magazine with \$ 30000 for three months. Modern advertisement begins in 16th and 17th century. Country like Germany Netherland and Italy use advertisement concept publish in different weekly publish newspaper.

Later search engine moved to cost-per-click model which was bought by Yahoo. Yahoo brings latest technology and makes search engine faster, so cost-per –click model was converted to use of to allocate the advertising spots on the page showing results of the search. Later different online pages are establish to make revenue like yellow page, web versions of classified newspaper where most of the advertisement were published to communicate more and more. Since online advertisement has increased revenue from online advertisement also increased from 2000 to 2007 which was from \$8.1 billion to \$21.2 billion.

Past years people used the advertising as the means of communication to communication people from one another (Baran, 2007). Many companies from the past have been used advertising to connect different people from different areas. In the past year advertisement were posted in house wall, billboards, etc. which can be said as outdoor advertising. After some years people started advertising in newspaper. Newspaper

advertising was the oldest method of advertising (Lichtental et.al.2005). Newspaper was the one the communication methods in the past were advertising were published to sell the products of the companies until 20th century. After some years around 1992 first radio was commercialized because of new business model. People started to buy the Radio and then companies have a thought to advertise in Radio so the people know about the product and buy it. In this year's Radio was first establishment of modern technology.

Past years many people have engaged time spending in online which increase topic in academic research in past research due to which new marketing model environment and models have been created. New model has created different opportunities for both customers and companies (Breuer et.al.2011). Most of the customers are exposing towards online purchasing, online search, consuming through internet, all of this thing are done through digital advertising and search on social media. Due to extreme influence social has become the best marketing communication place for top business.

2.1.7 Channels for applying online display advertisement

There are different strategies to success in marketing so it is important to know where the display advertisements are advertising and implemented. Display advertisement is the platform that is used to target potential customers identifying the brand, product and services Places for implementation of display advertisements are as follows.

Search Engine

Company first strategy is to make the website of the company where the company products are describe and listed. Web site of the company should be clear, attractive and structured. Website should be classified into corporate and marketing. Where corporate gives information about company Board of directors and staff whereas marketing helps to know about the company products, service and price strategy. Website includes sales items, promotional items and catalogues (Kotler, 2010). Search engine is also used to search several researches and find the information about several product place and price. Most of the search engines used in internet are Yahoo, Google, Bing, Yandex and many more on websites. Many people use search engine for different research, shopping and entertainment which can be opportunities for several big business. A search engine is a software program or online resource that enables users to conduct online information

searches. Based on their search terms, it aids users in discovering pertinent web pages, documents, photos, videos, and other sorts of content.

Social Media

Past years it has been major place to advertise the company products. Large numbers of people have been using social media where advertisement can be proper place for different products. Online platforms and websites that enable users to connect and interact with one another as well as create, share, and interact with information are referred to as social media. These platforms make it possible for people, groups, and companies to participate in different kinds of social networking, content sharing, and communication. Most of the social media are Facebook, Twitter, LinkedIn and Instagram. Customers find social media as easy place to know about the products where customers directly ask to the company about product details and description. Here customers comment both positive and negative to the company products where company take the feedback and buy and sell the products. This is the place where customers can rate the company about the product (Janouch, 2010). Users can create profiles on social media sites, connect with friends, coworkers, or people who share their interests, and develop social networks.

Websites

There are several search engines when marketer pays to have advertising appears in different search engine when a user types in particular phrase that marketer has purchased. There are several search engines in internet where there are several places for advertising. Websites are really important for companies where they can appear details of the products where company can sell products according to the description (Scott 2010). Online advertisement basically shows the advertisement to the people who are interested in different company's products and services. There are several platforms for online display advertisement which are Twitter ads, Facebook ads, LinkedIn ads and display ads network. Website is the important tools to sell product in present market of the world. Website helps to know people about products, brand and services so it can target the audience. In fact customers will definitely visit the website of company to buy high quality, relevant and insightful content that are displayed thought leadership.

2.1.8 Different purpose of online display advertisement

There are several purposes to advertise in online display advertisement but primary reason to advertise is to promote sales of product and services of company. Online display advertisement is the fastest way to find potential customers. Different manufactures uses advertisement to find out its market. The advertisement provided by the company is more persuasive rather than explanatory. Sometimes the existing products are modified so display ads can fast reach to the customers. We can also see different sales prices by the company to sale the product so trader can buy easily. For example we can talk about Hero bikes in Nepal; it announces different sales to attract the customer. It gives cash discount when you buy the bike and scoter, it also provide free servicing to several years, scratch card to customer where there is at least Rs. 5000 cash. This is all the attraction and purpose to sale the product of the company. Here are some of purposes of the company.

- To expand the market efficiently.
- To expose the recent product for buyers.
- To expand the potential customers.
- To announce different occasional offer.
- To clear the stock where there are heavy sales.
- To make direct buy and sales to customers.
- To describe the product clearly.
- To attract shareholder.
- To know about the price changes of the product.
- To know about the product location so customer can buy easily with in no time
- To know about quality of the product.
- To create the brand awareness.
- To target specific demographic, interest or browsing behavior.

2.1.9 Different social media for online display advertisement

Social media is one of the platforms for online display advertisement. Social media for online display advertisement can be classified into two word Social and media where Social means human need of connecting from one people to another and media means the use of latest technology for connecting people and company products (safko etal.2009).

Social media tools are the low cost tools for advertisement and also fastest place to reach to different customers. Social media networking focus basically social networking (share, build trust and interact), photo sharing (share different photos), video (share reality information), Micro blogging (conversation and exchange short message). Social media advertisement is a place where entrepreneurs and marketers create huge opportunities to transfer message through digital display marketing to the customer's and then create willingness to buy to customers (Adamopoulos et al. 2015). Some of the places for social media online display advertisement are as follows.

Facebook

One of the most popular social media channels for advertising is Facebook. It is one of the common social networks launched by Facebook, Inc. in 2004 which is easy to use by every new and old user. Facebook is a well-known social networking site where users may interact with friends, family, and organizations. Additionally, it provides advertising opportunities via its Facebook Ads advertising platform. Advertisement information can be displayed in Facebook page. Different pages can be created to give different information from several groups, organization, school, colleges and may more. Facebook advertises different ads in the form of pictures and videos so different people like it and order or buy the products. Facebook offers thorough reporting and analytics capabilities to monitor the effectiveness of display ad campaigns. Metrics like impressions, clicks, conversions, engagement, and reach are available for advertisers to track.

Twitter

Twitter is a social podcast where different people post a short text. Here friends can be followed from one to another so, advertisement booster can be seen for different people. Several copies are made from one person to another friend and post in own Twitter page. Different tweets can be made from friends and share which help in collecting ideas and sharing knowledge to different people. Twitter includes several ads such as promoted ads, Trend takeover and Followers ads. These types of ads are seen rapidly when you log in and out the Twitter account.

Twitter offers a variety of ad forms, including promoted accounts, promoted trends, and promoted tweets. On Twitter, promoted accounts are suggested to relevant people, promoted tweets show up in users' timelines, and promoted trends are shown in the "Trends" section. Every ad format offers unique characteristics and advantages.

YouTube

It is another place to advertise content advertisements from both large and small companies. An effective option for social media advertising is YouTube, a well-known video-sharing website. Video advertisement is published through You Tube. It is company establish from USA to boost several video and information but now a days it has been used by world people to several purpose. After some year of establishment the company is purchase by Google Inc. It boosts several short and long videos which includes several advertisements. You tube is the third largest site that people visit so online advertisement can be boosted (Edosomwan etal. 2015).

LinkedIn

This is another social media network where several professional people are joined. Mostly these people are from different big business, politics or different social workers. LinkedIn deliver all the updated message of the world as soon as possible so it can deliver message very fast where advertisement can be possible and done to take the market. Large number of activities and facts are demonstrated in the social media network. Profession people gather various information to large number for display advertisement (Agarwal etal.2015).There are several ad forms available on LinkedIn, including text advertisements, dynamic ads, sponsored content, and sponsored In Mail. Sponsored In Mail is sent straight to users' LinkedIn inboxes, sponsored Content appears in users' news feeds, text advertising are displayed on the right side of the desktop interface, and dynamic ads tailor the ad experience for specific users.

Instagram

Instagram is the social media where people share several videos and image. Instagarm connect mostly Facebook and twitter to share different pictures. This social media include the facts so different advertisement with display ads can be published to buy and sell the products. Mostly young people are using this social media, so advertisement should focus on youngster. It is the fastest place to boost different advertisement because modern age most of the young people uses aneroid phones and easy to share the pictures and videos. Display advertisement can have good marketing tools to display the products to individual page of Instagram with advertisement with pictures and videos of the products. Online advertise in this social media has increase the sales of the business of different part of the world.

Instagram's native ad creation platform or Facebook Ads Manager is used to develop and manage Instagram ads. There are several different ad forms available on Instagram, including photo advertisements, video ads, carousel ads (ads that contain numerous images or videos), Instagram Stories ads, and Explore ads. These forms enable you to interact with your target market while showcasing your items and sharing tales.

2.1.10 Perspectives of brand in online advertisement

Online display advertisement motive to sell branded products to the customers. To sell the branded products in online display advertisement logo, color of the company, slogan, etc. are sufficient. Example if you see logo of NIKE you will understand that product is from Nike Company so you can buy the product with confidence. Online advertisement promotes the different products that are available in the market through internet where companies promote the company products and services. Companies sell the products with special characteristic and features through online display advertisement. Some of the different perspectives in online display advertisement are as follows.

Brand image approach

Creating brand image in online advertisement means to create customers mind with brand name example if customer talk to any other about mobile phone than “Apple” brand name with logo comes in mind. Online branding a product means generating awareness, expanding products, and make reachable to every customers. Brand image create a good relation between a product and customer to buy and sell the products. Brand name of the company products can be selected through logo of the company. Brand image is also a memory in mind of human being to buy the product which consists of knowledge and confidence to customer to buy different quality products (Shimp 2010). Brand image is the core relation between company brand product and potential customers. Brand image can be both in visual form and image or logo advertise in social media, mobile advertising, broadcast and print advertising. Companies for different online display advertisement in different brand helps Company succeed, cost effective, retarget the customers, and visual identity of company product. Definition of the brand's identity, which includes its values, personality, mission, vision, and positioning, is the first step in the brand image strategy. This includes figuring out the distinctive qualities and traits that set the brand apart and appeal to its target market.

The brand image approach is a marketing tactic that focuses on influencing and reshaping consumers' perceptions of a brand. Through a variety of marketing and communication initiatives, it entails developing a strong, favorable, and consistent perception of the brand. Nepalese consumer wants to buy both durable products and nondurable products in different brands, so most of the customer focuses on online advertisement that are advertise with different sales discounts and offers to buy the potential goods.

Visual approach

Visual approach technique is one the best advertising technique in Display advertisement because of message of a product can be displayed in image. Trademark, logo, slogan, color and packaging can be identifying the company products. Example Adidas logo can be identified in several products for the original products. A marketing or design technique known as the "visual approach" focuses on leveraging visual components like pictures, colors, typography, and layout to successfully convey messages, generate feelings, and create a memorable brand experience. Visual advertisement helps to find customer to buy product faster rather than other advertising approach. These approaches boost the important message, emotional attraction; engage customers so products are sold faster through online. People minds are full of image so they like to buy the products are visualize in different forms of advertisement. Most of the business man says that world advertisement is full of visual ads with different image of products that attract customers (Schroeder 2002). The term "visual advertising" describes the use of visuals, such as pictures, graphics, and videos, to spread messages, advertise goods and services, and build brand recognition.

Positioning approach

Positioning approach in display advertisement means to advertise the product with distinct brand name and unique position in the position which attract customer to buy the products. Positioning approach should focus on competitive positioning, product positioning, and situation positioning and perceptual positioning. The positioning technique is a strategic marketing method for defining and establishing a distinctive and advantageous position for a brand in consumers' thoughts in comparison to rivals. It entails differentiating the brand based on particular qualities, advantages, or perceptions and convincing the target market of this differentiation. Positioning of the product can be classified on the basis of price, characteristics of product, quality, use or application,

competition. People like to purchase Ariel detergent rather than wheel detergent because of its special characteristic and its quality that is use in washing clothes.

Perceptual approach

This approach is related to the customers, how they interpret and notice after looking the product in online display advertisement. Perceptual approaches are based on appeal to sense, reason and emotion. People like to buy the products after looking color of the company, symbol, design, logo which remind the product in mind. Example if customer thinks of purple color in telecommunication that they think about the Ncell network. Perceptual approaches of customer vary from one person to another because of their experience, motivation and beliefs. It plays a vital role in building product brand. Perceptual through advertisement encourage demanding of more product for sells. The perceptual approach to branding used in internet advertisements, it usually entails reshaping and influencing consumers' impressions of and associations with a brand using clever language and visual cues.

2.1.11 Influence of Consumer behavior on online display advertisement

The success of online display ads is significantly influenced by consumer behavior. Different customers have different information about the product from online media which need to be identified. Online media are the strong medium to influence customers to buy the goods. For example if a customer wants to buy smart phones than he/she make a search in online and find out which are suitable to them to buy , by looking its features and price in online. Beside online media social media also influence the attitudes and perception to buy well through online. Display advertisements' impact and effectiveness are significantly influenced by consumer behavior. Advertisers may better focus their ad campaigns to resonate with their target audience by having a deeper understanding of how customers interact online. Influence of consumer behavior mainly focuses on four dimension Need recognition, information search, buying decision and post purchase evaluation.

Need recognition

Need recognition is the first element for consumer decision. Consumer buys a product or services as a response to a problem. Needs and demand of the customer generate from

own stimulation and mind after looking the advertisement in different social media. Most the customer makes decision in buying goods based on the advertisement that are recommended from family friends and relatives, Because most of the people in modern age spend most of the time in internet searching different needs and wants. Most of the people now days have smart phones in hand, so that they find the needs immediately from internet for buy. Problem recognition occur major areas of measurement, Need-gap analysis, Attitude measurement and buying intention measurement.

An online display advertisement may make consumers aware of a problem or need who may not have been before. By spotlighting frequent problems or difficulties, advertisements might convince consumers that they have a need or a problem that requires a solution. To target niche markets that are more likely to have a particular need or problem, online display advertising can make use of consumer data and targeting techniques. By showing their advertising to the right audience at the right moment, advertisers may increase the likelihood that customers who are actively looking for solutions will identify a need.

Information search

Second element of customers influence is information search. Product information is the major things to buy product through online advertisement. Product information is mainly in banner advertisement. Information search helps to create awareness of the product and know the price and quality of the product. Strong information like trade discount, different offers and deals, occasional discount are clearly informed in pages of company. Example information of Scoter in website helps to purchase different models Scoter for customers. Also customers search most of the information of electronics devices in online to buy the goods. Online display advertising is the process of promoting goods, services, or brands using various visual advertisements on websites or social media platforms. These advertisements, which may also incorporate banners, interactive components, or rich media formats, are often strategically positioned to grab the attention of their intended viewers.

Information search can be both passive and active search. Active search is also known as pre purchase research where research are made on various social media networking to find prospective, new business and influencer to make sales of the product. Passive

information is an ongoing search that is independent of a problem and need where various information is search to meet their inquisitiveness satisfy curiosity.

Buying decision

Online advertisement creates different influence (High, Low and Medium) influence in buying decision. Buying decision process is continued by evaluating alternative choice, alternative choice of the customers is analyses through SWOT analysis. Most of the customers have a strong agree in buying products through online advertisement. Most of the advertisement is publish in Facebook, YouTube, Instagram, which encouragement to buy the products.

Buying decision is also based on budget allocation of different customers. Budget allocation offers various pricing model such as Cost per Click (CPC), Cost per Impression in thousands (CPM) and Cost per Acquisition (CPA).

Post purchase evaluation

Post purchase evaluation takes place after consumer starting to consume the products. Consumers try to match experience with expectation formed in the form of products promotion and advertisement. Past information of the customer's shows that majority of the customers do not compare their experience with the promises that are advertised. Customer purchase decisions are based on the information that is provided in the internet.

2.1.12 Types of Online marketing in Online display advertisement

Pay per click (PPC)

PPC is online model based on number of clicks to the advertisement that are advertised. PPC model is also known as Cost-per-click (CPC) model. CPC ads pay a publisher a certain amount for each click of advertisement. This model are basically used in social media (facebook, Twitter), Google search engine, Where ads are popular in the name of Facebook ads, Google ads, and Twitter ads. This model is advantageous because it provide opportunities to advertise a product and services to a specific customer who are actively searching for related content. PPC is also measureable, which distinguishes it from other forms of advertising like a billboard or commercial Television. PPC also can be determining using Flat-rate model and Bid-base model.

Flat rate per click model

It is a model where advertiser pays a fixed rate for each click in advertisement which is refers to Cost per Click. This model maintains the cost per click constant regardless of variables like ad placement, ad performance, or the level of keyword or target audience competition. Regardless of the actual performance or conversion rates, marketers who utilize the flat rate click model in internet advertising pay a predetermined, fixed fee for each click on their ads. There are different fixed rate for different shape and size of the advertisement. Here the company who post the same advertisement for long time can lower the price of advertisement, where the advertisement can be 1month, 2 month, 6 month or a year. This model is basically used for display advertisement that is published in different website.

Bid based model

It is the advertisement based on the bidding maximum amount of money they are willing to pay for the advertising spot. Then publisher undertakes an auction using automated tools. An auction is run whenever a visitor triggers the ads spot, which also can be refer as auction based model. In this model advertisers compete against each other by bidding on specific phrases and keywords to target the potential customers. This model is used in search engine advertising. Advertisers choose the highest price they're prepared to pay for a click, impression, or conversion under this model, and the ad network or platform chooses where to position the ads based on the bids and other considerations.

Cost per Impression (CPM)

Costs of the advertisement are determined based on number of times customers view the advertisement. Banners ads are generally sold by CPM. For Example CPM pays \$20 for 1000 times advertisement viewed. That means the advertisers pay for exposure of their message to specific audience. CPM helps marketers to prove on Return on Investment (ROI). CPM is one of the methods that are used for online price advertisement which include cost per click and Cost per Acquisition (CPA). Online advertisers pay for the amount of impressions their adverts receive using the cost per impression (CPM) pricing model. Every time a user views or interacts with an advertisement on a website or in an app, an impression is recorded.

2.1.13 Role of online advertisement in product promotion

Display advertising gives different information about new products and services. Advertising attract customers, provide information of the product and build customer trust. No products can be sold without advertisement because proper information is on online advertisement that is published. Some of the roles for product promotion are as follows.

Benefit to manufacture

Manufacture can displayed the advertisement in different forms to attract the customers. The advertisement can be with specific symbol, color, shape and size. Advertisement collects mass customers so that companies can have a mass production of product and can sell in the market. Manufacturers can expand their exposure to a global audience by using online advertising. They can target particular demographics, areas, or interest groups to make sure the proper people hear their message. It is a medium to cope with intense competition in the competitive market in present business world. Manufacture can demonstrate the brand of the company with its product. Online advertisement helps to create a demand and supply of products by specifying product information. Advertisement helps to boost up the sales of the company. Example Sonam brand in Nepal advertise it Tiktok to sell it products, it advertise the product with its price, quality color of the garment, since Sonam is garment based industries.

Benefit to the customers

The aim of the company advertisement is to fulfill the customers' demands and wants. So advertisement of product helps to choose the right products to the customers. Customers can frequently learn useful information about goods or services from display advertisements. They can provide information on features, pricing, incentives, and reviews to help customers make more educated judgments about their purchases. It also provides information about the new product in the market. It helps to avoid excessive price charged by middle man by announcing the retail price. Most of the companies provide Grantee and warranty through online. Also it recalls the customer mind with company brand name. Example NEO company advertise solar heater for water mention 15 years of warranty and free delivery and installation.

Benefit to the Middleman

Company manufactures the goods and advertises the products through online media from this middle man contract the production agency and sell the products. Most of the customers are already known about the products so middlemen require less effort to sell the products. Online display advertising offers middlemen like publishers, ad networks, and ad exchanges a way to make money. They make money by renting out ad space to businesses on their websites, mobile applications, or other digital platforms. For middlemen, display advertising offers a monetization potential that enables them to make money from their digital domains. It creates the better relation between manufactures and middleman as middleman works to push his sale. Extra knowledge can be boost up to sell the product through middleman. Online advertisement requires the less effort to sell the products if there is middleman to sell the products through display advertisement. Example Marvel pipe products in Nepal are advertised in Display advertisement but sell is taken through Distributer contracting people through online.

Benefit to society

Online advertisement publish through online provide information about the products in society and provide confidence to buy the products. Good products that are produce good in society create a national and international brand. Display advertising can promote cultural events, performances, exhibitions, and artistic expressions by showcasing artistic and creative works. It facilitates audience connections for performers, artists, and cultural institutions, fostering engagement and appreciation of the arts. Product advertisement in society promotes the living standard by increasing variety and quality in consumption in minimum cost. It also develops the creativity and talents of personal engaged in adverting business. Also it increases the employment opportunities in society. Online advertisements change the living standard of the people living in society. Example Chicken Hatchery near Chitwan (Avinas Farm), people know about the farm so that they purchase chicken and eggs distributed by the farm.

2.1.14 Consumer online buying Behavior and motivation

Consumer behavior in online display advertisement depends upon the customer searching for, purchasing for, evaluating and disposing of products and services to satisfy their needs and wants. Consumer behavior is based on what the customer buy, what to buy,

when to buy, how to buy the products. The activities and choices people make while buying goods or services online are referred to as consumer online buying behavior. It covers the process of using different online channels for research, evaluation, and decision-making. Consumer behavior is greatly shaped by motivation, which also has an impact on online purchases. Consumer buying behavior depends upon individual, groups and organization. People who like to purchase the goods from online always want a new product, new attractiveness and price of the product. Online media is the best way of saving time and purchasing the goods (Yuan Goa 2005).

Consumer behavior has a direct relation with product characteristics, website of products, technology used to advertise, e-store and logistics. Online shopping also affected by consumer mind set up because customer might have seen several advertisement of product and influence customer to buy the products. Online consumers are always goal oriented, means they are responsible for buying the products through online. Mindset has a strong influence on key cognitive, effective and behavioral aspects of consumers activities in online purchasing (Yoram Wind 2001).

Consumer buying behavior is related with website design, interaction, display, user's easiness to learn. Consumer likes to purchase by looking ads because they can buy the products in no time, all the information are on website. Also attributes of advertisement influence customers to buy the products. Usually customers like to purchase through online advertisement because of privacy of information, security and delivery and return on time (Wan 2009). Individual characteristics, culture, demographics, personality also plays a vital role to purchase goods through online.

Motivation factors for online buying behavior are as follows.

Convenience

One of the main reasons why people choose to shop online is convenience. A key benefit of online shopping is the freedom to browse and buy things whenever and wherever you want without having to go to actual places. People like to buy online because it has variety of selection of different products, various products can be compared each other, product can have easy return and buy option and delivery and shipping option. Different survey in the world says that fast internet has made customer convenience to buy the products through online display advertisement. In context of Nepal it is convenience to

buy the product through online because customer get deliver the product with in the time that companies promise. Example if I would like to eat Pizza and I order through online and then I get my Pizza with in order time which is convince to customers.

Information

Internet has make costumer easy to get all information of the product. Companies also put all the data information of product in their website. Information in website benefits the customers by getting the review of product information. Customers can know the price of the product, quality, Price and quantity of the product. Information of the products helps customers in buying behavior. Customers are encouraged to shop online by the variety of options and the accessibility to niche or specialty products.

Available products

Modern technology has change the buying habit of consumer where online store has made easy to buy the products and services that are display. A vast range of products, some of which might not be easily accessible in nearby stores, are offered through online platforms. Similar products with varieties of brand and prices make easy for customers to by the products. Consumers can find the products through online throughout the world and buy the products. Companies have their own website where product are display so costumer can choose through online and buy the products. Products are available with different shape, size, color and features.

Cost and time efficiency

Company offers verities of product through online where they make advertisement for those products. A company in advertisement makes several offers in similar products.so customer like to purchase goods and services from home which save time for customers and also cost efficiency. Online products can be compared to several products that are advertise where consumer can make a choice and buy the products. Example we can talk about Daraz online shopping advertise price of Watch but they put the different price range of the product according to the brand where customer can identify from home stay and buy the product convenience.

2.1.15 Determinants or factors influencing Consumer Behavior

Consumers are affected from several factors. There are several factors to determine consumer behavior which is discussed below.

1. Economic factors

This factor is related with purchasing power and financial position of customer living standard with target the market. It is based on inflation, opportunity, interest rate and policy of government. Consumer buying habit depends upon the different economic standard of the living community. People with more money like to purchase high quality products and people with limited money purchase medium goods. There are several economic factors that influence consumer behaviors which are discuss below.

Income: Income of people varies different people to people which affect in buying habit of each person. Higher income people like to purchase the goods with different brand where as low income people like to purchase the good for sustain in community.

Inflation: Purchasing power of different consumers is impacted by rate of inflation. When price of goods and services are increase rapidly that customers wants to go for similar products to buy in low rate. Inflation rate are created through government policy of government.

Costumer confidence: Overall sentiment and confidence consumers have in effect on how much they spend. Consumer confidence can be boosted by favorable economic indicators and an upbeat economic outlook, which can result in increased spending, while unfavorable news and unstable economic conditions can have the opposite effect.

Interest rate and credit ability: Interest rate plays a crucial role in consumer behavior, particularly when it comes to borrowing for big – ticket items such as purchase of cars and house. Higher interest rate can determine consumers taking on debt and making purchase, while low rates can stimulate spending.

Employment and job ability: different employment situation and job stability of consumers can be affected according their willingness to spend. During time of economic

uncertainty or high unemployment rates, consumers may be more cautious with their spending and prioritize essential items.

2. Demographic Variables

There are several demographic variables that affect the online advertisement which are age, sex, culture, income, family size, occupation and also a buying behavior. Large family with big income purchase from online advertisement published for several goods. Different age group have different habit in buying mobiles, like 18-30 age people like to purchase gaming mobile to plays games where as people above 30 years purchase mobile just to call phones and receive calls. Some of the demographic variables for consumers buying behavior are as follows.

Age: There are different age groups in society which are young, adults, child, and infants, mature etc. all this variables of age influence consumers in buying behavior. Different age group has different needs, wants, desire, preference and behaviors in buying several goods from market. Different ages of consumer's effect in new technology, lifestyle and fashion and also product preference.

Sex: Sex can be classified into two categories male and female. Female in society are devoted in buying household goods by making decision with husband. Whereas male are devoted in buying luxurious material for house example Television, house, Automobiles etc.

Family size: There are several family sizes in society that effect in consumer buying behaviors which are big family, joint family and a single .so people in society purchase goods according to the sizes of people in families. Large family purchases the necessary goods in bulk whereas small family purchases the goods in small size.

Culture: Culture is the past behavior learns from past family member in society. Cultural values, beliefs, customs and traditions impact consumer. Culture contains different laws, belief, art, symbol and language. Culture in business helps to increase the sales of the company. It also increases competitors among companies who produce similar products. Culture is the past behavior from family that is obtains to purchase goods and services.

3. Socio-Cultural Determinants

Socio-cultural determinant refers to those factors which directly influences the people living in the society. IT uses family, reference group, social class, cultural group as the determinant to buy the product. They all belong to different norms and values and affect the consumer behavior differently. It consists of following:

Individual: Individual characteristics like age, income, job position, personality and attitude determine persons buying behavior. Their needs and wants differed from one people to another people. An individual factor includes skills, attitudes, genetics and knowledge.

Family size: Family is those who live together also affect in buying behavior of customers. Family creates a preference from childhood in buying products, people are watching from childhood to family so they buy similar products as family wants. Every people in family should fulfill the each and every need of people living in family. Family member acts as the influencer to buy any products.

Reference group: Different group of people provides several information on product and services. Because of reference group the group of people with whom different persons associate themselves. Generally all the people in reference group have common buying behavior. It provides norms and behavioral rules and provides certain values and attitude that guide a person in the choice of product and brands.

4. Physiological factors

Human physiology is the major determinant of consumer behavior in purchasing goods and services. Many online customers believe that perception of people is passive that one's sees and hear what is out there very objectively. Psychological factors are internal locus of control including positive perception on websites and self-efficiency on online shopping. There are several physiological factors that determine the consumers in buying behavior which are as follows.

Motivation: Different people are motivated by different people to buy goods and services to satisfy customer needs. Motivation may require fulfilling the needs like social needs, basic needs, security needs, esteem needs and self-actualization needs. From all this needs

basic needs and security needs motivate people to buy goods and services. Basic needs and security needs create motivation to consumers to buy products and services.

Perception: It is another factor to influence customers to buy online purchase. Customers collect all the information of the product from online and make a decision to buy products. To make meaningful buy a product they keep the brand image and products features in mind that are advertise in advertisement in mind to buy the products. Advertisement is the main things to keep customers perception to buy goods through online advertisement. Hence consumer perception becomes a great influence on making a decision on buying online products.

Learning: Learning means the experience in buying products through online. People only can learn about the products after buying it looking the advertisement. After purchase customers know about products quality, shape and size so again they buy the products by looking the online advertisement. People can learn the experience only after buying self-goods. Learning can be both conditional and cognitive. Where conditional learning help consumers to expose a situation repeatedly where a consumer develop a response towards a certain condition of buying. Learning also means sharing of knowledge from one customer to another to buy the quality products.

Attitude and Beliefs: Customers should have trust and belief on brand of the company products which influence customers to make decision on buying different products through online. So attitude of company create a brand image of company to use the product. Attitude of companies plays an important role in creating a brand image of products. Example NTC company in Nepal, most of the people in Nepal like to use the NTC network in mobile because it is cheap and convenience to use and also Ntc company itself has create a brand image.

2.1.16 Marketing mix use in display advertisement

Present market mix categories as 4Ps which are product, price, place and promotion. Advertisement plays a vital role in promoting big or small business organization. It is a perfect framework for company marketing strategies. P4 analysis means to develop the right product in right place with right price and right promotion to satisfy the customers and target potential customers. Marketing mix is founded by Jerome McCarthy where he

designs to blend several strategies and practices to several companies to derive business and successful product promotion. Different marketing mix is described below.

Product

Good product and services are advertised to target audience which offers market attention, acquisition, use a consumption which satisfies wants and needs. Company with several products should satisfy the customers. Products are the core benefit of the companies so product that are manufacture should be good in quality, cheap in price and good packaging for sales of products. Consumer products that are in the market must be unique in looking so it can attract the potential customers. Product that is advertised should be different from available product in the market and also product should be highlighted with its product's features to sell products. Product that is in markets includes experience, place, ideas, person and organization. Product refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good. Display advertisements can promote recently released products or draw attention to already available ones.

Price

Price is the actual value of the product and services that is in the market. Display advertisements can express pricing information, such as special pricing for a brief period of time, discounts, or promotional offers. Price is only the element in p4 analysis which carries revenue of the products. Display ads with price-related information might elicit a sense of urgency or persuade viewers to take advantage of a bargain. Price of the product and service should be identified in modern competitive market. Common problems of company are to reduce or increase the price of the products in competitive market. Price of the product is determining based on cost of production, market segmentation, market ability of demand and supply. Company should identify the price that customer are willing to pay the product and then put the price in product and then sell to the market. Pricing have a significant impact to success of a product. Example if you put high price of a product and sell in the market then company will have low sell of the product because of competitive market.

Place

Place is where you get the potential customers and sell the quality products. Company should advertise the product in proper place to sale the product. Distribution channels are the main place to supply the goods and services. Distribution channels include physical goods handling, distribution of goods and passage of ownership. Based on the demographics and online habits of their target market, marketers can select the websites, social media platforms, or mobile apps where their advertising will appear as relevant. Company should find the place where target customers are usually buying the products. Example If a Nike company in Nepal wants to sale the shoes then it should advertise in Tiktok because most of the people of Nepal are using Tiktok. Mainly companies want to catch the eyes of the customers to sell the products.

Promotion

Promotion is the way how you advertise in the market and sell the products and services. Target audience should focus effectively so they know about the products and then buy the products. Display advertisement can highlight different occasional sales, campaigns and deals for quantity sales of company goods and services. Modern technology has been increased in the business age so company make a promotion of products through content marketing, email and social media marketing. Sales promotion of company includes price off, display and advertisement, allowances and free goods. Promotion of product through company may include several schemes to the customers. Example Company advertises Pepsi cold drinks as when you buy a product you get cash discount of Rs 20.

2.1.17 Innovation to display advertisement

Day to day business is growing in world so company should advertise more and more to sell in the present market of world. So to advertise the product through online media companies should use latest technology in online advertisement. Product and services with digital marketing mainly use internet including mobile phones; display advertising and others form of online advertisement. Innovation is the changes about latest and great ideas which transfer to sell the product through online and earn revenue. Innovation is the stage of product development period in companies. Recent day's online advertisement has been increasing which has increased the large audience for companies to buy the goods and services.

Innovation in advertisement means implementation of new technology, new marketing strategies including significance changes in different product packaging, product price, product promotion and product placement. Online advertisement in latest is changed with latest innovation, where people can find the necessary product through online within no time and buy the products immediately. Latest innovation in advertisement helps to know the description of the product with in no time and make decision in buying those products. Instagram is a best place to expose company brand name with their products so they can sell to the market aggressively, because most of the people are users on Instagram.

New modern age internet has dramatically change the advertising industry because in the past company publish different advertisement in Television or different newspaper but in modern age company boost the advertisement through there company page so customers can know about products easily. Social media has created the latest innovation technology for company selling the products. Because all the products are advertise through social media. Advance technology in digital marketing helps to grab the potential customers for the companies, which increases the company sells. Innovation in digital advertisements helps to find potential customer with in no time because of latest technology. Due to latest technology people can get goods as soon as they order from the home. Example you want to eat Pizza but you do not have time we can just order from home and within some time we can get in home pay to the restaurant from home. There are some strategies for marketing trends for digital marketing.

Automation and programmatic advertising

Every aspect of the internet now uses automation and advertising is no exception. This type of advertisement helps marketers to advertise in online media and make purchase of different products from online. Advertiser cannot manually sift through the huge amount of consumer data that are available in the internet to create a profile of potential client. Automation advertising save time and money where as programmatic advertising are based on targeted audience instead of distributing them in wide and aimless fashion. Most of the methods of automation and programmatic advertising are social media campaigns, customer segmentation, product recommendation, programmatic buying via ad exchange.

Social media and mobile

Social media and mobile technology is the latest innovation in technology to buy and sell goods through several apps store. Most of the companies in world publish advertisement in social media which are easy to look from mobile apps. Most of the advertisement that is published with video concentrates people to buy and sell products. Social media advertisement generally occurs in facebook, TikTok, Instagram. Videos of advertisement are occurring when when you are using several social media. Videos that occur in social media are with description which make easy to know about the products. Social media are also the fasted way to know about the products so people can know about the different new products.

Interactive advertisement

Interactive is the most innovative advertisement that is published by companies working now. This type of advertisement invites different users enrolling them by clicking, playing, answering or swiping. Interactive advertisement is more valuable to potential customers because it attract customers to buy the products through different online media. Example advertisement publish with testing with knowledge, let you try clothes and buy it and create your own avatar.

Personalized advertisement

Personalized advertisements are more creative ads because they are used of latest technology. It delivers messages of the company products, design the user preference, behavior and location. This type of ads increases relevance, trust and loyalty which increase the sales of the company. Example salman khan playing on advertisement on his own company called “Being Human” to sales the product. It is the largest clothing company in India.

2.2 Empirical review

2.2.1 Review of past Thesis

There have been some earlier researches done about advertising in Nepal that are comparable. Here in Nepal, professionalism and cutting-edge marketing and advertising techniques are not institutionalized. Though, the business climate in Nepal is also impacted, and the entrepreneurs have realized the value of advertising. To this end, many

master's level academics from universities do research on advertising and sales promotion.

Parsuna Bhandari (2022) had made an investigation on “Behavioral advertising and antecedents influencing online advertising avoidance”. She made a conclusion that the concept of online advertising behavior expands the influence on online behavioral advertising that identify the avoidance in customers. In her survey she finds that Nepalese people are spending 3-5 hours in internet so they can find a lot of online advertisement so they can buy the products easily through online. Also she finds that traditional advertising media has changed to new behavioral advertising where products are advertise through banner ads, pop-ups ads and pops down paid text and email advertising. This thesis suggests that all the commercial online advertisement is customized to their interest making them feel like unique customers. According to research objective advertising and personalization significantly influence customer decision to avoid advertising. It perceives that different research of the product is made through internet where online advertisement plays a vital role.

Sobita Pandey (2020) Sobita pandey study the several effects of advertising and sales of Hundai and Suzuki near chitwan area. It evaluates the sales trend in cars after advertising the products. After importing the brand like Hundai and Suzuki car Nepal has develop the transportation system of Nepal. Advertising has been playing important role in sale of cars. Whenever there is new brand Products, Company advertises immediately to sell the product where advertisement plays a vital role to sell the cars. Advertising is the best tool for the promotion of latest product in the market. According to the survey Hyundai company cars and Suzuki is the most sales items in Chitwan. JP motors and Laxmi Intercontinental Pvt. Ltd. are the most selling Hyundai cars in Chitwan, Nepal. Hundai Company brings several schemes through advertisement, which helps to increase the sales of the company. Company advertises the new cars with its features so consumers can be attracted towards it and buys the cars. Advertising that are publish should entertain different customers so it can create the brand awareness. Brand awareness means to keep brand image of the company in mind. Advertisement should be unique design, more creative and realistic. Advertisement should also focus on several schemes to attract customers, like scratch card with cash voucher, different tour packages, and Scratch cards with gold and silver.

Njugun (2022) studies on effectiveness of online advertisement on customers decisions. He studies the different determinates of online advertisement that effect customers buying behavior. Thesis says that advertisement in social media can be easily recognize by customers and affect in shopping. Online advertisement helps to increase the company revenue, sales market and also the market share of different products in the market. Advertisement with different brand names has increased the customers toward buying goods. Most of the responded feedback that humor and sexuality are the main advertising factors which attract customers toward company products and services. Radio Africa has used the online banner advertisement to create awareness and attract customer attention towards company products. The thesis influence to buy products with different brand name in all the product's that is available through online advertisement.

Anna clara etal. (2021) has a conclusion that different forms of advertising are consumed by customers through social media. There are several advertising through social media. Different types of tricks are associated to advertise the company products which are display advertisement, celebrity endorsers, videos ads and social influencers. Also tricks are essential for advertisement of new product in the market and new products should be advertisement with well-known celebrity. Advertisement should also focus on brand of the product with different storylines and emotional content. Company should advertise the product with some videos which don't irritate the costumers.

Flip adamec (2021) this thesis has drawn a conclusion based on online advertisement that is based on Pay Per Click system. PPC system helps to demonstrate company product online and compete the competitive business market of the world. Company is basically focused on online advertisement because it is the major tools of marketing where products information can reach the customers as soon as possible through several social media. Also this thesis concluded that most of the customer uses PPC advertisement because they can only see the advertisement only after clicking the advertisement. Most of the people use social media like facebook to advertise because most of the people in today's world are engaged in facebook. Company sells the large quantity of product after online advertisement of products to the several online Medias and several social media.

Sanjay Shrestha (2019) had written an article on "Effect of electronic advertising on buying decision of Coca-Cola consumers in Kathmandu valley." Advertisement helps to

increase the production of the company and job opportunities for different people which helps in development of country. Advertisement helps in mass production after the product advertisement is advertise. Advertisement should be in consumer's perspective so consumer's eyes are towards advertisement and buy the products after looking the advertisement. Here in this thesis Sanjay explain that consumers have attraction towards cold drinks after looking the advertisement of Coca-Cola. Also he explain that consumer attitude and perception towards advertisement help in buying decision.

Reema Giri (2022) had written the thesis on Impact of advertisement and hedonic consumption tendency on cognitive dissonance in context of apparel industry. She has drawn a conclusion most of the online buying customers like to purchase products with different brands. It also found that advertisement and cognitive dissonance has a good relationship due which impulse buying has been generated. The research also clarifies that advertisement and hedonic consumption impact cognitive dissonance of different customers. Advertisement is the major factors for cognitive dissonance which is affected by different advertisement. Consumer also goes through cognitive dissonance from the advertisements that are publish in different online media.

Manoj Kumar Paniyar (2021) had written the thesis on consumer attitudes in mobile advertising. There is a significant role in mobile advertising in customer attitude and perception. Entertainment had been influencing Nepalese towards mobile advertising. Mobile advertising had been used for purchasing online goods and services. Companies in Nepal had been getting trust through mobile advertising which helps in purchase of goods and services through online. Most of the people are engaged in mobile all the time with internet so mobile advertising can be useful to the potential customers. This type of ads in mobile are interesting enjoyable to people. Also some of the customer finds that mobile advertisement is less informative because all the information cannot be in mobile advertisement. Most of the customer watches the advertisement when customers are playing games and suggest products to buy. Mobile advertising ensure that whatever the information provided are correct so people influence in buying goods through online.

Manoj kumar Jha (2019) he had written the thesis on a study on impact of advertisement on consumer buying behavior of close up tooth paste. He finds that advertising is the main promotional tools for promoting new products in the market.

Advertisement in mind helps to remember the product in mind before purchasing. He finds that customer buys the close up tooth paste by looking the advertisement that is advertise through Nepal Television and kantipur newspaper. They buy the product from getting information from those media. Advertisement can be used by customer in the sense of products branding and product recognition. Customers also said that only advertisement cannot fulfill the demand of customer so for some of the products there should also be trail of products so customers can by the product frequently. There should be good relationship between consumer behavior and the media advertising.

Bishnu Maya sharma (2021) she had written thesis on sale promotion and sales activities of Nepal Doorsanchar Company Limited. Her survey had identified that Ntc has less expense for promoting company activities through advertisement. So the company should spend money in advertisements like Ncell to increase the sales of company. She focus that company should focus on potential customers by providing several facilities using Ntc customers. She also focus that advertisement should be focused using company sologon and its trademark. Company also should focus on quality of advertisement to inter several customers. The thesis also focuses that company had less amount of expenses in promoting goods and serveries of company through advertisement.

2.2.1 Meta-Analysis

Table 1

Summary of Empirical Review

Authors	Topic	Objectives	Methodology	Findings
Parsuna Bhandar i (2022)	Behavioral advertising and antecedents influencing online advertising avoidance.	1 Customer perception towards synced advertising. 2 Negative experiences on advertising avoidance.	Online survey method and descriptive research.	Most of the people use social media for adverteng. Advertising clutter has significance positive impact on ads

				avoidance.
Sabita Pandey (2020)	Impact of advertising on sales of Hyundai and Suzuki cars in Parsa area of Chitwan.	Impact of car sales in Chitwan. Comparative analysis of sales of car and advertising expenses.	Both primary and secondary data.	Nepal is using global market concept in dollar.
Njuguna Ngure Alvin (2022)	The effectiveness of online advertisement on consumer decision. A case of radio Africa group ltd.	1. Strategies used in online advertisement. 2. Barriers in affecting online advertisement. 3. Effect of advertisement in customer decision.	Based on primary data and structured questionnaire.	- Effect the brand awareness. - Awareness to the client and customers.
Anna Clara (2021)	Digital marketing: online advertising ticks and consumer irritation.	-Describe important aspect of online advertising. -Different ads image used in the advertisement.	Semi structure interview and closed questionnaire survey.	-More or less irritating ads were consistent of endorsement ads. - Information tricks are used in video ads
Flip adamec (2021)	Online advertising and its usage for a particular e-shop.	-To analyze search engine in for e-shop. -Find new customers to visit website and build brand awareness.	Used of both primary and secondary data.	-Banners ads are mostly used ads. -Ads are used to increase brand awareness.

Sanjay Shrestha (2019)	Effect of electronic advertising on buying decision of Coca-Cola in Kathmandu valley.	-analyze the effect of TV and FM advertisement in Coca-Cola buying customers. -Examine the impact of ads on buying decision of coca cola.	Primary data based on questioner and face to face interview.	-Positive attitude in ads for buying goods. -know the information of past and present product. -Advertising role in enchanging the market of goods manufactured.
Reema Giri (2022)	Impact of advertisement and hedonic consumption tendency on cognitive dissonance in context of apparel industry.	-Impact of advertisement on cognitive dissonance. -The impact of hedonic consumption tendency on cognitive dissonance.	Based on primary data and close ended questionnaire.	-Most of the people like to buy branded product through online. -Direct and positive impact on cognitive dissonance.
Manoj Kumar Panjiyar (2021)	Costumer attitude towards mobile advertising.	-Influence of customer in entertainment through mobile ads. -Influence of in formativeness and personalization.	Descriptive research and quantitative research design.	There is no impact on irritation on customer attitude towards mobile advertising.
Manoj Kumar Jha	A study on impact of advertisement on	-Effect of advertisement towards purchase of tooth paste.	Use of both primary and secondary	-Consumer behavior and advertising for

(2019)	consumer buying behavior of close up tooth paste.	-what are factor affecting purchase behaviors of tooth paste.	data.	high sales. -Advertisement affect the buying behaviors of customers
Bishnu Maya Sharma (2021)	The effect of advertisement and sales promotion on sales revenue of telecommunicati on industry	-evaluate the effect of advertisement and sales promotion with employee with NTC -impact of ads and sales promotion on costumers.	Field visit for collecting primary data using questionnair e	-Less advertisement is done to promote NTC

2.3 Research Gap

Research gap is the gap related to the previous thesis and research. Advertisement is essential to all the business in today's modern world. So all the business in Nepal or different other countries should think about the products advertisement of company, which increases the sales. Different research had been carried out in day to day but always there is something missing on it which is the research gap.

Even there is several misunderstanding of people in online advertisement and the poster based advertisement. Where the analyses fulfill the gap people aware of online advertisement or poster based advertisement. Some researches are done with limited sample of population but I have done the survey with at least 400 people.

CHAPTER III

RESEARCH METHODOLOGY

Methodology is the chapter that defines the brief description of all methods and techniques that are used in the projects. It is the process that provides essential tools to make research in a project. Methodology is a scientific design and hypothesis to observe several theories with experimentation of several measurements and several logical statements. It is also a process of investigation and creation of knowledge. Research can be basically categories into three categories that are Basic research, Strategic research and applied research. Basic research is the research without any assumption which can be known as blue ocean research. Strategic research is the research based on principle but with new knowledge. Applied research is the research with the basic objective in mind which is based on modern technology.

This chapter use in thesis should consider major valve on data collection and evaluation. Also these chapters focus on research design, population sample, primary data and methods of data analysis. Data collection different methods are discussed in this chapter. Methodology chapter can be distributed in three major sections which are Quantitative analysis, Qualitative analysis and Research methods. (Walliam 2011). Research conducts a survey for 500 people of different age group who are online buyers. The research is based on both primary and secondary data that are collected.

3.1 Research Design

Research design is the strategy for a study and plan by which the strategy is to be carried. It is planned structured and strategy of several innovation to obtain the research question and control variance. Research design helps to obtain relevant that are obtain through several techniques of data collection method. Research design is organized and formation of different investigation which helps to obtain research question answer. Research design determines both research problem and investigation. It specifies the methods and procedures for collection, measurement and analysis of data. Research design can be focus basically in four types that is descriptive research, exploratory research, evaluation research and explanatory research from those I have taken the descriptive research and exploratory research. Descriptive research is also known as formalized studies where

there is substantial structure, specific hypothesis test and research question are answer through several procedure, like face to face interview or questionnaire method. Exploratory research includes both primary and secondary data research.

In this study paper of online display advertisement different variables that affect the consumer response for buying the online products are evaluated. A sheet of questioner is prepared for survey and deliver through online (social media), where responses are collected for evaluation of research.

Research design should be based on neutrality, validity, generalization and reliability. Where Neutrality means, assumption that created for finding in data collection results should be free from bias and neutral. Validity means available measuring tools should be used in correct form to find the objectives of research. Reliability means that results or findings should cause similar results every time research. Generalization means the research findings should be focused from the population that is survey participant. (Adi bhat etal.2019).

3.2 Population and Sample

Sampling is the methods of data collecting through several processes which help to represent the total population for researching data for particular subject. I have taken the population (400 people) from age group 18 to 50 who purchase goods from online advertisement. Convenience sampling is the scientific method to gather the data from research population (Convenience sampling 2016). This research simply gathers the information from online users who stay in small house near Kathmandu valley. It gathers accurate data and statistical data from all the research population. Population size is bigger but I try to accumulate the size of population in smaller size from which I can have primary data for data analysis. (Ortinou etal. 2009).

For my survey I have taken 400 people living near the Kathmandu valley. Survey is made between the age group of 18-50. Respondent are from different profession working in different organization in Kathmandu. The responded are different in terms of age, sex, income level and occupation.

3.3 Nature and Source of data collection

Data collection of my projects study is based on primary data. Primary data are collected through questionnaire. Survey is conducted among 500 people near around Kathmandu area. Questioner is design for collecting all the reliable data through survey. Design question are send through social media and mail using Google Docs. Only valid data are used for the research analyses.

First part of questioner is related with demographic information which deals with age, sex, income level and occupation level. Second part of questioner is related with various variables like brand loyalty, product features, product sales and product convince which effect customer response. Costumer's response is generated buying goods from online media where customer prefers through online advertisement. Also second part of the questioner is designed to analyze the impact on customer response that is occurring by looking the online advertisement. There are five factors to analyze the customer's response which are scale through 1. Agree 2. Strongly agree 3. Disagree and 4. Strongly disagree 5. Neutral.

3.4 Methods of data analysis tools and techniques

The purpose of this survey is to learn what respondents think about how consumers react to online display advertisements. Data are collected through questionnaire method, where question are prepared using Google docs. And send through different people in different social media and mail to find the research findings. Frequency table is used for the first part where demographic profile like age, gender, educational and marital status. Second part all the data receive from responded are carefully enter in SPSS (statistical Package of Social Science) data sheet and make a taste for reliability and validity. Also somewhere excel sheet is used for entry of data.

The study aims were achieved by using statistical methods to analyze the acquired data. Similarly the study has used descriptive statistics and statistical inference. Where descriptive data are recorded using tables including frequency and percentage. Statistical inference is recorded using SPSS software. Different statistical tools used in thesis analysis are as follows.

Percentage analysis

Percentage analysis is the method of converting collected data into meaningful insights, making easier to understand and communicate statistical information. It is used in research paper to make the decision role. It is also the statistical method to interpret and compare data by expressing in percentage. Percentage analysis helps easy to interpret data dealing with proportions and distributions across different categories.

Correlation analysis

The correlation coefficient is used to illustrate comparison in between customer response and online display advertisement. It also evaluates the strength relationship between two quantitative variables. Correlation analysis is the first step of regression analysis. This research evaluates the strength of linear relationship between a pair of variables.

Anova test

Anova test is used to compare means of two or more than two independent groups to see if there is statistically significant difference among them.

Regression analysis

It is the strong and powerful statistical analysis which examines the relationship between two variables i.e online display advertisement and customer satisfaction. It encloses wide range of technique for assessing and modeling several variables in order to ascertain different relationship. The model is defined as follows

$$Y = \beta_0 + \beta_1 * x_1 + \beta_2 * x_2 + \beta_3 * x_3 + \beta_4 * x_4 + \beta_5 * x_5 + e.$$

Where,

$Y =$ Customer satisfaction

$\beta_0 =$ Regression constant

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 =$ Regression coefficient of x_1, x_2, x_3, x_4 and x_5

$X_1 =$ Convenience

$X_2 =$ Brand Loyalty

$X_3 =$ Product Features

$x_4 =$ Online display advertisement

$x_5 =$ Sales

$e =$ Error terms

3.5 Research framework and Definition of variables

It is the visual and conceptual relation between depended variable and independent variables. Where dependent variables is concerned with what is tasted and measured an experienced. Similarly independent variables refer to a factor that a research can manipulate or control.

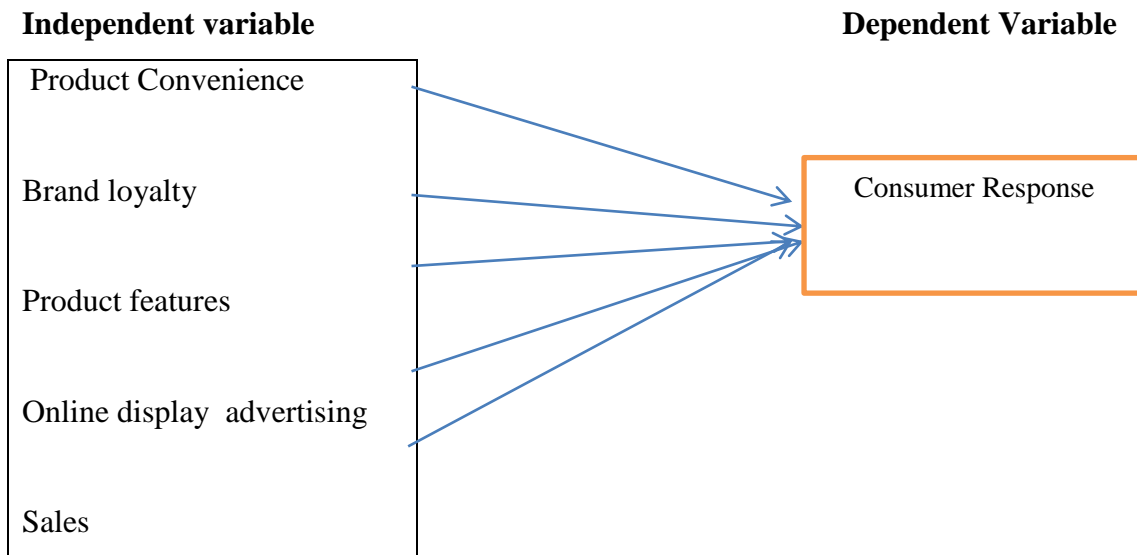


Figure: 1 Research Framework

(Source: Parul Deshwal 2015)

Here are some of the dependent and independent variables which are explain below.

Convenience

Online advertisement plays crucial role in convenience customers to buy the products through different website. Advertisement that are advertise online convenience customers mind about the products and its brand. Online advertisement can be personalized with different taste and preference of different products that are available in the market. Advertisements that are advertised in different social media may convenience several cultures and religion food and dress which may create interest to buy the products. Different information of products in display advertisement like pricing, taste, size helps customers to buy product in easy way.

Brand loyalty

Brand loyalty is the main personality of the company. Brand loyalty can be created only after the use of product example, Toyota car advertise in online with different features, it work what it say in the advertisement, so customer has trust on it which is the brand loyalty of the company. Brand loyalty shows the performance of company products that are in the market. Brand loyalty is the level of commitment and attachment of customers towards different brand products. Also it measures the customers repeatedly choose and purchase products and services from the specific brand rather than from its competitors.

Product features

Company should have unique selling proposition with special feature of products, exclusive benefits and quality focusing on advertisement so consumer buy the product. Product that is advertised online should have high quality image and video which draw the positive attention to customers. Some times company provides several offers price, discount price and exclusive sale to sale the product which keeps the customers eyes in different products. Company should provide fast delivery services to sell the quality products.

Online display advertisement

These are the advertisement that is advertised with different display. Display may contain different logos of company, Slogan, location map etc. online display advertisement occur on the same page whenever you are using internet and social media. Display advertisement does not require only videos and image but also the content or information of the topic that are advertised. Different forms of display advertisement that are advertise are billboard, poster, cards, etc. online display advertisement with content helps consumer behavior which means helps in buying goods looking advertisement through different media. There are different strategies for selling products through online which increases consumer perception of intrusiveness (Goldfarb etal. 2010).

Sales

Sales in the major objective of online display advertisement, because all the basic information of the products is included in ads. Online display advertisement is the place for digital advertisement where advertiser advertises product and services with image and videos to sales the products and services. The success of online advertisement is

measured through sales of the company products. Display ads increases visibility of brands, products or services to different target audience and increase the sale of the company. To increase the sales of company can advertise the product and services with different special discount, offers and limited- time deals.

Consumer response

It is the dependent variable all the above dependent variables. Consumers response can be generated how the products are advertise and displayed. Consumer response can be generated by seeing the ads which are being seen in online advertisement. Different psychological factors like feelings, thinking, sensation and intuition can be generated after watching the advertisement which generates consumer response. Brand image of the products strongly influence the buying behavior of different customers. Online advertisement is the significant in present days because most of the people are using different social media where online advertisements are issued and customer response are generated.

CHAPTER IV

RESULTS AND DISCUSSION

This chapter analyzes all the collected data that are collected through questioner survey method. Data that are collected through survey are presented in tabulated form. The collected data helps to analyze, evaluate and interpret which helps in results (objectives findings). Different statistical tools are used to test the data and find the major findings. In the first part responded profile are tabulated and described and then the descriptive part. In the descriptive part some of the normality test of the data is done where several statistical tools are used for major findings of the research. Here validity and reliability of the data are tested.

4.1: Demographic profile of respondent

Table: 2

Demographic characteristics of respondent

Demographic	Frequency	Percentage
<u>Gender</u>		
Male	226	56.5%
Female	174	43.5%
<u>Age</u>		
18-20	69	17.2%
21-30	162	40.3%
31-40	132	32.8%
41-50	39	9.7%
<u>Marital status</u>		
Married	268	66.7%
Unmarried	134	33.3%
<u>Educational level</u>		
SLC	24	6%
10+2	107	26.6%
Bachelor	204	51.67%
Master	67	16.7%
<u>Income level</u>		
Below 20000	71	17.7%
20001-30000	145	36.1%
30001-40000	126	31.3%
40001-50000.	43	10.7%
50001 and above	17	4.2%

Source: Field survey

Table 2 represent the responded from the Nepalese people both male and female who took part in survey. There were 226 male and 174 female who took participate in the survey. The result shows that majority of 56.5% male people took part in the survey and 43.5% of total people are female population who took part in survey.

Table presents the demographic profile (age) of different people who are living in society to purchase goods looking online advertisement. Different participant are from several age group from 18-50, where the age group of 21-30 have been buying large amount of products looking the online advertisement. There were four type of age group who were participating in survey. It shows that 40% of the total participant is in age group of 21-30 who are frequently buying online products looking online advertisement. Age group of 41-50 buy lees amount of products through online advertisement which is 9.5% .This value is almost 5 times less than the age group of 21-30.

Table depicts the respondents from marital status who took part in survey. The survey shows that people who took participate in survey are 66.7 % from unmarried people and 33.3 % from married people. It shows that large portion of people who participate where from the unmarried group of people.

The survey represents total number of respondents in survey from several educational levels. Educational level of the responded are divided in major four groups S.L.C, 10+2, Bachelor and Master and above. The survey shows that 5.8% of people are with SLC educational level, 51% of the people are with Bachelor level, 26.5 % with 10+2 education level and 16.8% with master and above level.

Table reveals the data form different group of people of income level. 72 people are below the 20000 income level. Maximum people are from the income level between 20001 -30000 which is 142 people. 123 people are from the income level in between 30001-40000. 44 people are in the income level of 40001- 50000 and 18 people are people who have income more than 50000 monthly.

Table 3

Watching online advertisement

Do you watch online advertisement?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	394	98.5	98.5	98.5
No	6	1.5	1.5	100
	400	100	100	

Source: SPSS Output

Table 4

If Yes what kind of advertisement

What kind of advertisement do you like to watch?

	Frequency	Percent	Valid percent	Cumulative percent
Text advertisement	51	12.7	12.7	12.7
Video advertisement	125	31.6	31.6	44.3
Display advertisement	200	49.8	49.8	94
Banner advertisement	24	6	6	100
	400	100	100	

Source: SPSS Output

Table 4 represents the people who are looking the online advertisement and also different types of online advertisement. The above table shows that 98.5 percent of the people are watching the online advertisement. From those people who watch online advertisement 200 people look display advertisement, 49 respond to text advertisement, 127 people respond video advertisement and 24 people respond to banner advertisement.

Descriptive statistical analysis

Table 5

Descriptive statistics of Brand Loyalty

	N	Minimum	Maximum	Mean	Std. Deviation
Brand uniqueness increase impression to buy online products.(BL1)	400	1.00	3.00	1.8955	.78897
Brand logo help in recognition of products and its sales. (BL2)	400	1.00	3.00	1.7612	.85782
Brand trust to buy online products. (BL3)	400	1.00	3.00	1.8980	.79716
Product satisfies the customers gain brand loyalty. (B4)	400	1.00	4.00	1.7189	.80093

Source: SPSS Output

Table shows that four different scale items of brand loyalty. Minimum and maximum values of four items are in-between 1 and 4. From those items BL 3 has highest mean which is 1.90 and other scale items mean lies between 1.72 to 1.90. Most of the customers buy online products with brand trust.

Table 6

Descriptive statistics of Product Convenience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Purchase product from online which are frequently purchase.(PC1)	400	1.00	5.00	1.7750	.91459
Purchase the product t with same taste and preference.(PC2)	400	1.00	5.00	1.8975	.84188
Purchase the product that are sold globally.(PC3)	400	1.00	4.00	1.8000	.87574
Purchase the product that are displayed with information.(PC4)	400	1.00	4.00	1.9300	.85553
Valid N	400				

Source: SPSS Output

The above table shows the product convenience in several four methods. Where Product convenience are effect through taste and preference of different people, product that are sold globally, product that are sold through proper information in packaging and the products that are sold frequently in the market. 400 people are the total participant in survey. Here the mean lies in between 1.775 to 1.93 and standard deviation lies between 0.84188 and 0.91459.

Table 7

Descriptive statistics of Consumer response

	N	Minimum	Maximum	Mean	Std.Deviation
Consumer likes to buy the products looking its shape size and color. (CR1)	400	1.00	4.00	1.6866	.77445
Consumer likes to purchase products looking its brand name in packaging. (CR2)	400	1.00	3.00	1.7612	.82522
Feeling thinking and sensation of products help to buy online products. (CR3)	400	1.00	4.00	1.7786	.76926
See popular people in display. (CR4)	400	1.00	3.00	1.7289	.78554
N	400				

Source: SPSS Output

The above table shows consumer response towards online advertisement and buying the products through online looking different factors. Consumer looks towards the shape and size of the product, looks towards the brand name of the product in online advertisement, feel the product before they buy it and also buy the product if they see advertisement of product with popular people in the advertisement. Over all mean lies between 1.6850 and 1.7775 also the standard deviation lies between 0.77103 and 0.82552.

Table 8

Descriptive statistics of Product features

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Product with price and manufacture date. (PF1)	400	1.00	4.00	1.7000	.74927
Purchase the product with Warranty and Guarantee (PF2)	400	1.00	4.00	1.8925	.88764
Product with brand name and company name. (PF3)	400	1.00	4.00	1.7325	.77618
Products if some friends refer about the products. (PF4)	400	1.00	4.00	1.7275	.77119
Valid N	400				

Source: SPSS Output

The above table shows the descriptive analysis of people using product features in online display advertisement to buy the different products in market. People use different factors to buy online which are price and manufacture date, Warranty and Guarantee of the products, Brand and company name in Packaging and product reference of the product. Here mean lies in between 1.700 and 1.8925 and standard deviation lies between 0.77119 and 0.88764.

Table 9

Descriptive statistics of Online display advertisement

	Descriptive Statistics				
	N	Minimu m	Maximu m	Mean	Std. Deviation
I would like to purchase the products with video advertisement.(OA1)	400	1.00	4.00	1.6741	.75785
I would like to purchase products looking popup and pops down advertisement. (OA2)	400	1.00	4.00	1.7786	.80102
I would like to purchase products looking Co. logo and slogan. (OA3)	400	1.00	4.00	1.8234	.84520
I would like to buy the goods looking ads in several social media.(OA4)	400	1.00	4.00	1.7761	.84134
Valid N	400				

Source: SPSS Output

The above table shows how people buy products looking online advertisement. Factors affecting online advertisement are popups and pop down advertisement, company sologon and logo on product packaging, product with video advertisement and product advertisement in several social media. Here the average mean lies between 1.6775 and 1.8225 and standard deviation lies between 0.75824 and 0.84248.

Table 10

Pearson Correlations coefficients of study variable

		Video advertisemen t	Product advertiseme nt	Produc t feature s	Online display advertisemen t	Consumer response
Video advertisement	Pearson correlation	1	.014	.015	.248**	.139**
Product advertisement	Pearson correlation	0.14	1	.005	.011	.137**
Product features	Pearson correlation	0.15	.005	1	.214**	.272**
Online display advertisement	Pearson correlation	.248**	0.11	.214**	1	.244**
Consumer response	Pearson correlation	.139**	.139**	.272**	.244**	1

** Correlation is significant at the level (2-tailed).

Source : SPSS Output

The above table represents Pearson correlation between major four Independent variables which are online display advertisement, Product convenience, Product features, video advertisement and dependent variable as Consumer response. Table represents the linear relationship between two variables where value is less than 0.01. 0.01 is the value for significant level.

There is significant correlation between consumer response and online display advertisement. Its significant level is 0.214 so I can say that there is positive significant relationship with coefficient which is 0.214 at significant level of 1%. Also there is strong correlation between video advertisement and consumer response where the value is 0.139 at significant level of 1%. Similarly consumer response has positive relation in between Product convenience, product features and consumer response.

Table 11

Regression Analysis

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.65	.652	.76685

a. Predictors: (Constant), consumer response

As it indicate in the table I can see that r square value is 0.657 which means that independent variable

Online advertisement causes 65% changes in the dependent variable consumer response.

Table 12

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.865	1	137.865	564.390	.000 ^b
	Residual	234.045	398	.588		
	Total	271.910	399			

a. Dependent Variable: Consumer Response

b. Predictors: (Constant), Online display advertisement.

The table shows that p value is 0.00 which is less than the significant level 0.005, so I can say that there is significant relationship between depended variable and independent variable that is consumer response and online display advertisement.

Table 13

Regression coefficient

Model	Coefficients				
	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1	.196	.092		5.947	.000
Online display advertisement	.297	.049	.673	15.024	.000

a. Dependent Variable: Consumer Response

The table shows that the coefficient results. The coefficient value Beta is 0.673 which means that the change in independent i.e. variable online display advertisement by one unit will bring about the change in the dependent variable i.e. consumer response by 0.673 units. Furthermore the value of beta is positive which indicates that there is a positive relationship between dependent variable and independent variables.

Table 13

Dependent and independent variable Descriptive analysis

	N	Mean	Std. Deviation
Product Convenience	400	1.7000	.74927
Brand Loyalty	400	1.7750	.91459
Product Features	400	1.8925	.78899
Sales	400	1.6850	.77607
Online Display advertisement	400	1.6775	.75824

It shows all the factors of customer satisfaction. There are major 5 factors that affect consumer response from the viewpoint of online display advertisement. Each of the respondents submitted the response in a five-point Likert scale. Minimum mean is 1.6850 which is carried by sales factor and maximum mean is 1.8925 which is carried by Product

features factors. From all the factors of consumer response brand loyalty has the highest std. deviation which is 0.91456 and lowest standard deviation is 0.74927.

4.2 Discussion

The purpose of this study was to analyze if the customer buy the products looking online display advertisement. There were several factors effecting customer response for online display advertisement which are product convenience, Brand loyalty, sale of the product and online advertisement of the product.

The studies found that majority of the customer look online display advertisement and buy the goods through different online platform. It also shows that online display advertisement plays the vital role to purchase different products, because of description on different website. The survey also shows that there is positive relationship between online display advertisement and customer satisfaction, which was determined by correlation analysis.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

Study was concluded to know how people buy the products by linking online display advertisement. The study is based on descriptive and research based study. Primary data is used for the survey and findings. 400 people took part in the survey. Survey was conducted in Kathmandu valley. Most of the customers who buy online products where from the age group of 21-30 and they like to branded product from online advertisement. Findings are analyzed using several statistical tools like descriptive analysis, correlation, and regression and annova test.

Internet has changed the people perception and habit in buying goods and services. Most of the people like to purchase the goods and services through online advertisement. Online display advertisement target several audience and people to buy several materials, where people can see several advertisements before buying goods where they can get the information of the material and buy the online goods.

In the modern age marketing of products are done through online advertisement, so people are influence to buy the necessary items through online shopping. Most of the company displays the advertisement in several social media with description and image of the product so people can buy the products easily through home. Also advertisements are very attractive in different social media so people like to buy the products easily.

Online display advertisement promotes the visual elements of the products such as image, animation, videos and brand on several products. All the element of promotion of the products is displayed on several social media, website, and several company apps. Products in online display are displayed with proper packing with new graphics where people can be attractive to buy the products.

Products in online display advertisement are display with several well-known brands so consumers can identify the products and buy the products online. Several products with different brand name can catch the consumer eyes towards the product and buy the product.

Some of the key point to buy online displays advertisement.

- **Simplicity:** simple design of the products in online display advertisement helps to attract consumer to buy the products.
- **Brands:** Different Brand with company logo and color of company attract consumer to buy the online.
- **Visuals:** Use high-quality, relevant images or graphics that capture interest and support the ad's message.
- **Pricing information:** There should be clear information of price in packaging of the product so people can buy the products by comparing several products that are display to sell in online display media.

5.2 Conclusion

According the research most of the people like to watch the online display advertisement and buy the products through online advertisement. Mostly customer who buys the products knows about the product through online display advertisement. Here all the information of the products is available. Most of the buyers use online advertisement as impression and motivation to buy different goods and services through online advertisement. This identify that there is major connection between online display advertisement and buyer who buy through online media. Majority of the customer had agreed to buy goods and services from online display advertisement.

Online advertisement has been a key component for digital marketing. Video advertisement is basically used to advertise the product and make customer buy the products .shape, size, color of the product can be displayed in advertisement and help customer to buy the product efficiently through online.

The main conclusions show that although customers have a positive view toward online display advertising, there are no doubts about the effectiveness of the products that the ads claim to sell. Advertising is a commonly used information source to learn about, recall, and stay current on both new and old items. It is evident that the majority of people watch advertisements, and among them, women are more interested in doing so than males, suggesting that advertisements are a common way to increase sales of any kind of goods. Furthermore, the majority of individuals across various age groups, educational

backgrounds, and genders favor musical programs over other kinds of programming, suggesting that musical programs are more well-liked by the public than any other

5.3 Implications

On the basis of findings of the study, there some of the recommendation or suggestion

- There should be clear video with product description so customer can buy regular online product.
- Specific brand name, company logo and packaging should be identified by customers.
- Survey shows that most of the potential customer spent time in different social media so there should be proper online display advertisement in different media platform.

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Appendix (1)

Dear Responded

I am a student (Chetan Padhaya Poudel) of Shanker Dev Campus studying Master Degree (MBS) .This is the sheet of survey as a part of Master degree Thesis where the survey is conducted for “**consumer Attention Linked towards Online Display advertisement**”.

I would like to assure that the response given by the different people will be highly appreciated and confidential. So I can use the data from responded for my dissertation. So can you please convey me 2-3 minutes to fill up this forms.

Respondent profile

1. Age
 - (a) 18-20 years
 - (b) 21-30 years
 - (c) 31-40 years
 - (d) 41-50 years

2. Gender
 - (a) Male
 - (b) Female
 - (c) Others

3. Educational level
 - (a) S.L.C
 - (b) 10+2
 - (c) Bachelors
 - (d) Master and above

4. Marital status:
 - (a) Married
 - (b) Unmarried

5. Income Level
 - (a) Below 20000
 - (b) 20001-30000
 - (c) 30001-40000
 - (d) 40001-50000
 - (e) 50000 and above

6. Do you watch online advertisement?
 (a) Yes
 (b) No
7. If Yes what kind of advertisement do you prefer in online advertisement
 (a) Display advertisement
 (b) Text advertisement
 (c) Video advertisement
 (d) Banner advertisement

Analytical information

Please select the option towards the following question by ticking on any of the five boxes. The boxes consist of Likert scale Question where Agree (1), strongly agree (2), Disagree (3), Strongly Agree (4) and Neutral (5)

Statement	1	2	3	4	5
Product convenience					
I would like to purchase products from online advertisement which are frequently purchase.					
I would like to purchase the product with same taste and preference.					
I would like to purchase the branded products that are sold globally.					
I like to purchase the product with displayed information					
Brand Loyalty					
Brand uniqueness increase impression to buy online products.					
Brand Logo helps in recognition of products and its sales.					
Brand trust to buy online products,					
Products that satisfy the customers gain brand loyalty.					
Product Features					
I would like to purchase the product if there is price and manufacture date in the product.					
I would like to purchase the product with Warranty and Guarantee.					
I would like to purchase the goods with its brand name and company name.					
I would like to purchase the product if some friends refer to name about the products.					

Online display advertisement					
I would like to purchase the product with video advertisement.					
I would like to purchase products looking Logo and slogan of the company.					
I would like to purchase product looking Pop-ups and Pop-down advertisement.					
I would like to buy the goods looking advertisement in several social media.					
Sales					
Information on product increases sales of company.					
Visibility of product increases sales.					
Special discount, different offers increases sales.					
Advertisement for new product increase sales.					
Consumer Response					
Consumer likes to buy the products looking its shape, size and color.					
Consumer likes to purchase products looking its brand name in packaging.					
Feeling, thinking and sensation of products help to buy online products.					
Consumer response can be generated to buy the products if they see popular people in advertisement					

CONSUMER ATTENTION LINKED TOWARDS ONLINE DISPLA...

By: Chetan Padhaya Poudel

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ABSTRACT The study examines the "Consumer attention linked towards online display advertisement". The study was based on the people who look online advertisement and purchase the goods. The main purpose of this research was to know if the people watch online advertisement that are displayed is several online media , so people can get information about the products so they can buy if they require it. Questioner method is used to collect the data where question are prepared using Google Docs. Descriptive statistics methods are used to analyses of data that were collected from 400 people in survey. Most of the customer focuses on online display advertisement with the product description. Also most of the people focused on the brand of product which can be identified in product packaging with company logo. To analyze the customer attention toward online advertisement primary data is used in the research. For the primary data Five/ point Likert scale technique is used. Sample survey is collected from 400 people near Kathmandu valley using online method, where Facebook and several social media are used to collect the data. After collection data analyses of data are done using different statistical tools like regression analysis, correlation and annova test. Key words: Customer satisfaction, online advertisement, Product features, Brand Name, sales i CHAPTER 1 INTRODUCTION 1.1 Background of study In the era (new generation) most of the people has increase to online purchasing trend which increases the business trend of world. Online advertising is also known as online marketing, internet advertising or web advertising. This form of marketing and advertising uses the internet to deliver promotional marketing messages to customers. Internet is an ongoing emerging source that tends to expand more and is growing exponentially in both its application and number of user due to its unique characteristics of flexibility, interactivity and personalization. Online advertising is the modernized form of past advertising.

Internet as a strong advertising medium is versatile that is why it stands apart from traditional advertising mode e-advertising is highly flexible mode that allows consumers to make changes during the course of campaign as and when required without increasing much additional cost. This makes internet more important and in a country like India where the business scenario is highly dynamic. The users of internet in the world are increasing very rapidly day by day and it is used by all age and all types of people . Display advertisement is one of the types of