Impact of Internet Banner Advertisement on Social Media'S Consumer Buying Behaviour: A Case Study of Facebook

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Abstract
Internet is the utmost imposing media of communication in this gen eternity. Internet users are increasing day to day. Every moment people are surfing internet for work purpose or passing their leisure time and connecting with the people. As a result they are connecting with the social media e.g. Twiter, Facebook and so on. People are chatting, sharing photo and connecting with the friends and family by the social media. Face book is really close to its admirers of the growth and the metrics of Facebook. It is really astounded that between the year of 2009 and 2000 the growth of international users. In the year of 2008, the total International Facebook users were 34 million people. The number had increased to 95 million by the first day of 2009 which had increased by 70% of the total Facebook users. Now the number of Facebook users is more than 400 million. Now a day the rate growing is increasing into the doubled digit in every month. In this quarter the rate of growth hastened by 25%. In 28 countries the rate is doubled in this quarter (Smith, 2010). The most important advantage of internet is the update information in all about the world. People are searching internet for update information and buy products because of most of the company using online as an advertising media to promote their product.In the modern era people are connected with friend and family using social media. Social media great place to advertisement because a person must be login into his or social media website. So the different organization taking this advantages and makes a new trend of advertisement. Online advertises comes into different forms like banner, pop up or pop down or in textual format. This internet advertises business is now blowing-out more than the traditional form advertising. There are two reasons behind the power of internet advertising media. That's internet is the available almost each and every home and another one is the internet user is more than the summation of other media audience (Tavor, 2011). According to Berthon *et al.,* (1996) article on internet advertising published in 1996 which was about the online classic banner advertisement. It creates interaction between consumer and the advertiser which was new era in the advertising world (Rappaport, 2007). An internet user usually browse different websites, blog, advertising, social medias and so on. Internet user may get their target information directly or when the search does not meet the target, then it can be moved to semi direct browsing. Occasionally internet custom browses without any specific target or a bit target which is known as undirected browsing (Brajnik and Gabrielli, 2010).
Keywords: Facebook, Advertisement, User, Online, website etc.

Introduction
1.1 Social Media's Banner Advertisement: Facebook
In November'07 social networking site, Facebook first launched the first paid advertising network named Facebook Ads. Same as Google Ads program Facebook stats it new revolution in social media advertising. It also expects   billions of dollar revenue from the Facebook and who will advertise on Facebook (Staffaroni, 2009). By these years other social media networks also stats their internal advertising network. Some of them have been successfully run advertisement with creative idea. Social networking media advertising consist of various contents, rewards, and bookmarking, sharing products and so on. According to Fox (2009), the ultimate of banner advertisement on social media is to get customer by click on the advertisement. The various social networking sites gain it by various ways. Facebook began its advertisement Ad words same as Google Ad words. But in the present times it has integrated to 'Likes'. This is the different marketing strategy, when one of my friends likes any advertisement and it will visible to me and other friends as well. Facebook makes it easier for the marketers. It has been noticed that other networks also use similar process of banner advertisement such as Digg or Reddit revolve all around the information which have been shared. According to Lee (2006), social networks are now evolved into their platform and bringing success for the marketers by approachable advertisement. It is really difficult to for the marketers to ignore the new version of social media advertisement which bring opportunities for the marketers to generate sales (Ferlee, 2008).

Now a day's Facebook is the most accessible to the users. As a result retailers and marketers are ready to take possibilities of Facebook banner advertisement. More than 400 million active users use Facebook everyday (Smith, 2010). Paid advertisement has begun its journew on social media. However, after opening the Facebook advertisement it was allowed text, logo or image advertisement shown on the right side of the pages. But most of the case, they have no access to the budgets and resources into the medium. But for the expert marketers Facebook brings innovative banner advertisement. Its only needs contextual advertising based on

intent of the advertisement (Roberts & Co, 2007). It has been found that, Facebook banner advertisement based on target user and driven by the user's interest and feedback. But most of the marketing strategies come from the well-known brand. For this reason Facebook and paid search advertising comes in the same platform to accomplish target market of users. With a variety of effective keywords which explore, Facebook advertiser has challenge to expand their users. At the same time, they refine the traffic capacity and quality as well. Facebook also make sure the factors such as creative and pages which may effect on consumer mind (Hall, 2007). Therefore, the strategy of Facebook is becoming very clear. It's really brilliant which can introduce new things to the consumer. The strategy of Facebook is not only improving the network but also needs to improve the advertising strategy as well (Mc keen, 2009).

1.5 Research Aim and Objectives:

The main aim of this research paper is impact of internet banner advertisement on consumer buying behaviour of Facebook users.

In this paperwork the objectives are as below:
1. To evaluate the importance of internet banner advertising on Facebook consumers.
2. To identify the existing internet banner advertising process in the Facebook.
3. To consider factors that manipulates consumer buying behaviour on Facebook.

1.6 Research Questions:

This research study will determine the consumer buying behaviour which influence by online banner advertisement on social media to the customers. To conduct the study Facebook used as a social media. This study will evaluate consumer behaviour of online consumers in general and Facebook user in particular. Research question will helps to identify and research aims and objectives. Research question of this study can be concluded as follows.
- What are roles of online banner advertisement which effect on consumer buying behaviour?
- How could social media influence consumer buying decision?
- How could different organization develop online banner advertisement perusing consumer behaviour?

Literature review:

Introduction:

To familiarize in to the world of internet advertising, figures nearby the population of the persons online and the returns of the advertising was in meticulous. In the last six month the household product making buying from the online a total number of American product (Lohr, 1999). In his article, he jagged out that this might be an on-going process. According to Ginsburg (1999), in the first time how online advertising made revenue $1 billion in only 9 months. Internet advertising Bureau made a survey and pointed out the categories which led the internet outlay. These are the resources which used to demonstrate the significance of publicising in internet (New Media Group, 2009).

In this literature review which gives a broad synopsis of the resources that help to complete the research paper. It is included in this appraisal, is how these resources has facilitated subsidize in this research paper.

Relevance:

In the relation of these data, there are also two means used to determine the relevance of the online advertising. According to Zeff and Aroson (1997), online advertising is important part of any company's strategic business plan. They broadly described about the online advertising which is mostly aligned in terms of online advertising strategy. They also described how place the price on internet and how to focus to an audience. In case of another resource which had facilitated to point out the relevance of Offline stores that are moving towards the online. After taking 'wait-and-see' approach it was observed that most of the retailers are moving towards the online era (Ernst, 1999). According to Young (1999), among 125 traditional retailers 76% were moving to the online surveyed in United Kingdom. This is the source which was listed as top e-tailers. This was the other cause why online advertising had to be the fragment of a strategic business plan of a company. Now a day's world is moving faster by the grace of internet. Business is changing day by day how was affected by the individual (Davis and Meyer, 1998). The knowledge of leverage, that utilized as a part of introduction and importance of a person in a business and how to review the research paper as well.

Social Media Advertising:

Marketers have always recognized that word of mouth is important. However, before online media evolved it was simply very expensive and difficult to measure it or for firms to pro-actively encourage it. Recent work by Trusov et al. (2009) has suggested that online word of mouth can be more effective than traditional marketing

campaigns. This may be because when advertising messages are transmitted over social networks there is a potential for amplification of the message because social networks are so diffuse (Zubcsek and Sarvary, 2009; Campbell, 2010). Online social media advertising also allows firms explicitly to direct word of mouth (May- zlin, 2006; Godes and Mayzlin, 2009). New advertising agencies, such as Bzz Agent and Tremor, now exist to encourage positive online word of mouth. Of particular importance here are changes in regulation in October 2009 concerning Federal Trade Commission Guidelines Concerning the Use of Endorsements and Testimonials in Advertising. These were directed specifically at clarifying what constitutes an endorsement when the message is conveyed by bloggers or other 'word-of-mouth' marketers. Such regulatory changes may allow researchers to start to estimate the effect of authentic compared to inauthentic word-of-mouth. A specific area of online social media marketing that is growing in importance is ad- vertising on social networks such as Facebook. each month by users on social network websites. What is striking is just how long users are spending on these sites relative to other kinds of websites. For example, in the US people spend on average over six hours a month on these sites, which is more than double the time spent on other popular types of websites such as portals or search engines. Befitting the newness of this kind of media, empirical research is limited. Aral and Walker (2010) use data from a field experiment on Facebook concerning the distribution of a new application, and find that mandating a word of mouth response from consumers upon its adoption was more effective than making it discretionary. Tucker (2010) looks at the effect of advertising on Facebook, using a field experiment conducted by a non-profit to measure the extent to which information that users provide on social networks can be used to both target ads and personalize the content of ads.

Internet Marketing Communications Model:
There are different types of models that help to generate an effective internet or digital marketing model which may create importance of effective communication via social media:
a) Aida Model:
AIDA model is important for marketers to create direct communication with the users of social media. Social Medias can create link with the organization and the customers. According to Jones and Hill (2009), AIDA model makes two way communications between customers and the marketers.
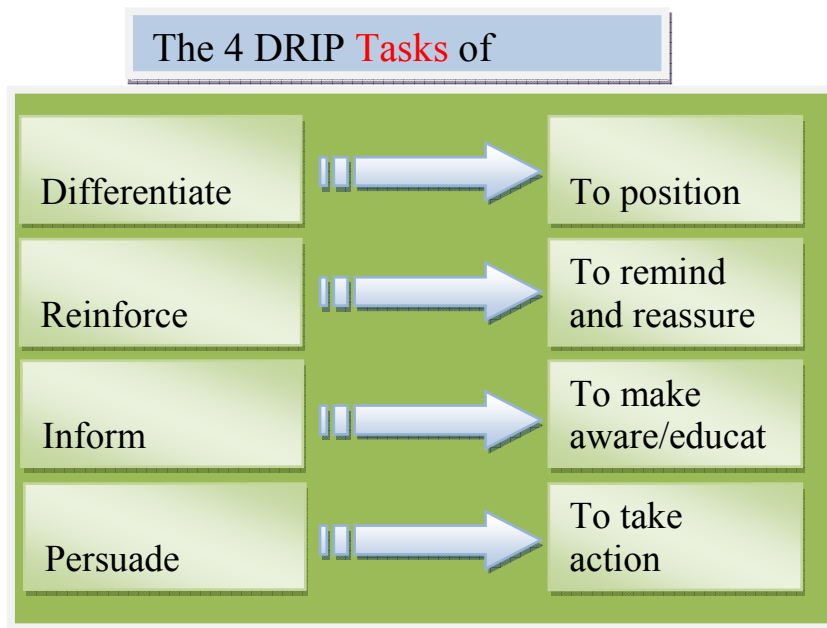
(Fig-1: AIDA model, adapted from, Anne-Marie and Pamm, 2011)

By using AIDA model social media can present marketers advertising and message to the customer to creating attention which may generate interest to the customer. Depends on the interest of customer, it can identify the various factors of customer demand and pass through the next step and customer can desire to purchase the product or service. After passing those factors of aspiration it will go through the action stage from where customer can buy the product. If the marketers passes all the stages via social media, that will create loyal customer successfully and increase number of acceptability of internet marketing communication (Berbara, 2010).

b) **Drip Model**:
DRIP model is another model of creating internet marketing communication. Organization can use this model from one end to another end to create successful internet marketing communication (Fill, 2006). DRIP model explain about the creating loyal customer of a company. According to Johansson (2008), digital marketing tools are helpful to make a distinction with a brand that helps to get a position of their product over internet. It also adds extra value of a product or service. This may leads to emphasize their product by presenting internet advertising. Online marketing communication marketing attract customer by message and design in terms to information of a product and increase sales of a product (Fill, 2006).
(Fig-2: DRIP model, adapted from, Fill, 2006; Gyongyi, 2004)
According to David (2003), right information about a product can generate more customers by colourful design. It influences a customer to buy a product or service. This is also helpful for direct communication with a customer that may increase quality or online marketing communication. Any organization needs to convince customer by various discounts or offers in the online advertisement which may increase loyal customer as a result increase sale as well (Hall, 2007).

Online Banner Advertisement:
In the year of 1994, online banner advertisement starts with the experiment on the advertiser ad formats and the new technology. The primary phase of advertisement has ended by the inauguration of double click ad technology in 1995 (Thorson, 2000).
Source: Adapted from Arandilla (2010).
At that time the marketers were conscious about the traditional advertisement and the online advertising and also market research. In 1990, online advertising is more likely generating more acceptable platform for the online users as a result billion dollars were invested in this sector. At that time banner advertisement designed 468×60 pixel online banner advertisement which was traditionally high demanded. By the increase of competition in the market, there is several thousands of torrential money for the development of the banner ads (Hyland, 2009). Last five years of advertising media has become a conventional medium for the communication. The concept of advertising is changing day by day towards internet advertisement and banner advertisement as well. It pulls it into an innovative core to twirl it. In a word it can say that advertisement is the return of investment of a company. It is important to placing an advertisement over the internet based on online strategy (Straus, 2003).
According to Haque at el., (2007), online banner advertisement is the approach of a company to increase the demand and sales of their product. The capability of online banner advertisement is more than the traditional advertising. By the online advertising, people get vast information about the product or service and purchase the product though online. It is also found that, sometimes users can download the product information and download the mobile application as well (Liu, 2000). Throughout the advertising on internet consumers are comfortable for the different conveniences like easy access to company website, transaction and distribution as well.
Online advertising is the multi feature apparent fact that also available in various advertising area. Printing advertising is all about colours, various size and different shapes. On the other hand TV advertising visible in range of 15 seconds or more. But online advertising is visible on a side of a web page such as banner or pop-up or others. Basically advertising through internet, based on the communication hierarchy and targeting purchasing behaviour (Lui and Shrum, 2002). Advertising online is the communication of two ways such as level of user dedication and communication via message. According to McDonald (1997), most of advertisement comes in the break time of watching TV or invasion of reading a newspaper of magazine. On the other hand, internet advertising far away from the advert message until the user clicks on the advertisement. But click on the advertisement depends on consumer mood as it may interrupt his or her work. However, it all about the consumer intension likes how he or she evaluates the advertisement. If the consumer satisfied by the advertisement than he or she click on it (Arango, 2009). It has been found that, online advertisement produce personalized of own structure. By the structure of user personality, it is to understand the user behaviour for a company (Anderson and Simon, 2005).
Internet users will response an advertisement when they motivate by the advertisement. For attract users online it is important to effective and efficient advertisement to go through. It is also for the advertiser to select the mode of advertisement to make it profitable. Marketer needs to consider the factors of message over the advertisement. In general printing advertisement depends on the copies amount which has been printed; in the TV advertisement depends on how long and how many times it has shown. But internet advertisement is different from the traditional way. It depends on how many users' clicks on it and go through the link (Rodgers and Thorson, 2000).
In the internet advertising banner advertises is the most popular. It is easy to jump on the particular website through the banner ads. Websites are selected by the number of visitor or users who want to visit the

website. The popularity of banner ads is increasing day by day. As a result it holds large number of online ads share. Banner ads come into view to the consumer in freezing image which may define as the static ads (Tavor, 2011). Banner ads may visible to the user in music, coloured and or motion picture called dynamic advertisement. Banner ads appear on the margin of the websites. As a result users cannot avoid it. If the banner ads create interest to the consumer and consumer wants to more about the information of a product or service than the user may get more information by clicking it (Armstron and Mark, 2006). In the different way pop-up advertisement become visible to the user opening a new window. If the user not to feel interest the advertisement then its need to go through a new page. By the pop-up advertisement, advertiser creates awareness about the product but it may not effective advertisement (Bagwell and Kyle, 2002). In the online advertising media, sponsorship advertisement is going too accepted to the internet users. It is visible in the specific website in specific place to make awareness about a product or service. It is easy to go through the sponsor advertisement by one click. On the other, hand hyperlink words usually used by the consumer to search a product or service via a search engine. Maximum people are like to search a product by search engine. Search engine always look for particular website depends on the user interest (Evans, 2008). For product advertisement a company presents own website to broadcast all around world. The vital function of an ad is more likely to present specific product information to make awareness to the people.

Current Trends of Online Banner Advertisement:
People may like or dislike internet marketing system. In the current online marketing process, the businesspersons who want to advertise their product or service online, online marketing process are not too hard to sell a product or service. But its needs to careful consideration for identify the specific target market. According to target market, its needs to draw advertisement and appears for the marketing (Hagel and Jhon, 1999). On the other side, the users may more interest the webs which are loaded very faster and where they can get all information about the product or service. But in terms of advertisement, such as banner, pop-up or video advertisement may create hassle in the surfing time (Harris, 2002). However, online ads are fast growing revenue source for the online business persons or company. They know how to develop their business by creating innovative idea of online banner ads or other ads as well. According to Evans (2009), current banner advertisement on social media is more specific and effective than the earlier. Among the social networking sites Facebook, twiter and others are growing rapidly and can attract the users to go through the banner advertisement. In this instance, Google Adsense is now permitting the webmaster to earn money for the clicking on their advertisement. Other associated company can also get commission from the advertisement depending click through rate. They can also earn more when the consumers buy that product or service via the advertisement. There are different ways to earn via online advertisement which generate more innovative online advertisement design for online marketers (Elliot and Stewart, 2006).

Commonly, internet advertisement comes in various formats such as links, text or banner advertisement. To make an appeal for the consumer, it consists of various shapes, colours. In opinion of Duboff (2009), most of the banner ads are visible to the side of a web page and to attract the large number of population organic shapes, size and arch that include circle and arcs. It may attribute to make balance the curves and arcs present to the web that might be severe angular depending on the box and text. To make it more attractive different colour may use such as orange, red, blue and so on.

In the view of Helft and Miguel (2010), online marketing based on the computer and technology which may create alienating to new users who may afraid of internet using. They may not know about the blog or search engine. In this instance marketers needs to care the people who are computer literate and internet as well. It is very important to show perfect people in terms of online marketing. In the advertisement it may show the image, marketer may avoid presenting off the products or service as an alternative spotlight on their products or service or May focused on the target market. Such type of consumer may happy showing the product and availing the products. Such types of appearance may enhance the customer to look over the advertisement and website that may create friendly customer appearance. Some advertisements also present the footage or images or photo shoots which may generate more money for the affiliated company (Helft et al., 2008). Another era of advertising, like word or sentence on the advertisement can more attractive to the consumer of internet. For an example, in an advertisement it may present an offer such as something for free. In the second advertisement may shows some products which is cost effective and consumer can save money if purchase that product. At last, third advertisement shows a product which may make life easier for a consumer. However, the third number of advertisement may too long for a product or service but the promise of the advertisement may accept many internet user has seen this. In the same time the potency of graphics may banner advertisement more popular than the others. Advertisement such as text, link or affiliate programs may not influence to graphics advertisement. These types of advertisement are too small and sometimes it is difficult to notice the consumer. To making notice to the users it may include the graphics on the advertisement and animation may also include with the advertisement.

Now a day's banner advertisement does not only contain the word and graphics but it is now more interactive than the earlier. In the some advertisement it has been found that, asking for date of birth, answering questions, play games, like shoot a bird or put a ball into a hole. These types of banner advertisement can generate more consumers in today's paradigm web 2.0. It shows the extreme interactivity into the internet and how to go furthermore (Medoff *at el,.* 2009). In the same way banner advertisement comes through various sizes and placed in parallel and perpendicularly as well. In these types of advertisement has the similar percentage fixed for the image and advertising. In most of advertisement have two third portion contained picture with the vital point linked to the main advertisement. Remaining one portion is allocated for the quotes or text about the product or the service. In most cases texts on the advertisement contains sans-serif font which may visible in bold font to notice the consumer (Edellman, 2011). Banner advertisement is still growing in the online world as the users are increasing dramatically day by day. Advertisers also take this advantage to generate more users and create innovative advertisement.

The Banners:

Light, camera, and action! Various colour, video footage and different animation are use for this type of banner advertisement. Banner advertisement is the leading internet advertising representation. However, 54% revenue comes from the banner advertisement (Hyland, 1997). Banner advertisement has become the mainstream of the internet advertising world. The Coalition for Advertising Supported Information and Entertainment (CASIE) and The Internet Advertising Bureau (IAB) establish a format for the banner advertisement (Steme, 1997). These are shown below:

Pixel Size	
Full banner advertisement	468 x 60
Full banner	460 x 55
Full banner with vertical steering bar	392 x 72
Half banner	234 x 60
Square button	125 x 125
Button	120 x 60
Micro Button	88 x 31
Perpendicular Banner	120 x 240

This standard is set for the voluntary basis. Thus, the advertiser may do experiment and propose other types of banner advertisement. The above listed pixel size is for eliminate the mystification and incompetent use of different types of banner advertisement in the internet advertising era (Steme, 1997). It has been noticed that, this may create innovative and independence of banner advertisement. Therefore, banner advertisement producer and organizations purchase different advertisement felt which may helped extremely.

The Button:

There is various type of banner advertisement. Among them button ads is the typically smallest types of banner. It can be positioned in anywhere on the page of web. The most important benefit of the button advertisement is its simplicity and visible what marketer offers. This type of advertisement is more accepted to the user, as it is the quicker than the other types of banner advertisement (Zeff and Aronson, 1997). For an example, go to button or download through a button is more likely popular. Whenever a user click on the button ads, it will directly go through the electronic library and bring an article depend on the user wish to search. Generally the button advertisement found in the search engine.

Moving Banners:

The motionless banner advertisement has been over. Arriving the HTML, Java script and media of streaming is now introduce in the internet era. This type of advertisement also has accepted by the users of internet. Animation and the interactivity with the users come down as a click through rate which stained into the single digits (Mand, 1998). In the year of 1996, first moving banner appears to the World Wide Web. At the end of that year Alta Vista was the first advertise animated gif (Sterne, 1997). It has been found that, moving banners were more noticed the users than the other advertisement. However, 25% click through rate has been increased (McGalliard, 1998). After the animation advertisement it comes interaction advertisement which is interaction appeals the users. Such as a shockwave with macromedia is a plug-in for a browser allowing interfacing with the user on internet. Now a day's games are a part of a moving banner advertisement. Moving banner is the eyeball-catching ads model (McGalliard, 1998).

Full Service Banners:

According to Zeff and Aronson (1997), full service banner are the more advanced technology than a moving banner advertisement. This type of banner advertisement is passive imagines which try to persuade the consumer

for who are surfing the World Wide Web. Here animation and interaction both are found but the main goal of this type of advertisement is to the ruin a user to train-of-through and in the same time in the form of one-stop shop via the advertisement. In this banner advertisement, the animation includes flashing and vanishing in or out. By this time when an internet user click on the advertisement, it will open a new window with various information of the product information and it will appear a chat filled by one quantity. Here all the consumers need to click on it 'add to my chart' and do checkout. The main benefit of this type of banner advertisement is the users never lose the main web page until the new window appears to it. However, after ordering the product or service the user may go back the previous web page (Molt, 2000).

Affiliate Programs:
In the view of Harr (1998), affiliate programs are for the one-stop-shop in the advertising model. Therefore, affiliate programs need to void the fill up. The main purpose of an affiliate program is between partnership with the merchandiser for commission to the website and for the paying customer. This is a new program which plays a vital role between the marketers and the retailers. According to Haar (2000), Amazon.com is the pioneered of the affiliate programs. This is a tool for build independent sales channel than the normal advertising model. Now, Amazon has more than 100000 sites which participate in the affiliate program. Affiliate program is the different types of model in context to responsive resources. It is now common practise for embedding more centred advertisement for the short term promotion such as sponsorship advertisement (Horwitt, 1998). Affiliate sites are more often persuade to continue different types of advertisement in the web page to boost up the sales and generate personal commission. This is also permits marketer to do multiple advertisements without misuse of money. There are two types of affiliate programs. These are the pay-per-lead and two-tiered income programs. The pay-per-lead is the pay-per-click (ClickQuick, 1999). In this program, the Affiliate Company or person may earn without purchase a product or service by the users. On the other hand, two-tiered process company earn commission by the purchase of product of a consumer and depends on the profit of the company.

Effectiveness Of Banner Advertisement:
The effectiveness of online banner advertisement depends on the various variables. According to Minton and Stefan (2007), effectiveness of banner advertisement mainly focussed on the product placement in relation to advertisement. It generates more consumer to purchase a product through online or offline and notice the user to go through the advertisement. However, banner advertisement effectiveness depends on the placement, product types, exposure level and the creative element of the banner advertisement.

Placement:
In the opinion of Heo and Sundar (2001), the effectiveness of banner advertising mainly depends on the variable of placement. It is important to look out the position of the banner advertisement on the web page. The standpoint of a banner advertisement is important for the advertisement which also reflects to reputation of the web page as well. The location of the ads is the significance to the content of a web page. A study by the Heo and Sundar (2001), found that most of the people were noticed a banner advertisement on the top or bottom of the page. It examined how the place of banner advertisement impact on the consumer. It also found that, banners on the top of the page more notice the attention of the consumer. Consumer can easily remember the advertisement as a result he or she may go through the product information and may also buy the product or service from online or offline.

Exposure level:
According to Cho, Lee and Thrap (2001), the effect of various level of exposure on the banner advertisement is depend on the perception of advertising, attitude towards banner, click-through and brand image and buying intention of consumer. There are different forced level of exposure such as no omit option for a banner advertisement, banner advertisement with skip preference, a pop-up advertisement with a banner and banner advertisement on the top or bottom of a website. The forced exposure increased banner advertisement in a higher degree in terms of perception and increase number of click-through rate. The advanced level of forced exposure may result in adverse attitude towards the banner advertisement. It may create the lower buying intention and lower the brand image as well.

Product Type:
According to Dahlen (1998), online banner advertising effectiveness based on the product types which has been advertised. It also depends on the expressive and functional product. Functional product may be defined as the product where the feature of product play an important role for the purchasing decision and also depend on the specific needs of the product. In the same time, expressive product defined as the product which bought for the ego satisfaction, social suitability or emotional inspiration.

In this study, Dahlen and Bergendahl (2001) attempt to determine which method of measuring effectiveness – click-throughs or impressions – is better for different types of products – functional or expressive.

Dahlen and Bergendahl (2001) hypothesized that click-throughs will be better (or higher) for functional products (over expressive products) because banner ads, like billboards, are limited by their ability to express a message. The researchers also hypothesized that there will be a greater change in brand attitudes based on banner ad impressions for expressive products. They believed that relationships between users' experiences with items, the type of item and whether they click-through or not, will provide a clearer answer to the question they posed.

The method that they used to conduct this study was similar to and based upon the method that Briggs and Hollis (1997) used. Dahlen and Bergendahl (2001) asked users to view a Web page and both tracked their usage and sent them a questionnaire to fill out by email after they looked at the banner ads.

This study revealed that there is a difference in the ways that consumers respond to banner ads for functional and expressive products. Specifically, the researchersdiscovered that people who click on a banner ad for an expressive product have a more positive attitude toward the brand and are greater brand users than those who are exposed to the banner ad and do not click. They concluded that their study reinforces Briggs and Hollis's earlier study, but shows that ad impressions are even more important to consider with expressive products.

This study is also one of the few that attempts to examine users' past experiences to explain the effectiveness of banner ads. However, it is only used to compare the variables used in the study, and does not examine how users' prior experiences determine the value that they place in the banner ad as a medium.

Another study conducted by Dahlen (2001) looks at how familiar the advertised brand affects banner ad effectiveness in terms of both click-through and impressions. This large empirical study looks at the differences in performance of banner ads forfamiliar and unfamiliar brands, and also examines another variable – novice Web users compared to expert users. Dahlen (2001) used previous studies to show that, in the past, consumer response to repetitive exposure to advertisements differed substantially depending on the familiarity with the brand. He explains that "consumers get used to advertisements quicker (habituation) and tire sooner (tedium) of the advertising for a familiar brand" (Dahlen, 2001, p 24), and believed that the opposite could be true for unfamiliar brands.

Therefore, he hypothesized those familiar brands would receive higher initial click through than unfamiliar brands, but that with repeated banner ad exposures, click through and brand attitude would decrease. He also hypothesized that, for unfamiliar brands, brand awareness, brand attitude and click-through rates would increase with repeated exposures. He was also interested in how user experience affected advertising response to brands. Dahlen (2001) points to several studies that have shown that novice and experienced customers differ noticeably in both their response to marketing and their behavior. He also presents additional research that shows that the same can be expected for Web users. He believes that "the inflow of new users will continue for a long time. At the same time, the existing Web population is aging and becoming more experienced." Based upon this, he further hypothesizes that less experienced users will have higher click-throughs because he believes that experienced users are "more focused and less willing to digress from their intended path."

Creative Elements
A study by Li and Bukovac (1999) attempted to determine the impact that several different types of characteristics have on click-through and brand recall. In particular, the study investigated the effect that size, animation and user mode can have. Their research was based on the distinctiveness theory, which they believe will explain the cognitive impact of banner ads. This theory originated from the "van Restorff phenomenon, which demonstrated the superior learning of isolated items in a list." Essentially, the distinctiveness theory establishes that the more distinctive something is, the more likely it is to be recognized and remembered. Therefore, Li and Bukovac (1999) believed that larger banner ads and banner ads with animation would result in shorter response times (click-throughs) and higher recall, than smaller ads and those without animation.

Another variable the researchers took into account was user mode, or the mindset driving the user. Based upon several different beliefs regarding media use, including the elaboration likelihood model and instrumental and ritualistic media orientation, Li and Bukovac (1999) believe that whether a user is an information-seeker or "surfing," the cognitive impact of the characteristics mentioned above will be different. Therefore, they also hypothesized that Web-surfers will have higher recall and will be more likely to click on the banner ads they encounter.

In order to test their hypotheses, college students were directed to a Website which had one of the four different banner ads (large with animation, large with no animation, small with animation and small with no animation), and were given different sets of instructions for participation (surfing or seeking specific information). Similar to other studies testing banner ads, the researchers used online tracking to record subjects' clicks and a questionnaire to determine recall.

The students' responses showed that animated banner ads were clicked on much quicker and more often and did result in higher recall than static banner ads. The study also showed that larger banner ads resulted in much more often and quicker clickthroughs and a significantly higher recall. Finally, Li and Bukovac's (1999) hypothesis regarding higher recall and click-through from Web-surfers was too minimally different to be significant, and was not supported. Li and Bukovac (1999) examine different characteristics of banner ads, and not the medium itself. However, they do take into consideration the mode of Web users when viewing banner ads. Since Li and Bukovac's (1999) study showed that there was not a significant change in recall or click-throughs, it will not be necessary to take this variable into consideration when studying banner ads as a medium.

Consumer behaviour towards advertising:
Consumer behaviour towards internet banner advertisement affects consumer buying behaviour (Mitchell and Olson, 1981). According to Mehta (200), consumers have variety of attitude towards the online advertising which is more likely about recall of a brand and convince through advertisement. Mitchell (1993) pinioned that, internet advertisement affects on customer attitude by motivating customers for on the lookout for further information. Furthermore, internet banner advertisement influences customers to evaluate individual's advertisement. According to Mehta and Purvis (1995), consumer attitude towards advertising is about positive evaluation of advertising which is more informative, fun related and acceptable as well. It may recall more advertisement and increase purchasing interest.

To identify the traditional advertising trends ad clicking or reported online frequency is important. It is widely used in traditional advertising research to measure the advertising effectiveness which leads to internet banner advertising world. Bruner and Steveson (2001) suggested that deprived attitude towards internet banner advertising leads to less buying intention of consumer. Korgaonkar (2002) also found that, positive attitude towards the internet banner advertisement is more about to result in frequent purchasing influenced by the online banner advertisement in online or offline.

Click through advertisement such as click on the number of banner advertisement is very important tool to measure the effectiveness on internet banner advertisement (Dreze, 1997). According to The Economist (2003), comparing to other type of tools, ad impression such as counting the number of times advertisement is clicked to user browser is more relevant and based on the performance of advertisement. The click-through rate is also used for media pricing of internet banner advertising (Donthu and Hershberger 2003). Ad clicking has been widely used as a crucial indicator of consumers' behavioral responses toward online advertising. In Gong and Maddox's (2003) study, ad clicking was a significant predictor for advertising recall among Chinese Internet users. Wolin et al. (2002) also included ad clicking as one of the main online advertising behaviors. Cho's (2003) study identified a significantly positive relationship between overall attitude toward Web advertising and the clicking of banner ads. Therefore, in this study, we use ad clicking as one of the behavioral outcomes of online advertising. Clicking on advertisement is used as an indicator of consumer online responses of a banner advertisement. According to Maddox (2003), clicking on banner advertisement is a predictor of recall of an advertisement among the internet users. Wolin (2002) also added that, clicking on online advertisement is one of most important online advertising behaviour of a consumer. According to Cho (2003), attitude towards the Web advertising and clicking on banner advertisement is the outcomes of internet banner advertisement.

Social media such as Facebook users are more likely to attract on banner advertisement. 20% of Facbook users are popular to research online before purchase a product or service and 42% of users write review about the product (Drell, 2011). Furthermore, social media users behaviour towards online categories online sharing such as high shares and low shares. In the high shares 20% of online customers are younger and brand loyal and also numerous about the electronic products. In terms of low shares 80% of the internet customers are older and concerned about the quality than the brand and loyal to the brand as well. Data collected from the internet interaction with social media is about the impact of social media communities towards consumer behaviour. Among the 19 communities 31% of internet buyers are influence by the members of community and on the other hand 26% took no action about the online banner advertisement (Drell, 2011). This research examines the behaviour of consumer where social medias influence buying decision of consumer. According to Greenleigh (2012), hyper social people are connected to the social media and some are curious about the others activity such as buying, doing and or enjoying. At the same time strangers are also curious about online banner advertisement.

Research Methodology
3.1 Research Methodology:
This section is intensive on the different research methods that will help to make a research valued and trustworthy. This section is useful to make a research design on the topic of 'impact of banner advertisement on social media's consumer behaviour'. According to Bryman (2008), a successful research design is always satisfy throughout the research objectives. In this research paper data collection is vital point to gained appropriate

result of this research (MaCarter and Caza, 2009) and appropriate research process applied in this research paper (Bryman, 2008). Methodology is important to condense the cost of the research. Cost means time limit or dead line of this research work. Ethical consideration and research limitation is included in this section. To attain the target of this research various approaches is used and data collection and analysis are described below.

3.2 Research Philosophy:
To conduct a research it is important to use a proper philosophy. It is essential to pursue a philosophy to make a clear sense of that research. By using research philosophy, a researcher

Perfect philosophy is always important to conduct a research. Research philosophy is essential to trail the philosophy to create a perfect wisdom of the research work. According to Suunder, M. et al (2007), research philosophy can be defined as the nature of the research, background of the research and knowledge. Research philosophy is important to develop a basic knowledge of the key features which help to progression of the project work. There are three philosophies i.e. positivism, interpretivism and realism which could be used in this research paper. Positivism philosophy will use to conduct this research because is the methodology of highly structured, it contains numerical analysis, measurable and philosophical understanding as well (Saunders *et al.*2009). This research will follow the Positivism philosophy because the researchers will not affected by the subject which is fully independent as well. According to Saunder *et al.* (2009), there is no better way the positivism philosophy. Many researchers also favour to mixed philosophy as well. After emphasize on objective approach, the subjective approach is also consider in the positivism theory. According to Breyman and Bell (2007), subjective approach is also known as quantitative approach. Positivism approach is very near to the nature of the topic, so this approach is selected to conduct the research. To progress the appropriate research it is important to use both qualitative and quantitative approaches has been deliberated in terms of correct data collection and information, that is required in this research project.

3.3 Research Paradigm:
Choosing a proper research paradigm will guide the researcher to make the research process including gathering research information. It also helps researcher to understand the way of collecting information from various sources and creates a knowledge building criteria for satisfying research question (Thomas, 2009). For evaluating the impact of internet banner advertisement on social medias consumer buying behaviour, this study considered an interpretive research paradigm where it will explore the complexity of a research idea by making an interpretation of different sources of information. It also makes a broad conclusion by using a deductive process. Results from this paradigm are also shaped by the respondent's perception and used a quantitative analysis to make a valid research outcome.

3.4 Research Methods:
Research method is important tool for an acceptable result. It really help to conduct an appropriate, relevant and easily under stable. By the research method, it can easily detect the research problem and it gives the right way to solve the problem (Saunders *et al.* 2003). There are two types of research method which include inductive method and deductive method. Deductive methods are used to identify the validity of the research project and examination of the theory and various research techniques as well. Deductive method is always apprehensions as a prominent to a method (Crowther and Lancaster, 2008 cited in Saunders *et al.,* (2009). Inductive method is the method where first researchers collect the data and analyse the data and then continue with the theories which is based on the reverse of the findings of the data analysis method (Saunders *et al.,* 2007). Cooper and Schindler (2006) opined that, in the research deductive approach is used for the development. This research study is constant and suitable apart from the inductive method which create research problem. It is important to avoid inductive method and deductive method is use in this research paper to identify research problem, develop the theoretical background in a sense of successful research (Saunders et al., 2003).

3.5 Research Strategy:
There are different types of strategy to conduct a research such as survey, case study, ethnography; experiment and action research as well (Saunders et al., 2009). Deductive approach is related with the survey strategy. Researchers always prefer survey strategy as it is most common and popular which is based on the questionnaire and appraisal the data. Basically strategy depends on the objectives of the research. In the survey method data must be taken from the large population and survey process is always takes time to create question but overall procedure is time saving and easily reachable to target. So this is the appropriate strategy to conduct a research.

3.6 Research Technique:
In the research methodology there are two techniques: qualitative and quantitative. Qualitative technique consists of non-numerical data which are not capable to calculate. Structured, semi-structured and depth interview are

used to collect qualitative data whereas quantitative data is signified by mathematical data. Survey or mathematical gears are used to collect the quantitative data. Both quantitative and qualitative data are used in a research project. In the research quantitative technique is used to measure the vital component of positivist viewpoint. The data which are gathered from survey throughout questionnaire that support the qualitative findings of a research project (Breyman and Bell, 2007). Qualitative research makes clear the impediment of the research purpose. The main significance of qualitative research is it clarifies the objective as it has different complexity. It is easy to design a research throughout qualitative technique (Burns, 2008). According to Saunders et al.,(2003), in a research the data which are collected by questionnaire are assist to select qualitative technique with important of data collection and achieve the quality that accomplish the research purpose.

In this research project, 50 respondents has taken from different places to make a survey throughout questionnaire in a sense of quantitative analysis and asses the various facts and factors.

3.7 Methods Of Sampling:
According to Kumar (2008), sampling is an important tool for conduct a research. Sampling cultivates a different technique for a researcher in terms of reduces the sample size from the huge number of population into a sub set. Sampling method consists of two categories. They are probability sampling and non-probability sampling. In the research researcher can use both probability sampling and non-probability sampling as well (Saunders *et al.,* 2007).

According to Collis and Hussey (2003), sampling denotes as a member of population where population might be collected from the objects. In this research project consumers are surrounding in the United Kingdom. In the primary research sampling is mandatory but for the research it is difficult to conduct with complete population. It is important to carryout individual sampling from the total number of population (Ghauri and Gronhaug, 2005). Different factors period, distance and expenditure encourage researcher to get sampling.

3.8 Data Collection:
It is important to know about the source of primary and secondary data to conduct a research project. The procedure of collection of primary data and secondary data and implication are shown below:

3.8.1 The Secondary Data Collection:
For the research purpose secondary data can be collected from the different sources such as Internet, different article, publications and so on (Kumar, 2008).. Articles that are written by different researcher of various professionals are considered in this research project. Secondary data may be collected from the different books and the authors are belonging to various parts of the country and world as well. The aim of the study needs to confirm the data validity and these data must be corroborated by the different sources. Equally its needs to verify the data obtained from the article as well. According to Aaker *et al.,* (1995), the advantages of secondary data discuss below:

➢ To collect the secondary data it's no need to spend too much time, expenses and exertion as well.
➢ Secondary data are reliable more than primary data in the some cases.
➢ Sometimes secondary data are the main source of data collection whereas primary data is incompetent to collect.

Through, secondary data have some disadvantages as well.
➢ The purpose of the secondary data collection may not be appropriate for the research issue.
➢ In the secondary data collection, sometimes the collected data might be questionable for the research as the second user collects this data from the unknown source.
➢ The accurateness of the secondary data collection may be illegal according to the research topic.

In this research project, source of secondary data and the impact of banner advertisement issues in the published papers. The sources are like marketing advertisement, buying behaviour and social Media's related journals which are collected from different sources. Journal on online banner advertisement are used to identify the impact of internet banner advertisement on social media's consumer buying behaviour. These sources are used for current advertisement trends and future trends of banner advertisement on the social network.

3.8.2 THE PRIMARY DATA COLLECTION:
The research questions and the collected data will be analysing in a particular reason. The primary data will be collected specifically for this research paper is to be undertaken (Saunders *et al.,* 2009). For this research respondents needs to fill up the questionnaires accordingly.

3.8.2a Questionnaire For The Customer:
The main objective of this research will be fulfilled when the collection of data is specific by the questionnaire.

Whereas the analysis of primary data and the result which can progress a decent connotation throughout the objective of the research (Chisnall, 1992). It is important to collecting both primary and secondary data for this research. In this research related, apposite and correct data ensure the date was collected in terms of accurate way. In the primary data collection method, 20 questionnaires were delivered to respondents. The questionnaire was developed in a broad sense; as a result collected data should be valuable involvements which deliver pertinent and comprehensive information. The big advantage of questionnaire is the, it takes less time to collect large amount of data from the respondents. It is really important to design a proper questionnaire and spurt from the dissimilar and pointless questions which are not affect the quality of data.

This research is conduct by closed ended self-administered questionnaire in terms of research prerequisite. Likert scale questionnaire used in this research to understand the attitude of respondents. It is also used for the measure the reliability of the collected data. This is a good technique for the researcher during the research. Questions are all about the impact of internet banner advertisement on social media's consumer buying behaviour.

It is identified in the research process that, the questionnaire was established in right track for the various elements. In terms of validity of the respondents on this research, data confirm the accurateness. Secondary data and primary data collection ensure the validity of this research. With the permission of customers and authority, the feedback has been taken in front of different shopping mall and bus stops in London. To maintain the data quality data collected in both the week days and weekend as well.

3.9 Analysis of Data:

Data analysis techniques are based on the data type as it use as a tool. Methods of qualitative data analysis and its tool are dissimilar to quantitative data. In this research, the researchers used content analysis for qualitative and quantitative data. The content analysis is been used to classified and summarized the verbal and numerical data. In 2 ways content analysis can be conduct to the research. Analysis of descriptive information is using by interpretation of what is actually said, what is meant by the response and what implied. In 1991, Easterby-Smith *et al.,* opinion, quantitative data also analysed by tabulating the data. In this research, researcher used analytical technique (like- various charts and table) to analyse the data. However the collected data is accumulate in Excel format to present and analysis properly. The results is illustrate in a proper format where various diagrams like pie and bar charts included. The results analysed in useful manner for getting a better result. Accumulating finding and result and based on that the descriptive elaboration used to analysis data. The technique is simple to explain, descriptive where it easy to get it. Data analysed either manually or with the help of a computer. This will help person who reads this research easily. The research becomes quality full when the maximum numbers of people understand the research.

Data types are the useful tool to analyse data. Quantitative data analysis tools are not similar as the qualitative data analysis. Content analysis process is used in both qualitative and quantitative data.

3.10 Reliability And Validity:

According to Reige (2003), research methodology and its operation may be same as the other researcher which may similar to their result. In this research project, analysis of the data and the clarification of the source are parallel to the literature. The result form literature which increases the reliability of outfits rendering to proper primary data and secondary data as well.

It is important to establish the validity of the result according to the theoretical discussion which has been used (Reige, 2003). In this research, the research questions and questionnaire are related with the complete outline of the impact of internet advertising which confirms the literature review.

■ Finding and Analysis

4.1. Introduction:

In this section of research paper mainly targeted on the aim of identifying the impact of internet banner advertisement on consumer buying behaviour in terms of Facebook users. In case of consumer buying behaviour of Facebook a user which is depend on the banner advertisement in Facebook. This section presents the analysis of primary data to find out the aim of this research project. In this research paper both the primary data and secondary data has been deliberated and decoratively and distinctly. To collect primary data the author has transformed a mixture both quantitative and qualitative queries. The questionnaire has been structured as the open ended questions and close ended questions as well.

This present discussion is the investigation of data concerning impact of banner advertisement on social media's consumer buying behaviour. These data have been collected by self-administrate questionnaire. The questionnaire was offered to the customer who shops from the Westfield, Stratford city. The following section designed from the response of customers by pie charts and bar diagram and it also critically analysis comparing to the literature review and summarize the findings.

4.2 Online Banner Advertisement:

Marketing through online banner advertisement in social networks are growing popularity. Hundreds of millions of active Facebook users are visiting every day. This site is promoting the brand image to the right people in the form of perfect conversation at the perfect timing. These Facebook users will give good return if they satisfied by the advertisement (Shih, 2009). Marketers always try to attract customer by attractive and useful banner advertisement perusing target group. Marketing a product or brand through social media is now motivating, interactive, particular, individual and social as well.

4.3 Presentation Of Collected Information:

This research study will be analyzing various aspects of utilitarian personality and its impact on online buying. Questionnaire has been used to collect information. To collect information of the study scales based questions regarding various dimensions utilitarian personality has been used. Maximum questions in the questionnaire are showing five scales (1-5) to select an answer. To gain data about utilitarian personality data has been collected from a small sample of 50 participants. Again this study is not evaluating specific situation rather this study will evaluate various aspects of utilitarian personality. Almost 25 different issues related to utilitarian personality will be analyzed here about the customers of Marks and Spencer. On the basis of the collected data, conclusions can be drawn regarding study objectives.

4.3.1 Investigation Under The Questionnaire And Critical Analysis:

This research paper will evaluate different aspects of online banner advertisement and impact on Facebook users buying behaviour. Questionnaire has been developed perusing online banner advertisement on Facebook and how users are influence to buy that product or service. The questionnaire both consists of open ended questions and close ended questions. To achieve the goal of this research, researcher collects data from a sample of 60 respondents. All about 23 issues related to online banner advertisement will be evaluate in this study. Depending on the collected data and critical analysis comparing to the literature review conclusion can be design perusing the objectives of the research paper.

Experience with Internet by the User:

From the respondents it has been found that everybody experience with internet and all are use internet more than one year. About 8% respondents use internet 1-2 years, 23% use internet 2-3 years and 69% respondent accessing internet more than 5 years. From these data it makes understand that this new version of media and the technology is an evolving discovery in the communication world that fascinates people all over the world, if they are computer literate a bit. Therefore the digital media makes more snatchers on the way to the communication and internet is flattering a portion of indispensable communication surrounded by the students and professional bodies as well. Thompson (2002) stated that, internet is the primary source of information and communication media. It also entertains its users and people use as a media of commercial transactions. According to Bell (2009), after the invention of internet, it grows rapidly and wider value of it. In this circumstances internet users are moreover like to use it in their daily life needs. From the collected data it can be understand most of the respondent uses internet for long time and day by day the rate of internet uses is increasing.
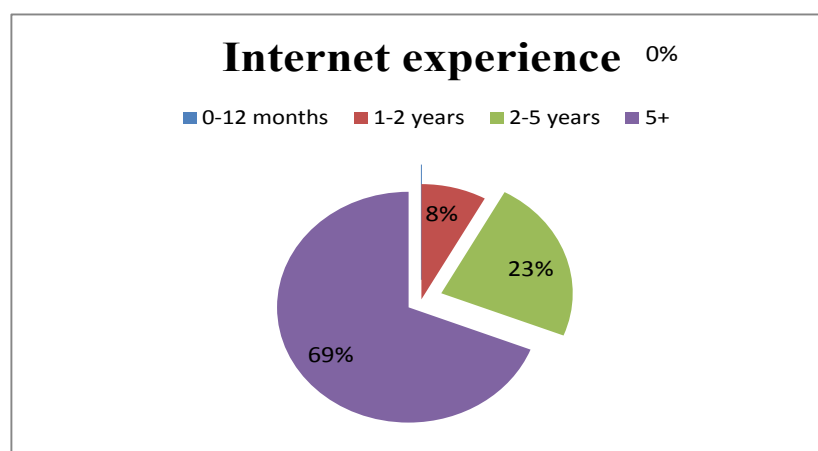

Fig-4.1: Experience with internet by respondents.

Usage of internet by the respondents:

From the above table it has found that about 28% of respondents interact with internet one hour a day, 40% of the respondents use internet 2 hours a day, and 17% are use internet 3 hours a day, 12% respondents use 4+hours

a day and finally 3% respondents are less frequent with the internet. From these data it can be understand that most of the respondents are use internet everyday whenever they get time. In this globalization period people needs to use internet according to their needs and their refreshment purpose as well. According to UKOM (2011), the net average online surfer spends around 22 hours and 15 mins on the each calender month. The result is 65% than the 3 years ago in the Greatbritain. In this present cituation instant messaging is the one of the victim of social network growth. Most people are using internet moreover networking, playing online games and communciation which are now most popular. Nearly half of the respondents of this reseach are using internet more than two hours a day. This survey result also comply with the UKOM (2011).

Awareness of social networking sites:
In this survey it is observed that 100% internet users are known about the social networking. Though the conception of connecting with people by the computer which really rear to the initial days of computer-based networks. Only few years after the arrival of internet online social networking placed to the people and commercial in the way to successive manner. At the initial level of social networking, the people were only interacting with each other, even though they only represent their profile which they created. Social networking grownup hurriedly and different people like different networks as well. Facebook, Twiter has achieved their mass market, penetrated to the people after few months of their inception. These social networking sites have played a vital role to connect with the friends and family.

According to Dalsgaard (2011), social networking is the place presenting individuals and communicating with friends and family. After the starting of social networking all internet users are fascinated with this and use as a daily routine. In the same time Maciej (2011) stated that some people are know about the internet by the Social networking in the less develop country. It means that social networking sites introducing internet to the people. Now a days all people are known about the social networking.

Specific social network user:
In this survey it has found that most of the people use Facebook in terms of communication with their friends and family. About 83% of respondents use face book to communicate with others. 8% people use Twiter, 0% people use LinkedIn, 7% people use Orkut and 2% uses other social network. Social networking is useful for connect with people, self-promotion and know more about the friends and also find out childhood friends, school mates as well. As a result, social networking grows rapidly all around the world. Most of the people are use Facebook as it is growing rapidly. According to Clicky media (2011), 450 million people use Facebook all around the world. More than 1.6 million active Facebook Fan Pages that have more than 5.3 billion fans all around. Now day's average users are getting Fans of at least two pages. Now Facebook is also in the mobile device as well. About 65 million active users presently use Facebook in mobile. According BBC News (2012), 70% of social networks users use Facebook, 20% are use Twiter, 5% of social networking user use LinkedIn and rest of the 5% population use other social networking site in the United Kingdom. It is also found in this research survey that most of the social networking users are use Facebook as a social networking site. In the United Kingdom people are more fascinate than the other social networking site

Usage of Facebook by respondents:
From the above table it has found that 93% respondents use Facebook every day, 7% are use once a week and there were no respondents use Facebook twice a week, once a month or less frequently. From this survey it is understand that most of the Facebook user logon into the Facebook every day. Facebook helps them to interact with their friends and family and can know more about their friends. By Facebook they can update their status, picture and videos as well. About 175 million users logon into Facebook. Interestingly half of the users are back to the social network and use accordingly (Zuckerberg, 2010). When a person signup in a social media such as Facebook, he or she must be back to that social media. According to Fallaw (2010), 51% of Facebook user log into several times in a day, 25% users are use Facebook once a day. Most likely all internet users use Facebook when they get time. By the

Mobile application people are also use Facebook and other social networks as well. Day by day the numbers of mobile Facebook users are increasing.
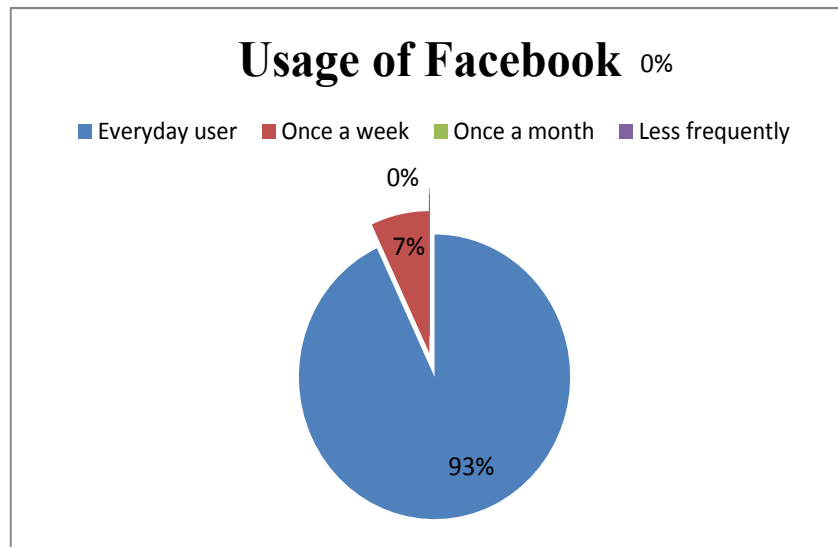
Fig-4.5: Facebook usage by respondents

Awareness of banner advertisement on Facebook:
According to respondents of this survey, most of the people aware about the banner advertisement on Facebook and there are few respondents are not aware about that. About 82% of the respondents are aware about the banner advertisement. On the other hand about 18% respondents are not aware about the banner advertisement on Facebook. Now a day's people can get information from the banner advertisement which may help them to choose their product and service. Peter (2007) stated that, online banner advertisement is continuous growing process with the new creative idea which is also reflect on the social networks such as Facebook, Twiter and so on. As banner advertising on Facebook and other networking site is growing rapidly and the users are also attracted by the users. So it is increasing the awareness of banner advertisement on Facebook.

Impact on respondent's behaviour:
In this survey, the respondents have been asked about the impact of banner advertisement on their behaviour. Among the respondents 18% of them answered that they feel huge impact on their behaviour by the banner advertisement on Facebook. However, 22% of respondents agreed that they feel less impact on their behaviour and also 20% respondents were not sure about the impact of banner advertisement on Facebook. On the other hand about 32% of respondents answered that they feel moderate impact and 8% of the respondent were not feel any impact of banner advertisement on their behaviour. According to respondents it can be understood that banner advertisement create impact on their behaviour. By the banner advertisement techniques on the Facebook which may deliver a significantly higher impact rate from the user than the other types of advertisement. Banner advertisement generates impact on the user's behaviour and its increasing day by day whereas then the other advertising media. According to Jones et al. (2008), different ideas of online advertisement reflect on the users of social networks. This impact may the user tend to click on the advertisement and buy the product. On the other hand Hammer (2010) stated that, fraud advertisement on internet may create negative impact on customer mind which also create bad impact on the company. A good and attractive advertisement may users to influence to go through the advertisement and which may leads to buy that product or service.
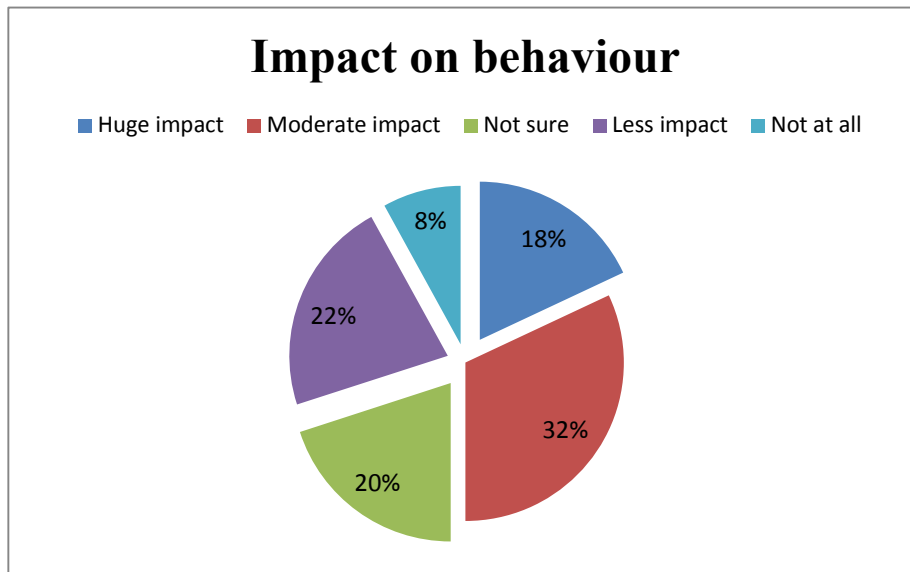
Fig-4.7: Impact of banner advertisement on behaviour by respondents

Influence to go through advertisement:

The respondents have been asked about whether they are influenced by the banner advertisement on Facebook to go through that advertisement. From the above table it has understood that about 17% respondents answered that they are highly influenced by the banner advertisement to go through that advertisement and also about 48% respondents are moderate influenced. Only 15% of total samples answer that they never influenced by the banner advertisement to go through the advertisement which displayed on the Facebook while browsing internet in terms of communication to the friends and family. About 10% of total respondents are not sure about go through the banner advertising on Facebook. On the other hand only 10% of total sample are less influenced by the banner advertising on Facebook.

Now day's customers are trying to get engaged in different way than the past years. The traditional marketing strategy is going down day by day. In this globalization world social media marketing strategy makes revolution in the advertising world which make good relationships with customers by attractive advertisement and message as well. Banner advertisement on Facebook generates power relation between the companies and the customer perusing perceived reality (Diffley et al., 2010). It is found in the traditional advertisement that little conversation between customer and consumer. But social media has changed the concept of advertisement and this idea generates more publicity of the product when Facebook users visit the advertisement (Mcconatha, 2009). From the survey result it was found that more than 50% of the respondents were go through the Facebook advertisement. This is a good sign for the marketers and Facebook as well as users are go through the banner advertisement.
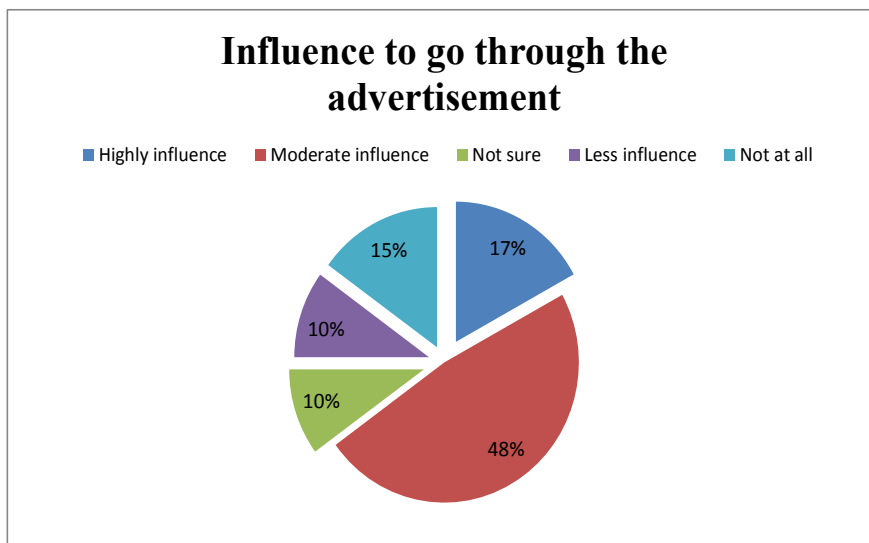

Fig-4.8: Influence to go through banner advertisement by respondents.

Future visitor of online banner ads:
From the above table it has understood that most of the respondents are willing to go to the banner advertisement on Facebook in future. Among the respondents 90% are shown their interest to the banner advertisement and they really wants to go through the banner advertisement on Facebook in future. But on the other hand, about 10% respondents did not show any interest to the banner advertisement on Facebook in future. They may think it create problems to their browsing pathway and divert their attention. Today's people are curious about the advertisement if advertiser can present advertisement in a presentable way. Otherwise people will not go through the banner advertisement on Facebook. Advertisement through social networks is getting popular to the users as it is a new advertising media. As Facebook users are increasing dramatically, it will be get media for the advertiser.

According to Robert et al., (2008), satisfaction by the banner advertisement may increase more visitor as a result more sales of a product or service of a company. From this research survey curious about the online banner advertisement on Facbook. Its means that banner advertisement on Facebook has been accepted by the users. It will create more visitors which may leads to more attractive and competitive advertisement on Facebook and other social networking site as well. It will create more opportunity for the marketer and advertisement agencies as well.

Product purchase through the advertisement:
According to above table, the survey has been found that about 27% among the respondents purchased product or get service influencing by the banner advertising on Facebook. On the other hand around 73% respondents did not buy any product or service influencing by the banner advertisement on Facebook. Banner advertisement on social networks is the new version of advertisement. So, people may not interest purchase any product influencing by the banner advertisement on Facebook.

A study done by Drell (2011) found that, around 20% of Facebook users using social networks to search a product or service before purchasing and written online review about product or service through Facebook. According to Bell (2009), people use online advertisement for comparing a product more than to buy. In the present research it has been found that more than 70% respondents did not buy any product influencing by the banner advertisement on Facebook. From this survey it has been understand people visit advertisement more than to buy a product.
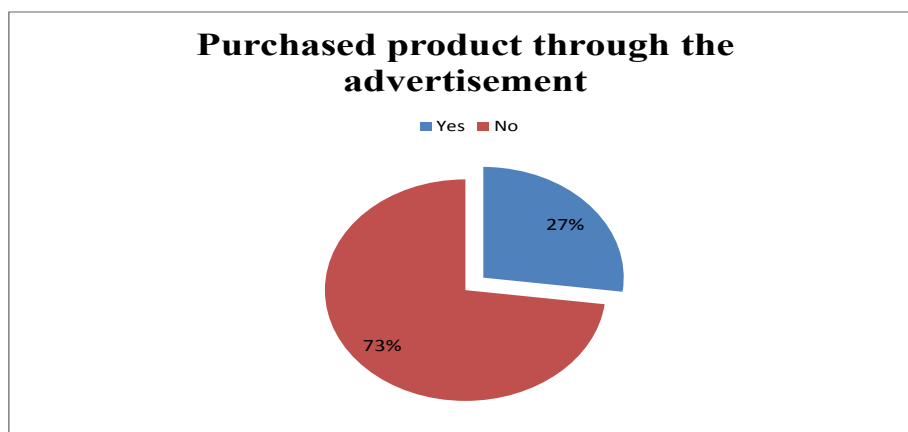

Fig-4.10: Purchased product or service influenced by banner advertisement on Facebook
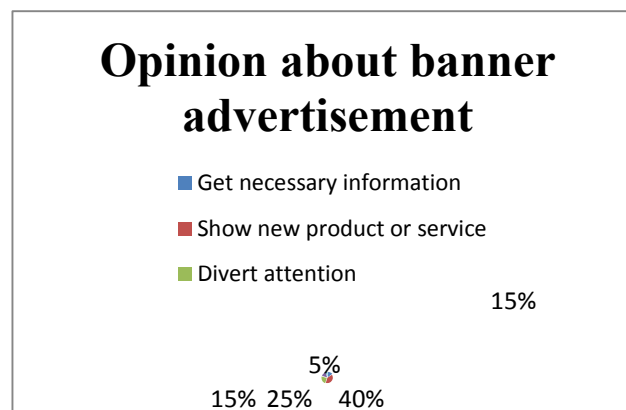
Impression on banner advertisement:
Respondents of this survey, state their view in terms of their previous experience. Among the respondents 15% think that, the banner advertisement on Facebook is excellent. Around 48% respondents make comments as good. On the other hand around 7% respondents answered as a poor, 25% comments as average and 5% were had no comments about the banner advertisement on Facebook. According to these data it can be assumed that the banner advertisement on Facebook is so far good. People are more likely accept it on the Facebook. As they get positive output from the banner advertisement on Facebook.

According to Griffin (2010), Facebook advertising media has the ability to use various variables and keywords to attract its users. Depending on the age, gender, geography, workplace and geography marketer advertise their product through Facebook. From this present research it has found that around 65% of respondent satisfied by the Facebook advertisement, some are comments as average. It can be understood banner advertisement on Facebook is moreover successful as users are satisfied by the advertisement whether they buy product or not.

Opinions:

In generally, respondents' immediate opinion might be neural or negative due to lack of sufficient information about the banner advertisement. In this survey, it has been found that 15% people of the sample comments on them get new information from the banner advertisement on Facebook. Around 40% respondents answered, they get new information or service from the advertisement on Facebook. There are also negative response have been found from the sample population. 25% of sample population response like it has diverted their attention from the browser and 15% of respondent's comments on it are time consuming. Respondents identify both positive and negative site of banner advertisement on Facebook. This appearance of value and prospective for the banner ads on Facebook and it reconnoitred advance to govern what makes banner advertisement more attractive to user.

Opinion about banner advertisement

- Get necessary information
- Show new product or service
- Divert attention

15%

5%

15% 25% 40%

Advertisement on social media marketers try to attract consumer by advertise new product and also pass information. It is important to advertise a product perusing target group (Greenliegh, 2010). He also added that depending on the advertisement it also divert browsing pathway of a user. From this present survey it is also found that respondent are also told banner advertisement divert browsing pathway which may create negative impact of company. Most of the respondents agree that banner advertisement show new product area and new information.

Different types of banner ads:

From this survey, it has been found that about 31% of sample population have tent to go across the Pop up advertisement and they click on it. Furthermore, 23% respondents are like to click on the Floating advertisement, 10% are tend to go via video ads, 23% are like to go through Take over ads and 11% are opinion on different advertisement. Google, You tube and Yahoo have taken themselves in front of the social networking area by creating new advertising strategy to have pioneering presence in gratified and display as well. As Facebook is growing advertising media, advertiser takes its advantages by presentable advertises to the users. The comprehensive justification for these attainments varies, but all have a same theme of important admittance to the vast viewers of these networking sites.

Expectation from the banner advertisement:

From the respondents, it has found that around 37% of sample population expect new information from the banner ads on the Facebook. Similarly 32% want new products, 25% expect new service and around 7% expect different things from banner advertisement on Facebook. Most of the social networking Medias are trying to enabling brands to engage the perfect user in the right way at right time. All advertisers are also trying to attract their customer by new ideas, new products and so on. It is very important for the advertiser to draw attention by their message or logos to fulfil their target. Banner advertisement needs to meet the expectation of the audience or web users. Advertiser tries to form words or message on the advertisement which may show information to the users (Thompson and Lougheed, 2011). Every company try to gain success providing new product information or service. From this research respondents also expect new product or service and new information as well.
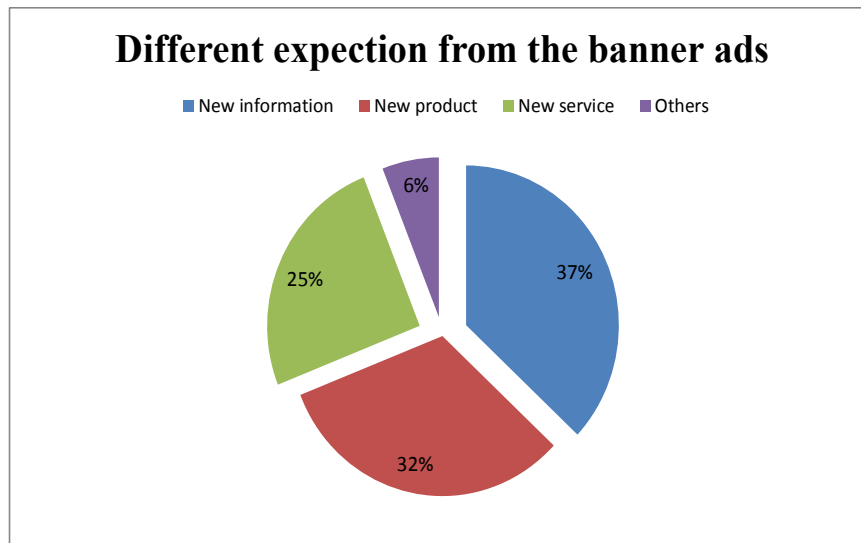
Fig- 4.14: Various expectations of respondents

Encourage to purchase:

Banner advertisement on Facebook may influence to buy a product or service. This may happen due to satisfaction of the sufficient product information or findings of new things. Most of the respondents of the sample population are really encourage by the online banner advertisement. Among the respondents 57% of the sample population were strongly agree that they are really encourage by the online banner advertisement on Facebook. Around 30% of the respondents were agreed and 13% of them were neither. On the other hand 0% respondent was strongly disagreed and disagreed simultaneously. From this data it have been understood, most of the people are encourage by the banner advertisement on Facebook to buy a product or service. Basically when people browse over the Facebook, banner advertisement attracts the user to go through that advertisement. Banner advertiser needs to plan such a way that they can snatch the attention of consumer and influence to buy a product or service. The vital step to advertise a product is to targeted people. They can draw advertisement assuming age group of the people (Grifftin, 2009). Basically, banner advertisement influence Facebook user to buy a product. The main target of marketer is increasing the sales for the company. To gain the goal of a company, it is important to encourage consumer via banner advertisement. More than 80% of respondents of this research agreed banner advertisement on Facebook encourage buying a product. From this advertisement it can say in one word banner advertisement encourage to buy a product.

Gender:

From this research project it has been found that female respondent are more than the male respondents and also notice that females are more active in Facebook than the males. 65% of respondents were female; on the other hand 35% was male. It is also notice that most of the females are know about the Facebook banner advertisement and also like to shop influenced by the banner advertisement on Facebook. A research by Thompson & Lougheed (2012), found 44% of males use internet time on Facebook and 62% female use Facebook overt their internet time. From this it has been understand that, most of the respondents were female comparing to the male. It is also found in the present study that female respondents are more than the male respondents.

Age:

From this research project, the researcher found that between 18-30 years old respondents were aware about the social networking and banner advertisement on Facebook which was around 68% of the sample population. From the respondents around 17% sample population were 31-45 years old, 10% sample population were below 18 years old, 5% were 46-60 years old and 0% was 60+ of the sample population. From these data it has been understood that most of the Facebook users and aware about banner advertisement are under 18 and below 30 years old.
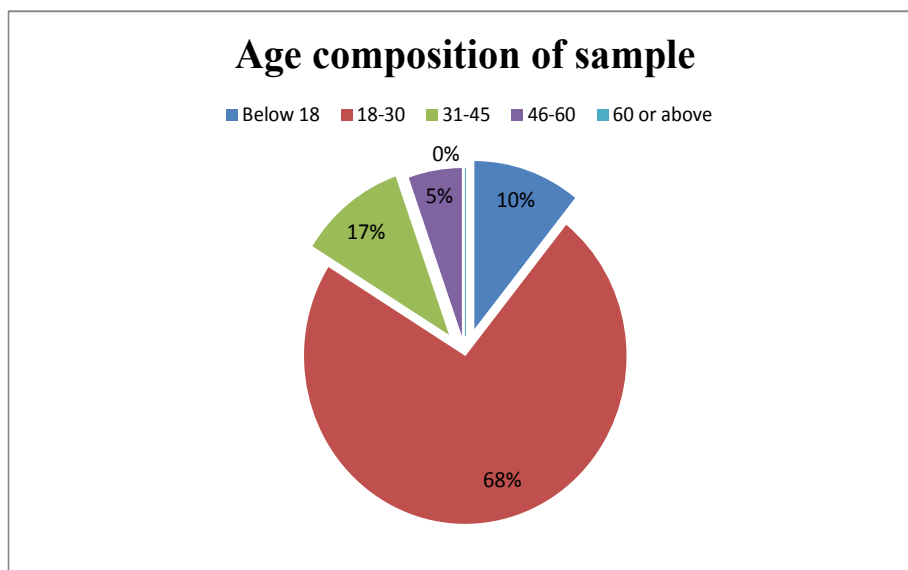
Age composition of sample

■ Below 18 ■ 18-30 ■ 31-45 ■ 46-60 ■ 60 or above

Figure 5.2: Age composition of sample population

Occupation of sample respondent:

From this research it has been found that most of the respondents were students. Among the respondents 32% of the respondent were student, Nongovernmental service holder were 26%, governmental service holder were 7%, 20% were involve with business and 15% were worked in different sections. In his research it was found that most of the respondents were student and nongovernmental service holder and they use Facebook book as social networking media.

Occupation of sample population

■ Student ■ Government service holder ■ Non government sevice holder ■ Business ■ Others
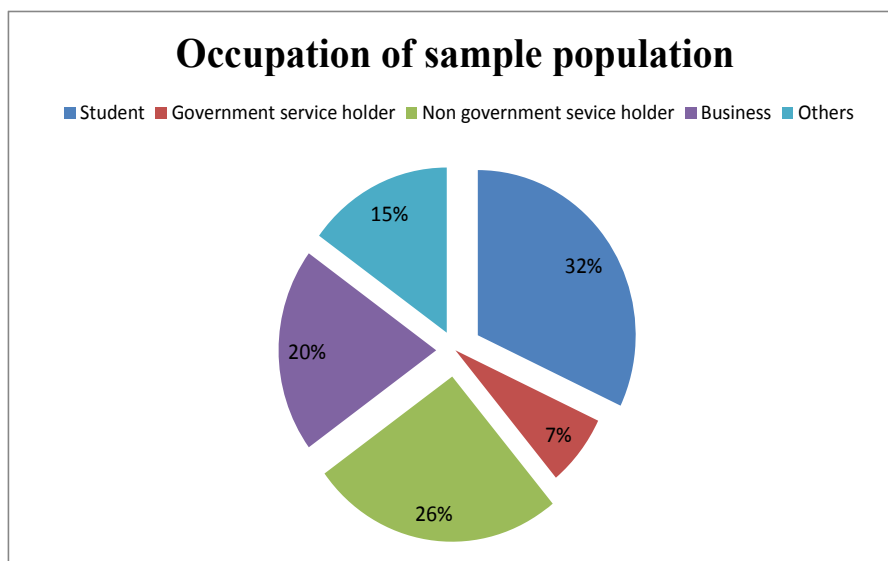
Qualitative questionnaire:

4.2 Introduction:

This section identifies few key factors and result from the respondents of the sample population in this research project. This also explains the impact of banner advertisement on Facebook to the users and how it reflects on consumer buying behaviour. This section is based on the open ended questionnaire which respondents comments on and findings will be evaluation of the relevant areas that are also important to make a discussions more effective relevant to the banner advertisement on Facebook.

4.1 Qualitative Results:

Do you feel that banner advertising on the Facebook is a value or is satisfying to you? Explain.

This section is going to analysis of different comments of respondents about the online banner advertisement on Facebook. Online banner advertisement is growing dramatically in the advertisement sector in

terms of generating new sales and attracts more customers. Now days it is becoming a vital factor for the advertisement sector which may create a good communication in between the consumer and the brand as well. One 28 years old male respondent comments that,

'*Online banner advertisement is growing and sometimes I get new product information which influences me to buy'*.

Online banner advertisements can be used to create relationships with the customers and the brands all around the world. A company or organization can communicate with the customers directly and presents different information about the product or service faster via online. There are various types of banner advertisement to communicate with the customer such as pop up ads, floating ads etc (Duke and Malvin, 2009). Most of the internet based seller try to understand the consumer needs. When they advertise via social networks they need to understand the customer needs. Now a day's advertiser gets a good response from their advertisement on social networks. On the other one female respondent 23 years old comments on this question,

'*Some times banner advertisement divert my concentration'*

According to Grifftin (2010), banner advertisement on social media divert browsing pathway of web users. It is means that banner advertisement on Facebook attract to the user to click on the advertisement as a result he or she may diverted to the new website. In one sense it is the success of the advertiser but on the other hand the user may be annoyed as a result close down the advertisement window. It may leads to bad impact of the advertiser and product as well. Advertisers are always tried to catch new customer and maintain good relationship.

One female respondent 21 years old said,

'*Online banner advertisement on Facebook is a new media of advertising and I really like it because it presents new offers of product'*

Advertising on social networks are grown rapidly than the others because day by day users are increasing. It's a new era for the advertiser. First target of the advertiser is to be attracting the social media user to click on the advertisement. It depends on how they present the advertisement in front of the user and how effective the offer of the product. A Facebook user will click on the ads when they feel it may useful for him or her. According to Hanlon (2009), social networking site acts a new version of advertising media and it is exceptional than the traditional advertisement. Facebook users are more attractive than the earlier because of it has created new era of advertising. Various types of banner advertisement attract web users to go through the advertisement.

Do you think there is anything that can be done to make banner advertising on the Facebook more valuable? If so, what?

One 29 years old female respondent suggested that,

'*Advertisement on Facebook looks good but advertiser may give more attention about the message on advertisement'*.

Message on advertisement is really vital issue for success of the advertisement. Advertise on social media does not contain all information of the product or service. Most likely people are influenced by the brand image of the product. But all does not have the brand image. So to attract the user of social network, message or logo of the company must be valuable to success of the advertisement (Lagas, 2010). Content of advertise is a vital point for an advertisement. People are like to see attractive design and useful things in the advertisement.

One 20 years old male respondent comments that,

'*The graphics of the advertisement should be more colourful'*

To attract more users to click on the ads graphics is important. In the Facbook banner advertisement the graphics and regulation is more likely same as the Facebook original page. If the Facebook page and the advertisement are looks like same, then the users may not interested to go through the advertisement. It needs to some different and colourful of the advertisement to create more visitor of the advertisement as a result good response from the user. To attract the new customer the graphics and regulation must be attractive of the advertisement (Tromey, 2010). From this research it has been found that user of Facebook like to see a colourful and attractive graphics from a banner advertisement.

One 19 years old respondent comments that,

'*Online banner advertisement should be more informative'*.

From this comment it has been understood that content of the advertisement is important tools for the online banner advertisement. The advertiser should be adding informative text to attract the user which may leads to go through the advertisement (Wasserman, 2009). Although, space for the online banner advertisement is too limited but it is important to adding key points on the advertisement.

Is there anything else that would you like to add?

One 19 years old female university student suggested that,

'*Marketer needs to focused on students needs'*

University students or college students are more common in internet using. They surf internet for their study

purpose and research as well. By this time they also sign in the Facebook. If he or she sees something new or suitable for him or her, as a result he or she must visit the advertisement through Facebook. So, marketers' needs to focus on the students needs as a large number of Facebook users are students. According to Tormey (2010), advertiser needs to focus on the target market of a product. Understanding the needs of target market is important for the success of a product or service.

Another 22 years old male university student comments on this question that,

'We are students always expect advertisement like 30% discount or 50% or more discount'.

Most of the people like to buy product in cheap rate whether they are student or not. If the marketers advertise a discounted product or service, it may generate more sales of that product (Dellarocas, 2010). Students are more likely to buy useful things rather than unnecessary product. They may like to buy recreation related product such as ipod, gaming products or electrical products. So marketers need to understand their needs. From this research, it has been understood that marketers needs to understand consumer need.

Key Findings:

In this part discuss about the key findings of this research paper. Here mainly researcher focused on the positive and negative impact of online banner advertisement on Facebook. The above section discussed and analyzed data from the primary research and secondary resources. Based on the primary and secondary data this section will consider the impact of online banner advertisement on social media's consumer behaviour. In this research, researcher has found some positive impact and negative impact and also some recommendation from the respondents. The main aim of this research paper is to identify the impact of online banner advertisement on social media's consumer buying behaviour.

Most of the consumer use internet throughout their spare time and for work purpose as well. Among them female users are more than the female. Among the social networks users most of them are Facebook users and these users are most likely to visit banner advertisement on Facebook. Among them more than 80% consumers are aware about the banner advertisement on Facebook. More than 50% of the respondents feel impact on their behaviour by the banner advertisement. Therefore, around 60% of them are influenced by the advertisement to go through the advertising link and most of them will visit banner advertisement in future. Moreover 60% of users are impressed by the banner advertisement. Most of people are like to expect new product information or service from the advertisement and around 85% encouraged by the banner advertisement on Facebook.

From the open ended question it has been found that most of the Facebook users accept banner advertisement. As it is different from the traditional banner advertisement and it look like more attractive. There are also few bad impacts of online banner advertisement. It diverts attention and also breaking the concentration and diverts the browsing pathway which is most embracing. Sometime it has found fraud advertisement on social media. It creates bad impact on the company or brand. There are also some recommendation from the consumers which includes graphics, design, informative content and nice presentation which brings success of the advertisement. A successful advertisement leads to increase the sales of a company. It is really easy to increase the sales via online banner advertisement on social media.

5.1 Revising The Objectives:

In this dissertation, there are different areas of discussions that are used to identify the impact of internet banner advertisement on Facebook and the consumer buying behaviour. It also give explanation of the different challenges of internet banner advertisement on Facebook and how to overcome the issues in terms of consumer satisfaction in terms of increase the sales of a product or service.

5.2.1 Impact of internet banner advertisement on Facebook:

Internet banner advertisement generates more sales and can create the communication with the consumer. It also makes effect on customer mind to choose a product or service. In other sense banner advertisement on Facbook increase relationship with the user which generates two way communications both the brand and customers. It is a good media for the advertiser to create more communications with different social media's users and makes communications with the users in all around the world.

In the literature review it was described that different advertiser can follow various stages of internet marketing communication process i.e. AIDA model or DRIP model to make interactions with the customer and pass through the message or information from sender to receiver such as users of Facebook. For advertiser it is important to create attention to the customer to influence buy a product and or service. According to Baines (2008), Facebook advertiser can create online marketing communication strategy at various levels and indentify the effective communication process by the DRIP model.

In this research project, it has been shown that internet banner advertisement can create a more value to an existing brand name and also increase the sales of a product or service by presenting additional information. It creates opportunities for the new brand as well. This is also generating direct communication with the

customer and increase number of customer as well. From this it can be understand the customers opinion that can be solve the problem of customer and approaching to creative idea to solve the problems. Internet banner advertisement on Facebook is an effective tool for advertise a new product or service for marketing and getting the target market as well. By using the internet banner advertisement Facebook advertiser can make a quick communication with the customers to maximize the sales.

5.2.2 Existing Internet Banner Advertising on Facebook:

Identify the existing internet banner advertising is very important for this research project and the marketers are also recognized the work of mouth in advertising. Earlier days advertising was very expensive comparing to the online media advertising. Now a day's social media advertising is more effective than the other internet advertising. Presently advertiser needs to contact with the online advertising media and publish the advertisement. They also earn money by clicking on the advertisement. Advertiser and social medias both are benefited by the internet banner advertisement.

From the literature review it can be say that advertising via social media is more effective than other traditional advertising. Because messages are transmitted to the customer over the social media as an online word of mouth (Trusov, 2009). There are different types of online banner advertising which can find in the Facebook such as moving banner advertisement, video and or floating banner advertisemtn. According to Dreze and Zufryden (2009), it is important to measure existing banner advertisement effectiveness by clicking or click-through process. It can be measure click-through rate (CRT) which usually used to media metric pricing of internet advertising. From this research paper it has been understood that researcher focused on the existing banner advertisement on Facebook to reach the goal of this research paper.

5.2.3 Factors That Manipulate Consumer Buying Behaviour of Facebook:

Social media has a broad influence on every stage of consumer buying behaviour and generating opinions and attitude creation of consumer (Mangold, 2009). According to Mangold and Faulds (2009), interaction between consumer of social media and the banner advertisement develop the integrated marketing communication strategy and also suggest new marketing paradigm. According Zeng (2009), consumer behaviour depends on the perception, attitude and the advertising outcomes as well. It also depends on the colour, graphics and context of the advertisement. From the literature review and from the collected data analysis it has understood the factors that manipulate the consumer buying behaviour of Facebook users.

5.2 Conclusion:

Social media does not reach a strong position in the advertising media yet. But now a day it is growing rapidly. From this study it has found that, there are various scopes for a marketers or advertiser to maximize the advertising process and develop the strategy. It may create potential effect on changing customer environment. From the result of this study suggest, an effective banner advertisement can influence consumer via Facebook. It also added that advertising design and context manipulate the consumer buying behaviour. From the above discussion it met the aim of this research paper.

According to Keller (2009), marketing communication via social media create direct relationship with the customer and a brand which means a product or service. Consumers are manifested by the social interaction, information about various things and convenience as well. To build socialisation, participation and community marketers try to provide innovative and exceptional platform of advertising. Facebook banner advertisement increases the brand awareness and publicity of a product which reflects on the consumer buying behaviour. It also engage customer in terms of relationship building conversation. For these products and different services create successful position in the social media. They not only maintain attractive presentation but also interact with the customers. Facebook needs to honest, relevant and entertain able to success of internet advertisement.

After having a careful discussion and analysis it is recognized the impact of internet banner advertisement on social media's consumer buying behaviour. From this study it has found that advertisement on Facebook is enormous and it may create a big opportunities for the marketers and users as well. From the literature review, it has seen that the aim of Facebook banner advertisement is to make attention and create intensity to the consumer for buy the product or service.

Finally, Facebook needs to advertise more effective, contextual and attractive banner ads because it can create more instant sales and customer relationship and make future customer as well. By creating customer relationship which help both Facebook and marketers to reduct the potential difficulties of marketing plan and reduce the extra cost of strategic marketing plan. On the other hand, it can be useful for concentrated market segmentation of focused on small segment of market to increase the emotional relationship with the customers. For creating effective internet banner advertisement it is important to understand the consumers buying behaviour.

5.3 Further Research Area:

Internet banner advertisement is a wide topic and it has a wide scope of research for the further researcher. In

this dissertation, researcher focused on impact of internet banner advertisement on social media's consumer buying behaviour. For the further research, researcher may research on how social media impact on consumer behaviour online while this research was about common phenomenon whether online or offline. On the other hand the research may include the impact of company's Facebook fan page on the customer behaviour. Furthermore, if the Facebook user likes or interacts with the fan page of any company, how does the fan page impact on consumer behaviour? Now a day a large number of companies purchase these types of ads or fan pages to directly interact with the customer and they pursue that Facebook users will visit the company page to buy a product or service or recommend to their friends as well.

5.5 Limitations:

The major limitation of the research project is the data confidentially. Most of the researcher faces this problem all around the world. In this research project always data was not easily reachable. It is really difficult to collect data from the respondents if people do not willing to do. Location of the collected data is also a limitation of this research. In this research project, researcher collected data from Westfield, Stratford city which is in East London assuming adequate sample size for this study. Results may differ due to different social class people lives different place. In this research the sample population was too narrow to make a decisive statement. On the other hand, time construction was another limitation of this research. Data gathered in this research was using by only on method. If time was sufficient researcher may implement more method to collect the data. Additional data source may provide more insights on impact of internet banner advertisement on social media's consumer buying behaviour. In this research, researcher try to understand the limitations and taking effecting evaluation to reduce the limitations in this study.

5.6 Recommendations:

After having the discussions on important areas of digital marketing communications some recommendations can be made by the following ways:-

From the discussion of this research on impact of internet banner advertisement on social media's consumer buying behaviour there are few recommendation can be designed by following ways:

➢ For identifying an efficient internet banner advertisement it is really important to identify the target customer of Facebook. Thus the banner advertisement can generate more customers by presenting sufficient information of the product or service to create direct relation with the customer using social media such as Facebook. Without targeting customer an advertisement may be ineffective in terms of business.

➢ It is important to monitor the customer's opinion or response in terms of internet banner advertisement. Monitoring the customer's response it is easy to reduce the misleading information. Therefore, advertiser can start to trial marketing i.e. launching trail product or service that may influence people to purchase more product and service as well. For influence more customers to buy a product or service all around the world the advertiser may use a agent for marketing communication. By using agent relationships any company can shrink the production cost as well.

➢ By accepting customer's feedback or response Facebook advertiser can diminish the risk of product or any service failure and it can generate opportunities for capture a new marketing area. Social media is important sector for internet banner advertisement and selection of perfect media that can reduce the communication error. As a result, it creates more opportunities and maximize the sales of a company. In terms of target customer it is important to focus on specific marketing strategy like target a specific market segment and make uncommon service plan for satisfying that target group.

➢ Facebook needs to increase the monitoring the customer response or comments to identify the marketing communication problem such as misleading information. Identifying the vital problem they can reduce the unwanted or useless information in the internet banner advertisement. Overall, Facebook and marketers needs to draw a long-term marketing strategy to develop customer communication.

➢ Now a day people like to shop online because of vast information and comparison as well. Facebook and marketers needs to present clear information of a products or service to generate more customers. Therefore, marketers need to give customers feedback online; as a result new customer may get confidence to buy that product. Product information and company's website must be available in the search engine for customers as they can search according to their wants.

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