

LEPL BATUMI SHOTA RUSTAVELI STATE UNIVERSITY



Faculty of economics and business

Department of business administration, management and marketing

Irakli Abashidze

**PROPERTIES OF DEVELOPMENT OF INTERNET ADVERTISING
AND ITS INFLUENCE ON CONSUMER FEHAVIOUR**

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Annotation

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Properties of development of internet advertising and its influence on consumer behaviour

Introduction

Topicality of the study. Increasing pace of developments on world markets prompt companies to adapt their marketing policies to new reality and existing challenges as soon as possible. Otherwise, they will face the risk to lose competitiveness and subsequently – their place on markets. It can be stated with confidence that internet technologies play key role in this process. It is possible to reach wide range of marketing goals by using internet technologies: Introduction of a product or service, persuasive advertising, raising brand awareness, market research, conducting wide-scale advertising campaign, obtaining and processing precise analytics data etc. One of the most important advantages that internet marketing can provide is tracking consumer behaviour and the opportunity to influence it.

High competition on markets creates the necessity to make advertising and products or services as personalized as possible. Internet technologies provide opportunities to make marketing as personalized as never before. Furthermore, increasing number of advertising messages in modern everyday life of a consumer creates negative attitudes towards advertisements. Thus, Permission marketing is becoming more demanded. Internet marketing provides broad opportunities to conduct permission-based advertising campaigns. Shaping consumer behaviour in such conditions will significantly differ from the approaches using interruption marketing.

Often the terms of “traditional” and “internet marketing” are used to indicate difference between “old” and “modern” methods. However, such an approach can be considered to be incorrect. Channels that have been used for decades in “traditional” marketing, as a result of technological development, are being increasingly integrated with internet. It makes possible to use these channels in marketing campaigns conducted in internet. On the other hand, internet technologies possess properties of “traditional” media, with much better opportunities. For example, a smart TV can be used for watching television

content (which is its primary purpose) and surfing the internet for news, video portals, social media, personal communication etc. By contrast, television content can be broadcasted by using devices like personal computer, tablet, smartphone. Moreover, using these devices provides high quality of digital image, more intensive engagement and the opportunity to choose desired TV content in convenient time. We can state that the terms “telephone”, “TV”, “tablet”, “personal computer” and “laptop” gradually are becoming conditional notions. Integration of functions facilitates lowering the need for strict differentiation. It would be more proper if we refer them as “devices” as each of them has processor, operating system and other properties of a computer. Nevertheless, using these terms is possible only in marketing community, rather than in everyday life of an ordinary consumer. These terms have been used during decades and still remain in consumers’ conscience. Besides, it is noteworthy that in buying journey, considerable part of consumers uses various types of devices. In such conditions, more often we face reality where Internet of Things (IoT) gains increasing popularity. It comprises not only above mentioned devices with screens but also home appliance. Hence, internet advertising provides opportunities to maintain communication with audience regardless of time and space.

While discussing internet advertising, we should not limit it within the meaning of the word “advertising”. It has wide variety of functions and opportunities. The terms “internet advertising”, “internet marketing”, “digital marketing” and “online marketing” can be used interchangeably. It consists not only of advertising but also collecting analytics data and tracking consumer behaviour in one integrated process. Internet technologies provide such unique opportunities, unlike TV, radio or print advertising in classical understanding. During the campaign, it is possible to achieve wide spectrum of goals, such as dissemination of advertising message among target audience, collecting data on decision-making stage, statistical analysis of purchasing process and tracking post-purchase behaviour of consumers.

Scopes of e-commerce are constantly increasing. At the same time, topicality of internet advertising is also rising. Therefore, creating its theoretical basis and developing methods based on practical experience is necessary both for marketing scholars and marketers involved in practical activities.

The goal of the study. The main goal of this study is to analyze properties and methodology of internet advertising that influence consumer behaviour both on stages of buying journey and activities through various online channels. It is necessary to stress motivators and stimuli that form consumer behavior. Of course, these motivators and stimuli are not of the similar type and may drastically differ based on cultural, social or other criteria of marketing environment. Although, it is necessary to reveal common factors that represent the basis of consumer behaviour while interaction with internet advertising. To achieve it, first of all, it is necessary to review various types of internet advertising both on theoretical viewpoint and in terms of practical examples.

The objectives of the study. In order to attain the goal of the study, several objectives have to be fulfilled:

- Theoretical review of methodology of internet advertising according to the types;
- Review of all the stages and practical activities that are necessary for planning and conducting an internet advertising campaign;
- Theoretical review of marketing information management methodology which drastically differs from “traditional” marketing information management; review of opportunities of internet advertising analytics;
- Review and analysis of mobile devices as one of the most prevalent channels in modern marketing communications;
- Review and analysis of viral marketing as an approach that provides one of the highest return on investment (ROI). Special emphasis should put on aspects like viral potential of an internet advertisement and properties of consumer behaviour in the process of dissemination of a viral message;
- Review and analysis of modern trends of digital marketing, such as Internet of Things (IoT) and Augmented reality. Identifying their opportunities and drawbacks;
- Analyzing behavioral properties of target audience, its segments and individuals influenced by internet advertising;

- Analyzing the role of internet advertising on various stages of buying journey in terms of influence on consumer behaviour;
- Studying Georgian internet users in terms of behaviour expressed while interaction with internet advertising.

The subject and the object of the study. The subject of the study represents theory and practical examples of internet advertising, as the most important part of modern marketing communications, both from Georgian and international environments. Also, behavioural traits that consumers express, influenced by internet advertising. As for the object of the study, practical methodology and approaches, that are used for conducting an advertising campaign through internet.

The methodological basis of the research. The main methodological basis of the research relies on analyzing international scientific sources which comprises scientific articles, review of examples and complete scientific works in the field of internet advertising theory and consumer behaviour. Observation is chosen as a qualitative research method. It includes permanent analysis of internet environment in terms of dissemination of internet advertising and consumers' interaction with it. Wide-scale survey is used as a quantitative research method. It was carried out by spreading the survey through Facebook advertising among Georgian consumers. As a result of the survey, predominantly quantitative data is obtained, processed and analyzed to make conclusions on various issues.

The problem study level. In order to study internet advertising principles and its influence on consumer behaviour, various works are published on a regular basis. It is worth mentioning such authors as Rob Stokes, Neil Patel, Dave Chaffey, Dave Evans, Robert Cialdini, Avinash Kaushik, Daniel Weisberg, Richard Vaughn, Michael Solomon, Gary Bamossy, Søren Askegaard, Margaret Hogg, Philip Kotler, Gary Armstrong and others. Their works cover such topics as types of internet advertising, online marketing analytics, consumer behaviour, modern trends in internet advertising etc. As for the Georgian authors, it would be expedient to single out a work by Nugzar Todua and Rati Abuladze, "Internet Marketing". Also, a work "Internet Economics" by Guram Jolia, Badri Gechbaia, Dali Sekhniashvili and Anzor Devadze. It is a multilateral review of commercial relationships

within internet environment and its management mechanisms. These works (alongside with others) represent the main basis of the theoretical part of this doctoral thesis.

Scientific novelty of the study. The scientific innovation of the study is:

- Vast review of theoretical and practical aspects of internet advertising and is provided;
- Properties, advantages, disadvantages, risks and threats of internet marketing communication is analyzed;
- Innovative analysis of marketing mix (4P) is provided. Special emphasis is put on “Place”, which is a result of intensive development and increasing consumption of mobile devices worldwide;
- In order to provide effective application of modern internet technologies in marketing, innovative concepts are introduced by the author. Namely, ways of effective and safe usage of Augmented reality and Internet of Things (IoT);
- Categorization of internet users is introduced by the author which will provide increased effectiveness of influence on consumer behaviour by using internet advertising;
- Ways of motivating consumers are presented. Issues that are discussed are as follows: product type, buying journey stage, emotional and rational factors of behaviour, mutual influence of consumers on behaviour and properties of perception of internet advertising considering different marketing environments;
- Mechanisms of influence on consumer behaviour by using internet advertising is presented both in terms of buying stages and activities in social media. It involves properties of placing internet advertisement, management of ongoing campaigns, its content and visual aspects;
- Ways of collecting, processing multichannel analytics data and applying this information for optimization of internet advertising are presented;
- Wide-scale research is conducted by using Facebook advertising to spread survey among Georgian consumers. This research represents the main basis for the author’s conclusions concerning each issue;

- In the final part of the thesis, conclusions and suggestions are presented by the author. It contains recommendations concerning effective ways of using internet advertising campaign for influencing consumer behaviour.

Theoretical and practical importance of the study. In theoretical viewpoint, the study represents an opportunity for students, scholars and marketing practitioners to learn more about theory of internet advertising. As for the practical part, a research conducted through social media by the author is the main value of this doctoral thesis. Based on the analysis of this research, an array of practical recommendations are elaborated.

Approbation of the work. This doctoral dissertation has been approved on the extended sitting of the Department of Business Administration, Management and marketing, faculty of Economics and Business at Batumi Shota Rustaveli State University, on June 27, 2018. The main findings, conclusions, suggestions and results of the work are published in the following articles of international scientific journals and conference materials:

1. Guliko Katamadze, Irakli Abashidze, *“Social media marketing as a factor for boosting small business competitiveness”*, Innovative Economics and Management, No. 4, pp. 27-33, (2017), ISSN 2449-2418, E-ISSN 2449-2604 (Georgian);
2. Irakli Abashidze, *“Integrated Marketing Communications in Web 2.0 environment: Challenges and Opportunities of Online Presence”*, Journal of Research in Marketing (USA), Volume 8, No.1, October 2017, pp. 617-623, DOI: 10.17722/jorm.v8i1.202, ISSN 2292-9355, (English);
3. Irakli Abashidze, *“Review of opportunities of internet advertising in Georgian marketing space”*, Innovative Economics and Management, No. 3, pp. 23-28, (2016), ISSN 2449-2418, E-ISSN 2449-2604 (Georgian);
4. Iraki Abashidze, Marcin Dąbrowski, *“Internet of things in marketing: opportunities and security issues”*, Management Systems in Production Engineering (Poland), No 4 (24), pp. 217-221, (2016), DOI: 10.12914/MSPE-01-04-2016, p-ISSN 2299-0461, e-ISSN 2450-5781 (English);
5. Jan Kaźmierczak, Irakli Abashidze, Janusz Karwot, *“Remarks on using internet for the needs of education and training in the area of marketing municipal services”*, 16th

International multidisciplinary Scientific GeoConference (SGEM 2016), Albena, Bulgaria, 30 June – 6 July, 2016, DOI: 10.5593/sgem2016B53, ISBN: 978-1-5108-2990-9 (English).

Structure of the work. The work consists of introduction, three chapters (nine paragraphs), conclusion and references. Annexes containing illustration materials are attached.

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The brief content of the work

The **introduction** of the work comprises topicality of the study, goals and objectives, subject and object of the study, methodological basis of the research, problem study level, scientific novelty, theoretical and practical importance.

While discussing the topicality of the study, special emphasis is put on the importance of internet advertising, as one of the most effective communication tools on modern markets. It is impossible to gain competitiveness and maintain regular presence on a market without using communication channels through internet. Personalization and permission marketing are stressed as properties among a number advantages.

Modern internet technologies allow to maintain communication with audience using numerous channels. In this point of view, we should discuss such innovative marketing approaches as Internet of Things and Augmented reality. These technologies will play important role in processes of communication with consumers and influencing their behaviour.

The first chapter – Theoretical basics of internet advertising and its place in marketing mix deals with theoretical aspects of various types internet advertising, planning and conducting an internet advertising campaign and internet advertising analytics.

It is necessary to review marketing mix – 4P from the viewpoint of internet marketing and adapt it to existing reality. 4P in classical understanding experiences transformation and more often it is referred as 5P. Another P (people) is has become the fifth element of the marketing mix. However, in the age of internet technologies, marketing mix transformation is caused not only by adding another element but rethinking the rest four elements. Each of them is discussed in detail.

Marketing literature and theory experiences constant transformation, as well as practical approaches and methodology. Hence, it is impossible to create a fundamental manual or scientific work that would maintain complete relevance in the long run. This is one of the main properties of internet advertising as a subject of study. Often the level of scientific research lags on practical developments in the field of internet advertising.

Therefore, both marketing scholars and practitioners should be up to date to ongoing novelties and developments. Nonetheless, some standards, principles and methodology remain relatively unmodified. It mainly concerns types of internet advertising. Principles, advantages and disadvantages of them are discussed. Each type of internet advertising is discussed in terms of influence on consumer behaviour from the viewpoint of the author.

While discussing Search Engine Optimization (SEO) the author remarks that this is one of the most cost-effective and long-term approaches. Its efficiency is especially high on the second and third (information search and evaluation of alternatives) stages of buying journey. Consequently, it is vitally important to maintain high positions on search engine results page (SERP).

In case of Search Engine Marketing (SEM) advantages of placing paid links in SERPs is emphasized. Main principles of structure, creating, targeting and paying options are discussed. Despite the fact that click-through rates (CTR) of paid links in SERPs are rather low, this approach in online marketing still remains effective. By using SEM, with high precision, it is possible to attract exact segment of new consumers who are regarded as target audience. Demand on SEM is increasingly high which can be inferred from the statistical data: in 2015 total income of Google accounted to USD 74.54 billion of which USD 67.39 billion were attributed to revenues from advertising.

Important part of theoretical aspects internet advertising is Web advertising. First introduced in 1994, it still remains as one of the most widespread types internet advertising. Similar to SEM, one of the main challenges of Web advertising is low CTR. However, “low CTR” is a conditional notion since web advertising is regarded as an effective way to advertise in internet. Especially in terms of raising brand awareness and informational advertising. It is possible to use it on initial stages of buying journey when a consumer recognizes necessity to buy a product. Web advertising is effective even if it does not get clicked. When appeared in vision area of a consumer, it can entail some marketing benefits as a consumer subconsciously remembers visual elements of a company. This process significantly contributes to raising brand awareness.

Besides aforementioned types of internet advertising, content marketing, social media marketing (SMM), email marketing and video marketing are discussed. Each of them is reviewed in terms of advantages, challenges and other marketing aspects. Special attention should be paid to social media marketing which is one of the main internet advertising channels in modern marketing communications.

Whilst reviewing planning and launching internet advertising campaign, high importance of a marketing plan is underlined. Even though internet is an ever-changing environment and it is almost impossible to precisely forecast consumer behaviour, planning a campaign is of high importance. The bigger the scope of an advertising campaign, the more necessity to plan and elaborate strategy. On the initial stage, before a plan is created, it is necessary to elaborate general strategy. Although, we should not consider a marketing plan as strictly scheduled sequence of actions. Due to unpredictability and fast-changing nature of internet environment a marketing plan must be a subject to optimization and fit to current demands of target audience.

Internet advertising plan can be made of such elements as preliminary market research, setting positioning strategy, setting key performance indicators (KPIs), budgeting, choosing communication channels and types of advertising, creating an advertisement, testing it on focus groups, creating a schedule, launching and tracking, analyzing of obtained data. Properties of each of these stages are reviewed.

Every advertising campaign conducted in internet is unique. Sometimes it is not necessary to abide all the stages of planning a campaign in detail. Such approach applies to identical campaigns that are conducted repeatedly and there is no need on every occasion to research target audience in depth or test an advertisement on a focus group.

One of the main issues of the first chapter, alongside with others, is internet advertising analytics. It is impossible to plan, conduct, optimize and analyze results of an internet advertising campaign without precise, voluminous analytics data. In its turn, it will be extremely difficult, if not impossible, to analyze the bottom line of a campaign. Internet technologies possess opportunities to make precise statistical analysis of all the activities that are conducted throughout internet.

Collecting and processing information on consumers consists of three phases: tracking, analyzing and optimizing (TAO). Each of them has its own features and requires special approach. Tracking phase encompasses collecting data from various sources. This process is uninterrupted and dynamic. On the phase of analyzing, information obtained from various communication channels is processed. As for the final phase, it can be planning future campaigns more thoroughly or optimizing an ongoing campaign.

Information obtained within the process of internet advertising analytics is diverse but the level of its usability depends on a marketing team itself. Raw analytics data gives an answer on the question “what”. As for the answer on the question “How”, it should be found by the authors of an advertising campaign. In this process the main focus must be directed on the actions increasing effectiveness of influence on consumer behaviour. In this paragraph, internet advertising analytics is reviewed comprehensively and presented the author’s vision concerning the issue.

The second chapter of the study – Modern trends of using internet advertising deals with several aspects of development of internet advertising. In particular, using mobile devices for communication with consumers and product promotion, properties of advertising viral campaign in social media, Internet of Things and its prospects in internet marketing and Augmented reality in internet marketing.

Opportunities, advantages and prospects of mobile devices are stressed. A company planning to maintain constant communication with its audience should consider mobile devices as one of the main tools. Statistical data clearly demonstrates how widespread mobile devices are: smartphones and tablets account 44% of overall consumption of internet worldwide and more than 50% of daily search queries on Google are made by using mobile devices.

One of the main opportunities of mobile devices is the ability to maintain communications with consumers regardless of their geographical location. The author singles out three factors enabling massive usage of mobile devices in marketing communications. Two of them are of technical character and one behavioural trait of consumers: 1. Rapid development of wireless internet infrastructure; 2. Constant technical improvement of

mobile devices; 3. Psychological addiction of consumers on smartphones. The ability to attribute each consumer to a single device significantly increases precision in collecting and processing analytics data. This is one of the main advantages of using mobile devices in marketing communications.

Similar to other types of internet advertising, precise segmentation, geographical targeting and personalization are important issues of mobile devices in marketing. These issues are reviewed and analyzed comprehensively by the author.

As mentioned above, precise analytic opportunities are one of the main advantages of mobile devices. It involves such data as source of traffic, geographic data of consumers, most effective time for advertising, conversion rate, return on investment (ROI), Bounce rate, time needed for consumers to make purchase decision, behaviour revealed by consumers during various stages of buying journey (need recognition, information search, evaluation of alternatives, purchase decision, post-purchase behaviour), reviews in social media and many others. Mobile devices allow to analyze needs, wants and behavioural traits of target audience which is one of the main prerequisites for conducting an effective internet advertising campaign.

As for the functions of mobile marketing, mobile consumer relationship management (mCRM), sales and advertising should be emphasized. These features have high potential of effective influence on consumer behaviour. Each of them are reviewed in detail.

Mobile applications, their placement in app stores, promotion, and using it as advertising channel are important issues of mobile marketing. Thus, these issues must be dealt with special attention while reviewing ways of communication with modern consumers. The author discusses them comprehensively.

Apart from opportunities and advantages, using mobile devices in marketing communication is connected with challenges and complications. The author discusses each of them from his point of view and suggests ways for coping these challenges and complications.

When we review internet advertising and modern marketing communications in general, viral marketing can be regarded as one of the most effective approaches. This is a

marketing concept that allows to reach broad audience with minimal expenditures. Methodology of planning and conducting a viral campaign in social media is discussed in the study. Creating and using effective mechanisms of influence on consumer behaviour is an important issue. It is necessary to identify psychological motivators which will serve as a basis of viral campaign.

Two approaches are singled out for motivating a consumer and influencing on its behaviour which is closely related to social psychology: a person's aspiration to individualism on one hand and conformist inclinations on the other hand. The expediency of each approach depends on brand positioning, product type, goal of an advertising campaign and target audience. Viral marketing has diverse spectrum of opportunities and functions. Raising brand awareness is one of them which can be achieved by maintaining intensive communication with audience.

Besides its wide opportunities, viral marketing is often exposed to risks and threats. First of all, we should note that it cannot be regarded as long-term marketing activity. Besides, it must be taken into consideration whether it fits in general marketing policy or not. In addition, whether it corresponds or not to product promotion style.

When discussing risks and threats of viral marketing, Web 2.0 is one of the key issues. Online reputation management (ORM) is one of the most important components for managing risks and avoiding complications in communication with audience.

In order to demonstrate various aspects of viral marketing, two examples of viral marketing communication are discussed, both from Georgian and international markets.

Internet of Things (IoT) is among technological novelties and innovative approaches in modern marketing communications. It has a potential to become important part of digital marketing. The study thoroughly discusses IoT as a modern marketing communication tool. Opportunities, advantages, challenges and threats are reviewed. Solutions for its effective implementation are suggested by the author.

There are diverse objectives that IoT can manage: advertising a product or service, manage relationship with consumers, collecting various marketing data, determining target audience etc. Each of them are discussed in viewpoint of modern marketing

communications. However, practitioners and marketing scholars consider IoT more as future trend of marketing, rather than an approach actively used today.

Personalization is highlighted as one of the main advantages in IoT. Reaching target audience and segmentation precision will rise on a much higher level. We can consider IoT as a completely new form of direct marketing. Companies will be able to make offers based on each consumer's needs, wants and demands.

Special attention is dedicated to challenges of IoT and activities to secure personal data of consumers. Obtaining wide variety of information on consumers is an attractive opportunity from the viewpoint of companies. Although, it awakens controversy in terms of security of personal data. Possible complications are discussed. These complications may be caused by human, technological or legal factors. The author presents solutions for these challenges. For example, one of the risk is unequal level of competence in IoT technologies in different countries. The level of security will differ respectively. Therefore, large technological companies will have to play important role for making IoT safer: Google, Microsoft, Apple, Intel, IBM, Tesla etc. Today the level of competence of these companies is already high. Of course, allocation of financial resources will be necessary for research. IoT will take significant part of R&D (research and development) policies of these companies, alongside with artificial intellect.

Augmented reality is reviewed in the final part of the second chapter. Despite the technology is considered to be innovative, it already has influence on modern marketing communications. Thus, augmented reality occupies an important part in discussing modern trends of internet advertising.

Similar to IoT and various types of internet advertising, personalization, tracking consumer behaviour, collecting analytics data and optimization opportunities can be regarded as important advantages of Augmented reality.

Augmented reality as an innovative marketing concept is presented by the author. It comprises advertising, offering a product, purchase and tracking consumer behaviour simultaneously. Combination of these four processes allows companies to plan a marketing campaign intended specifically for Augmented reality technology. Rich multimedia

opportunities and visual effects can be used to create a campaign with strong influence on consumer behaviour.

Two examples of using augmented reality in marketing are discussed. The author discusses advantages this technology can offer for effective influence on consumer behaviour.

The third chapter of the study – Internet advertising as a factor determining consumer behaviour deals with motivators and influence mechanisms of internet advertising. The first paragraph of the third chapter discusses consumer behaviour within online environment and the second paragraph discusses consumer behaviour in buying journey. Both of the paragraphs consist of three parts: the first part reviews behavioural motivators, the second part is dedicated to mechanisms of influence of internet advertising and the third part represents the results of the research of Georgian consumers by using Facebook advertising, conducted by the author. Each research issue is analysed for making respective conclusions.

Generally, contentment, pleasure and arousal can be regarded as aspects that can be used by internet advertising to influence consumers' perception and consciousness. In this regard, representing an individual's personality through social media is an issue of high importance. While analyzing behaviour, we should single out rational and emotional motivators. Social media takes an important place in discussing the issue of motivating consumers while revealing behaviour through internet.

In order to review consumer behaviour motivators in online environment, the following issues are discussed: pricing policy in internet, marketing environment and cultural traits, psychological aspects of behaviour, the role of analytics data in motivating consumers, influencer marketing, importance of audience segmentation and motivation consumers according to types of internet advertising.

Cultural environment and demography are important issues while reviewing mechanisms influencing behaviour in internet environment. It is necessary to maintain as relevant communication as possible with each type of target segment. Consumer behaviour and reviews in internet will be as positive as much an internet advertising efforts will be directed to particular segments of audience.

Besides above mentioned issues, Web 2.0 environment and its features, user-generated content (UGC) and its importance, effectiveness of personalized communication and effectiveness of electronic word of mouth (eWOM) are discussed. Special attention is devoted to Web 2.0 environment and shaping of consumer behaviour within this space. The author proposes innovative categorization of consumers that will be useful to create clearer image on mechanisms of influence on consumer behaviour within internet.

The first part of the research and its analysis was aimed at revealing consumers' motivators and stimuli that affect behaviour traits in internet. From December 19, 2017 to March 15, 2018, with various intensivity, a survey disseminated by Facebook advertising was filled by 1067 individuals. As it was expected, majority of respondents were Facebook users from large cities of Georgia (Tbilisi, Batumi, Kutaisi, Gori, Rustavi). As an option of targeting, the entire territory of Georgia was chosen, instead of each and every city or inhabited area. 58,3% of the respondents were female and 41,7% were male. As for the age, 62,2% of the respondents were people under the age of 30 years old. It is noteworthy that 47,5% of the surveyed audience were individuals under the age of 25 years old. As for the analytics data of the Facebook advertising (Table 1), results are as follows:

Reach	144 887 Facebook users
Impression	244 356
Frequency	1,69
Link clicks	8 054
Unique link clicks	7 112
CTR (click-through rate)	3,3%
Conversion rate	13,2%
Budget	181,03 USD
CPC (cost per click)	0,02 USD
Average cost of one conversion	0,17 USD

The following issues were researched by questions included in the survey: sharing personal data through social media and its security, intensivity of social media usage, content

of posts on social media, traits of communication with companies in internet, online reputation management (ORM) issues, level of awareness of consumers towards various companies' internet advertisements and consumers' attitudes towards frequently repeated internet advertising.

According to the results obtained from the first part of the research, we can single out several trends as general summary: internet audience in Georgia consists mostly of young people, under the age of 35 years old; Attitudes towards internet advertising is predominantly negative. Hence, in order to elaborate influence mechanisms, it is necessary to use modern marketing approaches. Namely, high level of segmentation, personalized communication, content marketing, mobile-friendly content and permission marketing.

The process of influence on consumer behaviour in buying journey is even more multilateral than behaviour revealed in internet. Each stage of buying journey takes place both in physical world and internet, through e-commerce. However, it is noteworthy that even in case of purchase made in physical world, at least four stages out five, takes place within internet. Analytics opportunities of internet advertising software allow us to identify a consumer's behaviour motivations on different stages of buying journey.

Notwithstanding the fact that the phases of buying journey, to some degree, is conditional, its importance is still high due to specific traits of internet environment. Consumers are becoming more and more demanding even to convenience and shopping products which is caused by increasing competitiveness and simplicity of comparing alternatives through internet.

Special attention is devoted to individualistic and conformist inclinations of consumers in buying process. On one hand, consumers' perceptions and actions are extremely diverse and individualistic. On the other hand, the probability of occurrence of conformist inclinations is rather high. This issue is reviewed thoroughly in the study.

We should review the issue of product meaning in viewpoint of conformism and individualism. Often purchase decision is made based not on product purpose or practical considerations but personal attitudes of a consumer towards product. In this regard, we

should pay attention to a person's need for self-expression and recognition. This is an important part of Maslow's hierarchy of needs which is also discussed in the study.

In terms of motivating consumers in buying journey the issues of so-called Halo Effect and Horns Effect are discussed. These psychological factors have important influence on decision making process of consumers. Additionally, the problem of trust towards products in internet environment, notions of Selective perception and Perceptual selectivity are reviewed.

Methodology of influence on consumer behaviour in buying journey consists of a number of aspects. While making a plan and elaborating strategy, in order to provide effectiveness, one of the most important premises is to choose relevant type of internet advertising according to the phases of buying journey.

Emotional and rational motivators of consumers in buying journey is an issue deserving special consideration. For detailed revision of this issue, the author discusses the FCB grid, which can help us create clear image on types of products and levels of involvement of consumers. Respectively, the process of making decisions will be simplified for marketers regarding the types of products, intensiveness of advertising and particular types of target audiences.

Right targeting is one of the most important prerequisites for influencing consumer behaviour in buying journey. Improper targeting may become a reason of unsuccessful internet advertising campaign. Therefore, targeting of an internet advertising campaign is extremely important in terms of influencing consumer behaviour.

Importance of discussion between consumers concerning brands or products through internet is reviewed. This process can greatly affect potential consumers' decisions and behaviour in buying journey. Therefore, methodology to monitor such discussion has to be elaborated. It is necessary to get decisions that will benefit brand and its future development.

In this part of the study, considerable attention is dedicated to creation of visual elements and content of an advertisement and style of communication with target audience. Besides, psychological factors of influence like Zeigarnik effect and Scarcity principle are discussed. As for content and visual of an internet advertisement, trends are constantly

changing. If we discuss this issue regarding the latest trends, on one hand, visual part of an advertisement becomes more and more important and, on the other hand, effectiveness of long texts and overloaded amount of information decreases. Due to large amount of advertising and other types of information consumers receive daily, it is increasingly difficult to concentrate their attention to a particular advertising message. In order to overcome this problem, it is necessary to maintain balance between visual elements and amount of factual information.

The issue of intensiveness of advertising communication is also discussed. There is an old-school opinion that “a good advertising does not need many repetitions”. However, such an attitude is invalid in a world where everyday life of a consumer is overloaded with information and competition between companies is extremely high. No matter how high is quality of an advertisement and how valuable is an advertised product, it will be unable to reach its goal if it is not placed in the “attention area” of a consumer on a regular basis. Optimal ratio of intensity and quantity depends on a type of target audience, level of competition and stage of a product’s life cycle. Thus, internet advertising campaign must be conducted considering both qualitative and quantitative criteria.

The second part of a research in Facebook was dedicated to studying consumer behaviour in buying journey. Among research subjects, the issue of trust of a consumer is noteworthy towards internet advertising. The question was put as follows: while purchasing a product or service, which is the most trustworthy source of information for you? The answers are diverse. However, we can identify an important trend: only 0,7% of audience thinks that information included in internet advertising is worth trusting; 30,1% think that other consumers’ reviews and comments are also important; for 23,8% of the surveyed audience, authority of a company is the most important; for 22,4% neither an advertising nor reviews are trustworthy; 21,9% of audience trusts only other consumers’ reviews and comments; 1,1% express their opinion concerning the issue. These data can be regarded as confirmation of consumers’ sceptical attitudes towards internet advertising. Furthermore, the result of this part of the survey once again demonstrates high importance of content marketing, personalization and permission marketing.

The research also deals with the following issues: word of mouth on a brand in online environment, brand awareness in social media, e-commerce among Georgian consumers, consumers' online reviews and discussions, sources of information prior to purchasing a product, factors motivating decisions to purchase a product, intensivity of searching of products and services in search engines, device types used for navigation in internet. The data is analyzed and used for making respective conclusions on each issue.

In order to briefly summarize the third chapter of the study, the following must be stated: to achieve effectiveness in influencing consumer behaviour, it is necessary to direct an internet advertisement on a particular target segment, at the same time taking into consideration a particular stage of buying journey; using online reputation management (ORM) and electronic word of mouth (eWOM) methodology is necessary for providing effective influence on consumer behaviour as a consumer's decisions are greatly affected by other consumers' reviews and comments; a consumer goes through a number of online touchpoints in buying journey from the very first advertising communication to final conversion. Finally, it is remarked that consumer behaviour often is emotional, irrational, based on instincts and determined by subconscious impulses. This phenomenon is revealed both in case of behaviour in social media and in various stages of buying journey. Nevertheless, we cannot equally apply this to all categories of products and consumers.

Conclusions and suggestions

In this doctorate work, theoretical aspects of development of internet advertising are reviewed. As well as practical mechanisms for influencing consumer behaviour by using internet advertising. For reaching this objectives, several activities are carried out: literature is reviewed, modern trends of internet advertising are discussed and research is conducted for studying Georgian consumers' behavioural traits. Examples of various types of internet advertising from both Georgian and international experience are reviewed. Based on theoretical and practical parts of the study we can elaborate ways to influence consumer behaviour by using internet advertising. In order to summarize the research topic and suggest practical recommendations, we should emphasize the following key issues:

1. In today's world, overloaded with information and commercial messages, it is extremely difficult to obtain a customer's attention and trust. During a day, each consumer receives voluminous information from numerous sources. Considerable number of these sources, of course, are internet-connected channels: social media, search engines, websites, mobile apps, blogs etc. in order to obtain a consumer's attention and trust, it is necessary to implement principles of Marketing 2.0 and Marketing 3.0 in communication strategy. Such approach can increase effectiveness of influence on consumer behaviour. One of the ways to achieve this goal is planning and conducting content marketing campaigns;

2. Overloaded informational space also creates the necessity for implementation Permission-based marketing policy. The number of consumers using ad blocker software is increasing worldwide. It is caused by companies using interruption marketing approaches. An advertisement cannot reach a consumer and thereby loses its function to influence on behaviour which, in its turn, threatens brand awareness, value and reputation. The more such approaches in communication, the more reputational risks. Hence, permission marketing must be unconditional option for companies in such conditions;

3. Internet advertising gives an opportunity to maintain personalized communication with consumers. The higher the level of personalization in advertising, the more opportunity to influence consumer behaviour. Audience consists of individuals, who

have wide opportunities to demonstrate their personal attitudes and opinions to audience. Thus, internet advertising must be as personalized as possible. However, sometimes it is necessary to use unified approaches. For example, when it comes to advertising a product not requiring high level of personalization;

4. The intensity of interactiveness between advertisers and audience in internet is much higher than in earlier types of media. In Web 2.0 environment, a consumer is able to greatly influence on an internet advertising campaign. Comments, reviews and discussions may be both positive or extremely negative. To cope this challenge, it is necessary to implement online reputation management methodology (ORM) and use respective software;

5. Minimal time and space limitations are key characteristics of communication through internet. This is both an opportunity and challenge for a company. On one hand, it is possible for an internet advertising campaign to reach target audience in short period of time. On the other hand, during PR crisis, information spreads among consumers also very fast. Consumer behaviour will correspond to the information they receive. Therefore, it is necessary to identify risks in advance and elaborate anti-crisis plan;

6. It is extremely difficult and often impossible to forecast behaviour of audience in internet environment. Due to unexpected occurrences, the goal of an advertising campaign may fail to fulfill. Therefore, the opportunity to make changes in ongoing campaign must be envisaged on initial stages of planning. Creative part of a campaign, targeting, intensity of communication, budget, duration, style and other parameters must be set according to current situation. Accordingly, internet advertising campaign is a subject of constant optimization. Strictly standardized approaches are ineffective as it is often necessary to make changes during a campaign;

7. Despite complexity of forecasting behaviour of audience in internet environment, elaborating strategy and planning is of high importance. Based on thorough market research, general communication strategy and action plan for an advertising campaign must be created. The following parameters must be determined: goal of a campaign, target segment of consumers, schedule of activities, positioning strategy and key performance indicators (KPI). It will be easier to detect possible drawbacks and risks if a plan

is comprehensive and well elaborated. Accordingly, it will be easier to optimize future internet advertising campaigns;

8. High level of competition is one of the main characteristics of internet environment. A consumer is able to easily compare numerous offers in internet and get well informed decision. Thus, internet advertising must emphasize competitive advantages and important values of consumers;

9. Internet technologies allow us to make high level segmentation and reach target audience with high precision. It makes possible to optimize advertising costs. It is necessary to target a particular target in buying journey which will contribute in reaching goals and objectives of an internet advertising campaign;

10. Special attention must be devoted to geographical targeting. Place is an important element of marketing mix. Internet advertising has diverse opportunities to maintain location-based communication. Especially in environments where consumption of mobile devices is increasingly high. Decisions and behaviour of consumers are greatly shaped by location of a product or service. Hence, location-based communication and geographical targeting must be one of the main focuses in internet advertising campaign, optimizing content in search engines etc;

11. Mobile-friendly advertising is one of the key issues. Every communication channel must be compatible with mobile devices. Significant part of audience uses mobile devices much frequently than desktop computers. Website, social media content, blogs, customer relationship management platforms and other channels must be unimpededly perceived on mobile device screens. In such case, it will be possible to maintain long-term and effective communication with consumers. Otherwise, a company will face difficulties in retention of audience. Besides, it will be difficult to attract new consumers;

12. In terms of marketing costs, internet advertising has much higher ROI than earlier media channels. The cost of reaching audience with the same number of consumers by internet channels is much lower than by using television, for example. Besides, quality of segmentation is much higher and expenditures are much more justified. Thus, the price of advertising is lower and ROI is higher;

13. Among numerous advantages of internet advertising, ability to collect diverse data on consumers is one of the most important. Analyzing voluminous information on various segments of audience allows us to optimize internet advertising campaign and thereby increase its effectiveness. In internet analytics, opportunities of collecting and processing data is extremely broad. Web analytics software and methodology are constantly developing. Therefore, it is necessary to utilize opportunities of analytics on all stages of internet advertising campaign: planning, conducting and analyzing results. It will increase the potential of an internet advertising to influence consumer behaviour;

14. Internet technologies have much more opportunities for having effective marketing policy than earlier types of media. Nevertheless, it would be inexpedient to separate marketing communications into “traditional” and “modern” approaches. In order to influence consumer behaviour it is necessary to possess both principles of internet advertising and methodology that has been used for decades. Creating and placing an internet advertising requires mostly technical skills. As for planning, conducting and analyzing results, they require fundamental marketing education and skills. However, taking into consideration recent trends and modern approaches in marketing is also extremely important;

15. Prior to planning an internet advertising campaign, it is important to determine product type and targeted consumers' motivation to purchase it. To achieve it, we need to identify consumers' needs, wants and demands. Based on product type or its purpose, we can focus on a consumer's rational or emotional motivations. It must be taken into account that behaviour is often affected by emotional, irrational factors, instincts and subconscious impulses. A product offered by internet advertising must meet a consumer's need, want, level of demand and particular factor motivating the purchase. In such case, an internet advertisement will reach its goal and effectively influence a consumer's behaviour.

Approaches and theories in marketing have been experiencing changes and development during decades. This trend was greatly intensified by development of internet technologies. Today, in marketing generally and in internet advertising particularly, new technologies and methodology emerge on a regular basis. Eventually, for maintaining high

level of competence, it is extremely necessary to be up to date to recent developments. Implementing new approaches is necessary for maintaining competitiveness in ever-changing marketing environment. This doctoral work reflects those marketing approaches, theories and practical recommendations that correspond to current stage of development of marketing. Over time, internet advertising will experience more technological and methodological development. In order to elaborate approaches for influencing modern consumer behaviour it is necessary to continue researching theoretical basics of internet advertising, as well as practical approaches that emerge in parallel with development of internet technologies.

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