Online Advertisement Management System

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Research paper on Online Advertisement Management System by

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Abstract

This paper presents Online Advertising is the form of promotion that uses online advertisement and World Wide Web(www) to deliver marketing message to attract, retain and enhance the customers. A consumer can have idea and information of even a small business enterprise with respect to large business enterprises regarding products and services. Focus on different trends of online advertising system also has been done which results with the fact that online ads has become a challenge for the print ads as various online applications, social site help to lead towards the data instantly than other advertisement media existing. This is an attractive awareness creating tool of promotion of the business.

An online advertising system is a "service business" dedicated to creating, planning and handling Advertising (and sometimes other forms of promotion for its clients. An ad system is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An online advertisement system can also handle overall marketing and branding strategies and Sales Promotion for its clients.

The conclusion which can be drawn from this study is that there is clear evidence that good management will improve cognitive, affective and conative degree of consumer behaviour.

Paper Type: Research and Viewpoint

Introduction

Advertising is a form of communication which persuades the consumer for making purchase decision and to provide information to the viewer. When the information is presented in an enjoyable context, it is readily accepted. Thus, we can term advertising as an infotainment concept. The concept of advertising came into existence with the Marketing Mix. Marketing mix well known as 4 Points of marketing i.e. Product, Price, Place, Promotion and advertising is a component of Promotional mix, which is to create awareness among the consumers about the products and services for making the purchase decision. Advertisement can be seen from date backs in the ancient

In modern days, online advertising has become the most important form to promote the products and services and is used for the purpose of communication as well. The internet emerged as a new tool in the mid-1990s, for reaching consumers and also provided a variety of technologies for influencing opinions and desires. The evolution of the Internet provides the new opportunities into the globalization as well as the local region.

In 21st century, online advertising system provides more exposure and control to the customers and they can also select how much commercial they wish to view. Consumers can explore promotion, get pricing information, participate in product design, arrange deliveries, sales and also can receive post purchase support

We are in a world where we need to introduce ourselves. So, by keeping this in mind we developed a website which is used for marketing our products but this is for small scale businesses. In this project there are several things such as users, content creators, admin. Everyone has a specific role to do. We developed this to help the small businesses. With this website we are targeting middleclass and lower middleclass families. In this website we connect middleclass people to the small business where the customer gets virtual contact with the shop owners and specify their requirements and as the business is also small there may be chance of bargaining which is the common habits of middle-class people. In this website the vendors publish their products. And the users will go through that and if interested they will contact the vendor and do the proceedings. This website is not only for products but also for several purposes such as entertainment, education, sports etc. In this you can advertise about anything. And there is a special thing that the admin will look out everything that is being published and if anything is inappropriate, he can delete the post. Currently it is a non-profitable website as it is in the starting stage. This is what the website is all about.

Scope of the Study:

Online Advertising system is an non- personal communication about an organization product services or idea by an identified sponsor. The advertising was originally established in online platforms like YouTube, twitter, Facebook etc However focus has started to shift away from the traditional method to online advertising, because recently it get more majority and a need to every internet users because of the changing circumstances of the world. In this research it has been analysed and examined the factors, attitudes, opinion and problems of online advertising system among the internet user.

Statement of Problem:

In today's world, the internet has become an important part in everyone's day to day life. Living without internet has become tough for majority of the humans around the world and it can be said that the internet is to rule the whole world day by day. In the same time it is also equally important to know the worthiness of the communications delivered through online. Hence it clues to the notion of the following questions of whether the users of internet are satisfied with the quality of website provide in online advertising and whether it is

secured. It also raises the question of whether the users of internet advertisements face any problems in it and whether they are affected by any of the factor while making their decision through online advertising.

EXISTING SYSTEM:

In the existing system there is no application to view the details of the advertisements. It takes more time for the allocation process. The information cannot be generated properly and it cannot be sorted at right place. Difficult to handle many methods.

Difficult to maintain. Here in the existing system we cannot give proper information to the subscribers and they cannot contact us. By this project subscribers can make the advertisement easier. Saving time and right information is available in the website.

PROPOSED SYSTEM:

In order to avoid the above stated problems this project is to provide advertisement details, seller details, cost related queries, types of advertisements.

Here the advertisements details can be known through online process where the subscribers must login to the particular website with respective username and password.

SYSTEM REQUIREMENTS:

Software Requirements:

Operating System : Windows 8,9,10

Front End : C# with ASP.NET

Back End : MY SQL server

Hardware Requirements:

Processor : Core 2 Duo

RAM : 2 GB

ROM : 16 GB

Functional Requirements:

- Advertisement type
- Advertisement cost and details about the website
- User registration
- Login of the user
- Respective Username and Password to view the details about the advertisements.

Non-Functional Requirements:

- Powerful online advertisement system
- Wright information is available at wright time
- Ability to view various advertisements

DESCRIPTION ABOUT THE PROJECT:

Home Module:

Home page is the main page of the website when user will visit the system, this page will be shown first. Home page will contain two elements.

1) Sign up

2) Sign in

Clients Module:

This module provides the client to view his posts and post new advertisements, delete the old one and read the suggestions.

1) Login
2) Advertisement details
3) Delete post
4) Post new advertisement

User Module:

This module provides user to login and view different advertisements, like and comment on the interested one's, if interested he can contact and buy the products through sellers.

About us Module:

In this module after logging in the person can know about the advertisement details, website and programmers details.

- View name
- View Email
- View Mobile Number

SYSTEM DESIGN:

The most creative and the challenging part of the life cycle is system design. The term design describes a final system and the process by which it is developed . It refers to the technical specifications that will applied in the implementing the candidate system. The design can be defined as " the process of applying various techniques and principles for the purpose of defining a device process and details to permit its physical realization.

ER Diagram:

Entity –relationship diagram or ER diagram in short are graphical representations depicting relationship between different entities in a system. We humans understand and remember pictures or images more easily than textual information. When we first start to understand the project we need to see how different entities in the project relate to each other ER diagram helps us achieve that goal by graphically describing the relationships.

In an ER diagram, we show entities using rectangular boxes, the relationship between entities using diamond boxes and attributes using oval boxes.
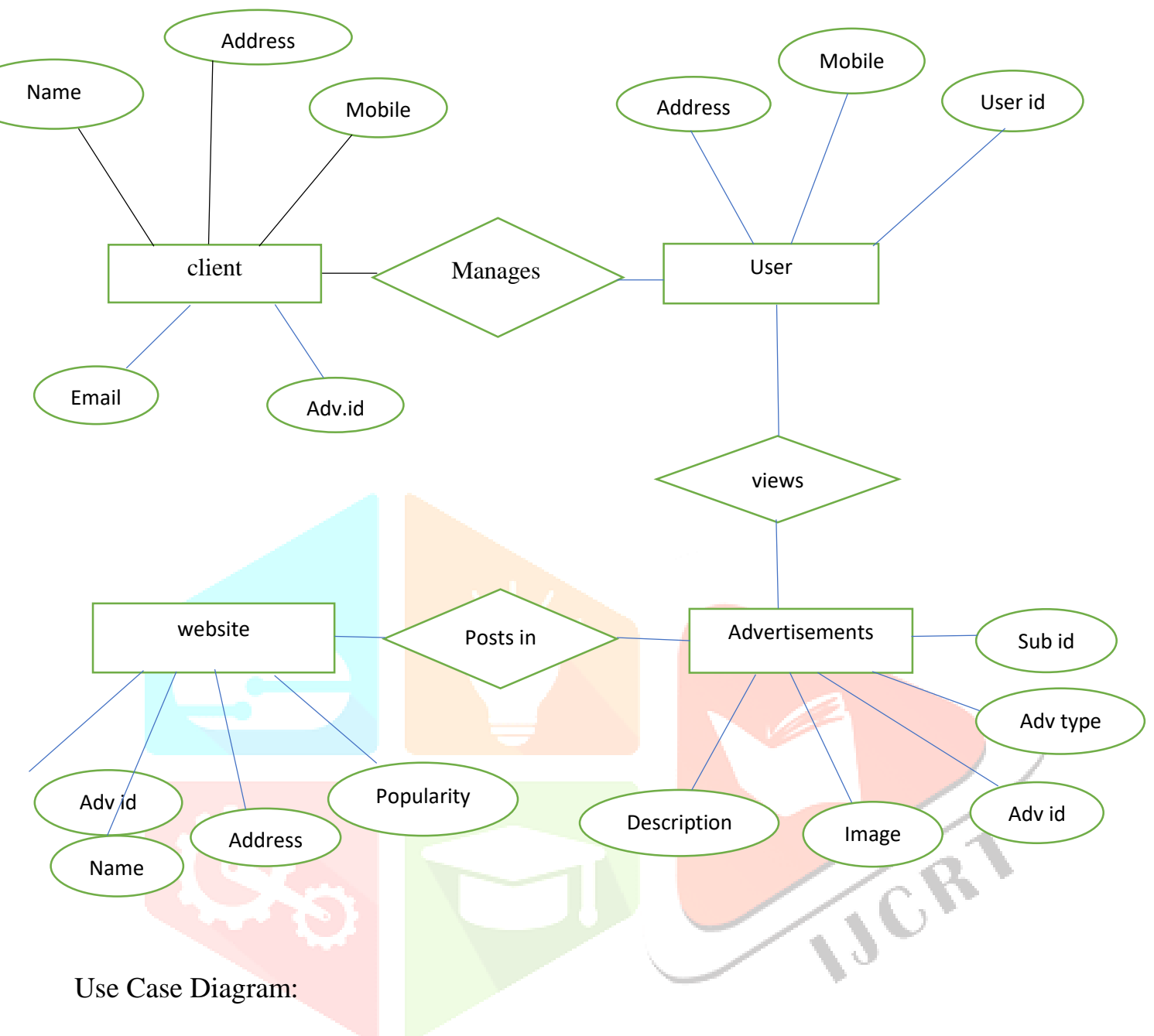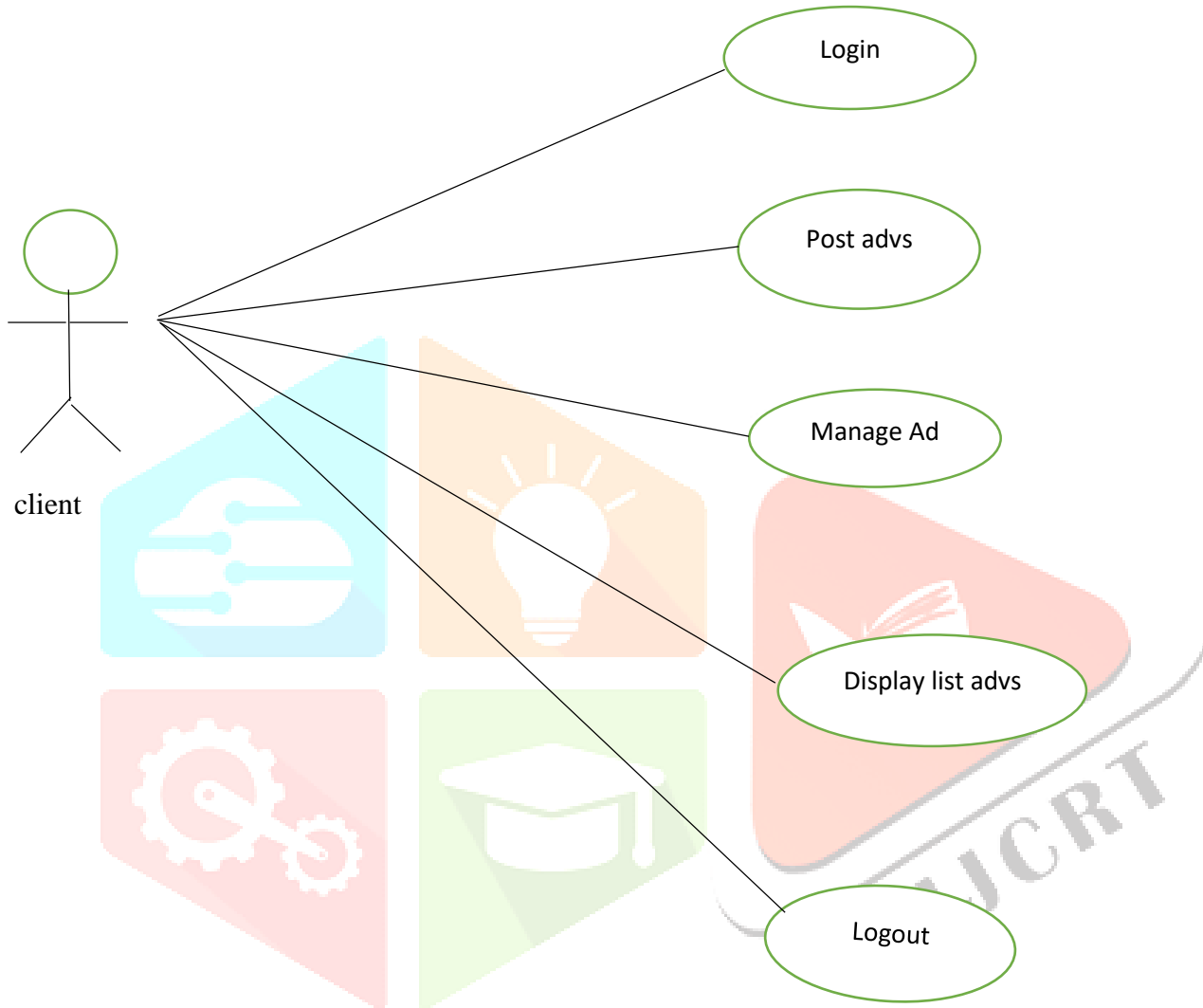
Use Case Diagram:

A use case diagram is usually simple. It does not show the detail of the use cases:

1) It only summarizes some of the relationships between use cases,actors and systems.
2) It does not show the order in which steps are performed to achieve the goals of each use case.

Use Case Diagram for client

Use Case Diagram for User

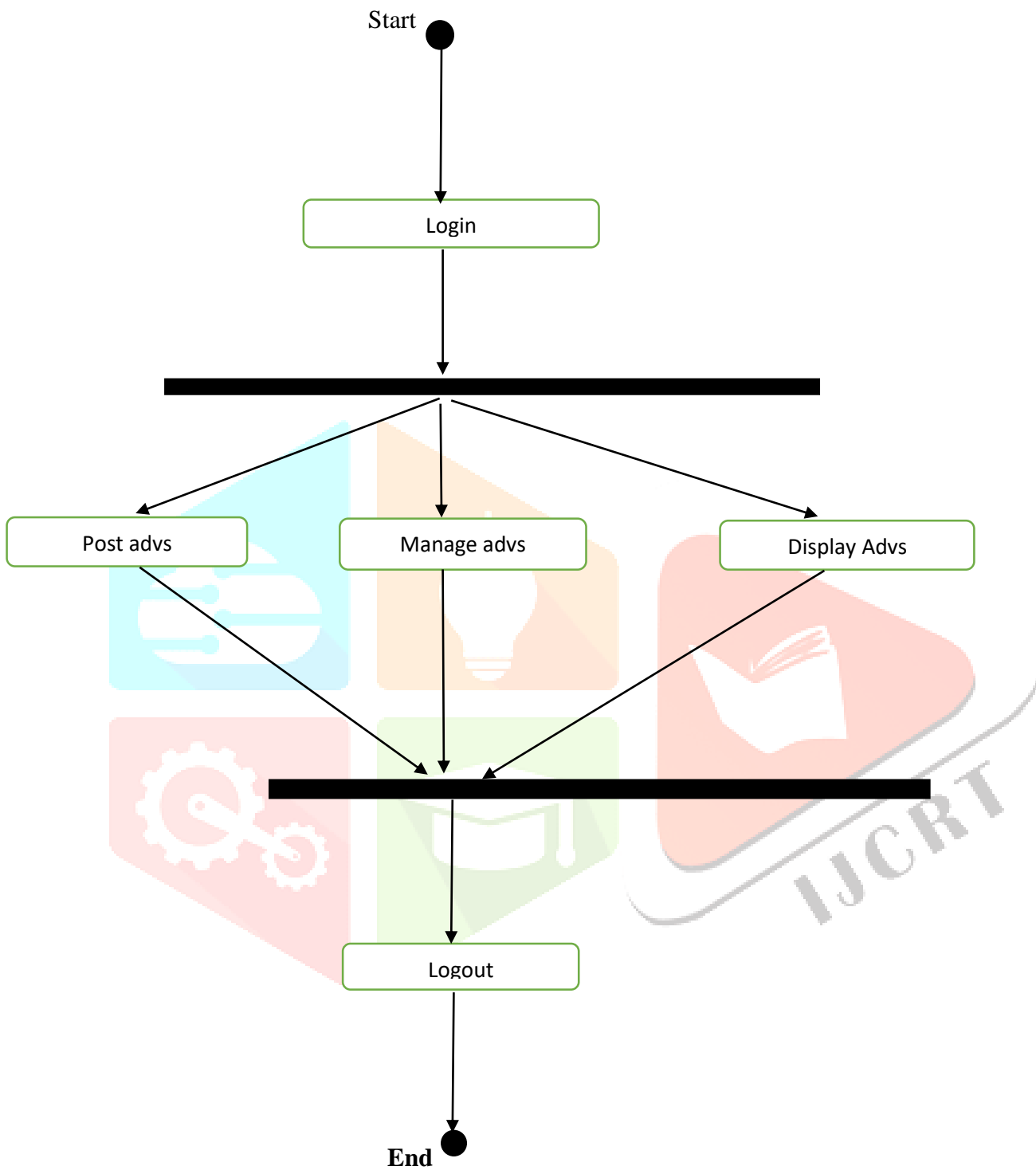User

Login

View advs

Subscriber Ad

Manage advs

Logout
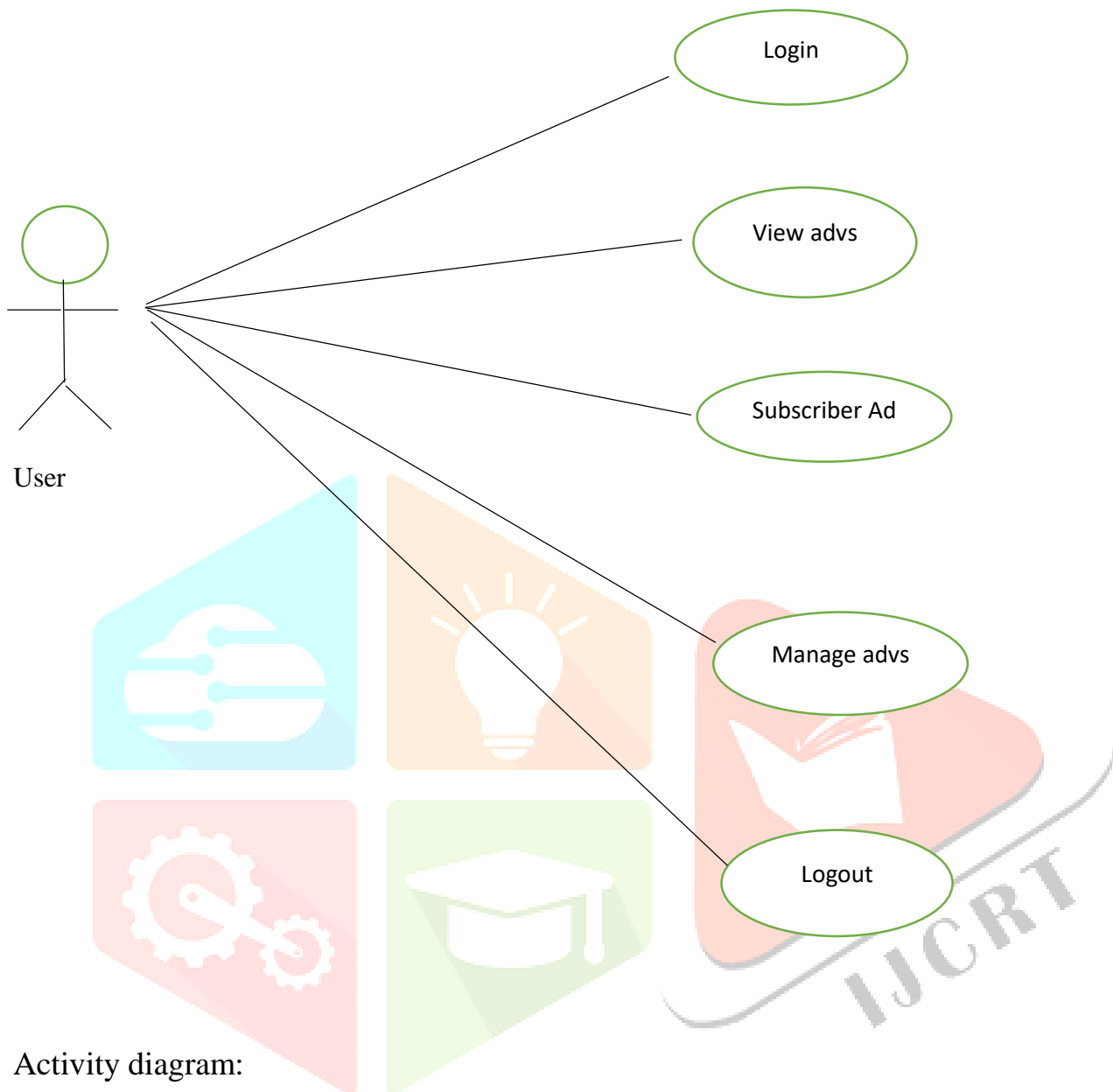
Activity diagram:

Activity diagram describes the flow of control in a system. So it consists of activities and links. The flow can be sequential, concurrent and branched.

Activities are nothing but the function of a system. Number of activity diagrams are prepared to capture the entire flow in a system.
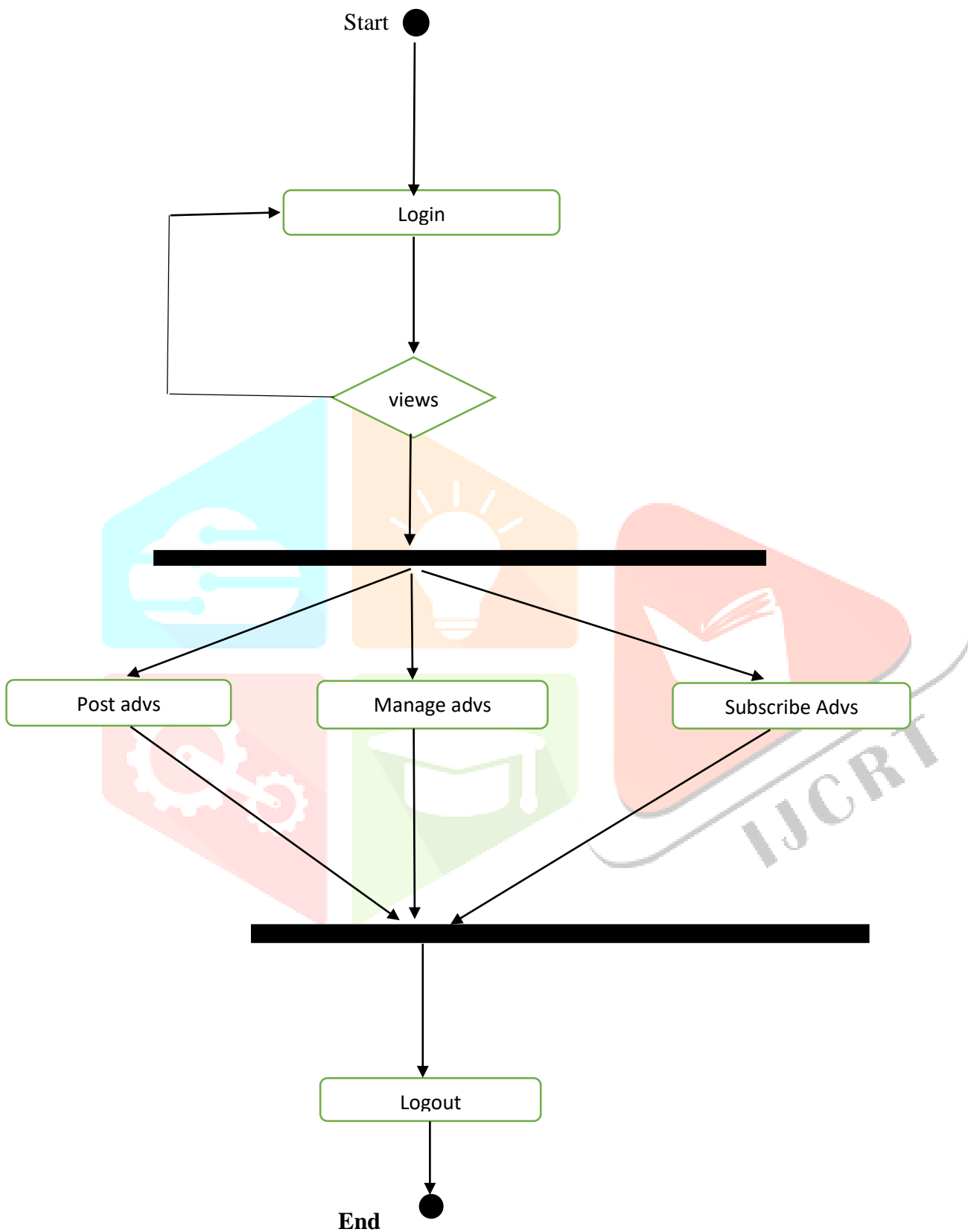
Activity diagrams are used to visualize the flow of controls in a system. This is prepared to have an idea of how the system will work when executed.

Activity Case Diagram for Client

Activity Case Diagram for User

DATABASE:

Database name: ADVERTISEMENT MANAGEMENT SYSTEM

Number of tables : 4

Table names:

1) Client
2) User
3) Advertisement
4) Website

Database table properties:

The database is normalised and designed with the needed table that store the needed information in the columns. Also the need for developing the system capabilities and functionalities has been taken into count.

- Each table column is assigned with suitable data type.
- Each table column is assigned with suitable data auto primary key.
- For each table, a foreign key assigned when necessary plus its constraint is on.

TESTING:

We have tested this project in several ways like using wrong credentials ,posting inappropriate matter, trying to do wrong things etc,. Every time we tested we got the desired output.

SCOPE FOR UPDATES:

After taking reviews from the customer we want to develop some further things. Also the project has scope to implement in future.

CONCLUSION:

The effectiveness of Online Advertisement is there which is not necessary to club with the age groups. All are independent. Any of the factor can persuade individuals with no distinctive barriers. As strong the effectiveness of online advertising, as more will be the purchase and accordingly be the relation between E-Commerce and advertisement.

Online advertising is a form of advertisement which is published on the web to serve the web users with up to date information regarding the products and services that are new to the market as well as the products that are already available in the market which needs the promotional activity to reach to the hands of the right persons. It is useful in generating awareness among the viewers about their products and services. The online advertising is a combination of the traditional media ads along with trendy internet styles that can increase brand recall. In today's Internet advertising there are numerous website designed to promote sales and to maintain relationship with customers, so the target audience can make the purchasing decision more efficiently. The opinion about the quality of the website, there is a positive impact, there is a neutral effect on the attitude of the viewers about the online advertising, advertising image, advertising message and brand

loyalty gains top three positions regarding the features attracted in online advertising and time saving, easy tool and convenience in using the online advertising for their needs gained the top ranks in factors that are affected on the viewers of online advertising. Hence, on the whole there has been a positive impact on the concept of online advertising among the users of internet.

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