

ROLE AND SIGNIFICANCE OF ONLINE ADVERTISING WITH REFERENCE TO INDIA

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Abstract:

Online Advertising is one of the best ways to promote and attract more customers these days as people are now interconnected globally through technological frame. Organizations are able to attract customer attention easily with the help of Online advertising which appears on internet websites in the form of social media site, pop-ups, Banner advertisement, etc. This Paper highlights not only the acceptance of online advertisement to the consumer but also the profit maximization through per click to the organizations and how organization can maintain huge digital database and electronic customer relationship management (ECRM). It is the one of the best way for the organizations to highlights their products and services to get hit and target customers according to their areas of interests. Also we can get the data about the acceptance of online advertisement and demand in today's technical scenario to trace out which is very beneficial to business companies. The paper also stresses on various means ad strategies which can be used by any Internet Advertising organization to boost customer growth for the particular products they are marketing for. Online advertisement is the best mode for the company's to track and test their products acceptance and also feedback from their customers very quickly and even also receives responses indirectly when one clicks on ads and then it directly hit to the advertiser log book by which company can easily trace their likings for their products.

KEYWORDS:

Online advertising, Internet marketing, Technological Era, Banner ads, pop-ups.

INTRODUCTION:

Advertising of the product and services of the company is the most crucial part as it is the one of the way the company put themselves in front of the customer to adopt the face value of the organization and the customer can easily recognized and adopt them forever. According to Philip Kotler, "Advertising is any paid form of non-personal presentation and promotion of ideas,

goods, or services by an identified sponsor". Ads are one of the tools which can create a direct relationship with the customer to meet his need and wants. There are many mode of advertising for example- TV Ads, Radio, Newspaper, Word of mouth etc. But if we talk about technological scenario online advertising or marketing is the best way to introduce with the customer. Philip Kotler has discussed in his Marketing Management Millenium Edition book that "Companies can place on-line ads in three ways: (1) in special sections offered by the major commercial on-line services; (2) in selected Internet newsgroups that are set up for commercial purposes; and (3) using ads that pop up while subscribers are surfing on-line services or Web sites, including banner ads, pop-up windows, "tickers" (banners that move across the screen), and "roadblocks" (full-screen ads that users must click through to get to other screens)."

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Today, most of the people are engaged with internet with different ways like social media site, SEO(Search engine optimization), Business websites, Education websites, Job Websites etc. everywhere we can easily see advertisement of different sectors like Apparels, Fashion , Travel and Tourism, Footwear, Kids etc. to present themselves in their best way in front of users. It is the Internet capability to implement enormous volumes of database that can be easily extracted from the shell and which is one of the biggest boons to organization's Internet Advertising. . One practitioner had written that the frequent users of Internet are seeking information at a large scale and getting profits in their respective fields both in terms of products or services they require. When users are online they are usually preparing themselves for seeking the information that the Internet is offering to them. This is the core factor which differentiates Internet advertising from other means of advertising vehicles. There are many ways of Internet advertising for example Display advertising, Banner Ads, Floating Ads, SEM(Search engine marketing), SEO(Search engine optimization) Web banner Advertising, Pops up/Pops under, Interstitial, Trick banners, Text ads, Sponsored search, Email advertising, Chat advertising, Online classified advertising, Expanding ad, Frame ad (traditional banner) etc. It also gives low cost advertisement budget to the company with compare to offline ads. Online advertising particular with social media websites provide a low –cost means of advertisers to engage with large established communities. Also it offers better returns than in other media along with the huge database through which advertiser could easily maintain Electronic relationship management with the consumer (ECRM) and other side consumer also get whole detail about the products and services from their own convenience place and get the product delver at their doorstep which also helps them to reduce transportation cost, hassle free services, easily availability, different options available etc to the consumer.

LITERATURE REVIEW

Philip Kotler in Marketing management Millenium Edition mention that the internet population is younger, more affluent, and better educated and they easily find their way onto the internet, the cyberspace population is becoming more mainstream and diverse. In on-line marketing, it is the consumer, not the marketer, who gives permission and controls the interaction. Internet consumers have around-the-clock access to varied information sources, making them better informed and more discerning shoppers. They can (1) get objective information about multiple brands, including costs, prices, features, and quality, without relying on manufacturers or retailers; (2) initiate requests for advertising and information from manufacturers and retailers; (3) design the offerings they want; and (4) use shopping agents to search for and invite offers from multiple sellers. According to Shane Rivers – “Internet Advertising is the process of marketing services or products on the www (World Wide Web). This can be done through utilization of search engines, banner ads on website, affiliate marketing, email marketing etc”.

Puja Mann Asst Professor & Head MBA and Nidhi Lecturer MBA From Panipat Institute of Textile & Engineering has discussed in his paper “ The Role Of Internet In Advertising And Marketing” that Internet Marketing is the online advertisement and selling of products, services or businesses through the Internet both at the same time. There are various strategies i.e. Search Engine Optimization, Pay Per click, Affiliate Marketing, E-mail marketing, Viral Marketing etc. Internet advertising can be defined as correlation of information and sales at one place. Though Internet offers a number of advantages, it must be used with utmost precaution along with other medium of approaching the target customer. An effort has been made to show the changing face of marketing and advertising in today's scenario.

OBJECTIVES OF THE STUDY

The basic objectives of my study are:

- To find out current role and significance of online ads with reference to India
- To find out the awareness and acceptance of online ads among internet users.
- To create awareness about the online advertising process and its usage.
- To find out different ways of online advertising through Internet.
- To find out which sectors are more involved in online advertising.
- To find out Internet users for online advertising with reference to India.

RESEARCH METHODOLOGY

My study under discussion is purely based on secondary data which include, Existing Articles, Newspapers, Published books, Articles published in different Journals, Magazines, websites, online

articles and Research Paper published in different journals. Through these secondary data and information available I have done my research on online advertising so deeply to meet up with the objective of the study.

RESULT AND DISCUSSIONS

Online advertising is one of the acceptable tool which not only creates awareness but also creates business through profit maximization. People are really very fond of doing shopping online and searching various things by sitting in his/her comfortable zone without any hurdles. Online Marketing is the one way of doing hassle free fulfill of requirements needed. As today’s generation is more comfortable with internet and they want to look for a various things at one place so companies are getting benefit of this by doing different types of promotional activities through internet and they are getting a good result also. Online advertising in India is expected to reach Rs 2,700 crore in Jan-Dec 2013. It’s a 31% growth as compared to previous year, with Internet advertising taking 7% share of the overall Indian advertising market.

Figure 1: India advertising revenue by media category 2012-2013

Media Category	Jan-Dec 2012 INR MM	Jan-Dec 2013 INR MM	% Change	% Market Share
Television	141519	150281	6.2	41
Newspaper	131137	142435	8.6	39
Internet	20576	27000	31.2	7
OOH	17366	18759	8.0	5
Radio	12723	13309	4.6	4
Magazines	8162	8506	4.2	2
Cinema	2111	2470	17.0	1
Grand Total	333593	362760	8.7	100

Source - <http://www.nextbigwhat.com/indian-print-medias-innovation-dilemma-digital-natives-are-coming-297/>

There are 87 million mobile internet users in India which are expected to grow by 164 million by 2015 .And nearly 40% of the mobile internet users have already ditched newspapers to consume content on Smartphone.

FINDINGS

Major findings of my Research paper are:-

- ❖ Internet users have positive attitude toward online advertising and they are accepting this mode of promotional activities.
- ❖ Advertisers are also getting good hits and profits through online marketing along with lower operation cost.
- ❖ Companies are getting huge database and they are able to maintain customer relationship management through electronic i.e. ECRM.
- ❖ People are getting huge benefits like great offers, huge discounts, delivery at time, no transportation expenses, can explore many things at one place and time, users stay updated , 24/7 facilities,

SUGGESTIONS

After the research I would suggest the following things for online advertising-

Online Advertiser must sure about the right website or social media site as some may do fraudulence on behalf of company ownership so the advertiser can do this by opting simple log out / log in option for safety side as no one can steal their data. Advertiser can boost their growth by defining their target market on the basis of data collected through database which may maintain on the basis of click on his ad and send the requirement through e- mail or on user social media webpage and if customer has disclose his number advertiser can send link and some good offers for their promotional activities. An e-mail

advertisement also can be sent with ads detail or a URL link to download the related product catalogue and to know the detail about the product features. Advertisers also design rich multimedia so that they easily attract customer which leave them feeling more comfortable.

Online advertiser can promote Google ads which use to display real and relevant ads. As consumer has strong belief on Google they know they will provide authentic information so the consumer easily switch to ad content and draw direct interest on that.

Online Advertiser can Make You Tube Videos which is very effective online tool where one can market their business globally. Through video advertiser can feature product detail and share own thoughts but only need to be focused with your advertise and create a positive effect on users.

Create mobile apps for smart phones as now people are online through their phones so by creating app advertiser can generate interest about the products and services about themselves which definitely grasp the mind of user.

Create social media page or webpage like facebook page, linkedin page, etc. as people are generally connected through this and here advertiser can attract them by showing graphical images of product and services by telling some features about them.

CONCLUSION

This paper highlights several strategies and data which can be used by Internet Advertising Company or organization to develop the growth and stability through internet which can attain huge customers for their product and services. Online advertising is the best tool to come in front of customer as people are now more technological and connected with internet throughout and accepting the mode of fulfilling their needs and demand through internet by ordering online orders on e-commerce place like flipkart, snapdeal, amazon.com, myntra etc. Internet advertising is the fast way to presence and to trace their products liking and receiving feedback from the customer in a most prompt manner. Internet advertising is getting great response and making profits more compare to other mode. And in future according to data it will go on increase and increase. In this fast scenario, people are so busy that they have no time to watch TV , listen to radio so much, reading ads on newspapers but they somehow always in touch with internet either they are student, working ,researchers, doctors etc. so they can see ads very easily on internet. Therefore, online advertiser can grasp this opportunity and can do business profitable through customer satisfaction.

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