



# Emergence and Impact of E- advertising, specifically with reference to India

Mrs Shreshthi Prakash, Dr. Kapil Tewari, Mrs. Saloni Garg

Assistant professor, Assistant professor, HOD, Assistant professor

GL Bajaj Institute of Management, Institute of Professional studies GL Bajaj Institute of Management

## Abstract

As the IT industry has expanded quickly, many businesses have begun to use the internet as their main platform for advertising in order to benefit from online technology. Online marketers discovered that the Internet offers more ease and control over the advertising space, thus it has gained more familiarity. Utilising cutting-edge Internet characteristics, online advertising has emerged as the main source platform for the promotion of new items. With the advent of the Internet, the corporate world got more specialised, and many individuals began to purchase goods online that might facilitate and expedite their job. An additional benefit of online advertising is that it provides the product a creative dimension and distinctive qualities. This greatly advances internet commerce and accomplishes the marketer's primary objective. Viewers of online advertising are not constrained since it is available around the clock. In order to compete with international marketing, marketers can lower transaction costs by dealing with the internet market because it can add to the company's revenues and is also extremely safe. In this study, we'll talk about the many forms of online advertising, the difficulties that advertisers encounter, the most recent trends in online advertising, and other topics.

## Introduction

The newly growing internet era has made it easier for the advertising process to expand. A key channel for direct marketing and communication is now the internet. Online marketing offers a wealth of potential future chances. The improved speed, precision, and flexibility of the Internet make information sharing more effectively organised. Internet marketing has already largely replaced offline advertising.

In order to provide his clients with access to any sponsored message discussing any concept, good, or service online, a reputable sponsor would customise internet advertising to each of his clients. It is a sort of marketing that focuses on using the internet to reach people with marketing messages.

The earliest authority on the strategic application of marketing, Phillip Kotler, is regarded as the father of contemporary marketing and provided the following definition of digital marketing: A corporation or individual may engage in a variety of online activities known as digital marketing to draw in new clients and establish their brand. A few benefits and drawbacks of online marketing have been listed by Philp Kotler.

Benefits: High selectivity, affordable pricing, and interactive capabilities

Disadvantages: low audience targeting, audience-controlled exposure

However, one of the main benefits of online marketing is that information is disseminated instantly and is neither temporally nor geographically constrained.

Online advertising gives you the ability to find, interact with, and reach people who are likely to be interested in your business without spending money on an unrealistically large audience. Utilising internet advertising, which offers thorough audience data, will help you properly target your efforts.

## Internet an effective media of advertising

For what is necessary in the various behavioral stages, the internet can be an effective medium for advertising.

However, the advertisement should be created in such a way that it is efficient and effective in upholding the brand's reputation and the message that the company is attempting to convey to the general public.

Online advertising is the practise of sending marketing messages to a specific, targeted audience utilizing the internet as a medium. Online advertising is beneficial for increasing website traffic and brand awareness, but its primary goal is to encourage the targeted audience to do a particular action, like making a purchase.

➤ **Reasons for the growth of online advertising in India**

- \* Advertisement can reach very large number of potential buyers globally.
- \* Web superiority over other advertising medium.
- \* Web page (advertisement) can be updated any time and changes or corrections are painless.
- \* Online advertisement works 24 hours a day, 7 days a week, 365 days a year.
- \* In online advertisement specific interest groups or individuals can be targeted.
- \* Online advertisement can effectively use the convergence of text, audio, graphics, and Animation.
- \* Online advertisements are cheaper in comparison to traditional advertisement. There is no printing costs, no postage costs etc. (Mishra\*, 2014)

**The different types of E- Advertising in present scenario**

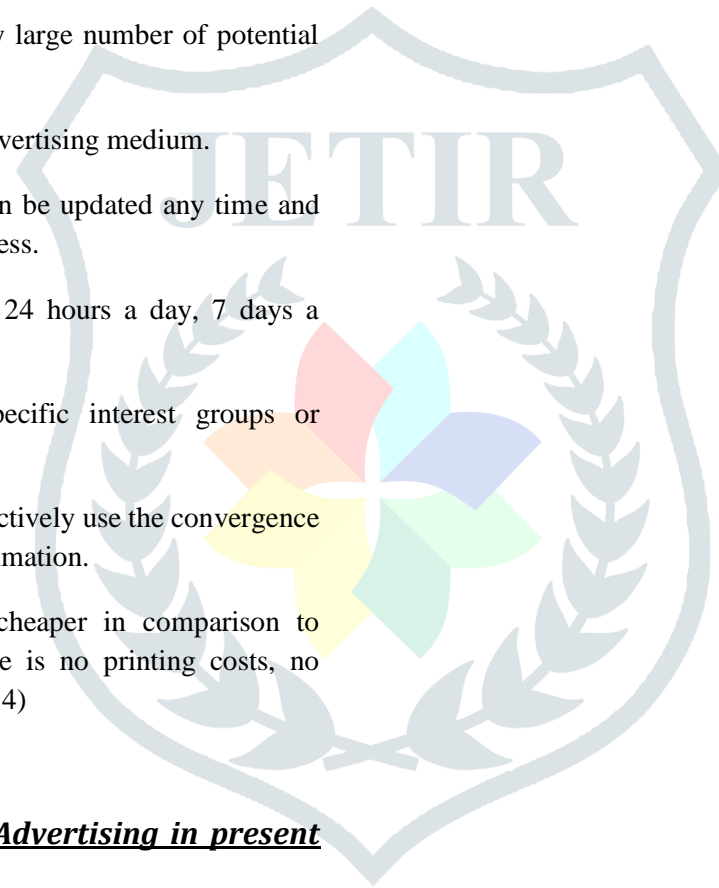
It can be challenging to know where to begin with online advertising, also known as internet advertising or web advertising because there are so many different sorts of it. Here are some examples of online advertising styles to think about:

1. Social Media Advertising
2. Content Marketing
3. Email Marketing
4. SEM (Search Engine Advertising) - including PPC
5. Display Advertising - including banner advertising & re-targeting

## 6. Mobile Advertising

### 1. Social Media Advertising

After a social media marketing strategy has been established, one can start to consider social media platform advertising. Most social media platforms now make it simple for advertisers to spread their message and market their goods directly from the site. They also have good analytical tools to evaluate the effectiveness of the investment. This could be a sponsored tweet or post, user-generated content promotion, or even a whole campaign that is launched across numerous social media networks.



## 2. Content Advertising

Content marketing is a great method for attracting the right audience. However, once a plan and content are in place, you may increase the material's reach and engagement by paying for it to appear on relevant websites. Its major goal is to boost a website's organic traffic through SEO. To put it another way, without advertising, the costs of manufacturing may frequently outweigh the potential returns. The ROI of content marketing may be increased with the use of paid advertising.

Native advertising, a form of paid media, is a cunning strategy to create an advertisement that fits the subject of the website where it is placed. It is frequently referred to as an advertorial or sponsored content and is purposely created to mimic the media where it appears.

## 3. Email Advertising

Email marketing should be a part of all of your online interactions since it is an essential tool for keeping in touch with your present consumers. As a result, consideration and investment need to be on your radar. Amazon and Flipkart are without a doubt industry leaders when it comes to carrying out targeted email marketing, and we can all learn a lot from them in this respect, whether you love them or hate them.

## 4. Search Engine Marketing (SEM)

Search engine marketing tries to increase the visibility of your website on search engine results pages (SERP) by paying to appear on search engines like Google. It shouldn't be confused with SEO (search engine optimisation), which is the strategy of climbing as high as possible in the search results without paying for it. Google Ads and other online advertising platforms regularly use SEM, also known as PPC (pay per click). CPI or CPC are frequently used to determine how profitable an investment was. Cost per impression.

## 5. Display Advertising

The process of posting your advertisement, which is often made up of branded photos, videos, graphics, or rich media content, on other websites with the intention that when a person clicks on it, they would be sent back to your own website, is known as display advertising. It is vital to assess the path the visitor follows after clicking on an ad since it would be a waste of time, effort, and money to generate web traffic that does not result in sales because

the UX on the landing page has not been sufficiently thought through.

One of the safest techniques is to advertise online on properly selected websites that complement your company strategy. This suggests that you will always show up on websites that you ACTUALLY WANT to be on rather as websites chosen by a third-party platform. Other choices include "topic targeting," which selects websites with explicitly linked content, and "contextual targeting," which uses an algorithm to select relevant websites based on the targeted keywords. One of the most effective forms of display advertising is re-marketing. Unlike standard banner advertisements, re-targeted advertising only displays to users who have already visited the website or who are contacts in the database.

## 6. Mobile Advertising

It seems logical that companies and advertisers are embracing mobile advertising to reach their target audience since so many of us use smartphones for a large chunk of the day. It should be utilised with caution, though, as this strategy for advertising products and services is becoming progressively more constrained. Mobile-specific marketing techniques include, but are not limited to, advertising through mobile applications, push notifications, SMS/text messaging, and MMS.

Online marketing campaigns should be interesting for the audience and aimed at achieving the intended results. It is beneficial for businesses to carefully design their internet advertising efforts in a way that respects the brand's image and message while also yielding the highest possible return. Additionally, it aids in material synchronisation and adheres to the budgetary constraints.

### ➤ The boom of online advertising in India

When the internet first became widely accessible, no one could have predicted whether or not India would see a full-fledged digital marketing explosion. Therefore, in spite of their curiosity, they kept an eye out for the moment when the genuine growth would start to emerge. Arguably the innovation's fastest-moving phenomenon is the digitization revolution. It's incredible that 90%

of the population of the developing country have access to it in just under 20 years. In India, digital advertising is increasingly seen as the backbone of the economy, and its many channels, such as SEO, content marketing, PPC, social media marketing, etc., are essential for increasing brand awareness, sales, communication, and reach annually. According to reports, India will have 692 million internet users by 2023. The key factors influencing the growth of digital marketing include social media platforms, online portals, and rapid digitalization. Looking back, we can see that India's digital marketing sector isn't expanding at a rapid rate. Due to the country's internet expansion, which was a noteworthy development in and of itself, digital advertising first arose in India. SEO and internet marketing began to gain prominence in India around 2000. Digital advertising, however, is merely online marketing, often known as e-marketing, which mainly relies on the internet.

The availability of the internet at the time made it impossible for anyone to imagine whether or not India will see a full-fledged digital marketing boom. Consequently, despite their interest, they watched for the time when the true growth would begin to take shape. The digitalization revolution is arguably the innovation's fastest-moving phenomenon. That it has reached 90% of the population of the developing nation in just under 20 years sounds amazing. Digital advertising is now viewed in India as the lifeblood of business, and its various channels, including SEO, content marketing, PPC, social media marketing, etc., play a critical role in boosting exposure, sales, communication, and reach.

To assist India's digital business grow in an interesting way, digital advertising companies have introduced a few new advances in this area.

### ➤ E-Advertising Future

31% of people in small towns and rural parts of the nation have actively utilised the internet in their everyday life during the past few years, according to a study. In fact, by 2025, rural India will outnumber urban India in terms of internet usage.

The marketing business is about to undergo a spectacular change as a result of India's rapid expansion of e-marketing. To make the entire country digital, the Indian government has also started the "Digital India" programme. Digital advertising is also a very accessible and affordable strategy when compared to other media. For instance,

premium content on social media may reach a huge audience and please them while remaining affordable. 31% of people in small towns and rural parts of the nation have actively utilised the internet in their everyday life during the past few years, according to a study. In fact, by 2025, rural India will outnumber urban India in terms of internet usage.

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### ➤ Challenges that advertisers encounter

#### 1. Budget limits

Unless they are a multinational organisation or a global brand, almost every business runs on a restricted budget, particularly for advertising. Business owners try to make the most of their budgets in the hopes that customers would notice. However, choosing the right strategies, target audience, and platform is crucial to managing the scarce resources successfully. Those who begin with too ambitious goals face the risk of putting too much money on the line, while those who are extremely cautious end up moving very slowly. Setting a limit is essential, but it should be done with realistic expectations. The allotment should be just enough for your business to test the market given the impending uncertainty.

#### 2. Compelling content

How would you differentiate your business from the flood of advertisements that surround us everywhere? The problem is when the correct message is changed to something that sounds or appears different. If you want to give your business a voice, you must first identify your audience. What do they want to hear the most? Do you think they would be interested in hearing this message? Do they have to know about this? The biggest challenge for advertisers is producing captivating content, which is exactly what every business owner wants to see in their advertisements. Making the optimal sales presentation is difficult since most consumers are already aware with overused marketing catchphrases like "buy now before it's too late," "wait there's more," and "for a limited time only."

Consumers today compare prices, conduct thorough research, and consider their options before making a purchase. The perfect material should thus include sincere, comprehensive responses that satisfy the needs of the target audience.

### 3. Choosing the right method

There is no perfect recipe for advertising since the approaches change based on the target market. Before choosing the optimal advertising plan for your business, you will need to do a number of experiments. Choosing whether to promote on TV, radio, print, outdoor, or the internet is a challenging option. Sometimes a combination of two or three strategies may result in the plan that brings in the most revenue for you. For small local businesses, you may employ both conventional and digital promotion techniques. One example is the use of a car magnet bearing the name of your website. As a consequence, people would learn about your business online as a result of your offline promotion.

### 4. Measuring effectiveness

Identifying the campaign's effectiveness is arguably one of the most challenging components of advertising. This becomes more difficult if the corporation is airing many adverts at once. The worst scenario is launching the advertisement without first ensuring its effectiveness. It is a waste of money to pay for a little newspaper advertisement that might have paid for an outdoor banner. A social media ad that does not get enough clicks is another option. To determine whether an advertising is effective, set a time restriction for it and monitor how it affects your sales.

### 5. Rising through the competition

Maintaining competition when you have minimal resources may be difficult. Actually, if you want to stand out, you don't have to fit in. Consider the features that distinguish your business from the leading brands in the sector and have faith in your capacity to offer a more specialist service. Honest labour is advantageous to proprietors of small businesses. Offering sincere, reputable, and commendable services is a clever way to set your business apart from the competitors. Make sure your customers enjoy their shopping, and don't be afraid to ask for recommendations because this is the best kind of advertising you will ever have.

1. **Massive increase in product selection** – The variety and assortment of goods and services offered for sale on the internet is staggering. Increased transaction efficiency (e.g. 24/7 access, delivery to fulfill their needs more easily and conveniently than ever before. Increase in product selection and availability has exposed marketers to inroads by competitors from every corner of the globe.

2. **Changing value propositions**- The speed and efficiency of the internet has changed the way customers view value .For eg: customers today automatically turn to travel agents for assistance in booking airline tickets, cruises or hotel stays ,but now customers turn to travel sites like Expedia , Travelocity.com or Priceline .com for their travel need ,these services increase value through one –stop shopping and price comparisons.

3. **Privacy, security and ethical concern** –customers appreciate the convenience of online marketing, they get assurances that their information is safe and confidential. 4. **Opportunities for growth**- By the internet and other sectors of the new economy can transform old economy companies and provide compelling opportunities for growth.

4. The dot com retailers such as Amazon, web portals like Yahoo! and America online, companies Cisco and 3Com ,Wal-Mart etc are critical to their sourcing and selling ,and service businesses such as Kinko's the chain of print shops are all committed to the new economy in one way or another

5. The growing penetration of broadband connections, which serve 23 percent of Internet users in Sweden, nearly 50 percent in the United States and stunning 94 percent in South Korea is viable example for online marketing.

6. In 2000 nearly 400 million people worldwide had online access, of which were in the US. By 2004 new technologies had made able to receive images and advertisements and provide users with mobile access to the web.

7. Online consumer spending also continues to grow. Books, music electronics and toys, online shopping accounted for as much as 23% of US retail sales in 2002 and online sales were growing at 30 to 40% per year compared to 4% in conventional offline retailing. (Neeta Manohar Kedar, 2016)

through different channels like direct mail, sales outreach, etc. (S. Anbumalar, 2019)

### **Conclusion:**

As more people moved from traditional to online shopping during the past ten years, online advertising has expanded quite quickly. This expansion will last for several more decades. Many offline advertisers believe that attitudes and purchasing patterns of customers are changing often, which is the primary driver of development in online advertising. Future online advertising will be the sole way to reach a significant portion of customers globally. Major corporations like Amazon, Google, and others developed a new approach for the development of online advertising in recent years as a result of technical improvements. Online advertising will overtake other forms of advertising as the main means of product promotion in the future years. We may conclude by saying that e-marketing and e-advertising are the future and have a significant influence on both corporate entities and consumers. Businesses must utilise it effectively if they want to thrive and make a significant influence.

### ➤ **Due to Technological Advancements Online Advertising Reached the Peak of the Market in recent times. Some of the trends are listed below:**

- 1) Voice Search - Voice Search is the developing trends in a faster basis. It will be voice based according to the comscore features. Top brands are in discussion that how to deliver their promises through voice enabled system as it is more affordable and offer more facilities than ever before while large number of customers are using voice search to interact with their brands. Some examples are Google Assistant, Amazon's Alexa , Apple Homepod, etc...
- 2) Smarter Chat- Chat bots are being introduced in recent years. Majority of users use chat bots as the customer service communication system . It plays a vital role in improving the customer experience and help the marketers to assist the customers as and when needed.
- 3) Augmented and Virtual Reality Marketing- It is one of the major applications that are used by some marketers. It brings some real experience that customers could see the product's feature lively and it will attract those customers who wants to test the product through online itself. Michael Kors is a successful example for augmented reality ads . It is an created ad in facebook which helps the customers to try and buy their sunglasses. AI and Machine Learning AI allows marketers to predict future patterns of their customers based on the obtained informations. With this information, marketers can plan for how to retain the active customers

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