

## Online Advertisement



## Management

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### ABSTRACT

*Advertising is an important tool of marketing which helps the traders to attract their customers towards their products. The role of advertising in the new era of competition is also growing very rapidly. Online advertising is a new part of modern technology which modifies the role of advertising and marketing as well. With the increasing popularity of World Wide Web, the customer now feels free to search the information of their products through internet. Electronic commerce is also available in the market which brings the whole market at your personal computer with the help of internet. Online advertising is a key economic driver in the Internet economy which provides a wide variety of websites and services. The rapid growth of Internet and the incredible flow of information that the Internet has transformed the business of advertising. This paper explores the role of online advertisement in the new era of globalised market.*

### Introduction

Advertising is an important part of a business model because it combines both creative and practical skills. Now-a-days it is very important for the business persons to attract their target customers towards their products through important mode of promotion and communication. Increasing use of World Wide Web (WWW) has completely changed the scenario of business sector. Personalized products and services, customers preferences have prominent importance in internet advertising. The today's customer prefers their shopping through online mode because it saves lot of time of the consumer and also provides bundle of varieties in all products. So, with the effect of online purchasing, the role of online advertisement is also growing.

Advertising means the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television. Advertising uses many different types of appeal and a range of media to achieve a variety of goals. Different ads for the same brand can have strikingly different effects and the same advertisement can produce different effects in different listeners segment. Marketers and advertisers have to do research of their consumers and with that research might bring out different ads depending on variables such as age, gender, sex, and cultural difference.

The rapid growth of the Internet and the incredible flow of information that the Internet has made possible has transformed the business of advertising. Today, it is difficult to surf the web without seeing online advertising, often in the form of visual display advertisements on web sites including pop-ups and pop-downs on search sites. With the increasing development of network technology, electronic commerce and electronic marketing had been formed and developed gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future development and international competitiveness. The trend of advertising is changing with the effect of time. In old days, the market preferred the local newspaper, magazines, pamphlets, for advertising the product but with the increasing of technology the trends of advertising is also changing with number of new sources of advertisement like electronic media, web channels, social networking sites, etc.

Online advertising may be defined as promoting goods, ideas or services to targeted consumers using internet as medium. Internet has included various new and exciting dimensions to advertising providing advertisers with tools to capture attention of target audiences with greater accuracy and efficiency. Online advertising is a key economic driver in the Internet economy, funding a wide variety of websites and services. At the same time, advertisement networks gather a great deal of user information, for instance users search histories, web browsing behaviors, online social networking profiles, and mobile locations. The most important dimension that internet has added to advertising is that of measurability. That is, the feedback to

any advertising campaign on internet can be measured fairly accurately, rendering it possible for advertisers to ascertain productivity of their investment in the campaign objectively. One of the main advantages of internet advertising is the ability to publish information instantly with the convenience of modifying the content according to requirements without bothering about constraints of time and geography.

Internet advertising is developed to promote information about products and services to target customers in an optimistic approach of making them agree to buy products and services. Now-a-days it is rarely possible for a business firm to become successful without involving in advertising efforts specifically valuable internet advertising in which customers can easily search about their required products and services because it saves their time and money. Valuable internet advertising is a key factor in the success of any product and service, and in this competitive era companies are ready to invest whole heartedly in their internet advertising campaign not only to make their products and services successful but also to achieve customer retention.

Online advertising supports many Internet services, such as search, email, and social networks. Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via tele-marketing or pamphlets. Usually the goal was to get a company or product name communicated to as many people as possible for the smallest price possible. When the Internet arose, a number of search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at extraordinary high rates. Due to the technologies available today, as well as broadband implementations in most homes, advertisers are able to make immense leap and create global campaigns, become globalised in just at few minutes. The main goal of online advertisement is to inform users about the existence of particular Web sites, products and services and to persuade customers to visit the advertised sites. Thus, banners should attract the user's attention and they need to appeal to them to generate the desired user reaction. Normally, this is realized by animation and interactive features.

### Various Modes of Online Advertisement

There are many ways of online advertisement in the modern technology of World Wide Web. The mode of online advertisement is also increasing with the spread of internet services. The important sources of online advertisement which also commonly used are as follows:

- Affiliated Advertisement
- Banner Advertisement
- Blog Advertisement
- Display Advertisement
- Email Advertisement

- Expanding Advertisement
- Floating Advertisement
- Frame Advertisement
- Mobile Advertisement
- Online Classified Advertisement
- Online Videos Advertisement
- Pop up Advertisement
- Social Media Advertisement
- SMS Advertisement
- Social Networking sites Advertisement
- Text Advertisement
- Web Banner Advertisement

### Scope of Online Advertisement

The scope of advertisement is increasing with the growing technology vastly. There is no limit of technology in every field especially in marketing so with the increasing role of technology or spread of World Wide Web increases the new forms of advertisement. The need of new modes of advertisement is also arising with the globalised of marketing. Today, customer is very intelligent they have full knowledge about their products and availability of their products in the market. The role of advertisement always exists in the market but with the increasing number of customers and availability of various companies of same products the competition in the market has increased, which also increase the role of advertisement. Many companies spend lot of money for advertisement their products. The main purpose of advertisement is to introduce their brand name or product name famous as much as they can.

The role of advertisement has also changed with the influence of technology. Now the advertisement word becomes online advertisement with the availability of internet and World Wide Web, various social networking sites also. The concept of online advertisement becomes most famous with the growing users of internet. Today, when we use internet services or open any site firstly we see the advertisement then we can move away. The different margins of screen like top, bottom, left and right, we see the advertisement in different forms of advertisement. The online shopping, electronic commerce also increases the role of online advertisement because customers prefer their shopping at their home with the help of internet services.

### Conclusion

This paper explores the role of online advertisement in the new era of globalised market. The trend of marketing is changing with the modernization of technology and role of advertising also changes. We also know that the need of advertising brand name or product name is must in the market. Even a product of single rupee is not sold without the advertisement in the market. The customers are very quality conscious and they prefer branded product or popular brand for purchasing and the popularity of each brand name or product name can be popularized with the help of advertisement. The above detail shows that the role of advertisement, specially online advertisement is increasing with the growing market size.

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