INTERNET ADVERTISING AND ITS ROLE IN INDIAN SOCIETY

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ABSTRACT

"The most significant and lucrative marketing strategy in recent year is online advertising. The 'online' growth bandwagon is being ridden by almost everyone these days." Online spending increased in 2020 and 2021 despite the pandemic's negative economic effect in 2020.

This paper is a review study of Internet Advertising or Online Advertising with an attempt to explain its scope in the real world.

KEYWORD

Internet Advertising , online advertising, digital advertising, characteristics , types , role or significance, advantage , disadvantages

INTRODUCTION

In its simplest definition, online advertising refers to advertisement that appear in emails or websites. It's a marketing tactic that makes use of the internet to drive visitors to websites and communicate targeted marketing messages to the appropriate target audience .Targeted consumers are persuaded to take particular behaviour .Online advertising, in its most basic sense, refers to advertisements that show in emails or on websites. It's a marketing tool that makes use of the internet to drive visitors to websites and send targeted marketing messages to the appropriate audience. Targeted clients are encouraged to make purchases through digital advertising. Online advertising allows you to target a particular demographic, such as a particular gender, generation, or geographic area, in contrast to traditional advertising methods. Online advertisements are reciprocal, so customers can reply by clicking and visiting your website. On the internet, advertising is a part of everyday life as usual. So much so that it can occasionally be challenging to distinguish between advertisements and other content. Due to the widespread use of advertising in all forms of. The days of going viral without a bit of boost are over.

INTERNET ADVERTISING

Online marketing, often known as Internet marketing, digital marketing, or web marketing, is a branch of marketing and advertising that uses the Internet to reach target audiences and platform users with advertisements for products and services. Web banner advertising, email marketing, search engine marketing (SEM), social media marketing, and mobile advertising are all examples of the various display ad types that are included in online advertising. The transmission of adverts via automated software platforms that work across various websites, media services, and platforms is referred to as programmatic advertising.

Similar to other forms of advertising media, internet advertising typically consists of a publisher who integrates advertisements into its online content and an advertiser who provides the advertisements to be displayed on the publisher's content. companies that aid in designing and placing advertisements with another group of prospective participants.

OBJECTIVES

- To demonstrate the features of internet advertising.
- To find out current role of online advertising with reference to India.
- To find out different way involved in Online Advertising through Internet.
- To find out sectors involved in Internet Advertising.

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 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.

INTERNET ADVERTISING FEATURES

The following aspects of internet marketing are necessary for it to function as a marketing tool:

1. Exempt from time and domain restrictions. Market share appropriation is marketing's ultimate objective. Businesses have more time and space for marketing since the Internet can exchange information by overcoming time and space restrictions. They could provide worldwide reach at any time and any place.

2. Rich media. Multimedia information, such as text, sound, images, and other types of information, can be transmitted over the Internet. As a result, there are many ways that information can be exchanged, and marketing staff members are free to express their creativity and initiative to the fullest extent possible.

3.Interactive. Internet is able to accomplish this with the display of product images and the provision of commodity information queries**.**Internet capable to achieve interaction and communication between supply and demand. It can also conduct product testing**.**

4. **Feedback on consumer satisfaction levels and other activities**. The best resources for product co-design, product information release, and other technical services are available online.

5.**Personalization.** The characteristics of internet marketing include one-to-one, logical, consumer-led, non-obligatory, and progressive. Additionally, it results in a low-cost and customised kind of promotion, precisely avoiding a salesman's forced sell that is inherent in traditional promotion. Furthermore, the special content delivery and engaging chat method would make it simple to establish a long-lasting positive relationship with customers.

6**. Keep developing**. The majority of these users are young, middle-class, and well educated due to the rising numbers of Internet users globally. The internet marketing is necessary since this segment of the group has a large market, significant purchasing power, and significant influence..

7.**Integration.** Internet marketing makes marketing more convenient by connecting the key marketing processes, including the gathering of commodities information, customer queries, purchases, payments, and after-sales care. Using the Internet, however, would allow multiple marketing initiatives to be united, created, and coordinated, conveying the same information to customers while halting the spread of many unfavourable impacts of inconsistency.

8.**Advancement.** The Internet is the most effective marketing instrument, in my opinion. It includes the delivery of many different functions as such as marketing channel, promotion, electronic transaction, and interactive customer service. Additionally, it offers a one-to-one marketing capability, which is in line with upcoming trends in direct marketing and customised marketing.

9. **High performance.** Computers have the capability to automatically store excessive volumes of data and queries. It is better to meet market demand because it carries and communicates a lot more accurate and complete information than other media. They can better address client requests by immediately upgrading the product or changing the price**.**

10. **Economical.** People can enjoy rent-free living as well as free water and labour when information is exchanged virtually nowadays as opposed to the traditional means. On the other hand, it lowers printing and shipping costs. However, losses brought on by several transactions can be minimised.

11.**Technology-supportive**. A company that wants to engage in network marketing must make certain technical investments and have the necessary technical assistance because network marketing is based on the Internet, which was backed by high-tech. At the same time, it may alter the conventional organisational structure, improve information management, and introduce talents who are skilled in both marketing and IT.

TYPES OF INTERNET ADVERTISING
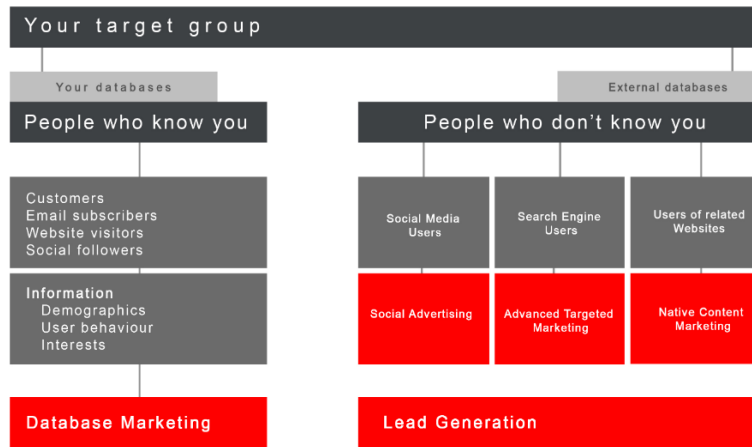
The different types of Online Advertising

There are many different types of online advertising - or internet advertising/web advertising as it is otherwise known - and it can be difficult to know where to start. To help, we have highlighted some of the most important types of online advertising for you to consider:

1. Social Media Advertising

2. Content Marketing

3. Email Marketing

4. SEM (Search Engine Advertising) - including PPC

5. Display Advertising - including banner advertising & retargeting

6. Mobile Advertising

1. Social Media Advertising – You should start thinking about social media advertising once you have a defined social media marketing strategy in place. Nowadays, most social media platforms make it simple for advertisers to use their reach and market their goods directly on the site. They also come with good analytics tools for evaluating the effectiveness of the investment. you might start to think about social media advertising. This might involve a boosted tweet or post, a promotion of user-generated content, or perhaps a full campaign that is disseminated across various social networks. Nowadays, most social media platforms make it simple for advertisers to use their reach and market their goods directly on the site. They also feature effective analytics programmes to evaluate the effectiveness of the investment made. This might include a promoted tweet or post, a promotion of user-generated content or even an entire campaign that is released across multiple social channels.

2. Content marketing – Content marketing is yet another effective strategy for reaching the proper audience with a brand and message. Its main objective is to improve a website's organic traffic through SEO; however, once a strategy and content are in place, you can expand the content's reach and engagement by paying for it to appear on relevant websites. In other words, without promotion, the production expenses might frequently exceed the potential return. Paid advertising can help to boost the ROI of content marketing. Native advertising, a type of paid media, is an ingenious approach to make an advertisement that matches the topic of the website where it is placed, meaning that it is purposefully made to resemble the media where it appears, and is sometimes referred to as an advertorial or sponsored content.

3. Email Marketing - Email marketing is a crucial component of your online communications because it allows you to stay in touch with your current clients. As a result, consideration and investment ought to be high on your list of priorities. Whether you like Amazon or not, there is no denying that they are a leader in the field of sending targeted email campaigns, and there is much we can all learn from them in this area. On this page, we have covered the idea of email marketing in more detail.

4. Search Engine Marketing (SEM) - By paying to be seen on search engines like Google, search engine marketing aims to boost the visibility of your website on search engine results pages (SERP). It shouldn't be confused with SEO (search engine optimisation), which is the practise of getting as far up in the search results as you can without spending money to do so. SEM is frequently referred to as PPC (pay per click), and it can be applied to Microsoft Bing Ads or Google Adwords, for instance. CPC (cost per click) or CPI (cost per impression) are typically used to gauge the return on investment.

5. Display Advertising - Display advertising refers to the placement of your advertisement, which is typically composed of branded images, videos, graphics, or rich media content, on third-party websites. When a person clicks on your advertisement, they are directed back to your own website. As it would be a waste of time, effort, and money to attract web traffic that does not convert to business because the UX on the landing page has not been adequately thought out, it is crucial to evaluate the journey the user takes when they click on an ad. Online advertising on carefully chosen websites that support your brand positioning is one of the safest methods. . This suggests that you will ALWAYS be on websites that you ACTUALLY WANT to be on rather than websites chosen by a third-party platform.. Other options include "contextual targeting," which is an automated method of choosing pertinent websites based on the required keywords, and "topic targeting," which is the selection of websites based on having material that is very related.Retargeting, sometimes referred to as remarketing, is one of the best types of display advertising. Retargeted advertising, in contrast to other banner advertisements, are shown to visitors who have already visited your website or who are already contacts in your database.

6.Mobile advertising: It should come as no surprise that so many of us use our smartphones for a significant portion of the day for marketing purposes. However, it should be used with caution as this method of marketing

goods and services is becoming more and more restricted. Advertising using mobile apps, push notifications, SMS/text messaging, and MMS are just a few examples of mobile-specific marketing strategie

.ROLE OF INTERNET ADVERTISING
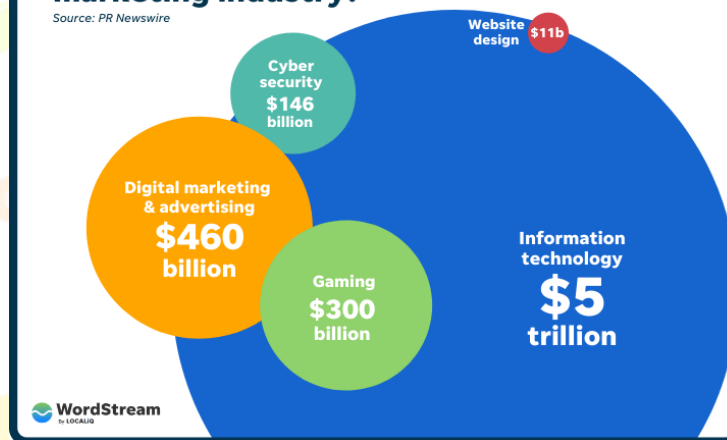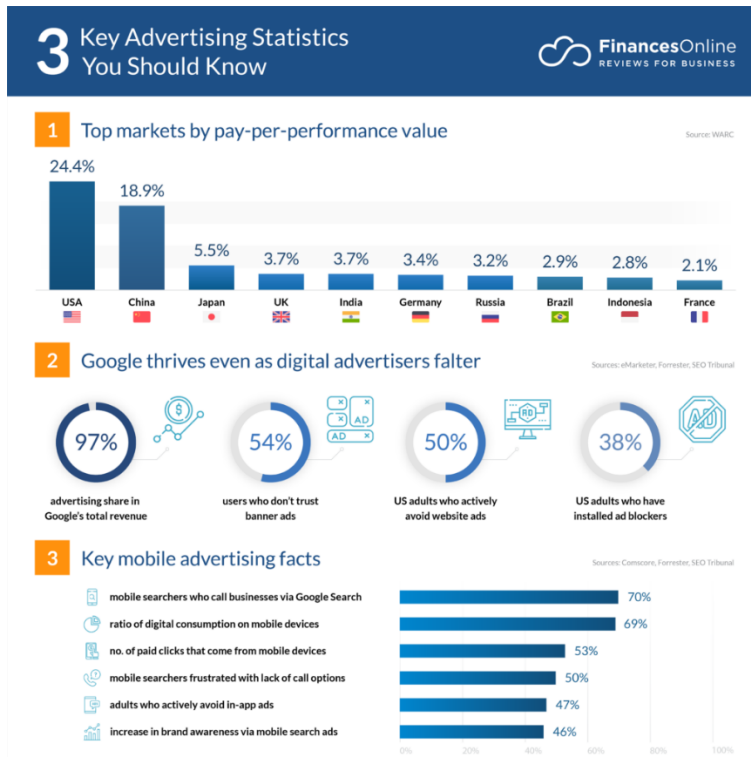
These images showing graphical representation of online users in India and worldwide is taken from eMarketers , PRnewswire and dentsu.

FINDING AND DISCUSSIONS

- In 2023, the market for digital advertising is expected to generate ad spending of US$679.80 billion.
- Search Advertising will have the largest market in 2023, with a market volume of US$279.30bn.
- When compared globally, the United States will account for the majority of advertising spending ($271.20 billion in 2023).
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- In-app advertising is expected to generate an average user ad expenditure of US$58.99 by 2023.
- In the market for digital advertising, mobile will account for 69% of all ad spending by 2027.
- In the year 2027, programmatic advertising will account for 81% of the digital advertising market's income.
- In 2022, Google's market share is projected to be 25% of the global market for digital advertising and the region in question.
- It was calculated that the digital advertising spending worldwide amounted to 522.5 billion U.S. dollars in 2021. The source projected that by 2026, the spending would reach 836 billion dollars.

Almost any form of media can be used by advertising to satisfy its needs. Advertisers have targeted a variety of media, including print, television, radio, cinema, outdoor, mobile, and internet. Since 2010, global advertising spending has been steadily rising (with the exception of 2020), and in 2023, it is anticipated to total close to 856 billion US dollars. Not all media are as heavily invested in as others due to technological advancements and customer preferences. The internet was regarded as the most significant medium for advertising as of 2022, with 62 percent of all media ad spending. In 2023, it is predicted that internet spending would increase by 8.4%.

Global spending on digital advertising, which includes mobile devices, desktop and laptop computers, was predicted to be 522.5 billion US dollars in 2021. By 2026, this amount is anticipated to have increased steadily to a total of 835.82 billion US dollars. A significant portion of the digital advertising market is devoted to mobile internet advertising. The amount spent on mobile internet advertising is anticipated to rise

from 276 billion dollars in 2020 to around 495 billion dollars in 2024. In line with this trend, mobile advertising spending in the United States is anticipated to increase over the next few years. In the United States, it is anticipated that mobile ad spending will increase by about $25 billion by 2023.

ADVANTAGES OF INTERNET ADVERTISING

Online advertising has a number of distinctive benefits over conventional types of advertising, including:

1. Target Market is Simple to Choose – Online advertising gives businesses a fresh and accurate option to focus on certain market segments.

Here, target audiences are explicitly outlined, allowing advertisers to concentrate on particular online spaces.

2. Tracking - Online advertising enables marketers to keep tabs on how people interact with their businesses and discover what potential and existing customers find interesting.

Websites and banner advertisements also offer the chance to gauge how well an advertisement is performing.

3. Quick Delivery: For the convenience of the recipient, online advertising is supplied twenty-four hours a day, seven days a week (24x 7x 365 Days).

4. Simple to Update – An online advertising campaign may be monitored daily and updated, modified, or completely replaced almost instantly.

5. Specific Language - One advantage of online advertising is its capacity to communicate with an audience in a very specific language.

6. Both Elements - Internet advertising combines aspects of print and broadcast advertising.

7. Affordability - Almost any marketer can afford the price of building a website, a series of advertisements, and a database.Web advertising has a minimal production cost.Both websites and banner adverts fall within this category.

8.Good Sales Leads: The web advertising procedure can provide outstanding sales leads or actual sales for business-to-business advertisers.

9. Interactivity: It's simple to get a potential customer interested in the company and its brand.

A customer can visit a company website (or click over from a banner ad) to learn more about the characteristics and principles of the brand.

10. Simple Integration – Web marketing is simple to combine with other forms of advertising.Themes and visuals from print or television campaigns might be highlighted in web banner advertisements.

11. Simple Categories: Products that would be appealing to that age group are advertised on a specific page.

12. Detailed Profiles - Advertisers can create pretty detailed profiles by combining databases.If an advertising knew what individuals wanted, it could customise its message.if it knew their travel behavior, media preferences, and credit card usage.

DISADVANTAGES OF INTERNET ADVERTISING

- **Estimation problems**: One of the biggest drawbacks of the Internet is the unreliability of the research data generated. A short review of the forecasts, surfer profiles, and other information provided by research suppliers will reveal a lot of change, leading to a real lack of validity and fluctuating quality. One of the biggest and most trusted trade publications in the industry has written a confession of a well cited Internet think tank and referred to the figures it provides as "scary." Others have focused on worries about how most webpage statistics are not examined, which may lead to outrageous fabrications of the claimed numbers. It is crucial to proceed due to the difficulties involved in both measuring and gauging in this medium ,it is important to move ahead with alertness when utilizing these numbers.
- **Internet speed**: Occasionally, downloading data from the Internet takes a long time. When there are many users, the wait time lengthens and some websites could become inaccessible due to an overabundance of visitors. This poses a significant challenge for some customers who need quickness. This problem is being resolved by broadband.
- **Clutter:** As the number of promotions increases, the likelihood that one promotion will be noticed decreases proportionately. As a result, some promotions might not be noticed at all, and some customers might get annoyed by the clutter. Several studies show that banner ads are losing their effectiveness because of this.
- • **The potential for deception:** The Centre for Media Education referred to the Internet as "a web of deceit" in reference to publicists' attempts to target children with covert marketing messages. The government has been urged to oversee the Internet by groups like the Centre. The Internet also faces a number of problems, including information gathering without customers' knowledge or consent, hackers, and credit card theft.
- • **Low-quality production:** Although it is evolving, internet advertising still cannot compete from a production standpoint with many aggressive media. The Internet still lags behind some local conventional media, despite the approach of cutting edge innovations and rich media helping to close the gap
- • **Limited scope:** Although Internet usage is growing significantly, its reach is still far behind that of television. As previously discussed, Internet organisations have used traditional media to achieve their reach and awareness goals. Furthermore, statistics shows that just a small portion of websites are found via web search tools, and that the top 50 websites receive the majority of visitors.
- • **Irritation:** A number of research have described the aggravating elements of a few Web techniques. These studies have shown that consumers are annoyed by clutter, spam emails, and pop-ups and pop-unders. People won't visit the websites as a result of these annoying angles.

SUGGESTIONS

Following my analysis, I'd advise internet advertisers to consider the following: Online advertisers must be certain that they are using the correct website or social media platform because some users may commit fraud on behalf of the company owner. To be on the safe side, they should choose the simple log out / log in option. By defining their target market based on data gathered from databases that may be maintained based on clicks on their ads, advertisers can increase their growth. They can also send their requirements via email or on user social media pages, and if a customer has provided their phone number, they can send links and some great offers for their promotional activities. Rich multimedia is also designed by advertisers to quickly

draw customers and make them feel more at ease. Online marketers can spread the word about Google AdWords, which show genuine and pertinent advertisements. The consumer can simply flip to ad material and show immediate interest in it since they have a strong belief in Google and know that they will deliver accurate information. You Tube videos are a powerful internet marketing tool that online advertisers may use to promote their brands internationally. Through video, advertisers may showcase product details and express their own opinions; all they need to do is stay focused on their message and influence viewers favourably. Create mobile applications for smartphones as more people are going online via their phones today 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

In order to promote growth and stability through the internet and to attract large numbers of people for their goods and services, this article presents a number of techniques and data that Internet Advertising Companies or organisations can utilise. Since people are more technologically savvy, constantly connected to the internet, and accepting of the method of satisfying their needs and demands through the internet by placing online orders on e-commerce sites like flipkart, snapdeal, amazon.com, myntra, etc. Online advertising is the best tool to get in front of customers. The quickest approach to establish a presence, track client interest in their items, and receive feedback from them is through internet advertising. Internet advertising is quite successful and generates higher earnings than traditional forms. And evidence indicates that it will continue to rise in the future. People are so busy in this fast-paced world that they don't have time to watch TV, listen to the radio all that much, or read newspaper ads, but they are somehow always connected to the internet, whether they are students, workers, researchers, doctors, or any other type of person. As a result, they may readily see advertisements on the internet. Online advertisers can therefore seize this chance and make money through satisfied customers.

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