



A DETAILED STUDY ON THE IMPACT OF GROWING ONLINE ADVERTISING IN COMPARISON TO TRADITIONAL ADVERTISING.

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ABSTRACT :

Gone those occasions when flags and pop ups were utilized for promotion, presently a day pattern is going towards blog entries, white papers, online courses, digital broadcasts, slide shows, recordings and so forth Today web based promoting is discovered to be the quickest developing vehicle of publicizing that has demonstrated its adequacy and strength in the promoting scene. In a creating economy like India, publicizing profoundly affects how individuals get life, the world and themselves particularly concerning their qualities, decisions and conduct. It is both savvy just as productive at worldwide level Consumer inclinations are emotional tastes estimated by utility of different packs of merchandise. Inclinations are autonomous of pay and costs. Thus, Adman's ought not misdirect the client and their desire. They ought to follow moral code of behaviours while publicizing which ought to guarantees genuineness, regard social obligations, honesty and reasonable rivalry Thus Advertisement adds to have both negative and positive effect on society The exploration paper is including correlation of on the web and conventional commercial media alongside client inclination and mindfulness about it. Essential information is gathered through organized survey which is haphazardly conveyed to the example size of 130 client riding web. Factual examination of information will be finished utilizing Chi-square and rate investigation. It is discovered that client of various pay bunch are having diverse mindfulness about media. Most extreme individuals like and trust those ads which are shown online on brand sites. In any case, Television is as yet possessing the top most situation among any remaining conventional media. It is additionally discovered that assessment of respondents fluctuates altogether for credits in particular dependable, misguidance, social malevolent and solitary craving. Conventional media is more solid while online media is makes more misguidance, social underhanded and pathetic longing. Other than that online media is a lot of accommodating in simple examination of item, does quick correspondence however makes more viciousness while customary media is a lot of eye getting more useful yet confusing.

INTRODUCTION :

It is hard to find things that won't sell online

-Jeff Bezos

Nowadays we all live in a world where everything is changing very swiftly. Consumers are now getting more empowered, conscious and connected to the ever evolving technologies. These changes are now reshaping how the advertising is sold, created, consumed and tracked. In today's scenario consumers are smarter and intelligent and they know that they have the right to choose what information to receive and in what format is to be received. In recent few years advertising industry in India is evolved a lot. Gone are those days when banners and pop ups were used for advertisement, now a day's trend goes towards blog posts, white papers, webinars, podcasts, slide shows, videos etc. With the introduction of internet in our lifestyle, it's become a requirement for everybody. People use internet for everyday tasks. Internet is not any longer just a medium of getting information for people. It has now taken shape of the foremost powerful medium of communication, entertainment and shopping for people. Every day, many new websites are being introduced in different sections like entertainment, information, e-commerce, news or communication. These websites are an ideal place to advertise products and services as many of us visit these sites a day from different parts of the planet. Today online advertising is found to be the fastest growing medium of advertising that has proven its effectiveness and stability within the advertising world. during a developing economy like India, advertising features a profound impact on how people understand life, the planet and themselves, especially with reference to their values, choices and behavior. Online marketers monitor things like what is being viewed, for how long and how many times, what content works and what doesn't works, etc. They are running 24 hours 7 days to inspect what is current new developments and which new thing is coming up. In this regard, web is most nearly linked with online marketing, others including text messaging, instant messaging, electronic billboards, apps, radio channels and televisions, etc.

Yet discussion still goes on whether online advertisements is outstanding traditional advertisements or not. Most of the people believe that digital marketing has appropriated and traditional marking hardly exists. Over the last year traditional marketing had fallen nearly 160% and at an equivalent time digital advertisement improved.

Meaning of online advertisement

Online promoting is a showcasing technique that includes the utilization of the Internet as a medium to get site traffic and target and convey advertising messages to the correct clients. Internet promoting is intended for characterizing markets through special and helpful applications.

Since the mid 1990s there has been an outstanding expansion in the development of internet publicizing, which has advanced into a norm for little and huge associations.

Meaning of traditional advertisement

Traditional advertisement is an interruptive type of showcasing that permits organizations and advertisers to connect with buyers any place and at whatever point they wish to. It can happen in a wide range of structures, including paper advertisements, magazine promotions, boards, radio advertisements, TV advertisements, and direct mailings.

History of Traditional Advertisements

The content of this process was dispensed as marketing mixture by Neil Borden for the first time in 1953, showing the mixture of vital elements for marketing. He contemplates the marketing mix, a mixture of various tools or equipments for framing a marketing plan. In traditional marketing the needs and wants of consumers are find-out and satisfied, through conventional channels of communication such as magazines, face to face communication, catalogues etc. The purpose is to invent or create products and services which sell themselves by being what consumers want and need. It is a only single way conversations that bawl to customers to make themselves aware of the existence of a services or products.

History of Online Marketing

In its 17-year extant, Online Advertising has become the swiftest, and one of the most efficient and effective advertising channel in history. The year 1994 witnessed the first online advertisement that was rapidly followed by a period of trial on publishers and advertisers advertisement technology and formats. This early phase closed with the launch of one of the first advertisement technologies, the double click in 1995. In the late 1990s, billions were invested in online advertisement. Banner advertisement in the present day are not efficient and effective as online advertising channels. With substantial designing requirement, they are time taking and costly to make. In addition to that, the low return on money spent on developing banner advertisement furnish them useless to many online advertisers. Not unforeseen therefore, by mid of 2000, banner advertisement started to lose it pace and has become out dated in the current time.

Significance of the study

Today web based promoting is discovered to be the quickest developing mechanism of publicizing that has demonstrated its adequacy and solidness in the promoting scene. In a creating economy like India, publicizing profoundly affects how individuals get life, the world and themselves, particularly concerning their qualities, decisions and conduct. Along these lines the reason for this investigation is to look for mindfulness about online media among crowd/watchers and to analyze the degree of significance of the different traits in customary and online media. It is likewise pointed toward finding the client preference for both media.

LITERATURE REVIEW:

- GayathriBaiju (2019) in her paper titled “ A comparative study on the impact of online advertisement on the consumer behavior of youth and middle ages” discusses about the concept of advertisements. She talks about the rate of technological change in the marketing environment as an important factor that influences the marketing success. The growth of the internet as a provider of standard global access to systems and networks all over the world is an area of huge interest currently and will very soon become a major consideration for the marketing departments of most Indian organization.
- Yuping Liu Thompkins(2019) in his paper titled “Decade of online advertisement research: What we learned and what we need to know” discusses about the appearance of the first banner ad, online advertising evolvement and significantly change and now accounts for a substantial portion of all advertising spending. As online advertising tools proliferate, academic research in this area has also matured over time. To capture these developments, his article offers a synthesis of more than 300 articles on online advertising published in major advertising and marketing journals over the past 10 years.
- Janette Hanekom& Charmaine Scriven(2007) in their paper titled “Traditional and online advertising: an explanation of current and future trends” discusses about the both current and future trends of traditional and online advertising in available literature. It also discusses the nature of both forms of advertising and explains a new communication paradigm shift which provides organizations with the opportunity to advertise online to enable them now to reach the increasingly fragmented consumer audience in South Africa more effectively. It further argues that traditional media will not necessarily become obsolete.

RESEARCH METHODOLOGY

- Sample Size and Design:
- I have taken the sample size of 40 respondents through google forms.
- For this study we have use probability sampling, which is also known as Random sampling.
- Data Collection:
- The data which is collected for the purpose of the study is divided into two bases:
- PRIMARY DATA: The data has been collected directly from the respondent with the help of structured questionnaire.
- SECONDARY DATA: It was collected from internet and references.
- Data Analysis:
- The data is analyzed on the basis of suitable tables by using mathematical techniques that I have used in bar technique.

DATA ANALYSIS

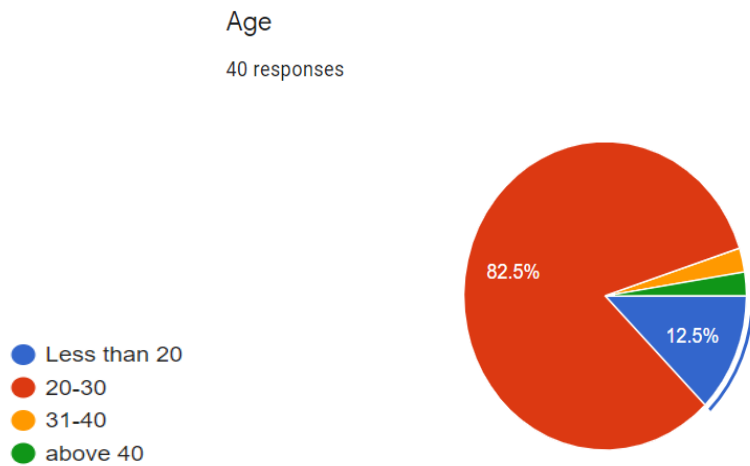


Fig 1 shows that the age of most of the respondents were between 20-30 and it was for both male and female.

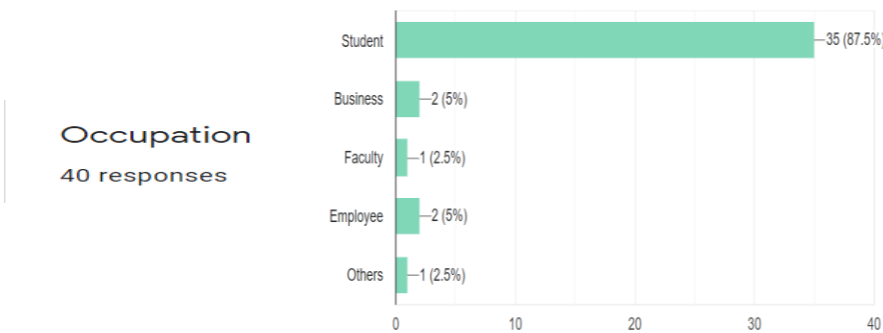


Fig 2 shows the occupation of the respondents

Which one do you prefer for getting information of a newly product launch?
40 responses

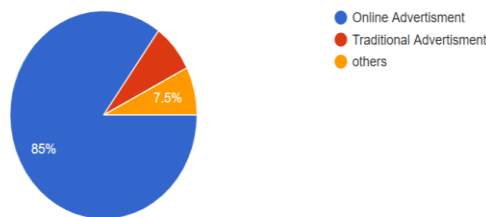


Fig 3 shows the preference of the respondents of what they prefer for getting information of a newly product launch.

- Here I found that 85% of the respondents prefer to get information through online advertisements rather than traditional advertisement.

Getting new product launching info via digital advertising than a traditional advertising is more informative.

40 responses

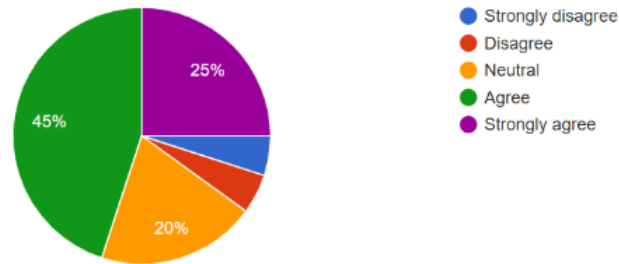


Fig 4. Getting new product launching info via digital media than a traditional advertising is more informative

25% of the understudies strongly agree that new item dispatching data through digital media is more instructive. Another 45% likewise concurs with a similar point. Understudies with different perspectives are low in number. This figure shows understudies feel advantageous at the point when new brands/items impart through on the web. More often than not they are occupied with their investigations, joints or in a computerized gadget like cell phones, pc, tab and so on At the point when they need to get any news, they attempt to know it on the web. That second the promoter can stand out enough to be noticed.

Product like (mobile phones , laptops) should prefer to do more online advertisements than traditional advertisements.

40 responses

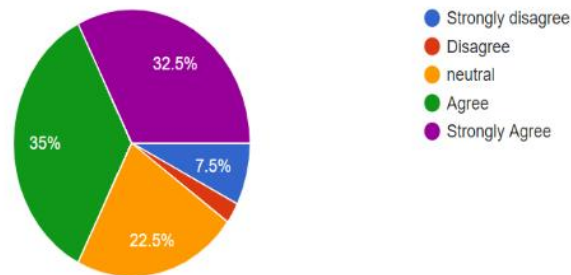


Fig 5 Technological products (i.e. smart phones, laptops) should maintain more digital advertisements than conventional/traditional advertisements.

32.5% of the respondents strongly agree with the statement agree that technological products should maintain more adverts in digital media. However, doing a research by going to the market is far mainstream. Now, it is very easy to know information of the latest products online. Rest of the 7.5% uses technology for their daily needs. Hence, they are not interested to compare.

Having organized digital social media platform (Facebook, Twitter) raises the position of the product/company in the market.

40 responses

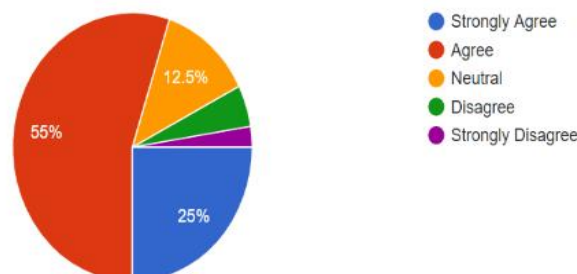


Fig 6. Having organized digital social media platform (Facebook, Twitter) raises the position of the product/company in the market.

It is surprising to know that almost all the respondents agree with it that social media raises the position of the product or company in the market. In a social media a brand can communicate with the customers of its. This helps a lot to build further relationship with the brand.

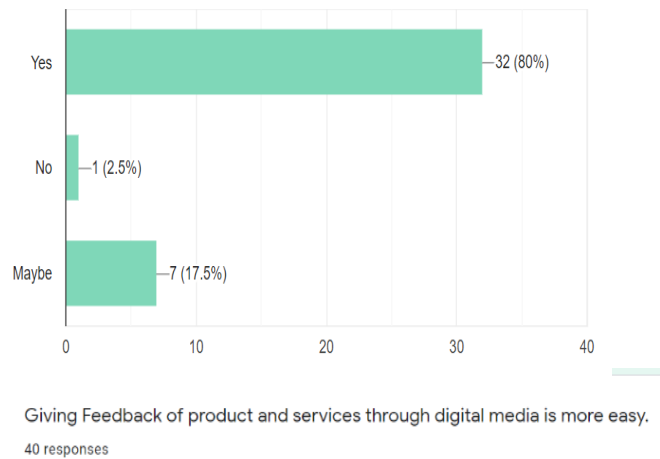


Fig 7. Digital Media is an easy & effective way to give feedback to the product/services.

More than 80% of the respondents prefer that digital Media is an easy & effective way to give feedback to the product/services. In traditional way, they needed to call their customer center which is not open 24/7 and that incurs cost while calling. Sometimes the long queue of call makes people annoying.

Findings of the study

On the basis on 10 questionnaire formed I came to know that people are well aware of online advertisements and traditional advertisements. They always try to inculcate new changes. From the 10 questionnaire answers it is very clear that people always prefer digital advertisements than traditional advertisements. To sum up:

- People are aware of online advertisements and they prefer it also.
- They prefer to have product information through digital advertisements.
- Digital advertisement is much more easy and effective way of promotion.

Conclusion

The study titled “IMPACT OF GROWING ONLINE ADVERTISING IN COMPARISON TO TRADITIONAL ADVERTISING” reveals that the most effective media of advertising is online advertising. Online advertising offers expanded attention to organizations, a simple technique to appropriate data, progressed techniques for focusing on buyers, a prompt and direct line to the clients, and diminished expenses in playing out these undertakings. The most important difference between traditional and online advertising is that there is more interaction in online advertising as Internet has an interactive nature. People are adopting it so fast, hence, traditional advertising is going to say good bye very soon. In coming years there will be no competition between traditional and digital advertising rather only digital will govern the market.

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