

# Review : Online Advertising as Historical Outlook

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## ABSTRACT

Internet technologies plays a vital role globally in every section its essential now adays,this paper concentrations on considering the growth of advertising from traditional to online medium used for product promotions. It also prominences on considerate the distinctions of online advertising and the way it has breached into our society. Along with introducing the concept of online advertising as historical outlook, its types and various practices of online advertising along with its advantages and disadvantages would give a clear view of its increasing demand among marketers.

Keywords : Online advertising, Internet technologies, Social media marketing.

## I. INTRODUCTION

According to William J. Stanton, “Advertising consists of all the activities involve in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor “ (Maheshwari, 1997)[1]. Therefore marketers adopted all the media from newspapers to television, personal selling to public relations for building their brand and targeting their consumers in every possible way. This concept was further expanded with the context to diversified market and the peculiar need of the consumers.

Marketers these days try all the niche marketing techniques to reach to their consumers. From retailers to wholesalers, street shopping to mall shopping, market scenario has changed drastically. But what has revolutionized the market and the consumer behavior is the emergence of internet generation, also known as netizens. The word

netizen is derived from two words i.e. net and citizen and refers to the population of citizens who are actively involved in the internet activities.

Now with the emergence of the concept like LPG i.e. Liberalization, Privatization and Globalization the above scenario has changed inversely. The expansion and segmentation of market according to diversified consumers has led to more and more brands emerging in the online market with larger reach and what had propelled its growth is ICT i.e. Information, Communication and Technologies.

ICTs can be defined as a collective term used for the technologies that are developed through the convergence of audio visual mediums in accordance with telephone and computer network and connected through single link. Therefore with the help of ICTs, large number of consumers can be targeted with single technology ICTs have not only changed the way of advertising our products but it has also helped the marketers to expand the reach and frequency of their brand to the consumers. Not

just this but it has made possible to sell anything from pin to aero plane to the consumer under one roof with a click of the mouse through internet advertising.

Breaking the mode of tradition shopping, it has revolutionized the way people shop. Hence the marketers are focusing on the concept of consumers promoting brands through interactive marketing where consumers promote and market product, goods and ideas with the help of the internet. (Nicholas, 1971)[2] Commented on this concept by saying: 'It used to be that people needed products to survive. Now products need people to survive.

Apart from developing online relationships, these social networking sites are designed for marketing online promotion for the internet business owners, and also allow developing close relationships with those who share common interest.

## II. IDEA OF ONLINE

Advertising In a layman language online advertising is a form of advertising where internet is used as a medium for displaying the advertisements and attracting the online consumers.

Online advertising refers to the marketing strategy where marketers target the online users and promote their products and services online by delivering message to larger consumer at single point of time. The reach out to consumers by adopting various internet formats like websites, e-mail, ad supported software's, text messaging and internet enabled smart phones.

The web world is so large that the cyberspace population has become more mainstream and diverse. Therefore, the internet population can be characterized as young, affluent, and better educated who can they easily find their way onto the internet (Kotler, 2000)[3].In internet marketing, consumer has emerged as a marketer who has control over the

message and promotion of the product and service. They have better source of information and thus are well informed and upgraded. Through internet they can:

- a) Receive updated information about multiple brands without depending on manufactures or retailers.
- b) Generate brand inquires from manufacturers and retailers;
- c) Customize products.
- d) Ask shopping agents to search and can receive offers from multiple sellers.

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(Khan & Pal, 2014)[4].

Internet advertising can be described as platform for imparting information and enhancing sales at same place. Online marketing can be defined as a space for selling of products, services or businesses through the medium of internet and spreading the information simultaneously. Various strategies i.e. Search Engine Optimization, Pay Per click, Affiliate Marketing, E-mail marketing, Viral Marketing etc. are used as part of internet marketing.

## III. ONLINE ADVERTISING

The way ICT has revolutionized the world of information has opened many new avenues for the marketing people. It has not only changed the way of receiving, distributing and selling of ideas, products and services but has also made it quick and convenient.

Internet advertising refers to the marketing of products, ideas or services over the internet. The other synonyms of the online advertising are e-marketing or web-advertising or internet advertising. Internet advertising gives the ability to display

message to thousands of internet users who visit websites or if one prefers to target a specific set of internet users, one can display the message on the particular website as exemplified in Figure 1.1.



Figure 1.1: Spread of internet (RTi Research, 2017)

### 3.1 Advantages of Online Advertising

Advertising has always been the lifeline for the media world that earns its revenue through it and circulates it further and things have changed drastically with amalgamation of internet and advertising. Online advertising has been in increasing demand due to the following advantages:

#### a) Cost Placing

An ad on website is much easier, compatible and cost effective as compared to any other medium of advertising. The e-tailing sites like Olx and Snapdeal makes it even free for the consumer to post their own ad themselves. The ad posting on internet is much affordable as compared to the insertion of advertisements in radio and television.

#### b) Interactivity

Internet advertising has not only made the variety of options available but has also made the medium interactive so as to get the immediate response from the consumers. Social media and online classified portals have become popular due to the interactive feature that helps consumers to solve their queries related to product and services offered.

#### c) Coverage

The internet advertisements posted on website appear for much longer duration as compared to the fleeting advertisements of radio and television. These ads could be placed under various websites in various

forms that too with the minimum amount and can be seen anywhere with any geographical barriers. Now even the concept of home delivery has made it even faster and covers a wide range of geographical areas.

#### d) Measurability

Another advantage of internet advertising is that the data collected from the website is measurable in terms of netizens visiting the website and whether the visit has been converted into sales. The ads on website can also be measured in terms of ad effectiveness, size of potential audience, etc. Various research agencies are working effectively for measuring the affectability of the online ads in context to visitors, sale and purchase of products, queries generated and many related issues.

#### e) Feedback

The instant feedback provided by the consumer is also an added advantage to the marketers to gauge the success of the online campaign. Whether the product advertised has been successfully placed or not, whether it will be able to achieve its profit or not, can only be decided by the feedback of the consumer that measures the success of the campaign. Consumers provide feedback regarding services of the product, its utility, queries, problems faced, etc. that helps in building brand image.

#### f) Format

Another advantage of posting an advertisement on internet is that it can be displayed in any format from audio, video, images and links. For example, some websites provide the option of live chat or enquiries for interacting with its customers. Some of the standard ads formats used are banner ads, pop up, pop under, interstitials and video ads.

#### g) Target

Targeting the millions of netizens in one go is what has taken the internet advertising with a boom. The internet ads are able to target their consumers anywhere at any time and at the same time these ads have created a niche market for their consumers. For example it can also generate the necessary

advertisements as per the individual customers demand.

### **3.2 Trends in Online Advertising**

Advertising has been changing itself with times and the recent era of online advertising has opened new avenues for the e-tailers. Some of the recent trends in online advertising are discussed below:

#### **a) Content marketing will be bigger than ever**

Content marketing is ruling the online advertising trend these days. Brands have gone content centric and are attracting the netizens through articles, business websites, e-newsletters, and contest thus providing a feedback to the prospective consumers for product purchase. The trend is to create a campaign in which marketers create content for involving the consumer with their brands through contest, photos, suggestions, etc[10].

#### **b) Social media marketing will require more diversity**

Marketers will also utilize the social media more wisely and innovatively for reaching the niche consumers through innovative techniques. Product display, memberships, feedback, reviews and many other methods are already being used by the advertisers to attract the online consumers towards their product.

#### **c) Image Centric content will rule**

An image creates a longer impact on the minds of the netizens. Therefore, all the brands are easing out the purchasing process through putting up photographs, demonstrations, reviews and feedback of the brand. These days the brands are concentrating more on building long term connections with the consumers by displaying their product images on the website as a member and many other strategies. The social media has developed a long network of the consumer brand loyalty and their belongingness towards the brand [9].

#### **d) Mobile friendly content will be necessary**

Another increasing trend in the field of online advertising are brands that are a mobile friendly and

have an app that can be accessed by the consumers. Mobile marketing is catching up speed as it has made the brand purchasable at any moment and at any place.

## **IV. STATEMENT OF PROBLEM**

Online advertising is the new marketing trend that includes persuading the consumer through online display of goods, ideas and services that have flooded the market with brands and has given a lucrative platform to the marketers and retailers. Therefore, this subject has led to a lot of research studies that have been conducted on various aspects of online advertising from websites to particular homepages, types of internet advertisements, factors affecting advertisements, etc. Homepages are the first point of contact among consumers that decide whether to further surf the site or not (Singh & Dalal, 1999)[5]. It is also researched that lot of connection exists between website reputation & website content (Shamdasani, Stanaland, & Tan, 2001)[6].

On one hand where majority of studies have been conducted on the political, business and library websites, there exist contradiction between usage of internet advertisements because of their popularity and irritating properties. Communication of correct information in context to products and offers on the front page of local websites was found to be top priority (Vihonen, 2013)[7].

Though lots of aspects of online advertising are studied but there are various gaps that need to be filled and further researched on. The reviewed studies show that informational category of websites has not been studied to the extent; therefore a lot of scope prevails for further research in this aspect[8].

Most of the studies are on aesthetics of homepages but its layout aspect is yet to be examined which leads to the proposed study. The creative aspect and creative parameters in context to online advertisements are also the area which has been not studied at a length so the proposed study aims for that angles so that a new dimension may be carved out.

As most of the studies have been conducted in context to customer's preference with the website

layout and its content on them. Hence, it is also essential to study the customer's preference with the aesthetics of the homepage and layouts of the advertisements, their placement and information displayed on them.

## V. Conclusion

This paper focuses on analyzing the growth of advertising from traditional to online medium used for product promotions. It also emphasizes on understanding the nuances of online advertising and the way it has penetrated into our society. Along with introducing the concept of online advertising as historical perspective, its categories and various types of online advertising along with its advantages and disadvantages would give a clear view of its increasing demand among marketers. The researcher has focused on various research studies that have been conducted earlier in context to online advertising in order to analyze the gap in the earlier studies through statement of problem. Hence these ambiguities have been used by the researcher to form the objectives for the current research study that has been listed in this paper.

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