

Chapter III

Internet Advertisements - A Theoretical Overview

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INTERNET ADVERTISEMENTS – A THEORETICAL OVERVIEW

3.1 TRANSFORMATION OF INTERNET ADVERTISEMENT

India is surge to be digitally advanced economy. Digital technologies are establishing its major presence in the digital marketing. Advertisers have used digital marketing to present digital advertisement in the internet platform to sustain in the market competition. Digital advertisement has been classified into two types, namely, internet channel advertisements and traditional advertisements. Internet channel advertisement offers real-time connectivity with the potential consumers via internet. It has generated endless possibility for the consumers to get personalised products and services. Internet advertisements are published through internet channels to develop effective communication with the consumers. It stimulates two different types of internet advertisements, namely, product internet advertisement and service internet advertisement. The key features that force the advertisers to adopt internet advertisements are cost effective. The advertisers have used different internet media to capture the attention of the internet users to watch the internet advertisement.

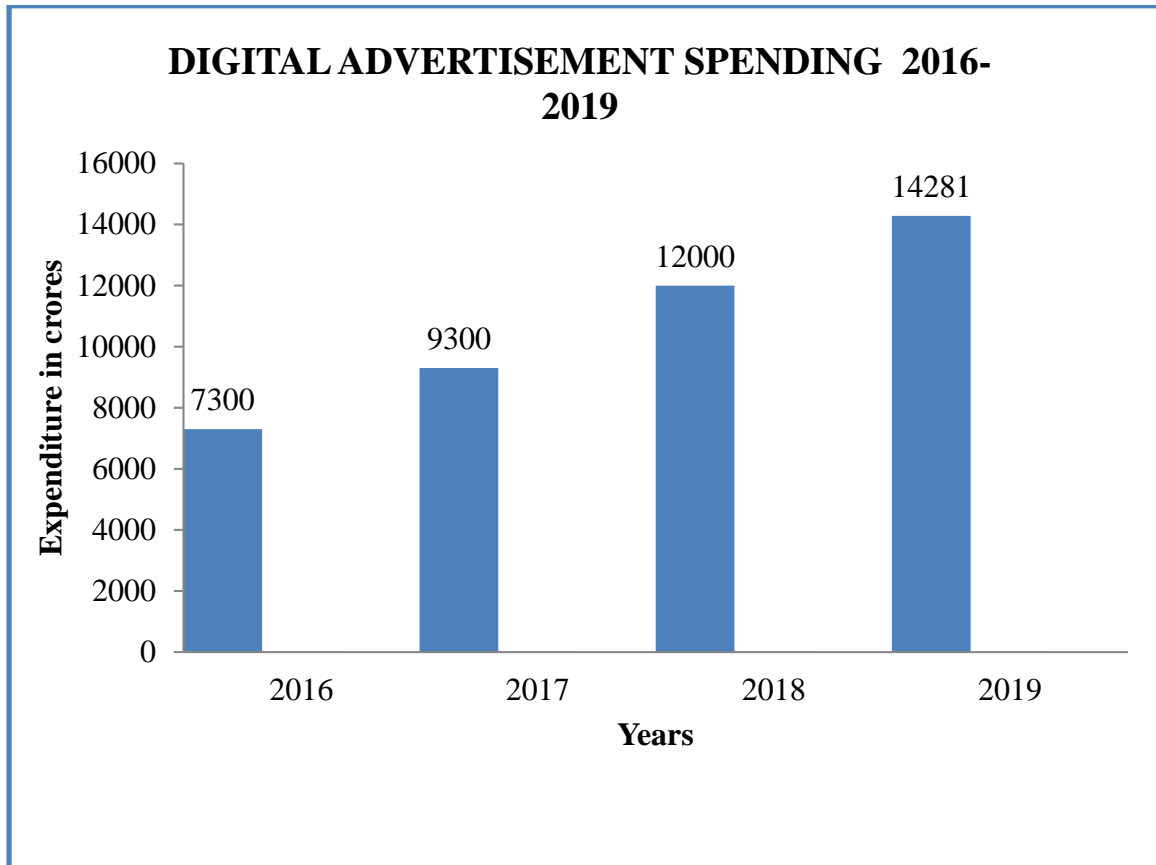
Internet advertisement plays a significant role in predicting the requirements of the consumers. Women consumers are widely watching the internet advertisements compared to men, propelled with lots of responsibilities to take effortless decision. Women are playing multiple roles in the society as housewives and working professionals. They have used the internet regularly to make smart works to balance their daily routine. Internet advertisements are projected in the internet channels to capture the attention of the women consumers. It encourages them to watch internet advertisements for more hours at low cost. Women are using internet advertisements to enhance their knowledge regarding various products and services

In the internet era, the women consumers impelled to access internet advertisements for various reasons, such as balance of work and home, adoption of new lifestyle, reduce risk and stress while purchase of products and access of services, builds self confidence, encourage them to get expert opinion, effortless decisions making process and change their mind set towards certain products and services.

3.2 SPENDING PATTERN OF INDIAN COMPANIES TOWARDS DIGITAL ADVERTISEMENT

Chart 3.1

Spending pattern of Indian Companies towards Digital Advertisement



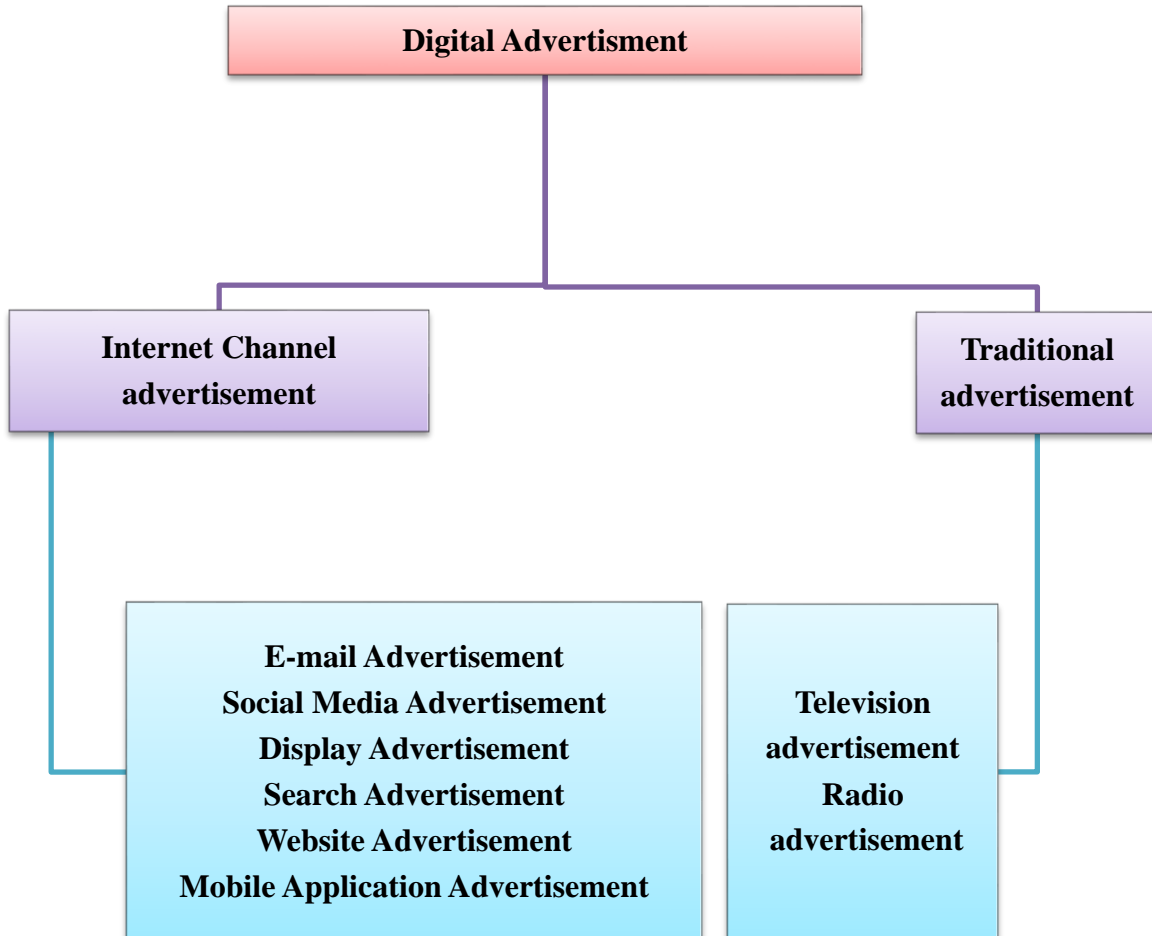
Source: Mckinsey survey

Digital advertisement has shown a growing trend which means the company spent huge amount towards promotion of products and services. The spending pattern of the advertisement by Indian companies has rapidly increased due to the transformation of traditional advertisement into digital advertisement. According to Mckinsey survey “The Indian companies have spent Rs.7300 crores for digital advertisement in 2016, Rs.9300 cores in 2017, Rs.12,000 core in 2018 and Rs.14,281 in 2019 ”.

3.3 CLASSIFICATION OF DIGITAL ADVERTISEMENT

Chart 3.2

Classification of digital advertisement

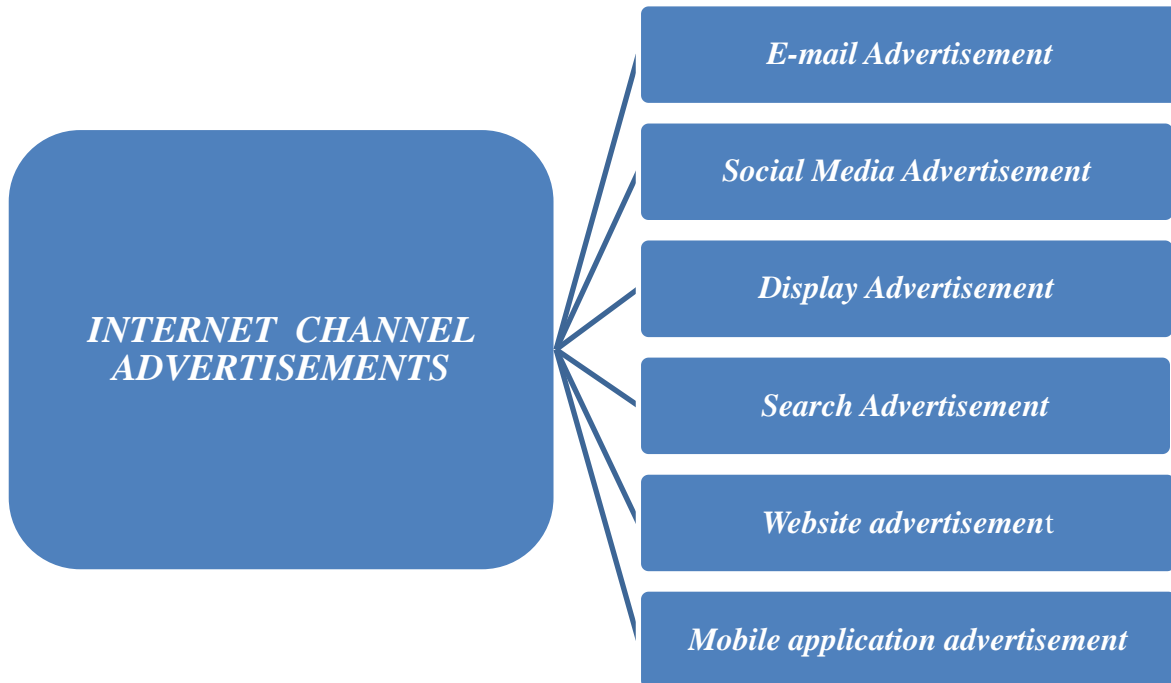


The digital advertisements are classified into traditional advertisements and internet channel advertisements. The traditional advertisement consists of television advertisement and radio advertisement. The internet channel advertisements compasses of email advertisement, social media advertisement, display advertisement, search advertisement, website advertisement and mobile application advertisement.

3.4 CLASSIFICATION OF INTERNET CHANNEL ADVERTISEMENTS

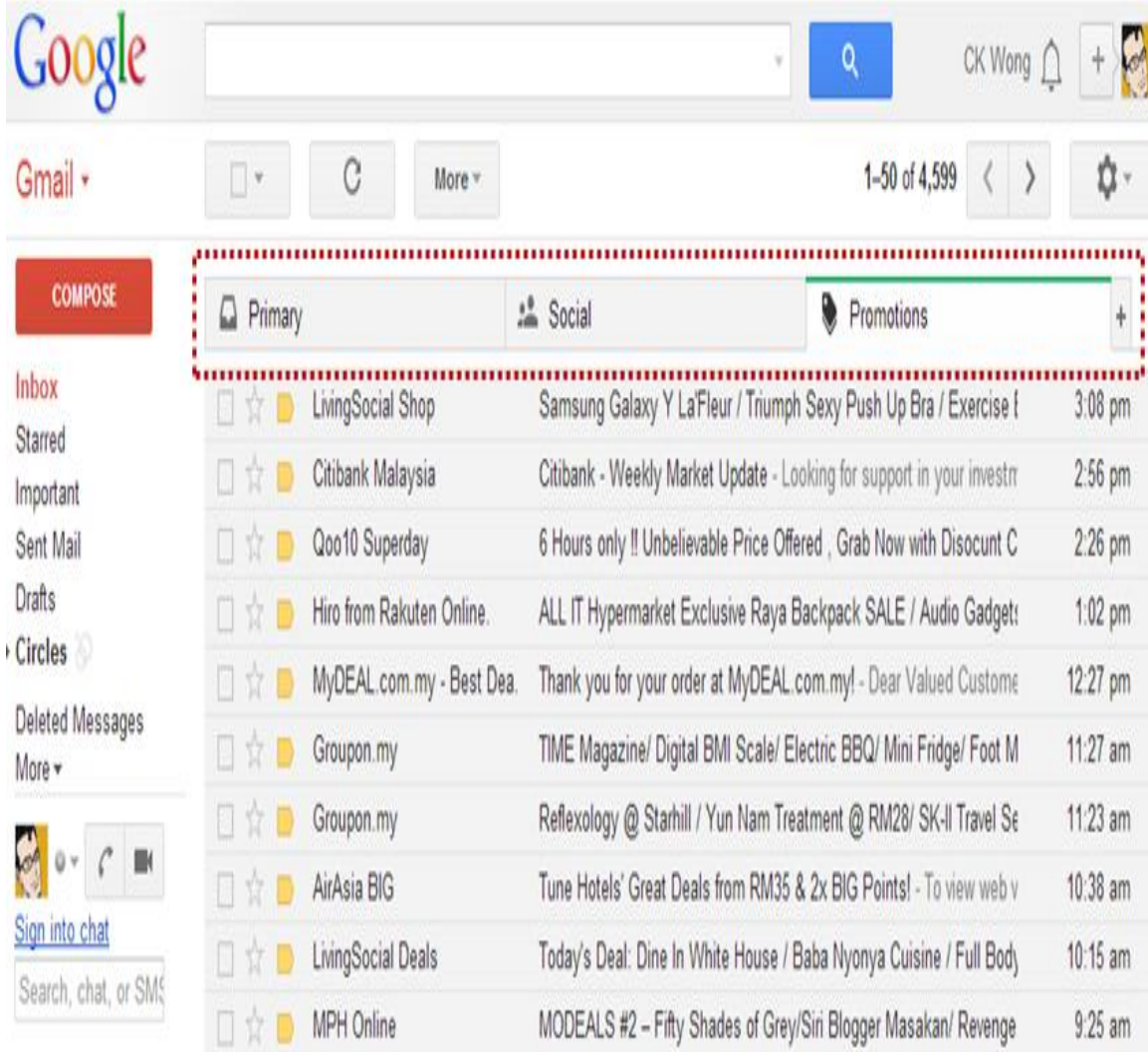
Chart 3.3

Classification of internet channel advertisement



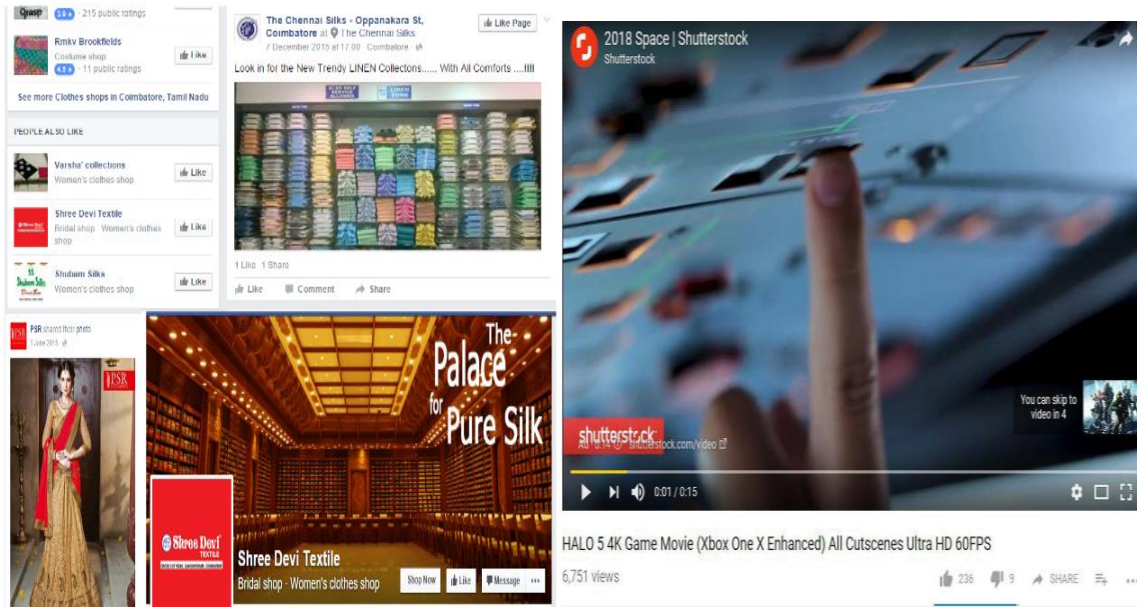
3.4 (a) Email Advertisement

E-mail advertisement is a part of direct marketing technique which use email as base to communicate with the consumer. In its broadest sense, every E-mail sent to a potential customer could be considered as e-mail advertisement. It helps to promote the brand enhance consumer loyalty, build trust and value for the products and services among the consumers and provide personalized information about the products and services.



3.4 (b) Social Media Advertisements

Social media has expedited growth to face the market competition and it also induces the consumer to watch social media advertisement. It is the fast medium of internet advertisement to reach the consumer at anytime anywhere. Social media sites are Face Book, Instagram, Twitter, Messenger, You Tube, Linked In, Google +, Pin Interest, Snap Chat and Blogs. It helps the women consumers to share their opinion about product and services and receive information about newly launched products and services.



3.4 (c) Display Advertisement

Display advertisement helps the manufactures to convey the commercial messages in the form of text, logos, animations, videos, photographs or other graphics. Display advertisement appears based on the search made by the consumers. It is also called as banner advertisement. The pop advertisement and context advertisement are the part of display advertisement.

Kinds of Display Advertisement

Banner advertisement

The banner advertisement is a regular graphical display in top, bottom and side of the web pages. It is image based advertisement display in the web pages.



The image shows a screenshot of the MSN homepage from Friday, 11 March 2011. The page features a blue header with the MSN logo, a search bar, and navigation links. Below the header, there are several sections: a main article titled "Blokes: the great fatherhood dilemma" with two images, a video player for a Mazda advertisement featuring Takao Kijima, and a "Japan quake on Bing: tsunami alerts for Pacific - Nuclear em" banner. The page also includes an "EDITOR'S PICKS" section with various news items, a "HOTMAIL" section, and social media links for Messenger, Facebook, and Twitter.

Rich media advertisement

Rich media content used in the form of animated images, GIF images, audios, videos, play games and clickable elements.



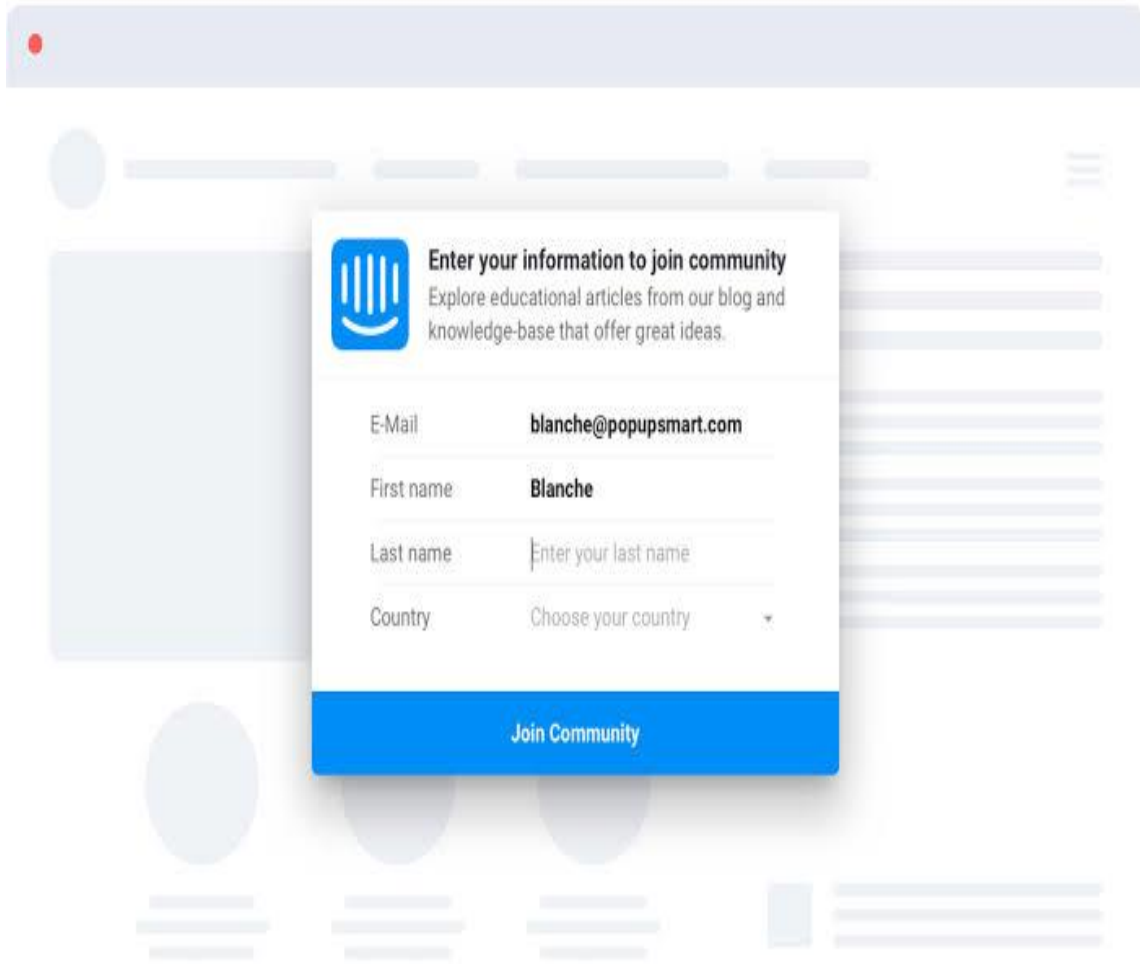
Pop up advertisement

The pop up advertisement appear in the front screen in the form of image and online shopping link on any web pages. Advertisements pop up in the web page while accessing internet and surfing in web pages.



Contextual advertisement

The pop up text messages appears in the front of the web pages while accessing internet and surfing in web pages.



3.4 (d) Search Advertisement

Search advertisement known as paid search advertisement, Google search advertisement, and search engine marketing. It is a market promotion technique which delivers online advertisements in search engine. Company place advertisements in the search results and pay a small fee every time. If anyone clicks on one of their advertisement and it is called as "pay-per-click" advertisement.

Search advertisement is a powerful form of advertisement because people who search on Google reveals a lot about their purpose when they search. Advertisers have the ability to bid on keywords. So, that the consumer accessing search advertisement easily get the exact thing related to search.



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<https://www.smartinsights.com/digital-marketing-strategy/10-marketing-trends/>

Jan 3, 2018 - 10 Marketing **Trends** to act on in **2018** How to integrate digital media and technology to increase the contribution of **digital marketing** I feel fortunate to have followed some ... It's no surprise to see content marketing '**top** of the pile' since this has been in the **top** three for each of the years we have run this poll.

3.4 (e) Website Advertisement

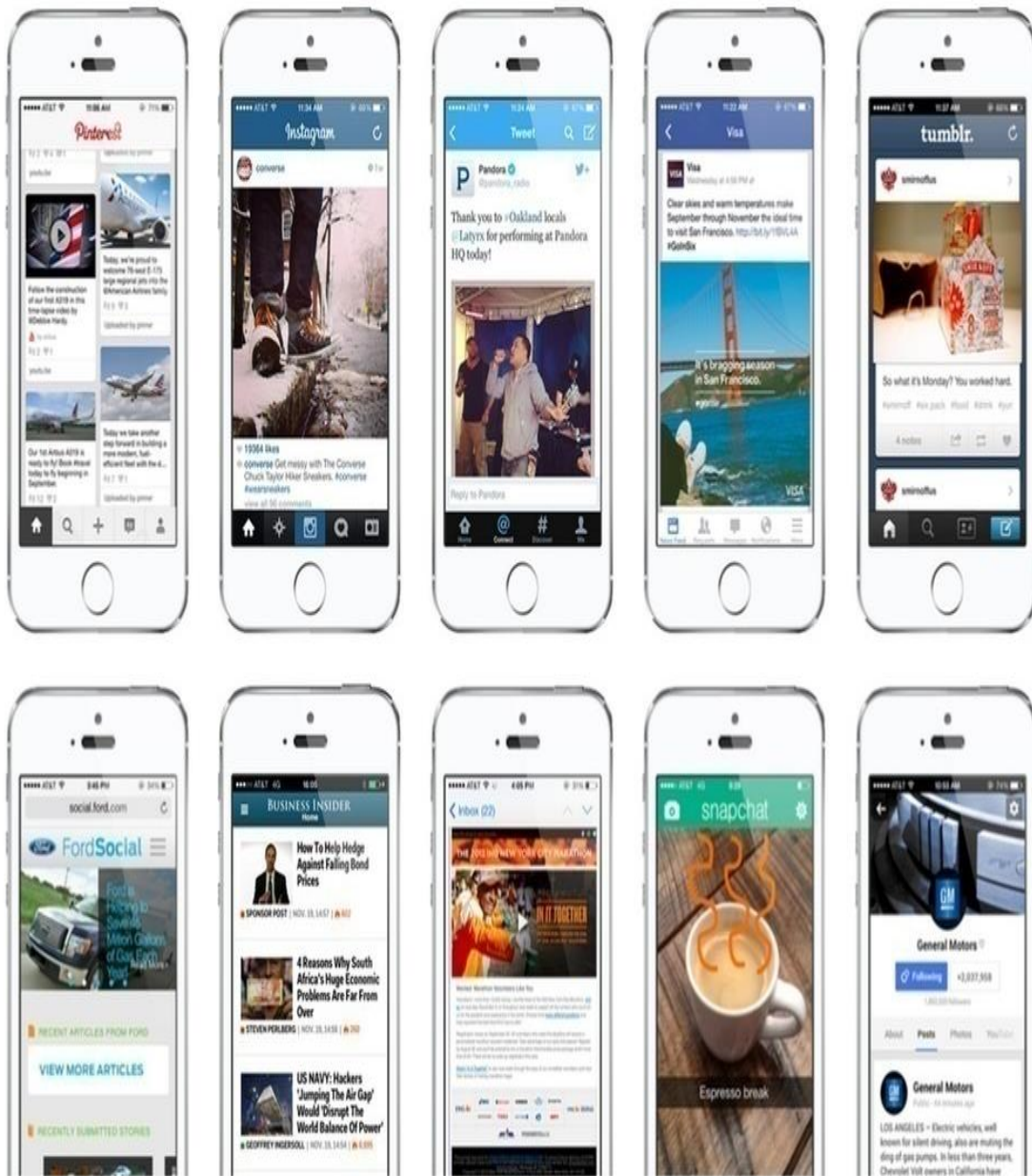
Website advertisement is one of the forms of internet based advertisement. It appears on the web page during the search of information. It also remembers the consumers about the offers and discount on the products and services in the web pages. It is an effective way to engage the consumer to watch website advertisement in the webpage of the browser.

The screenshot shows the Tom's Hardware website interface. At the top, the navigation bar includes 'tom's HARDWARE', 'PRODUCT REVIEWS', 'NEWS', 'DEALS', 'FORUM', 'CES 2018', a search icon, and 'LOGIN | SIGN UP'. A large advertisement for Kaspersky Security Cloud is displayed, featuring a man at a laptop and the text 'It's the first adaptive digital security.' with a 'BUY NOW' button. Below the ad, a featured article titled 'AMD Ryzen 5 2400G Delidded: Solder vs. Thermal Paste vs. Liquid Metal' is shown, with 26 comments and a byline for Igor Wallossek. To the right is a State Farm advertisement for auto and home insurance. At the bottom, a Best Buy banner for 'APPLIANCE PRESIDENTS' DAY SALE' is visible.

The screenshot displays the Tapjoy mobile application interface. The header includes the Tapjoy logo, 'Powering Great Mobile Applications', and navigation links for 'Home', 'Developers', 'Why Tapjoy?', and 'FAQs'. The main content area features four key benefits: 'Get New Installs', 'Use 10+ Ad Networks', 'Sell Virtual Goods', and 'Monitor Revenues'. A central graphic shows a shopping cart labeled 'Tapjoy SDK' containing logos for various ad networks like pinch media, videoegg, Offerpad MEDIA, admob, and Quattro WIRELESS. To the right, a text box says 'Make Money From Your Mobile Apps with Tapjoy' and 'How much money are you leaving on the table? Choose the Highest eCPM's in Real Time from six different ad networks...'. Below this is a smartphone graphic showing a bar chart with '\$ per session' and 'Built by Developers for Developers'. A large blue button at the bottom right says 'Start Now. It's Free'.

3.4 (f) Mobile Application Advertisement

Mobile application advertisement is multi-channel online marketing technique focused on reaching a specific audience through their smart phone, tablets and other related devices through websites, E mail, social media and mobile applications. Mobile advertisement helps the consumers to access advertisements display in mobile application. It can be seen when internet is on in the mobile and when they use application in the consumer Mobile phone.



3.5 IMPORTANCE OF INTERNET CHANNEL ADVERTISEMENTS

1. Brand awareness and brand image

The internet channel advertisements builds brand awareness and brand image about the products and services among the consumers to create goodwill for the brand

2. Immediate feedback and quick response

It helps the consumers to give immediate feedback and quick response about the particular products and services to the manufactures or service providers. It is also an effective communication method to capture the attention of the consumers and to share their views to enhance the quality of the product and services.

3. Promotion of advertisements in internet platform

The internet channel advertisements related to the products and services are posted in the internet platform to capture the consumer attention.

4. Quality of information

The information provided in all the internet channel advertisements is directly communicated with the consumer about the products and services.

5. New products or services launch

The new products and services launched are showcased in internet channel advertisements to intimate the consumers and it also get suggestions about this products and services.

6. Immediate notification

It is easily accessible by the consumers to get notification of the internet channel advertisements regarding the products and services.

9. Easy communication

The consumers receive the mail on 24x7 related to internet advertisement and they can avail the offer and discount related to product and services and put query directly to the manufactures or service providers regarding the information related to the products and services.

10. Time saving

The internet channel advertisements save the consumers valuable time while choosing products and services with help of the previous users review.

11. Effective brand identification and increased brand awareness

The internet channel advertisement helps the manufacturer or service providers to reach the consumers to recognize the brand of the products and services. Brand name is created in the minds of the consumer through this advertisement.

12. Quick access of information

The information provided by the manufactures is easily accessible by the consumer because they are using internet platforms at all the time and it is easy for them to obtain information according to consumer needs and wants.

13. Picture and video demonstration

The manufacturers or service providers furnish pictures and videos related to the products and services in internet channel advertisements platforms which helps the consumer to view advertisement easily and to make the best use while purchasing the products and access of services.

14. Better consumer satisfaction

The consumers are very interested to access various internet channels advertisements because it is more attractive and effective to take immediate decisions.

15. Personalized advertisement

The internet channel advertisement provides personalized messages to the consumer by identifying their needs and wants and it also suggest the best products and services to the consumers.

3.6 ADVERTISEMENT ON PRODUCTS

Internet advertisement on products plays an important role to survive in the modern market competition and it is widely used by the manufacturers to promote the products in the internet platform to reach global markets. Product internet advertisements

are categorized into convenience products, specialty products, necessity products, impulse products and emergency products. The manufactures have used internet advertisement to communicate with the consumers to identify their requirements. Based on the price, availability of the products, quality, offers and discounts and guarantee, the consumers purchase the products that suit their needs among the alternatives. The consumers are satisfied with effective features of internet advertisement are cost benefits, enjoy pleasure of shopping, stress-free decisions in a quick time, easy return of products and selection of sellers. Products internet advertisement gives the real benefit to the consumers to enjoy the purchase of products in a stipulated period of time without any hurdles. Purchase decisions are made by the consumers based on the preference and usage.

3.7 ADVERTISEMENT ON SERVICES

Internet advertisement on services plays an essential role in modern market competition. It is widely used by the service providers to promote the services in the internet platform to reach the global markets. Service internet advertisements are categorized into business services, personal services and social services. It is difficult for the consumers to choose the single service provider for the particular services among the alternatives. Internet advertisements guides the consumers to select the service providers based on quality, availability, low cost plan and easy access of services. The consumers are satisfied with key features of service internet advertisements based on availability of service at required time, low cost plans and schemes, pleasure of choosing service provider, reduce risk while access of services, gathering feedbacks from the previous users, creates trust about the service providers and enjoyment of service with special offers. Service internet advertisement provides easy access of required services in stipulated period of time without any stress and risk in selection of the best service based on the service providers.

In India, internet advertisement is introduced to face the market competition and it is an effective way to communicate with the consumers directly to identify their needs and wants. Women consumers are satisfied with the products and services after reading positive feedback from previous users and they are interested to get the best products and services after learning its uses. The women consumers are satisfied with the use of internet advertisement to take right decision about purchase of products and access of services. It fulfills the consumer expectation about various products and services by providing detail information about products and services and its uses. It also provides previous users review and mode of access of products and services.

The women consumers are satisfied with the key features of the internet advertisement such as, easy access of various types of advertisement, save time in taking immediate decisions, detail specification of the products and services, immediate notification of offers and discounts, previous consumer review and feedback about the products and services, comparison of price about the products and services and the selection of products and services among the alternatives, trustworthiness about products and services, build loyalty and brand reputation among the consumers regarding the products and services.

Reference

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