

## THE EFFECTIVENESS OF E-ADVERTISEMENT IN INDIA

---

Dr. Vinita Shekhawat\*

### ABSTRACT

*E-Advertising market is becoming a very popular area of research in academics these days. People have become more dependent on the internet. The effect of information technology has given a huge opportunity to E-advertising. Advertising these days has come a long way today, more new mediums are being explored each day to make a successful and remarkable advertising companies. Unconventional advertising includes new technology through the internet. The Internet has brought many unique changes and benefits to marketing including low casts in distributing information and media to audience at a global level as a result E-advertising has expanded enormously serving as a strong channel for marketers. However, E-advertising is indeed, acquiring, increasing, attention for its convenience in today's business world.*

**KEYWORDS:** *E-Advertising, Internet Marketing, Information Technology, Unconventional Advertising.*

### Introduction

Advertising and advancement are a vital piece of any social and monetary framework. Over some stretch of time advertising has advanced as a fundamental correspondence framework for purchaser and business markets. The capacity of advertiser relies on the watchful conveyance of message to target crowd. Web media for promoting comprise of email, Usenet and the world internet , E-advertising strategies contrast in how much the ad is "Surged" onto or asked for ("Rullde") by the consumer. Advertising on the web is profoundly focused among a not very many advertisers.

As per all india administration association "Any paid type of non individual correspondence about an association product or a thought by a recognized support is know as promoting". E-Advertising as a promoting medium is expanding in fame at a quick pace since business is perceiving that by publicizing on the web. Their message is imparted in a quick and proficient way with no geographic or time limit.

### Electronic Advertising

Electronic advertising can be protected as making of brand picture and emblematic interests for offering product and administration that might be hard to separate on practical traits. Intuitive media permits two way data whereby clients can take an interest in and change the shape and substance of data they get progressively. Dissimilar to customary types of showcasing correspondence, for example, promoting the new media enables clients to play out an assortment of capacities, for example, get and change data and pictures. Online contests, sweepstakes have become a proven source of online promotion used by companies to attract costumer's attention and to build customer databases. They also use the internet to undertake marketing activities like direct marketing personal selling and public relation activities more efficiently and effectively.

---

\* Lecturer, Department in ABST, Shri Bhawani Niketan PG. Girls College, Jaipur, Rajasthan, India.

The media advertising industry has evolved from being a small scaled business to a full plugged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. The Indian government has given huge help to the advertising consumption and is probably going to rise in the money financial area, driven by Reserve Bank of India arrangements and policies could bring about a more ideal business condition. Likewise proposed licenses for new banks and better market sentiments render the advertising and promoting industry in India a prolific space. As of now fund division is E-advertising and accounted around 40% of the aggregate in India.

### **Types of Advertising**

Advertising can be Delivered in the Following Formats

- **Banner Ads:** A banner contains a short text or graphics to promote a product or service. Banner ad is an object on the webpage. It provides a hyperlink to the advertiser's website., banner ad allows the users to open the advertiser's website as and when they click them, it provides information and at the same time persuades the buyer to buy the product.
- **Pop -up Ad:** The idea a pop- up ads is borrowed from T.V. A pop-up ad is an advertisement that appears as a web site page is loading or after a page has loaded. A pop-up ad opens a separate window. Such windows are known as pop-ups and they often appear when somebody accesses a certain site. Pop-ups are usually larger than a banner ad but smaller than a full screen.
- **Skyscrapers:** The extra long, skinny ads running down the right or left side of a web site are called skyscrapers.
- **Interstitials:** There are ads that appear on screen while somebody is waiting for a site's content to download. Pop-ups and interstitials account for approximately 6 percent of all advertising on the internet.
- **E-Mail:** E-mail has the ability to reach global audience to low cash. Unsolicited e-mail creates negative response and solicited e-mail is well received by customers. E-mail advertising appears advantages such as massive reach remarkably educated, and affluent audience, unparalleled targeting, real time tracking , rich media branding , lead generation and direct sales.
- **Push Technologies:** Push technologies or webcasting technologies allow companies to push a message to consumers rather than waiting for them to find it. Push technology dispatch web pages and news updates and may have sound and video geared to specific audience and even individuals.
- **Links:** while some do not consider it a type of advertising links serve many of the same purposes as are served by the types discussed above.

### **Advantages of E-Advertising**

- Internet's interactive nature allows for greater flexibility than traditional media in the type of information transmitted and the method of transmission.
- E-advertisement can facilitate purchase decision .
- Enhance customer company relationship.
- Protection of environment.
- E-advertisement expands the company's market to global market.
- It is easy to create and place. It saves time labor and money.
- No loss of quality even after a very long period of time.
- E-advertising is delivered twenty-four hours a day seven days a week for the convenience of the receiver.
- Internet ad campaign can be tracked on a daily basis and be update. Changed or replaced almost immediately.
- For the business to business advertiser, the internet advertising process can provide excellent sales leads and actual sales.
- E-advertisement are cheaper in comparison to traditional advertisement. There ins no printing costs, no postage costs etc.

### **Disadvantages of E-advertising**

- E-advertising is still in its infancy.

- There is inability of strategic and creative experts who can produce effective ads.
- It is difficult to measure the effectiveness of internet ad.
- There is also a problem of much clutter with the internet. Multiple ads appear on the same screen just to confuse the customers.

### Government Initiatives

India and Poland are seeking to enhance cooperation in the digitization and restoration of film archives. The two nations will frame a joint working club that will help enhance collaboration in fields, for example, student exchange program, animated movies and digitization, among others. Mr. Rajyavardhan Singh Rathore, pastor of state for data and broadcasting has declared that Indian government has intended to build promoting expenditure on the computerized stage which will help expansion in the administration's essence in advanced media:

- Google is all set to help India implement prime minister Mr. Narendra Modi's "digital India" initiative and the government has a well laid out plan to realise it.
- Snapdeal.com one of India's largest and fast growing e-commerce companies has acquired targeting mantra which is a guru gram based marketing and personalization services company as part of its plan to enhance the experience for its customers.
- All India radio (AIR) has appointed release my Ad as a virtual agency to let advertiser's book ads for all of AIR's station online.

### Conclusion

Now a days, individuals have turned out to be more dependent on the web. The effect of IT innovation has given a chance to E-advertising a lot. Subsequently E-advertising has extended radically filling in as a solid channel for advertisers. Numerous examination associations assert the E-promoting gives huge amounts of chances to profit. In this manner E-advertising procures a considerable measure of cash. The most recent many years of twentieth Century saw amazing effect on advertising because of fast walks in innovation. The new thousand years started with "advanced promoting, for example, web and sites changed the way individuals search out brands and how markets connect.

New online shopping sites such as flipcart, ebay, olx, Myntra.com etc. are travel portals like Makemytrip, cleartrip, job portals like Naukri.com, timesjobs, and matrimonial sites like shadi.com. There is a definite trend both in audio-visual and print advertisement to appeals that are compatible with Indian culture. E-advertising appears increased awareness of companies, an easy method to distribute information advanced method of targeting consumer. And reduced costs in performing these tasks. The main problem related to this is the interference of online advertisement in the work of people and the fear of falling to E-advertising fraud and malpractice.

### References

- Adan, R (2003), www.advertising, advertising and marketing on the world wide web.
- Arens, A.F. (2006). Contemporary advertising new York: MC Graw-Hill Irwin .
- Baltas, G "determinants of internet advertising effectiveness : An empirical study" . international journal of market research"
- Boyd, D and Ellison, N, "social network sites : definition, history, and scholarship" Journal of computer- mediated.
- Janoschka, Anja – 'Web advertising' John Benjamin's publishing. 01 Jan, 2004
- Kazmi, S.H.H and batra, S. advertising and sales promotional Excel Books, 2008.
- Online Ad market in india to reach rupees 1000 Crore by 2015' Published on 20th Feb, 2012.
- The Economic times.
- Vlachopoulou maro (2003) "E-marketing , Rosli Publication .
- Vlachopoulou maro(1999) "E marketing Information systems-new marketing technologies, Rosli Publications
- www.emarketer.net
- www.jab.net
- www.goonlinebusiness.

