

ELECTRONIC ADVERTISING

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Abstract: *Today is the era of electronic and technology. Everything is depending on the technology. Today's life is moving so fast and hectic that no one has time to roam in the market and spent time to choose products for their own. In this scenario electronic advertising plays an important role in life of the customer and the Business man both. Basically advertisement is the bridge between the seller and the buyer. It is a combo of science and art. The present work is based on the analysis of the Pros and Cons of the electronic advertisement. A comparison has been done between the manual advertisement and electronic one.*

Introduction: Advertisement is basically a term known to everyone since childhood. One cannot avoid this though may be loved or hated. It is basically a process or task between the seller and buyer. It is used since many years to promote and enhance the business. Every seller is using this technique to get his business known to the public. It basically works on the phenomena of time and space in mass media to reach to the group of persons. It is a combo of science and art which requires knowledge, research skill and art of presentation. In the earlier time it was difficult to make the business popular due to limited sources of advertisement. But now, as the technology has been advanced, there is a cover of huge gap between the seller and the buyer. Now advertising has been become easy due to electronics and multimedia. Such type of advertising process is known as electronic advertising.

Definition:

Another definition was given by Subroto in 1990. This definition explains the role of advertisement to place the impression in one's mind about a specific brand. The word "Discovery" about the advisement came to India after this specific definition.

"Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor"
Definitions Committee, American Marketing Association, 1948

This is the definition of advertising commonly used people.

This definition explains what advertising is: It is an effort which is paid and sponsored. The communication during this process is to the group of people, thus used mass media[1].

"Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect"
Brand positioning strategies for competitive advantage, Subroto Sengupta, 1990

Advertising is basically spreading the information by non -personal means on the payment basis.

Electronic Advertising:

In last few years, electronic advertising has become so popular due to advancement in technology and use of smart phones. One is able to accept this advancement to expand the business, to gain popularity and to increase the sale of the product. Electronic advertising is reaching very fast to the group of people by connecting all of them over the web. It is very economic as one can find the level of advertisement within the boundaries of their pocket and budget. Also the businessman may also target the group of the customers according to their desire such as the age group of customer, location, region and gender. Such type of advertising gives flexibility to the owner to target the customer as per their choice. Electronic advertising is mainly divided into two categories one is Ad-sense advertising and another is web banner advertising.

Ad sense advertisement mentions to companies and owners that have paid major search engines, such as Google to promote their product and business within the first three links that appear when a search is entered. Hence whenever anything related to that particular product is entered on the search engine, their product will be highlighted so as to give the preference to the product of the owner.

Web banner advertising: This type of advertising is divided into following categories:

- A) Wallpaper advertising: This is one of the most popular types of advertising as it changes the background of the website to the chosen promotion.
- B) Pop up advertising: When clicking on a website it causes a new screen to open by itself that advertises the product.
- C) Floating advertising: A floating ad moves across the screen, giving the user the option to click on it.

Advantages of Electronic advertising: There are number of benefits one can have on the use of electronic or online advertising. Some of which are mentioned as follows:

- a. Lower marketing cost: online display marketing and advertising is very much economical. With the huge number of internet users, one can reach to the many target customers by paying a very small cost.
- b. Transparent system: electronic advertising system is very transparent. One can track their add easily and also be aware of how many customers have seen their advertisement. Feedback of the advertisement may help to use better strategies to promote the product.
- c. Benefit from “Geo-targeting.": Display ads give the flexibility to creatively personalize your online advertisements by geographic location. If one want deliver pizza in their particular location, let the local market know how by showing a banner ad with a telephone number to order.
- d. Completing the branding circle: Tri-media advertisement system- print, TV or radio is not able to reach every market area. There is a need to complement tri-media with online advertising to tap the Web’s enormous market. Online display advertising does not really replace traditional methods of advertising, it completes the branding circle. The Internet with its millions of users around the world has huge potentials to open new opportunities for businesses to grow and expand.

Disadvantages of the Electronic Advertising:

- a. Problems in view technically: Sometimes there is the problem of the server, speed or any other problem of connectivity. Customer is not able to see the advertisement. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales.
- b. Ignoring the Ad by customers: Sometime the internet users block the advertisement so as to save the time of the work. As Ad may distract the customer. Such type of action of the customers gives the loss to the owner.
- c. Option flexibility: Advertising companies give too many options to the advertisers to promote their Ad. This flexibility divides their customers and may lead to the loss in the business due to the advertisement.

Conclusion: After all the study presented here, it has been concluded that electronic advertising is the best method to promote the business in the present time due to large number of smart phone and internet users. One may enhance the sale of the product by sitting their home very easily. By using smart strategies and methods, one is able to increase their product sale.

Bibliography:

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