

IMPORTANCE OF ONLINE ADVERTISING ON INDIAN YOUTH FOR PROMOTION AND MARKETING STRATEGY

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Abstract

In the field of advertising, the digital portal has emerged as the most versatile and dynamic choice for global business and promotion. Because of the different flexibilities of digital technology, electronic devices, and internet services, various forms of advertising have developed and become widespread, with online advertising being one of them. In the last few years, online advertising has been rapidly evolving and has become one of the most popular, crowded forms of advertising in the current scenario of the advertising industry. Technological advancements have made it easier for advertisers, businesses, and others to develop new strategies for marketing their products or brands via internet media. These changes to online advertising have had the greatest impact on both customers and marketers, providing them with a plethora of opportunities. This study is focused on the importance of online advertising on the youth of India for promotion and marketing strategy and to understand how much it is advantageous for the youth as well as for the growth of an organization. In the highly competitive market, advertisers always try to bring new ways to make the advertisements successful and assure the product/ brand does good business in the world. With the help of some surveys, the study has formed some facts that highlight the effectiveness and the impact of online advertising on the youth in terms of promotion and marketing strategies.

Keywords: Advertising, Promotion, Marketing, Online media, Communication.

1. Introduction:

Advertising had a long history and significance in human lives and society, dating back to the dawn of some civilizations. With the evolution of mankind, advertising has also evolved and has multiple roots in various sectors and disciplines such as education, business, science, sports, and so on. People used signs and symbols to inform and communicate for thousands of years before advertisements and marketing were invented. But nowadays, the communication world has tremendously changed and evolved with the help of technology. People now had always lived and will always live in the world of advertisement.

People are now living in the 21st century, a whole new world of endless possibilities. The world where everyone can dive deep into the ocean of knowledge, ideas, and creativity with the help of a medium called the Internet. The invention of the internet was a boon to mankind as it gave birth to millions of new possibilities in every field, especially in terms of communication.

Moreover, it gave new direction and dimension to the world of advertisements.

2. Research Methodology:

The survey is based on quantitative as well as qualitative research methods in which primary and secondary data has been collected. The primary data was collected using surveys, i.e. online Google forms, in which the opinions of both customers and firm creative leaders were taken. In the secondary data, books and web sources has been taken into consideration for the outline of the study.

3. AN OVERVIEW ON ADVERTISING

The term “Advertising” has its origin from the classical Latin word “*ad*” and “*vertere*” in which *ad* means to/toward and *Vertere* means to turn (Akrani, 2012).

Advertising can be said as a way of communication that turns up the customer’s mind and encourages them to willingly make a buying decision for a product. But at its most basic, advertising is all about the selling up of a product, service, or an idea by conveying information to large masses of people. Advertising is always aimed at a group of persons and not an individual. This group of persons is termed as an “audience” or “potential customers”.

There can be no particular definition of advertising as some people define advertising as a way of communication some as art, science, or a marketing tactic. For instance- According to Oxford Languages, an advertisement is “a notice or announcement in a public medium promoting a product, service, or event.” (Kristina, 2021)

William Bernbach an American creative director says that "Advertising is the art of persuasion." <https://www.azquotes.com/quote/1218700>

According to American actor Will Rogers (Linden, 2009), Advertising is a process or a form of art that helps to convince people to spend money to consume any particulars. <https://cacm.acm.org/blogs/blog-cacm/37925-is-advertising-inherently-deceptive/fulltext>

Advertising is a dynamic instrument that functions as an effective salesman by communicating with a huge number of people or customers at the same time and conveying information about any type of product/brand/idea/service in a very short period. Advertising has a very rich history.

The concept of advertising is as old as the human civilization and as newest as the world of the modern era and therefore it can be stated as - “**The world of Modern Era**”. This is because today the ads are present everywhere. It is likely impossible to imagine today’s fast-paced world without it. Ads play an essential role in today’s corporate world (Juneja, n.d.).

The way of promoting the company's product, service or ideas, through different mediums helps in increasing the sale of an organization and directly leads to the growth of the company. Thus, it can be summarized advertising with the following definition:

Advertising is a paid form of persuasive communication that uses mass and interactive media to reach a broad audience to connect an identified sponsor with buyers (a target audience), provide information about the products (goods, services, and ideas), and interpret the product features in terms of the customer’s needs and wants. (Moriarty et al., 2015)

In the modern era, advertisements are beneficial not only commercially, but also ethically, as they can occasionally help in inculcating moral principles in a big group of individuals which can be done by its various types, on how they are classified.

Advertising has become the most popular element in the field of marketing and business through the advancement of technologies. This advancement of technologies arose the tremendous demand of the advertising industry by which advertisements gradually has obtained their various phases. Apart from this, in the last three decades, some large changes also can be seen in the constructions or execution of the advertisements. Two major changes are conceptual and technological. Even though there are many ways to advertise the brand, product, or idea they all focus on the same goal, i.e., either to attract the customers towards them or to convert them into leads (Goorevich, 2019). Depending on the mode, advertising can broadly be divided into two major categories are Traditional advertising and Online advertising.

Traditional Advertising

Traditional advertising is as old as human civilization, as it has been practiced from antique times in one form or another. Traditional advertising has many facets as:

In the ancient era, the very first step was taken in the Egypt with the invention of papyrus, after main form of advertising slowly arose in the society which was the town criers and drummer's announcements or the pasted posters. These pasted posters and announcements were found in the busiest routes so they could be seen and heard by everyone, spreading the information to thousands at a time easily.

During Emperor Ashoka's reign, the important information were inscribed in pillars or stupas situated along the most common routes, allowing information to be sent to a large number of people at once (Britannica, n.d.).

Following that, during the Mughal era, ads were generally made on manuscripts, evidence of which may still be discovered today.

Online Advertising

Online advertising, also known as “Internet advertising” or “web advertising” is a form of marketing and advertising which uses the internet as its medium to deliver promotional marketing messages to its customers (Meena, 2017). So, online advertising can be considered an upgraded form of traditional advertising, as it adds up more meaning in the twenty-first century. Now the advertisements are not only limited to the pasted posters but are a unique and powerful tool for communicating information and ideas. However, both of them share the same goal: to persuade people so to make willing fully purchasing decisions for a product through the use of a medium known as the Internet (Baiju, 2018).

Online advertising can be divided into the following types:

- Display ads
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Video ads
- Email marketing
- Remarketing/ Retargeting
- Native ads
- Mobile ads
- Digital signage

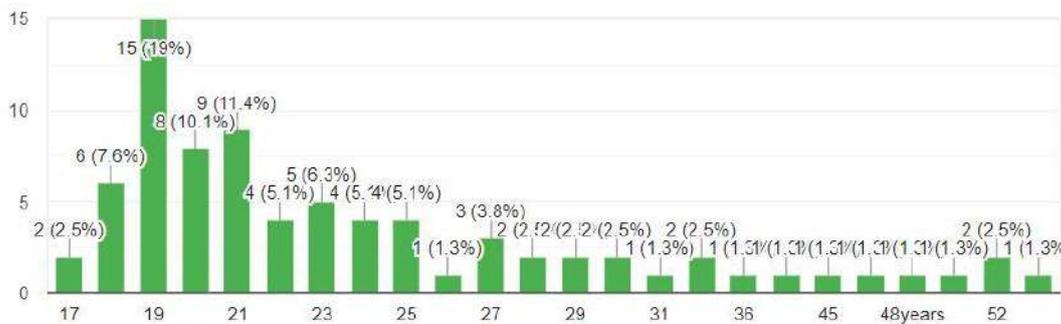
These all types of advertising acts as powerful tool for communicating information and persuading people’s mind, not only this its also has a powerful impact on its audience.

THE IMPACT OF ONLINE ADS ON THE AUDIENCE

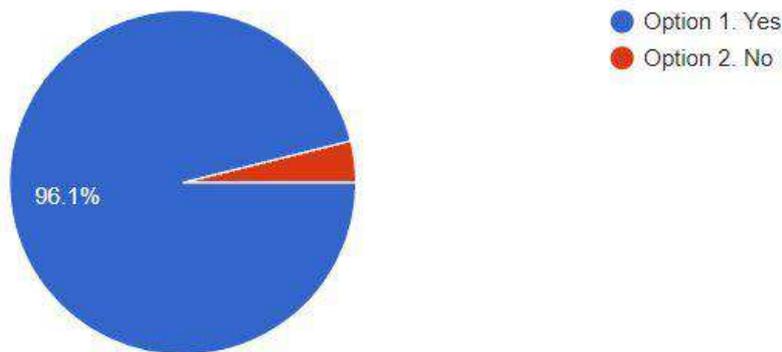
Online advertising is a very effective and successful choice for the advertiser and marketers in the contemporary Indian market. To analyze the importance and impact of online advertising on the Indian youth, the study has surveyed online questioners via google forms for both the consumers and creative ad makers. It has assisted find the impact of online advertising on youth which helps in the growth of any brand or an organization. Based on the survey, some statistical charts have been prepared that show the reviews of customers and the creative ad maker. These are summarized as follows:

4. REVIEWS OF THE CUSTOMERS

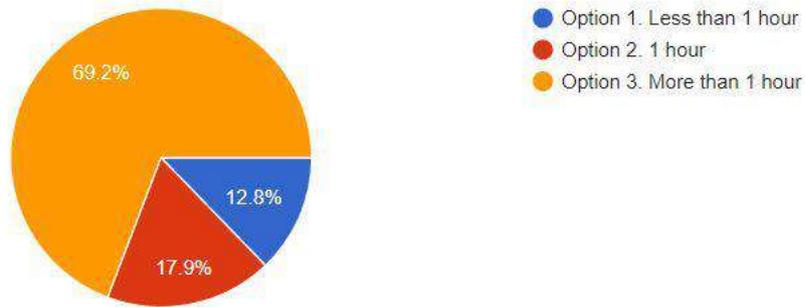
AGE OF THE AUDIENCE



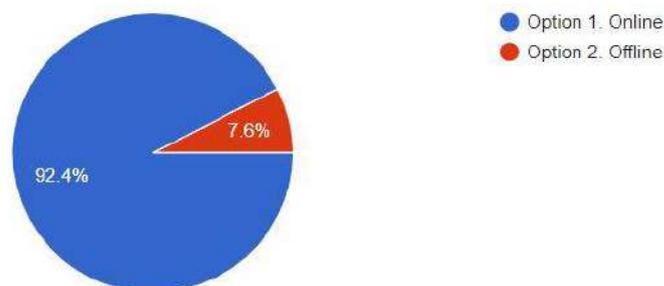
HOW MANY OF YOU ARE AWARE OF ONLINE ADS?



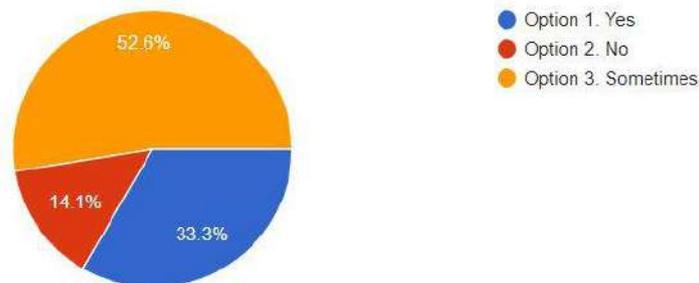
HOW MANY HRS. YOU SPEND SURFING THE NET?



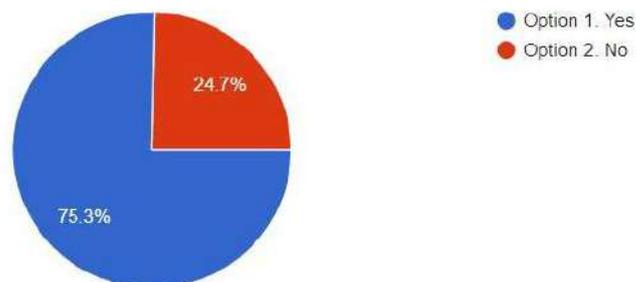
MODE OF ADVERTISING DO YOU PREFER THE MOST?



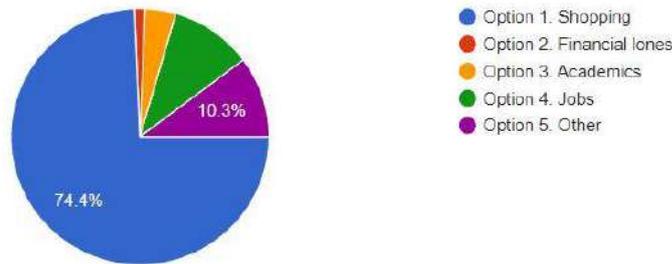
DO YOU CHECK ONLINE ADVERTISING WHILE BROWSING (FOR PRICE, DISCOUNT, OR A COMPARISON OF A PARTICULAR PRODUCT)?



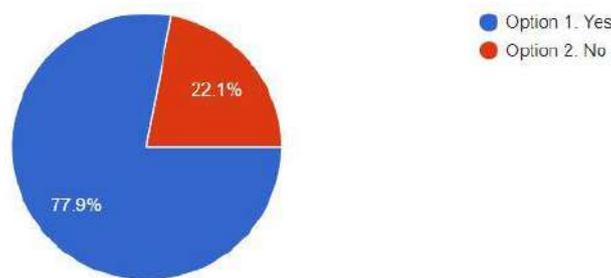
DO YOU EVER HAD MADE ANY PURCHASES AFTER SEEING THE ONLINE ADS?



ADVERTISEMENTS RELATED TO WHICH SERVICES DO YOU INTEND THE MOST IN PURCHASING?



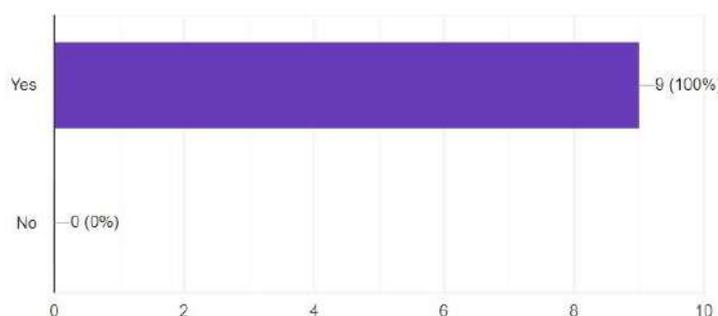
DO YOU THINK ONLINE ADS HELPS YOU TO GET THE BEST BUYS FOR YOUR PRODUCT?



The majority of the audience provided positive feedback on the survey.

According to study responses, people of various ages ranging from 17 to 52 years of age are connected to the online world of the internet and are aware of online advertising. According to the pie chart above, around 69.2 percent of people spend more than one hour accessing the internet. It can also be noticed that 52.6 percent of individuals check online advertising to gain information about the company, regarding deals, discounts, and sometimes before purchasing the goods and services, they compare the products. According to the findings of this poll, online ads can be considered more beneficial and effective for brand organizations because they help in reaching a specific target audience, which supports the growth of the company and the organization. By the second survey done by the ad creators' point of view shows that they prefer 55.6% of the online advertisement for start-up companies.

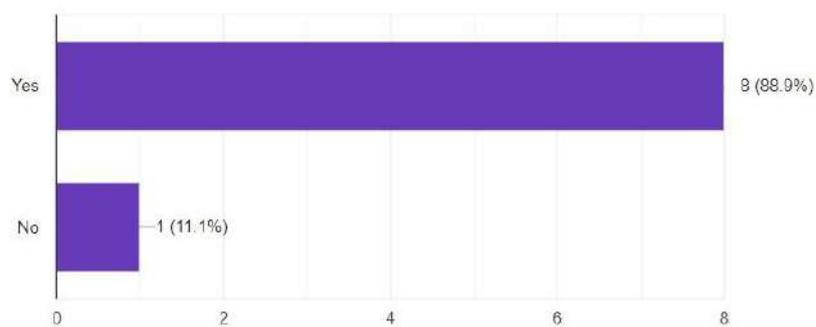
**5. REVIEWS OF CREATIVE AD MAKERS
ARE YOU A PART OF THE CREATIVE INDUSTRY?**



DESIGNATION YOU OWN?



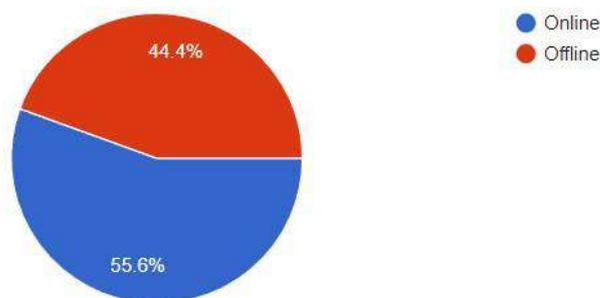
ARE YOU CONNECTED WITH THE ADVERTISING INDUSTRY?



WHICH MODE OF ADVERTISEMENT IS MOSTLY PREFERRED BY YOU FROM A CUSTOMERS POINT OF VIEW IN TODAY'S SCENARIO?



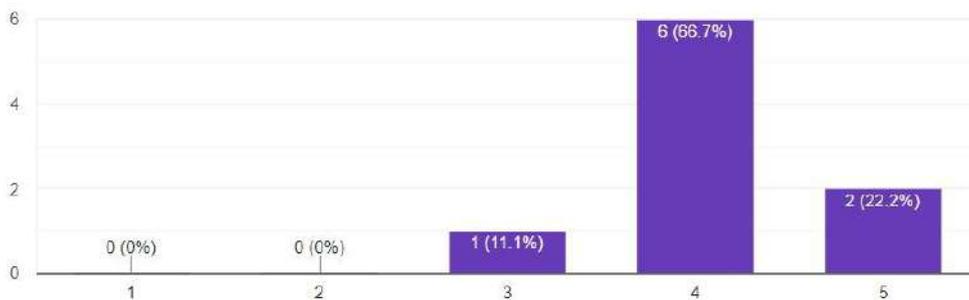
WHICH TYPE OF ADVERTISEMENTS WILL YOU RECOMMEND FOR THE STARTUPS?



DO YOU THINK ONLINE ADVERTISING IS HELPFUL FOR BUSINESS?



MEASURE THE EFFECTIVENESS OF ONLINE ADVERTISING FOR PROMOTION AND MARKETING OUT OF 5?



SUGGEST YOUR VIEWS BY CHANGING PERIOD WHICH TYPE OF ADVERTISING YOU WILL PREFER AND WHY?

- Acc to me online advertising are very effective for both business and consumer. With the advancement of internet, it become the most preferred medium for the business firms to promote their products and services. Nowadays people become more digitalized so it makes easy to reach their target audience and also makes easy for consumer to get anything they want.
- Online advertisement save time, money and environment.
- Nowadays the consumer is totally dependent on advertisements that are shown online and due to increase in B2C the consumer prefers trying new brands which delivers and promises the consumers with good satisfaction level delivered at home without wasting time going to a shop and selecting products.
- It's easy to reach to the target audience.
- Online advertising is much more Targeted and also cost effective then the traditional advertising. Is indeed effects on the behaviour of consumers.
- People usually prefer to save their time and online advertising plays a very important role to know the brand while surfing.
However, Good & Understandable advertiments reflects the company's image in competitive market.

On calculating the responses of the survey with the creative ad makers a very clear and positive response was collected.

Mr. Swarup Adhikari, the creative head of Maverick Solution Pvt Ltd., “the online advertising helps the brand boost their sales by burning less money on media.”

Most other creative ad maker also says that, online advertising saves time money, and environment and helps in easy reach to the target audience. According to most senior graphic designers, online advertisement is much more targeted and also cost-effective than traditional advertising which mostly helps in the promotion of a company.

6. CONCLUSION

Online advertising is a very dynamic tool for promotion and marketing that helps to find and reach potential customers very easily. Online advertising is the most contemporary practice for promotion and marketing. Advertisements with the correct notion, correct timing will bring an immediate positive impact on society for companies and businesses. Especially in the youth online advertising has its immense grey area to the marketing and promotion with a very positive nature. So, the survey in this study has brought some facts and data that helped to build the positive theory for the importance of online advertising on youth for the promotion and marketing strategy and these all have been stated below.

The findings have been formulated into two different categories.

A. By the consumers

- Audience of age group 17- 52 years use the internet as a source of information to search about various topics which can be regarding any product, brand, service or an organization.
- The majority of individuals is aware of online advertising and spends time surfing the net for more than 1 hour.
- Most people prefer online advertising to traditional advertising because it provides them with instant access to discounts and offers while also assisting them in comparing the best deals for them.
- Most of the individuals had made online purchases after seeing the online ads.
- It can be seen in the graph above that majority of the upcoming generation is all about going in the advancement of the Internet.

B. By the creative ad makers

- Almost all of the creative ad makers, preferred online ads the most in today's scenario.
- More than half the percentage of creative ad makers, suggested online ads for the startups.
- A good amount of rating scores has been provided, which surely confirms that online advertising is an effective way for the marketing and the promotion of products, services, or organizations.

So, it can be concluded that online advertising is very effective for both businesses and consumers. The way the internet has been emerging and including various communicational elements in itself, the promotion and marketing through online advertising will expand its domain in the future. Along with that, the youth will also achieve various advantages through this online advertising.

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