

Challenges of Online advertising In India

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Abstract

The advertising industry is passing through a transition phase with the emergence of the online media. The declining TV viewership and narrow results from print and outdoor advertising are forcing the marketers to adopt these media. Internet and the web are the new platforms being used by the marketers to deliver marketing messages and attract customers while the western world has embraced the concept of "online advertising". Indian consumers are still apprehensive about this medium. What are the different reasons deter behind the slow growth of the online advertisers in India.

Keywords:- Advertising, Marketing, Consumer, Internet

Introduction:

The first online advertisement was created by Hotwired for AT & T and it appeared on the Net on October 25, 1994. A major dotcom crash in 2001 had diminished the success of online advertising. The business of online advertising is growing three times faster than any other form of advertising. The online advertising is continuously eating into the market share of traditional media advertising. Online advertising, also called Internet advertising, is a form of advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising(including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Online advertising is a large business and is growing rapidly. In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2012, despite its popularity, many common online advertising practices are controversial and increasingly subject to regulation. Furthermore, online ad revenues may not adequately replace other publishers' revenue streams. The penetration of mobile phones worldwide has been explosive and has already touched the 86.7% mark. The high penetration rate is an indicator of the commercial potential of mobile Asian Mirror

– International Journal of Research, Volume – I, Issue – III, August 2014 ISSN : 2348-6112 46 phones and it comes as no surprise that marketers are showing interest in mobile phones as an advertising medium. This mobile platform offers diverse modes, matching desired communication viz. SMS (Short Message Service), MMS (Multimedia Messaging Service), Mobile Videos, WAP (Wireless Access Protocol) including more. Even the specific characteristics of the mobile phone like geo- targeting ability (through Global Positioning System and Cell of Origin), ubiquity, immediacy, measurability and interactivity support the application of mobile phones in marketing communication. Furthermore, in the past years, the mobile phone has gained more and more importance in the everyday life of consumers therefore making it the easiest way for marketers to communicate with them. Certainly, these advances have drawn attention from both researchers and marketers about various types of mobile phone based marketing tactics.