CURRENT TRENDS AND IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS

Project submitted to

Dr. C.V. Raman
University Kota, Bilaspur
(C.G.)

For the award of the degree of

Bachelors in Business Administration

by

Preeti Agarwal

Registration No.: D2012000338

2022-23(3rd Year)

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DECLARATION

I, the undersigned solemnly declare that the dissertation entitled "**CURRENT TRENDS AND IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS**" is based on my own work carried out during the course of my study under the supervision of Abhishek Pathak.

I assert that the statements made and conclusions drawn are an outcome of my research work. I further certify that

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Preeti Agarwal

Registration No. : D2012000338

CERTIFICATE

This is to certify that the work incorporated in the project entitled "**CURRENT TRENDS AND IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS**" is a record of own work carried out by **Preeti Agarwal** under my supervision for the award of degree of **Bachelors in Business Administration** of Dr. C.V. Raman University, Bilaspur (C.G.)-India.

To the best of my knowledge and belief the project:

i. Embodies the work of the candidate himself/herself,

ii. Has duly been completed.

iii. Is up to the desired standard both in respect of contents and language for being referred to the examiners.

Supervisor - Abhishek Pathak

ACKNOWLEDGEMENT

It is a matter of immense pleasure to express the overwhelming sense of gratitude, devotion, incontestable regards to my esteemed & learned guide Abhiskek Pathak who have striven to perfect my project. I express my indebtedness to all who have directly or indirectly contributed to the successful completion of my work.

Preeti Agarwal

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Abstract

The new century took us to the edge of the I.T. State-Revolution. The advent of the Internet has greatly contributed to this revolution. The Internet changes the way people do things quickly. The same will, of course, impact advertisers. Due to the absence of geographic barriers, the Internet has been accepted as the most powerful publicity media. Yet again, the introduction of the Internet and its subsequent acceptation has placed conventional forms of advertisement in doubt. Advertisers seek to market their goods with the 'web,' and thus their clients with the 'app.' Therefore, advertising equations shift quickly as the Internet gains popularity, we would like to research both from consumer and advertiser perspective the effect of the Internet on ads. The increase in Internet advertising is obviously beyond offline advertising.

With more and more businesses recognizing the real value of their products and services in online ads, they are draining money from other types of offline advertisement. As a result, Internet advertising market share is continuously growing while the market share of offline advertising media is stagnating or decreasing.

Defining 21st Century Marketing

Companies and groups participate in a vast variety of activities, officially or unofficially, which will be called marketing. Smart advertising has now become progressively essential for success. Yet what constitutes effective marketing is continually evolving and changing the market scenario. This is a product of meticulous preparation and implementation using state-of-art methods and techniques. This is both an art as well as science as marketers make great efforts to find innovative new approaches to often-complex problems in the 21st-century marketing world. Branding plays a significant role in dealing with challenges to survive financially and even withstand in the present economic environment. It is important to have sufficient supply for products or services for accounts, business, financing and other major firms to make the company profiteer. Advertising is designed to identify and respond to cultural and natural needs, according to Kotler et al. (2012). It is soon defined as "profitably meeting needs." Merchandising is the activity, set of institutions and processes used to produce, communicate, deliver, and exchange offers that have experience for the consumer, customers, partners, and society in general, the United States Marketing Association (2008). Peter Drucker (1973) states that marketing is aimed at knowing and understanding buyers so well that the goods or services are suitable for them and can be sold. Finally, a buyer who is willing to purchase the product or service will be made available through marketing.

Integrated Digital Technology Trends

In the 1980s, many firms noticed that their promotional tools needed to be more strategically integrated. Such companies started to move into an IMC process which co-ordinates the different promotional aspects and other marketing activities, which engage with customers of an organization (Andrienne W Fawcett, 1994). Since the

idea of integrated marketing campaigns adopted by advertisers, advertising agencies have begun to organize the use of a range of promotional resources instead of focusing solely on media ads and using other promotion specialists for designing and executing specific components of their advertising efforts. Integrated marketing communications were defined as: “A concept of marketing communication planning that acknowledges the added value of an overall plan to evaluate the strategic roles of various communication disciplines, according to the United States Association of Advertising Agencies (the “+A”). Examples: general publicity, direct response, promotion of sales, and public relations, combining these disciplines for clarity. The maximum impact of consistencies and connectivity (Don E. Schultz, 1993). However, the author claims that any brand or organization source of contact between a prospective customer with a product or service should be viewed in an even wider context. This approach strengthens the conventional method of treating the various marketing and communication components as almost separate activities. IMC is one of “current generation advertising campaigns used by businesses to better focus their attention on the acquisition, retention, and growth of customer and other stake HR ties, as per Tom Duncan and Sandra Moriarty (1998).

One of the most important marketing developments during the 1990s is the move towards integrated marketing communications. This inevitably creates advertisers’ adoption of a modifying environment, especially in consumer, technology, and media. The population, lifestyles, media use, and shopping habits had undergone significant changes. The number of household channels available to cable TV and digital satellite systems, for example, had greatly expanded. Several of these platforms offer 24-hour shopping, others have direct response requests of 30-60 minutes called informative ads. More users visit the World Wide Web every day. Online services offer information and entertainment, and also offer a wide range of products and services to shop and order. Marketers respond by creating homepages where they can interactively promote their goods and services and sell their items. When technology and platforms today generate new avenues for advertisers to reach customers, conventional media are more affected. The audience is becoming fragmented and smaller and less selective in television, radio, magazines, and journals. The segmentation of media audiences through new media technologies as the major development was identified in a survey of leading advertising managers regarding

trends that shape the industry (Robert H. Ducoffe et al. 1996). Differences in the way industries market their products and service are also driving the effective marketing and communication movement. The continuous transformation that changes the law governs and the position of the conventional accounting firm (Sergio Zyman, 1999; Joe Cappo, 1992) is the main reason for the increasing significance of the IMC approach. The key features of this revolution in marketing are:

- A change from media ads in the marketing spend to other types of advertising, especially consumer and commercial promotion:
- A move far away from the reliance on media attention-oriented approaches such as broadcast media such as commercial television and national internet magazines. To solve problems of communication;
- The transition from manufacturers to distributors in the market and rapid growth and creation of the marketing of databases;
- The exponential growth in interaction that changes the essence of how businesses work and how they are interacting.

The Concept of Digital Marketing

In a particular way, digital marketing is used as a term. It's often used to stand for “e- commerce”, “internet or web marketing” or “electronic marketing”, and “e-business”. While these terms are interconnected, there is still a distinction between all terms. The promotion of products and services through the internet includes a live Wi-Fi connection in real-time. In the internal process and transactions with third parties, E- business is a broader term for the application of technology. It includes the marketing of e-commerce, which represents its business and e-marketing. Online marketing, also known as electronic marketing, uses the Internet and digital technologies to promote products or services through electronic methods or media. Rowan (2002) described e-marketing as a practice of using IT to complete the marketing process which involves developing, communicating, and providing customers with value, and managing customer relations. E-commerce that represents the commercial side of the company is the purchasing and distribution of electronic media on the Internet and includes financial transactions.

The word “digital” can be defined as a finite and variable data transmission technology. In contrast with “analog”, Digital is expressed as a continuous system for data transmission. A marketing action becomes digital if the marketing function is carried out by a digital medium. Zeisser (1996) describes digital marketing by one or more digital or electronic means to promote goods and services. Techopedia (n.d.) defines digital marketing as a provision of different promotional practices and methods to customers by means of different digital technologies. Bird (2007) defines digital marketing as a media communication activity, which establishes direct links between a company and its customers or prospects as an individual. The term “input” in this article refers to the digital codes used for platforms, instruments, applications, methods, and tools. Digital media encompasses content-based platforms such as “websites”, “social networking sites” (social networking sites), “online communities,” “search engines,” etc. using mainly Internet technology and devices such as “mobile phones.”
Digital marketing not only involves platforms that include real-time internet access, but also includes digital outdoor, digital TVs, SMS (Short Message Service), tables, smartphone apps, online messaging systems, call-back, and on-hold mobile ringtones, e-books, and computer-functioning games. Digital marketing varies not only from internet marketing. It uses digital devices, channels, and platforms regardless of the nature of the devices. In addition, new-age concepts such as wearable technology and increased reality push digital marketing beyond the internet. And internet marketing can be said to be a digital marketing branch.

The Origin of Digital Marketing: Internet

Because of its easier integration, and compatibility with various digital devices such as mobile phones, tablets, watches, TVs, and much more, the Internet continues to be central to internet marketing (Smith, 2011). The Internet, possibly the twentieth century's most significant innovation, has changed marketing focus. It has become a multi-channel medium for the marketing, sales, distribution, and building of relationships. Things are now put, sold, sold, and bought over the Internet. The Internet also changed the strategy of the promotional mix. It helps the selling company to offer more consumer goods. The Internet makes it easy for customers to compare

prices with available products. The Internet has created a fast, simple, and convenient new distribution channel. Promotion witnessed a shift in the framework of discussions about marketing communications and consumers. Marketers now use numerous marketing strategies such as SEO, SEM (Search Engine Marketing), PPC (Pay-per- click), and others to implement the digital marketing strategy. Internet is a network of globally linked computers via dedicated servers and routers (Whittaker, 2002). In this global network, the computers have so-called web pages that other linked computers can reach. The three major forms of internet-forming networks are “Intranet,” “Extranet” and “internet.” Intranet operates internally in an organization using the language and browsers of hypertext markup. Extranet consists of two or more embedded systems linked to the sharing of information. The Web supports an interface graphical user for browser browsing with hypertext. The Web was created in the 1960s by two scientists from MIT, J.C.R. The theory of Galactic networks and packet switching was published by Lickleder in 1960 and 1968 as well as by Leonard Kleinrock in 1961. In 1972, the Advanced Research Project Agency Network (ARPANET) was demonstrated in public, which was the precursor to today's web and e-mails. Back in 1985, the internet was already well established as a technology that supports a broad research community. The Internet was not available to business until the 1990s. In 1991, the internet movement of today was sparked by Tim Berners-Lee's invention of the World Wide Web. The internet became officially available for commercial traffic in 1993. “Mosaic”, the first web browser was released in 1993 which was followed by the “Netscape Navigator” browser released in mid-1994.
In the year 1994, “WebCrawler”, was launched as the first search engine service. The search engines, such as “Magellan”, “Lycos”, “Infoseek”, “Excite”, “Inktomi”, “Yahoo”, and “AltaVista” were quickly followed. “Google” became the world's leading search engine and was incorporated in 1998. The Internet became the main tool for researching information and technological developments such as wireless connectivity and digital data transmission technology. The wireless communication was then connected to digital marketing. When advertising on the internet started, there is no agreement. The first ad was released in 1993 on GNN by Tim O 'Reilly, the founder of G Navigator Network’s website. It references “HotWired” on the website, which was advertised in 1994 with banner advertising sold to AT&T. In October 2000, Google released its “AdWords” service, which placed an ad on “google.com.” Google

had more than 1lakh advertisers who purchased search ads in the AdWords system until March 2003. Back in 2003, Google received 200 million regular searches on all its websites around the world (Levy, 2011).
Public internet services in India were introduced by VSNL in 1995. It was joined in 1996 by leading journals such as “Times of India”, “Hindustan Times” and “Indian Express”. In 1997 ICICI launched the first website for electronic banking. Private providers of internet infrastructure have been permitted to operate in the country and Sify has become the first national provider of Internet services. In 1999, "dot com" boom year marked when “sify.com” bought “India world” for 499 crores and put on NASDAQ, major dot.com companies formed, internet kiosks opened up and international satellite gates for Indian Internet service providers were set up. In the year 2000, Parliament enacted the IT Act. The Indian internet industry has been growing splendidly over the last 15 years and you can see Internet applications in all sectors, including rail, shopping, stock market, gaming, aviation, news, education, entertainment, banking, tourism, and other industries. The emergence of websites and Internet-compatible devices also significantly affected the adoption and popularity of the Internet in India (Rao and Manzar 2013).

1.2 Digital Marketing Versus Traditional Marketing

The marketing campaign through the use of media is one of the most important promotions. The strengths and weaknesses in any marketing medium are their own. TV and newspaper advertisement is only common for people in a specific region of ads. Nonetheless, advertisements are distributed around the world on the Web. Year after year, online marketing has taken over more and more people, according to Vika Bondar (2000). The Internet is, however, a medium to be used. Encourages and communicates with customers outside the goals of the AIDA model. The Internet is a business platform capable of multifunctional advertisement, sales, information exchanges, and after-sales service, according to Kumar et al. (2004). The Internet is a network. If the knowledge today is overwhelmed, you agree to embrace what you want and quickly ignore the rest to transfer to the next thing. This is because Internet users build an immense amount of self-awareness. Not only do they navigate the web, but they also use it. This makes the internet both pull and push medium a distinction for

the dissemination of information. With traditional ads the Internet has allowed advertisers to target their customers precisely, which is not possible. Also, the Internet offers a timely solution for marketers to delete ineffectual advertisements by "content checking," a problem that consumes a great deal of energy, time, and expense in media such as television and radio.

Media industries such as television, video players, VCRs, laptops, smartphones, handheld devices, iPods, MP3 players, and DVRs have been replaced. Such innovations have become foundations of global, simpler, and more daily contact for people. Technology provides people with many advantages to establish social connections that are difficult to construct personally. The accessibility of the internet through mobile and wireless device enables people to increase their information quickly and easily. The most important development is the segmentation of the media audience through new technologies (Robert H. Ducolle, et al., 1996).

Compared to traditional communication, which relied on a top-down or a large number of communication processes, consumers are more motivated. TV commercials reveal goods whether or not viewers are involved. Advertisers and customers involved do not suit or exceed too well in line with the timing. Product advertising ads are analyzed and product recommendations are made. "On time," instead. The power has shifted from advertiser to the user in the case of the internet. On the Internet, customers have greater influence than advertisers. On the other hand, television commercials often end with a viewer asking for more detail on the company website. Barcodes are now starting to be used in printed ads. The bar codes can be checked by phones and computers, and viewers can be sent to the company websites. Publicity is starting to move audiences from conventional to online media.

The downside of online ads is that it can be targeted even better than a TV commercial can be. When some basic demographic information about the consumer can be tracked through the web, it gives marketers a choice for advertising purposes. This means that advertisers probably pay that much for an internet site than for TV ads. The Web also encourages people to take part in modifying the conceptual features that have never existed before for conventional advertising. Also, internet users can choose whether or not to click on the banner ads and can determine whether or not to access pages on the website. In comparison, web advertisement is less than conventional media advertising

(Belch & Belch, 1998). The marketing expense is not only smaller, but also more large target markets and geographical areas can be targeted by online advertising relative to conventional ads. About the communication, advertisers can deliver online advertisements in innovative ways by producing ads with enticing animations rather than words, making it easier for customers to capture attention and enabling them to experience online advertising even more than conventional advertising outlets.

Many specific features provide digital communication with a revolution over conventional communication and make it a preferred option for many. Digital consumers can still reach broad knowledge bases that are not possible due to their outbound existence in the case of conventional communication. Traditional marketing provides low consumer participation and limited information, while digital marketing provides enormous consumer information which consumers can also copy and save for the future. Modern marketing provides minimal or no customer experiences except for personal sales. Many other methods such as vouchers, direct mails, and catalogs have minimal interactivity, and even after a set period. Digital marketing communication, on the other hand, facilitates interaction anywhere. Consumers could initiate the process of interaction and can also take part in various marketing activities. Consumers can also communicate and receive advice and input on a specific product or service and opinions with other consumers. Depending on their interest, they can be included in many online communities. Today, customers look for the website, compare features, prices on the websites, and prices on the websites.

Across digital contexts, too, there have been significant improvements to the conventional marketing mix. Item, the marketer's main product, is now an experience. Consumers discuss various product/marketing products, collect information from different digital sources, and exchange information through social media with others (Charan, 2011). Price was an exchange, depending on the time of day, place, and loyalty. Location constraints were eliminated, allowing customers to browse, compare, analyze, and buy goods irrespective of their place of business. Promotion in the digital world was possibly the biggest shift in the digital world since virtually every marketer uses digital platforms to connect with its target customers regardless of scale, form, and location. Consumers have recognized digital as a medium that offers timely marketing information, fast and relevant.

Whitebook (2016-2017), according to Nielsen, has given rise to the e-tailing phenomenon in online shops and marketplaces. The most rapid growth in e-commerce in the industry, which includes online centers, retail stores, and markets, was the CAGR, from 2009 to the present. Digital sales account for nearly 80 percent of electronics, consumer sustainability, apparel, and books.

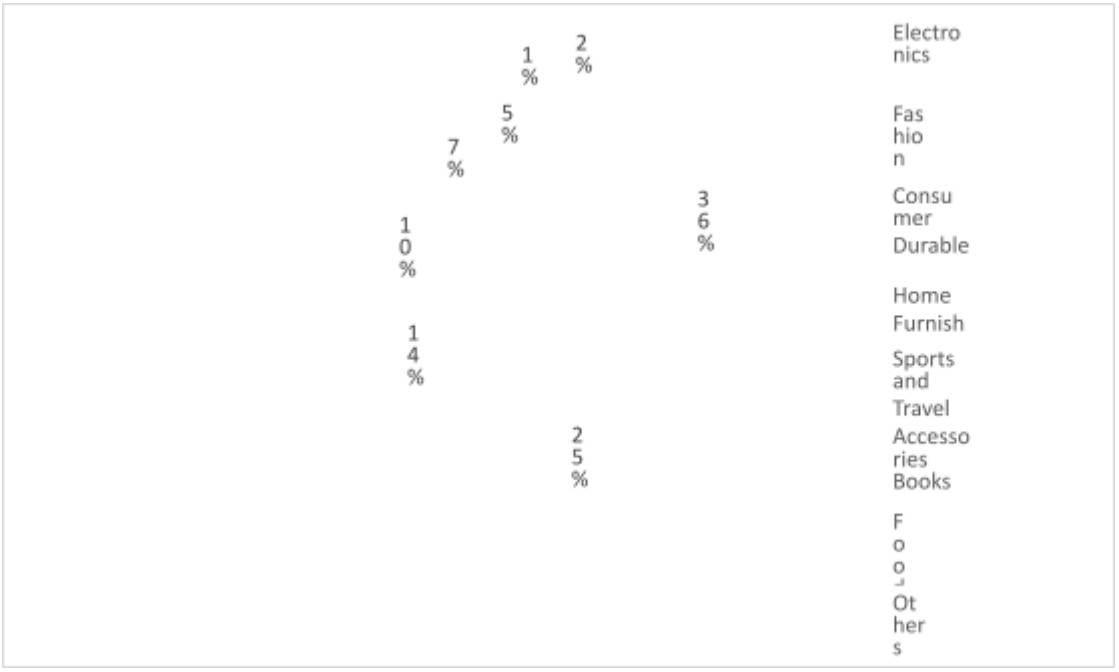


Figure 1: Online marketing by category

Impact of Advertisement on Consumer

Ducoffe has (1996) defined advertisement as a collection of activities or communication that offers information to the public by gaining the attention to target customers. According to Tai (2007), the advance in technology makes marketing information simpler for competitors. This hits customers distributed geographically. It can create a long-term product image or trigger fast sales. That being the case. In creating powerful brand names for companies and company goods, advertisement plays an important role. Datta (2008) notes that advertisement requires non-personal communication by established sponsoring parties through the various media of the information typically paid for and persuasive concerning goods, services, or ideas. Advertising helps to improve potential buyers' reactions to the company and its offerings by channeling preferences, information supply, and reasons for the

preferential offering. Marketing informs, reminds, persuades, and enhances purchaser responses to products offered by companies to enhance the profitability possibilities. Some scholars view ads as a technique for growing and creating customer perception of brand loyalty. Advertisers should make sure that consumers are drawn to advertisements. so that these goods are convinced to buy.

Publicity has the potential to change markets and increase profit margins. For example: building a reputation as optimistic, conveying brand images, and linking emotional values to brands have short-term forces, such as distributing knowledge, building credibility, and building long-term power. The Ad can be seen in various outlets like magazines, newspapers, radio, TV, outside advertising. Digital billboards, E-mail ads, Social network advertisements, and internet advertising. web advertisement. An advertiser needs to pick and find his budget to use the most suitable advertising platforms for advertising purposes. Some advertisements like TV may have a big budget, while other advertisements like journalism don't. The presence of publicity alone could affect sales. Consumers may assume that a widely advertised brand would be able to deliver “fair value” (Sridhar Moorthy & Scott Hawkins, 2005), which is difficult to generalize because of its different ways and uses of advertising. Another critical aspect is understanding popular culture. Advertisers also seek to anticipate and manipulate the prevalent consumer society and behaviors, and when they succeed, they are very successful. You have a clear chance to persuade and sell successfully. When advertising takes advantage of goods or services by offering customers what they want, it is an incredibly effective marketing tactic even when they realize they want it. The same media can, however, be used to educate, inform, and encourage the citizens about non-commercial matters, such as political ideology, social events, charities, etc. The popularity in girls’ education, the anti-pulse polio initiative, AIDS, and Ebola awareness has played a vital role in advertising: eye- donation drives, clean drinking water, oil and power, drunk driving, family planning, and female fetus. Advertising can also be used to raise more awareness of products that can or cannot be used. Publicity is carefully built and nuanced underlying strategies are employed for attaining targets. Without intense ads, no product can withstand competition. Both ads work in a certain way, but even before people know that they want, the kind that guarantees people a profit will work better.

Impact of Traditional Advertisement

In everybody's lives, digital technology plays a crucial role. The advancement in technology has affected people's lives greatly over the years. Around three decades ago, there was an inadequate technological success. The marketing opportunities and challenges of electronic media have greatly changed. The media in which a strong message is presented was found to be a significant moderator for the preparation of a message and the effects of persuasion, according to Krugman (1965) and Chaiken & Eagly (1983). The advertiser plans to disseminate its insights into the products and the offers. The main aim of advertising is, therefore, to make products popular. Most advertisers use mass media to communicate with their markets. The selection of the media depends on the nature and destination of the message (Etzel et al. 2008). The traditional media for this study includes television, radio, the magazine, newspapers, and outdoor media. TV was just a type of box, which was closed for the majority of times because the signal was seldom captured by the antenna. However, today people can easily watch TV with the dawn of digital technology. The best-selling, financial media ever developed is television advertising. It has a potential publicity effect, which other media do not suit. The advantage of TV over other media is that it is considered an audio-video combination, provides immediate validity and prominence of products and offers maximum opportunities for creative publicity (Kavitha, 2006). The television set has become a permanent feature in all homes of the high and middle class over a long period, and in urban and rural communities, it is common. The reactions to TV ads seem to be stronger than the response to print ads. It is more easily noticed by marketers that TV is used by consumers rather than print media because of the low literacy rate. TV ads not only change emotions but also provide a significant message that plays a major role in people's daily lives (Kotwal et al., 2008). In the advertising outcomes of print media, message data was found to be more relevant, communicator accountability for audio and videotape was more important. The implications of advertising attitudes with a more external evaluative indication can, therefore, be expected to be better for television studies, whereas brand cognition effects can be relatively greater for studies using printed media. Despite technology and platforms now providing new ways for retailers to reach customers, the conventional media are impacted. Farmer and smaller, and more selective audiences

are being reached by television, radio, magazines, and the newspapers. As well as facing a decrease in the size of the audience for many media, the problem is that consumers have a reduced reaction to traditional ads. They also understood that ads switched off many customers, sick of promotional messages being barraged.

Print Advertisements

Mass media offers a sharp contradiction to broadcast media as consumers absorb them with their speed, newspapers, and magazines offer detailed product details and convey consumer and customer images effectively. At the same time, it is difficult to present dynamically or demonstrate the static quality of visual images in print media and that means it is fairly passive. There are also advantages and disadvantages to both big newspapers and magazines. While journals are timely and detailed, magazines typically work well for the user and user imagery. Publications are common for local languages and thus allow marketers to select magazines that are intended for targeted publicity. While broadcast media have some versatility in designing and ads, the effect of print advertising may decrease in print quality and short shelf life. The image, title, and copy are recorded in this order by researchers studying print ads. To draw attention, the picture must be solid enough. The title must strengthen the picture and guide the reader. The copy needs to be appealing and the name of the company popular enough.

Radio Advertisements

Radio popularity in India and other South Asian countries is fast growing as a means of entertainment and information. The rapid growth in the cell phone industry has a big effect on radio popularity. The rise of mobile phones with FM capabilities has changed people's listening to the radio. Radio is a significant medium for advertising in South Asia because of the relatively low cost of producing and advertising. Flexibility is the main advantage of radio. Targeted stations and fast closures allow quick reactions. Also, the production and placement of advertisements are fairly inexpensive. Radio advertising can be highly innovative, definitely, but its lack of visual imagery and the fairly passive nature of data delivery result in clear disadvantages. While radio is popular publicity and communication media, certain companies continue to communicate audio messages through innovative media.

Outdoor Advertisements

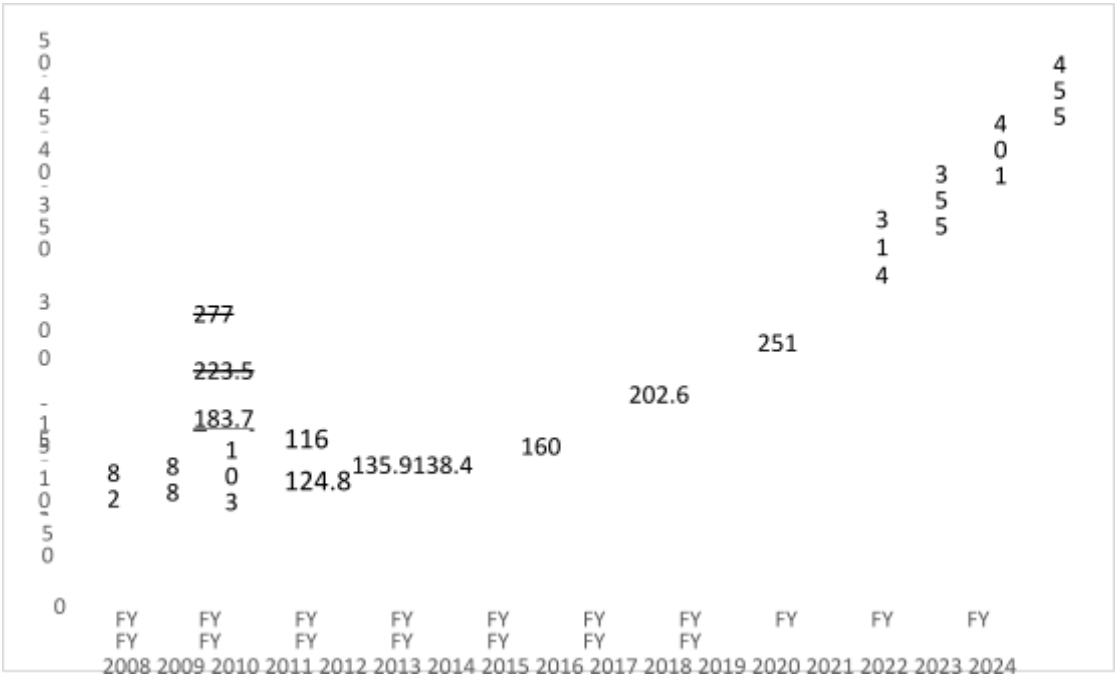
Recreational media are primarily composed of billboards, popularly known as hoardings displayed at railway stations, highways, airports, and traffic junctions. The reason is that marketers can reach better people in playing, shopping, and working places. Outdoor media accounts for approximately 6% of all advertising consumption in India (India film & advertising viewpoint, 2011). Outdoor hand-painted holdovers from the past have been replaced by vinyl-printed holdovers, which make for better image reproduction. To improve the city's infrastructure, modernize airports, and expand the metro mail network, wireless billboards also gain prominence. Even if useful. The fact that no adequate measurement scales are available to evaluate their impacts limits the billboards. Nevertheless, it is very difficult for advertisers to fully exploit the capacity of this medium due to the inherent characteristics of panels together.

Television Advertisement

TV advertising is more common in India as it is a well-known means of connectivity and plays an important role in people's daily life by providing information and entertainment in viewers' homes. Some studies have shown that TV advertisements can share the message with the viewer and also help to convey the message through pictures, computer graphics, and sound. Most of their commercials, such as terror, sex, and humor, reflect their goods because they know how effectively to market the products (Dvorak, 1994). TV advertisement is typically projected as the best form of advertising and is effective in raising awareness of new products, information, and interest. Although the costs of TV advertising are very high, the benefits outweigh the high costs in the long term. Television has been called the ultimate media and personifies the glamor and thrill of the industry for many people. Ads are not just thoughts and ideas that somebody has pulled from the world and threw on a piece of paper or a rectangular screen that was then converted into a print advertisement or TV commercial. Some fundamental understanding and thoughts are needed, making ads more successful and inspiring people respond to them. One direct consequence is that successful TV advertising will lead viewers to find more product and brand details (Rubinson 2009).

Due to the rapid existence and confusion of the ads often found therein, product descriptions and the brand itself can be overlooked. Also, the high amount of television non-programming content makes it possible for viewers to ignore or overlook ads. But well-designed, well-run TV commercials can still be an effective marketing tool, boost brand loyalty, and impact revenue and profits.

As of the financial year 2019, over 251 billion Indian rupees were created by television advertisements across India. Through the fiscal year 2024, this was expected to cross more than Rupees 455 billion and a projected rate of growth to nearly 13 percent.



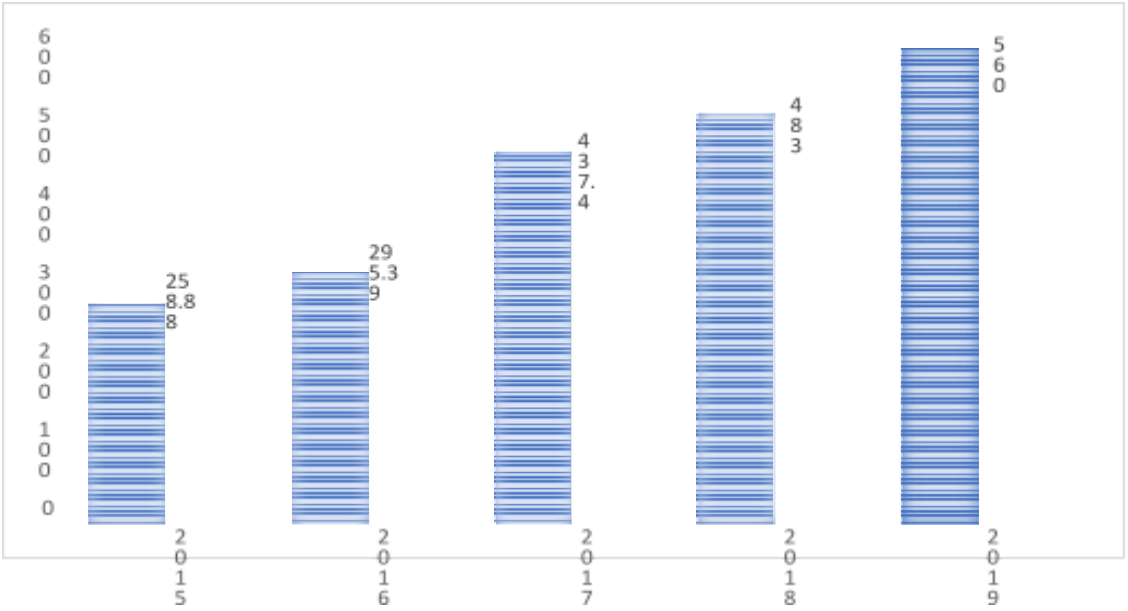
Source: Statista 2020

Figure 2: The TV industry's advertisement revenue growth

Internet Expansion and Usage in India

Today, more organizations are switching from brick and mortar marketing (offline sales) to digital marketing platforms (online sales). Later marketing was completed by posters and pamphlets that are eventually converted into television and already the increasing growth of the internet penetration, marketing is at the height of booming concepts such as lead generation in online marketing and contextual advertisement.

Lead generation is a technique that attracts or produces client knowledge and a simple and tedious way to attract clients through requests, gamers and gifts, and prospective customers. The Web and similar technologies have greatly increased the number of items that on-line retailers can profitably sell. Online communication enables companies to connect to customers through personalized communications that represent their own personal interests and actions. It can also be easily traced by seeing several page clicks by visitors, how long they are spending with it, and where they are going (Andre & Xavier, 2009). The internet is also very accountable. Marketers are creating online communities by encouraging customers to take part in and developing a long-term marketing tool. Many Web users join websites with social media, such as Facebook, MySpace, and Twitter. Platforms for social platforms such as social media networks online. Video and blog sharing has given customers the ability to engage directly in the on-line sharing of information and social media. The number for people using the internet was just 0.2% when the World Wide Web (WWW) was launched in India in the early 1990s. In regional and metropolitan regions the number of web customers had grown over the years. The 600 million marks were passed in 2019.



Source: Statista reports 2019, Nokia

Figure 3: Internet Users in India

In India, 560 million dynamic cloud customers are eligible from 2019 onwards. After China, India is the second-largest online market. India is expected to have around 560

million diverse network customers by 2021. In India the majority of internet customers are mobile Internet customers who use less expensive wireless / broadband-to – Wireless Internet access solutions, which include PCs, phones, and different devices. Indian mobile information customers regularly use a minimum of 11 GB of data. India is the most prominent all-inclusive, in the fields of industry, such as China, the United States, France, South Korea, Japan, Germany, and Spain. 4G usage, with 47 percent growth in 2019, powers the general information traffic in India. It accounted for 96 percent of the country 's total information traffic, while 3G data traffic reported its most remarkable 30 percent decrease. Indian people are representatives of 1,2 billion mobile phones and will be downloaded in 2019.

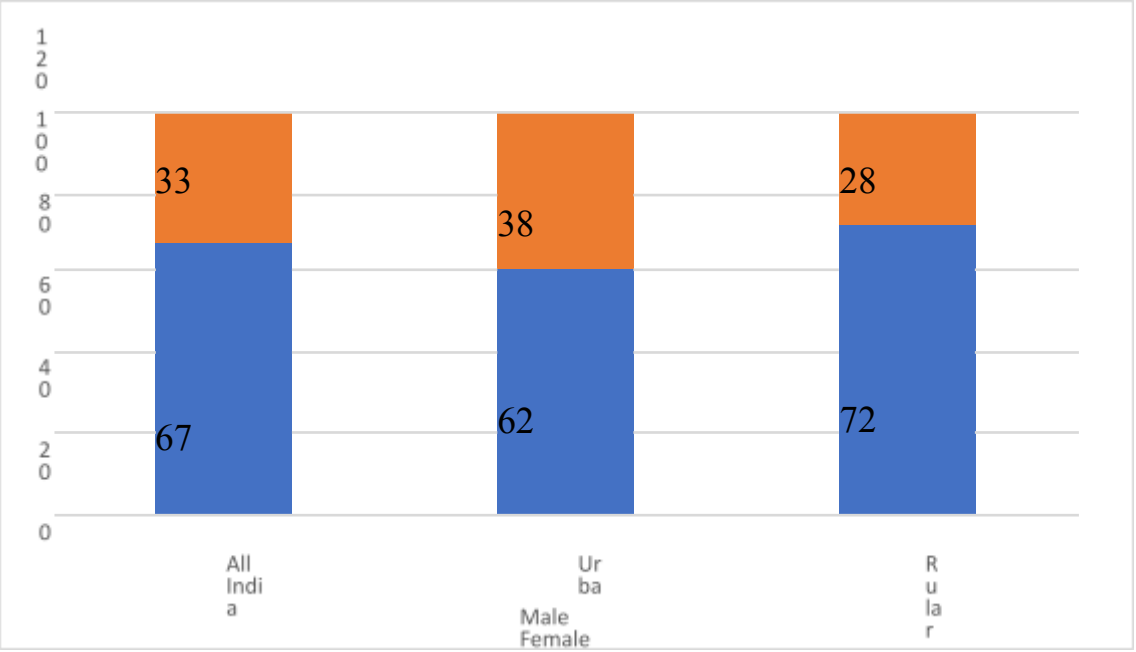
At the state level, after the Kerala, Jammu, and Kashmir, Haryana and Himachal Pradesh, Punjab, NCT Delhi have reported the highest Internet penetrations. Eastern Indian states have less internet connectivity, except Assam and the North East.

The internet penetration in India is growing and when it comes to Mumbai subways with the highest internet population in Delhi, this situation is special. In all, the top eight levels, with the greatest penetration of internet users as we pass into lesser groups, are fairly low on the internet in the small town. Kerala, Tamil Nadu, and Delhi’s NCT have a higher proportion of female Internet customers among state gatherings. The division of men and women in the subway, with 5 million in population, is 60:40. The management’s aim at Kerala is to provide fast websites for each family, including 2 million families, that receive free support and support for that potential web customers.

In 2019, over 19 billion applications were downloaded by Indians, bringing in a 195% development over 2016 results. Indians are currently downloading more apps than other people. Every week, the average Indian on-line customer works 17 hours on the stage, more than internet customers in China and the USA. Online networking is connected to Indian cloud customers. In 2021, an estimated 448 million interpersonal organizations, a substantial increase from 2019, of around 351 million, will be present in India. Facebook is the most popular communication person in the world. As of 2019 in India, there are around 270 million Facebook users, making India the country with the world's highest Facebook user base.

Table 1: Traffic on New Media sites (source IAMAI)

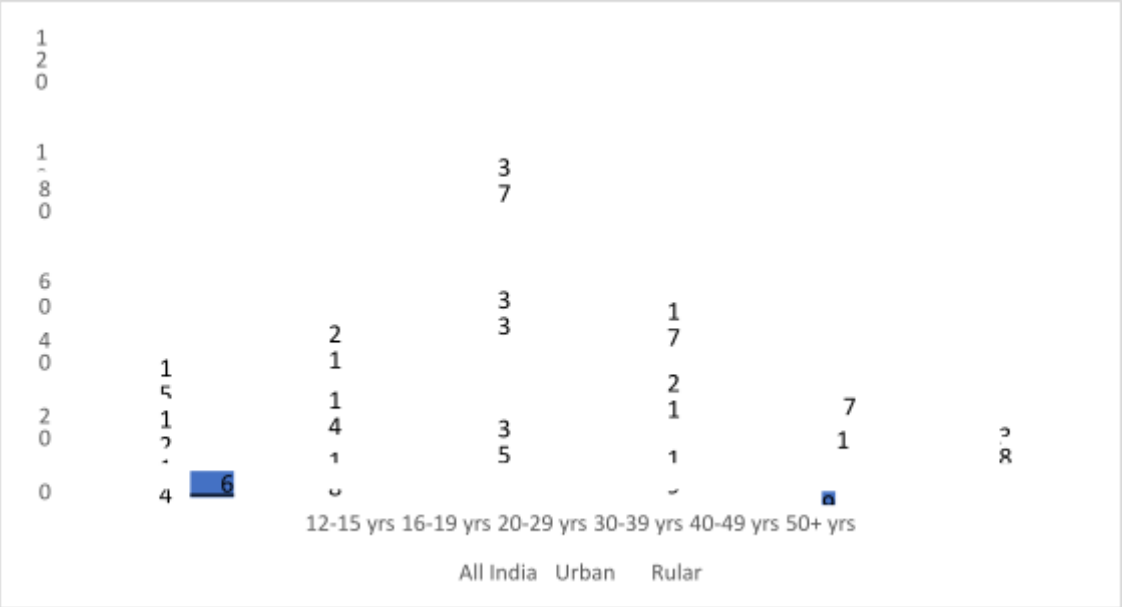
Social Networking Site	Monthly Visit	Mobile Traffic Share	Desktop Traffic Share
Facebook	1.60 Billion	99.25%	0.75%
YouTube	1.20 Million	59.96%	40.04%
Instagram	191.1 Million	99.02%	0.98%
Twitter	125.2 Million	97.81%	2.19%
LinkedIn	29.9 Million	90.97%	9.03%



Source: Statista reports 2019 and Kantar IMRB ICUBE Report

Figure 4: Gender Distribution in Internet Users in Percentage

The sum of competitive online customers in India remained at 330 million per 2019 and is projected to hit 448 million by 2023, but without any difficulties with Internet use. Across India, 290 million diverse web-based life consumers use informal organizations. In India, 27.1 years is the normal time. The most important proponents of the use of web-based life are recent college graduations and Gen Z. 52,3% of life on the Internet comes from hundreds of years. 28.4% of web-based life talks come from Gen Z and 15.1% from 35-44 years. 97 percent of web watch online documenting indigenous people.



Source-Statista reports 2019 and Kantar IMRB ICUBE Report

Figure 5: Age Distribution in Internet Users in Percentage

Facebook and Twitter are India's most well-established online shopping environments and TikTok is the most downloaded 2019 program. Amazon and Flipkart are the biggest web shopping activities. The entry of WhatsApp into India 's computerized display caused the country's territories to multiply. Zone as late as that. Evidence shows that the knowledge management spectrum is wider than just metropolitan areas. TikTok and Instagram also have many well-known apps.
The TikTok video-sharing app was a big success for India, hitting 1.5 trillion downloads globally in the App Store just like the 466.8 trillion platforms of Google Play and India, or about 31 percent of any remarkable entry.

With more cheap data packages and more Internet connectivity, Smartphones are becoming the primary screen of Indian customers increasingly, which means that mobile systems and their apps are the key media for approximately 35% of Internet users in the country. Most of them use one or more social networks. are created.
The penetration of urban areas is double that of rural India, with more than three people using the Internet. Indian users invest in social media an average of 2.4 hours a day (less than the world's average of 2.5 days). The population of women is half the population of the male Internet. There is a major difference, which worsens in the rural sense, between male and female Internet user numbers.
Throughout rural India, a major portion is deprived of internet access. There is still plenty of room for growth which will lead in the coming years to the growth of the entire Internet population. Among the state classes, the number of female Internet users in Kerala, Tamil Nadu, and Delhi is higher. The population in the metro is more than 5 million and is split up between men and women at 60:40.
In all, the top eight levels, with the greatest penetration of internet users as we pass into lesser groups, are fairly low on the internet in the small town. In India, 2/3 of Internet users are 12 and 29 years of age. Across rural areas, a higher proportion of this age group is seen. In this section, therefore, there is a chance of production.

Growth of E-commerce in India

The rapid internet growth is having a strong impact on the global marketing climate. This has now become a popular method for companies and consumers in internet trading: web marketing, also known as online marketing or e-marketing. is classified as the online marketing of goods or services. Digital customer data and electronic client relationship management systems (ECRM) most frequently form part of Internet marketing, with the widespread division of internet marketing into the following types: internet marketing

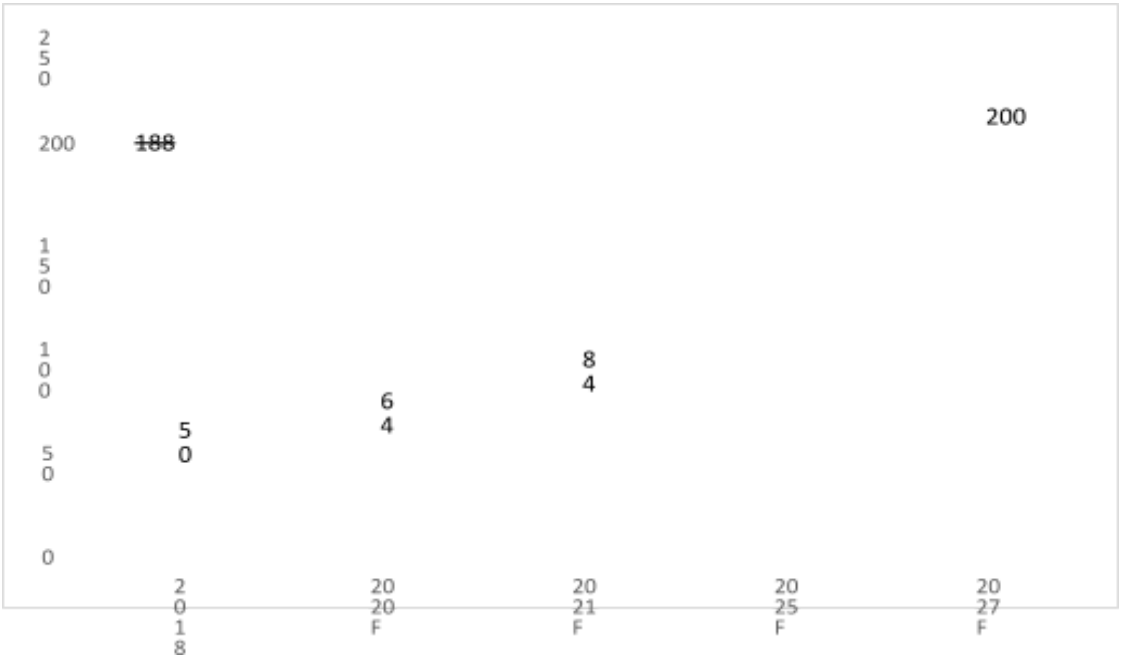
a. Display Ads of banners displayed on a third-party website to move traffic to a company's own website and increase knowledge of the product.

b. Social media marketing: the mechanism by which social networking sites gain traffic or publicity
c. SEM: a kind of marketing aimed at optimizing Web pages through the use of cither payment, contextual advertisement, and paid inclusion, or the use of search engine optimization techniques, to promote Websites. search engine results in pages.
d. Email marketing: direct marketing of a message via electronic mail to a group of people.
e. SEO: the process utilizing “normal” or unpaid (“organic” or “algorithmic”) search results, which increases the visibility of a website or a web page in search engines.
f. Referral marketing: a process by which new clients may be marketed by referrals, usually word of mouth.
g. Associates Marketing: a method of marketing in which one or more affiliated firms are compensated by a company's marketing activities for each visitor or customer.
h. An increase and open exchange of information as a way of turning prospects into customers and consumers into regular buyers include content marketing.

Digital retailers are dealing with the platform, distribution, and capacity to deal with issues as they occur in three main areas of customer transact engagement. The Internet provides customers with access to various information and allows customers to make more informed choices. Through reducing retail floor space, personnel and production costs, online retailers can distribute low-volume goods to niche customers profitably, the network gives advertisers and online retailers new possibilities for up-sales and cross-sales through altering the way they deliver their items.

Increasing internet penetration in India is attributed to the rapid increase in electronic commerce. The Internet has changed the way people manage their everyday needs together with smartphones. In many ways, online trading in India started as the 90s. Low credit card permeation, poor network coverage, and inadaptable broadband connectivity were only little issues. This revolution is led by innovations that are largely unique to India. Public behaviors were the main concerns. You did not want to try to trade online, whether it's booking tickets or shopping for food.

E-commerce companies are using social media to market news, linking to their target markets to get reviews and launch their goods. The internet has been the largest marketplace worldwide and has revolutionized conventional buying and sale of products and services. The Indian e-commerce market is expected to cross 200 billion dollars by 2027 led by increasing smartphone penetration, increased internet penetration, and increased customer wealth. Customers from Tier 2 and 3 cities are increasingly being drawn by e-commerce with low brand exposure, but high expectations. Three years after opening the e-market, the Government's combined procurement of 24,183 crores (US$ 3.46 billion) by the Central and State Governments was performed for FY19, and its target was 50,000 crore (US$ 7.15 billion) for FY20. In India, 650-700 million smartphone users are anticipated by 2023. To promote a noncash, paperless, and transparent payment system for an array of services it signed a Memorandum of Understanding (MoU) with the Union Bank of India in October 2019.



Source: IBEF

Figure 6: Growth of E-commerce in India (in US$ Billion)

The advantage of contextual positioning is digital marketing, which allows the buy-out of adverts on web pages. We often use search-engine keywords to position their ads to hit people when we start shopping (Kotler et al., 2013). Today, technical access to

information enables and improves the process of evaluating various choices. It explains how the existing markets are replaced by new markets. There are also drawbacks to using the Internet for advertisement. Consumers can screen most messages effectively, according to Kenneth & Yi (2009). Marketers may assume that their advertisements are more effective even if they are wrongly clicked or not genuine by consumers. Marketers go where consumers are and that's online more and more. Customers describe the details they need, the deals they want, and the ability to pay. In general, most internet users log into the Internet with some kind of mission or purpose in mind (Cannon et al., 1998). The start of internet usage is therefore entirely controlled by the consumer.

Digital Advertisement

New types of advertisements have been given to businesses through the technical decline and the new means of communication. The development of technology has made the internet available to all areas of our lives. Patterns in media audience consumption have shifted and people tend to live on the internet for more time (Abd et al., 2008; Drury, 2008). This offers internet users big incentives for online ads. Marketers are therefore able to leverage the opportunity to educate their customers on their product sensitivities and to boost sales in the future through online channels. Online advertising means publications that provide information about an agency and its goods and services through the Internet (Abd Aziz et al., 2008). Online publicity has been described as a combination of branding, information dissemination, and sales transactions. Web-based marketing leads to a modern digital buyer-seller partnership, where buyers can click on the ad for more details or take the next move and purchase the product at the same online session. Consumers purchase goods from online advertising (Zeff & Aronson 1999). The first online commercial on the internet was published in 1994. Compared to conventional advertisements, online advertisement strategies are expected to attract greater interest from customers. A simple click on an ad, reliability, and the ability to respond quickly to an individual helps an individual to obtain more information easily to determine what, and when to look at it (Abd Aziz et al., 2008). Digital customers have found that advertisement offers valuable knowledge, strengthens their social identity, and believes that the advertisement is not fake or

ridiculous. The critical stimulation features of various media and their contents have been identified by publicity theorists. Internet publicity involves various types of advertisement content, which are identical in conventional and online media, according to Ducoffe (1996), while advertising formats are different from both media. Digital advertising involves a range of strategies such as social Network advertisement, web banner advertising, forum advertisement, promotional ads, and so on. Most businesses are also increasingly dependent on digital technology to market their goods and services.

Since the Web evolves in the world, businesses have discovered the advantages of using the Internet to share and get massive amounts of information. Also, because of its versatility and collaborative existence, the Internet plays an important role in attracting customers. The accessibility of online publicity, therefore, enhanced the use of this type of medium in comparison to other media for advertisers. TV advertisements sometimes end with a marketer telling viewers to visit the company website for more details. Bar codes were included in printed advertisements. Such barcodes can be scanned by cell phones and computers that enable viewers to access the product's website. Advertising technology begins switching audiences from conventional channels to digital outlets. In contrast with conventional media such as newspapers or television, marketers were also better able to determine advertising effectiveness and performance in digital media (Ghose & Yang, 2009). Rich data and user experiences enable customized goods, ads and consumer relationships to be handled individually.

The format of the publicity is simply the way it appears. Schlinger (1974) will certainly use the adjective checklists to describe all online advertisements (banners, sponsorships, and pop-ups). Five types of formats found on the websites have been described by Rodgers & Thorson (2000). The following were banners, interstitial and pop-ups, sponsorships, rich hypertext media connections, and searches of key terms. Li & Leckenby (2004) has divided the ads online: posters, sponsorships, interstitial, fax, categories, web, keyword searches. Other researchers and organizations, including advergames and email advertisements called spam, have created similar but somewhat different categories. Banners are thin, top-down rectangles. The material on a website is bottom and sides. When a user clicks on a banner, he or she is taken to a website the

advertiser has chosen. For a specific cause, people are more likely to use the Internet for browsing and express favorable attitudes to banner advertising that encourage and inspire them. Advertisers sign long-term deals on-site sponsorships so that they can gain continuous publicity on the web. Your logo will be shown on the website at all times. Consumers can select the logo to visit the sponsor page, as can banners. In reality, since e-mail advertisement is cost-effective and direct, it has emerged as an essential advertising tool. Movies are now using e-mail to interact regularly with marketers. The e-mail content does not have to be a simple text message, but instead, marketers send HTML emails that send to the consumer a full web page. E-mails can also be created cheaply with audio and video clips. These advances are further improving the power of e-mails, which are also interchangeably used by interstitials and pop-ups. Interstitial advertisements are typically full-screen advertising between two web pages, while pop-ups, on the other hand, appear on the top of the user's screen in a separate window. Another format that highlights term, phrase, or graphics that allows users to navigate to a particular website by clicking on that is a hyperlink or hypertext link. Websites are known as carriers of types of ads. The user can communicate with the web through other enabling features (Palmer & Griffith, 1998). It is a significant advantage of using a Website to disseminate product knowledge and e-commerce. Other features include text-based email inquiries as well as contact types and features to hold users on the web for longer visits. Amusing features include image displays, product display on the virtual reality, interactive displays, and online games as well as the use of cartoons and satire in this specific hypertext. A website consists of a mix of direct sales and publicity, both with the general display of the products and with the interactive participation of clients (Berthon, Pitt & Watson, 1996). A website may involve visitors in dialogs such as queries, suggestions, trucking orders and on-line problems, and can also supply product information through hypermedia. This medium provides the marketer with a rich collection of formats for the product presentation.

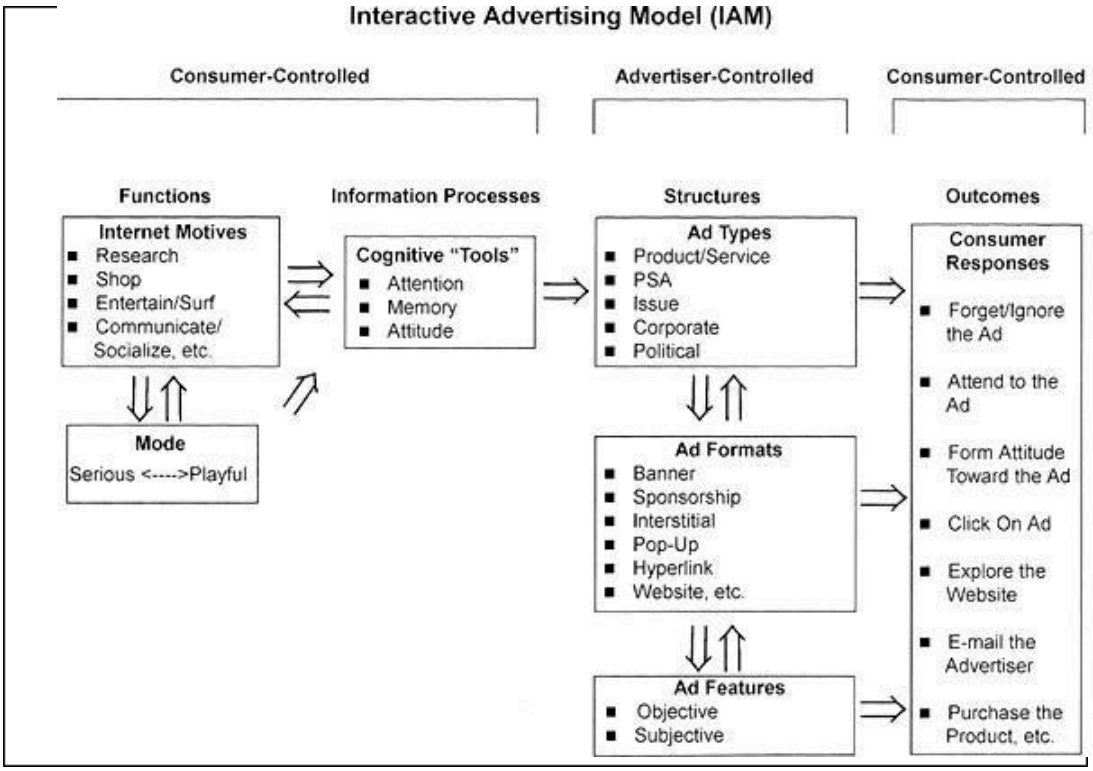
Many websites are designed to monitor who visits this website automatically. Advertisers will then know precisely how many people have seen their advertisements, what geographical areas they belong and how many have clicked on advertisements to find more information. This gives advertisers valuable information to measure and adjust the effectiveness of their advertising. Marketers can communicate with

customers better with online ads, as consumers can engage in product creation, explore promotions, and obtain assistance for post purchasing (Pavlou & Stewart, 2000). Digital advertisement is also versatile and allows the rapid updating of the details for the company's goods. This allows customers to access the most current details on the business offer of the product. A more social atmosphere gives the user advantages. This helps them to engage fully in the process of persuasion. This proves its worth in the saturated world of today's Internet.

Interactive publicity office (2016) reports. In this year, US advertisers have spent $17.6 billion in digital ads in the third quarter of 2016, according to Internet Advertisement Sales estimate. This marked the highest record third quarter of digital advertising expenditures and is 20 % higher than in 2013. The rise was also 4.3% relative to Q2 2016. This accounted for the survey included data concerning web site online advertising revenues, commercial online services, free-of-charge e-mail providers, and all other online advertising companies.

Model of Digital Advertisement

Online advertisement is known as “the paid and unpaid presentation and promotion of goods, services, and ideas by an established sponsor, through the intermediary means involving mutual action between customer and producer,” which is described by Leckenby & Li (2000) as an interactive advertisement or infomercial format. This study focuses on PC internet publicity and does not include an interactive television. Pavlou & Stewart (2000) clarified that interactivity is not the media, but a function of the user and that consumers can choose whether or not to respond. We argue that procedures and outcomes should be the subject of advertisement evaluation. Processes include the goals to collect knowledge from customers, their experience, and the consumer 's prior beliefs. Satisfaction, confidence, persuasion, and brand equity are the outcomes.



Source: Rodgers and Thorson (2000)

Figure 7: IAM model

Rodgers & Thorson (2000) acknowledged the importance of consumer role and proposed an interactive internet advertising model (IAM). Figure 7, as seen. The model includes consumer-controlled aspects: motivations for the internet, modes, and processes, aspects controlled by the advertiser: advertising type, format, and features. Finally, the range of responses resulting from the meeting of a functioning individual, information management, and web advertising structures.

Characteristics of Digital Advertisement

The advertisement characteristics are classified into two categories, according to Thorson and Leavitt (1986). These are objective (advertisement) and subjected (customer control) advertising characteristics. Table 2 displays an updated Thorson and Leavitt model (1986), which attempts, compared with the features in the internet publicity, to organize and compare advertisement function variables from the conventional print and broadcast media. Ad researchers work on the stimulation of publishing, broadcasting, the internet, and other media for years. In the end, the main

goal of defining either objective advertisement structure (directly from the stimuli itself) or subjective promotion structure (based on the response of individuals). It has been identified that the structural features of any media, from print to Internet transmission, have become more complex. It can be argued that broadcast subsumes print characteristics, while the Internet subsumes broadcasting and printing characteristics.

Table 2: Feature of Advertisement

Feature	Print	Broadcast	Internet
Objective Ad feature	Colour Size Typeface Product class Appeal type	Colour Size Typeface Product class Appeal type Animation Audio No. of Scenes Audio Level Sound clarity Movement	Colour Size Typeface Product class Appeal type Animation Audio No. of Scenes Audio Level Sound clarity Movement Interactive
Subjective Ad feature	Adjective Checklists Exciting Interesting Boring Etc. Attitude towards advertisement	Adjective Checklists Exciting Interesting Boring Engrossing Creates empathy Etc. Attitude towards advertisement	Adjective Checklists Exciting Interesting Boring Engrossing Creates empathy Flow Friendly Navigation Current Information Attitude towards advertisement Attitude towards website

Source: Thorson & Leavitt (1986)

Advertising features were studied in conventional publicity literature, connected with objective (Advertiser-Controlled) features like color, size, typeface, product class, appeal type, animation, tone, tone levels, quality of the sound, and motion. They argued that the Web contains and expands on the nuances of print and broadcast media, and can research additional elements such as vividness, authenticity, number of choices, and interactivity. Subjective advertisement (consumer-controlled) features include thrilling, interesting, repetitive, relaxing, empathic, and complementary features such as friendly navigation and current knowledge as a special internet feature. Leavitt (1970) and Wells, Leavitt, and McConville (1971) developed early examples and offered a wide range of terms that could be applied to commercials and were reduced to four factors: simulation, relevance, gratification, and familiarity. Likewise, McEwen & Leavitt (1970) used advertising sentences and created 12 factors: empathic project integration, advertisement integration, people presentation, fun or disagreeable, animation, uncertainty, new product creation, organized product narrative, problem / solving, animation, persuasion, and suspense. Most scientists have created adjective checklists. Schlinger (1974), for instance, started with 600 descriptives extracted from market replay and then defined seven factors: entertainment, uncertainty, news, brand strengthening, empathy, familiarity, and alienation. These are interlinked by attempting, based on analyses of people's responses to ads, to classify particular features of publicity. It was shown by Chen and Wells (1999) that subjective characteristics (e.g. navigation) of the website would impact on a user’s ultimate response. Cha (1998) found that advertisement characteristics (relevance) and the website characteristics where an advertisement is considered to be relevant) affect differential processing. The subjective and objective features were likely to communicate to provide specific answers for the user’s motives. For example, the animation may be seen as an annoyance by people who seek to accomplish specific goals. This can be especially the case for older users who are aware of online convincing strategies (large sizes, animation, color, etc.).

Mary was identified online with the structural characteristics described and analyzed by earlier researchers. An online advertising feature that blends contact with the viewer and offers a platform for transactions by linking the two. Online advertising turns in a few clicks into a forum for commercial transactions. This feature gives importance to the users who order by phone or during a shop visit otherwise. Includes

hypertext, digital media, interactivity, etc. for on-line advertising. Such features are used to display their goods and services, to attract and connect with customers through commercial websites and the ads that they host. A variety of studies analyzing individual advertisements as well as whole websites have found and classified the characteristics of online advertising. Rodgers & Thorson (2000) looked at individual web ads and separated web advertising features into two main categories: objective and subjective ads. Objective characteristics are the ones that are more realistic and which other people who see the advertisement can recognize in the same way. Features included color, scale, typeface, product class, animations, multimedia, multimedia, animation, and various choices. Subjective features, on the other hand, are less specific facets of ads but emotionally appealing and are more likely to be perceived by various individuals differently. Subjective features included adjective control lists to tackle readers who found the coverage to be thrilling and dull. Engrossing, empathizing, flowing, navigation friendly, the knowledge supplied, etc. They also discussed the viewer's reaction to the ad and the website. Dholakia & Rego (1998) also looked at website usability and collection of business platform functions. These included photographs (clickable or not), links, indexes of search, color use, changes to the web page, copy mood, audio clips, copying feelings, banners, contact form and other means of communication with a business.

The Emergence of Social Media and Networks

The mass network has evolved as a significant two-way platform for consumer-market communication. Its media has been made one of the globe's best rising digital facilities because it is a powerful platform to recommend goods and services to customers. We are a new tool for communication advertising. This growth has contributed to the interconnection and involvement of users on the Internet. Big data is a recent technology that has introduced the internet to the social world with the implementation of social media where people can access and generate data, like social network sites, user-review websites, discussion forums, and smartphone apps, which are widely called 'online data.' Websites are described as web-oriented services which enable people to access their resources

1. Create an account within a restricted framework, public or semi-public;

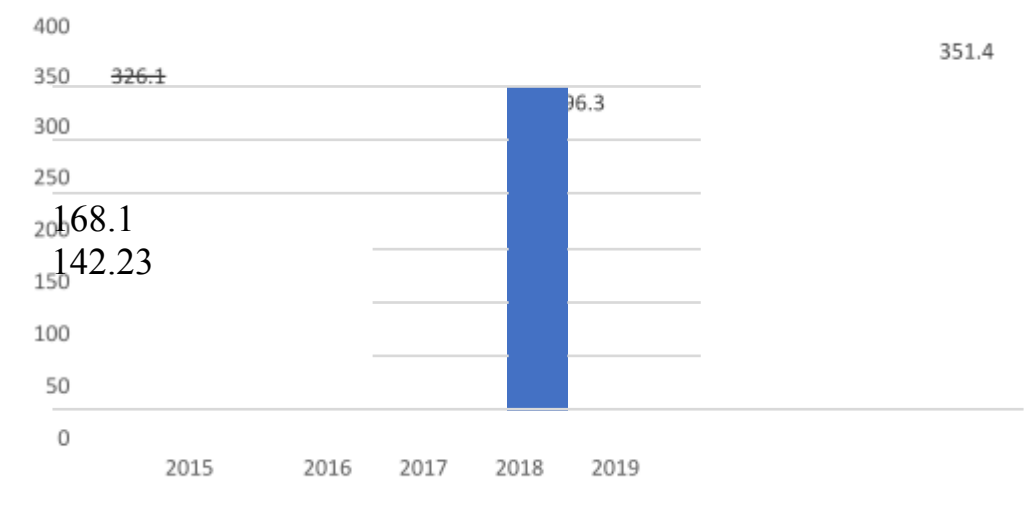
2. Label additional applications who share a connection, and articulate
3. Analyse and cross the details of making interactions within the systems and those that some have created "(Boyd & Ellison, 2007).

Social networks have a virtual network platform where people can always, anytime, communicate and share thoughts, distribute, and monitor messages. Social networking sites offer a range of services including users' unique space for sharing images, videos, blogs, and group contacts via chat rooms, instant messaging, and e-mail. The networking sites are equipped with several services. Such platforms give companies the chance to involve clients, brand creation, product launch, etc. Social networking is a medium by which consumers exchange text, pictures, Sound details and video information and with the businesses, and vice versa, according to Kotler et al. (2013). Hsiao (2011) notes that social networks in Wang et al. (2010) have become virtual online spaces where consumers share with friends and family their views, images, video, and e-mails, thereby enhancing social interaction.

The advent of online social networking changed every day in the 21st century. Social media provides businesses with various values such as increased brand awareness. It promotes word of mouth contact, improves revenue, communicates knowledge about the market environment, and creates social support for customers. The development of websites in social media and social networking needs an analysis of customer behaviour, because social communication can improve business tactics in companies through confidence-building frameworks that influence the motive of customers to purchase goods on-line. Online websites support "gossip, contacts, information seeking, and people connection, access to everyday news" for people "to communicate with one another" (Haythomthwaite et al., 2005). Social networks have provided consumers with the opportunity to exchange product and price information to help them make better consumer decisions. Therefore, potential customers leave behind numerous footprints that offer marketers enormous opportunities to grow, to create new products, and to reduce operational costs. Digital social networks have driven millions of people on a shared forum to portion a portion of their private lives. Advertising in both company-to-consumer and business-to - business social networks have become an important force.

The development and the launch of the world wide web and the social networks in the 1990s changed the communication habits of our communities and the relationship between people. It had profound impacts on the culture of the ability to communicate with others to exchange knowledge, socialize, achieve a shared goal or purpose. This introduces different opportunities for interaction, different news, and points of view, involvement in the "single, one-to-one, one-to-multiple and many‑to‑multifaceted communication" format. Now a day's Internet is not only a means of contacting clients; it is also an essential way of identifying new clients and a medium to establish contact with current customers. After choosing a product, purchasing decisions are contrasted between users, and the wording of the user is recommended for another product, "Customers who purchased this product also purchased". In total, Amazon uses at least seven different methods. Marketers advise similar products by publishing their photos on the focal Brand web pages and by reminding consumers of the relation between the brand and the joint transactions by making other customers' expectations or by making expert recommendations. Social networking Websites and forums allow those involved to respond to the product being advertised by "tweeting" or "posting" comments, which serve as word of mouth. Brand information is replicated, thereby increasing traffic to the product/company. New ways of commercialization have appeared, for example, in search engines, social networking sites, and mobile devices. Governments have started to use culture as a source of information and as a method to collect feedback and to identify patterns for the future. Because of the nature of the issues, decision-makers are calling for new supporting analytical tools that can balance technical advances and provide a framework for gathering information in real-time, taking into account the views, commentaries, and opinions of people expressed via social media. On the point of view of users, on the other hand, one might argue that social networks performed a major function every day. In the last decade, social networks have increasingly been entering people's everyday lives and has a huge impact on behaviour. Omand et al. (2012) said their conventional way of life has been turned into massive digital social communications. "Social media technologies using the internet are capable of growing current and cultivating new cultures of transparency," says Bertot et al., (2010) According to Jain U (2012), social networks and their success are commonly called the information society. Social network analysis tools, such as posts and commentary, discussion on

online forums with various features, including reporting, visualization, searching, event-driven alerting, and text mining, can be defined as ‘technology resources for social listening and measurement programs.’ The proliferation of online communication, especially online participation, and word-of-mouth (WOM) or user- generated content (UGC) digital sites, has dramatically increased, as Dellarocas (2003) said. Interactions with Word of Mouth is used to forecast retail sales and even the popularity of film and television. The position and growth of social networking sites (SNSs) were undeniably overwhelming among user-generated content sites. According to Ryze, almost all web sites created by users provide a way for users to link to each other. LinkedIn offers a link to business whereas MySpace, Facebook, and Orkut are social. Additional networks combine both. A new trend of content production has arisen with the advent of social networks, where individuals can quickly exchange experiences and information with different consumers. The findings of social network data requires the separation of public (useful) content from motivational image- seeking. While most social media platforms are structured to facilitate behavioral image search (photo-sharing websites), other users can often focus on more practical purposes. Although Chevalier et al. (2006) and Dhar et al. (2009) indicate that web content buyers will gain from public information such as reviews, blog posts, and newsgroup discussions, little understanding about how utility-based and images- seeking motives affect the outline purchasing behavior about content producers. The survey shows people joining social networking websites for a wide range of reasons: connections, new friends, friendships and feelings of ownership, the achievement of goals, the need for knowledge, values, and self-identity. Investigations show a strong increase in customer feedback on the internet (Chris et al., 2008). Examinations are one of the major areas of social media coverage. Of goods and services, customer reviews are widely available that create great value both for customers and businesses. Indeed, businesses strongly allow customers to review and analyze on-line goods and services. These activities generate mouth to mouth electronics. Produced by social networks, this communication platform enables consumers to make their own buying decisions.



Source: Statista 2020

Figure 8: Number of social network user in India (in millions)

In 2018, 326.1 million social media consumers were in India, as per the Statista2020 survey. Compared to the rise between 2016 and 2017, the increase is relatively small. Nonetheless, in the region, nearly 448 million users were expected in 2023.

Platforms of Social Media

Social media platforms are also applied to multiple forms of social media including YouTube, social bookmarking, geo-location websites, browsers, and daily deals, as well as Internet sites like Facebook for social networking or LinkedIn. Various networks offer companies various advantages. The media help marketers to develop their website presence and improve other communication activities. Three main social media platforms exist:

- social networks.
- online communities and forums
- blogs

The present study covers social networks with the most commonly used platforms according to the state of marketing and deals with users on Facebook, Twitter, LinkedIn, Google+, and YouTube. 2015.

“Likes” is a social action that is being created on Facebook’s social networking website. When a company on Facebook clicks the “like” button, businesses will have exclusive content, exclusive deals, and discounts. The Facebook page you like will provide important company statistics, product deals, and an opportunity to connect with the client. May write reviews or comment directly. These newsfeeds are not only received by subscribers but also the information can be viewed by friends of the subscriber. This allows users like the Facebook page and their contacts to increase their visits to the company’s Web site. It can spend more than other customers on traffic. In India, there are 260 million active consumers on Facebook, the most in any part of the world. Facebook has the largest class of users by the age of 18 to 24 with a gigantic 97.2 million customers.

As regards the amount of participants per city, Mumbai, followed by Delhi and Bengaluru, has the highest number of Facebook users. Narendra Modi belongs to India’s most popular Facebook page — also one of India’s most expanding Facebook pages. Facebook is used by 52% of Indians as a news source. Facebook has been dismissed by TikTok, but this year in India it still managed 160 million downloads.

Twitter: It is another social network such as Facebook that allows you to send short messages to anyone who follows them. Many small companies are word of mouth to customers. This platform can be viewed as a digital way of thinking about communication forms. Different analysis has notified the drawbacks of the use of social networking websites in offline tests. Twitter details should be used with care, as reported in Wong et al. (2012) and twitter users are major variations in terms of their interests with non-twitter users. Nevertheless, the company, its products, and its promotions will draw consumer interest. It helps a company to broaden its client base and attract new clients. Celebrity approvals via Twitter are a common way to reach an audience of supporters to promote a brand. Twitter in a way makes the details more accessible to its audience. The most popular social media practices in India (TAMAT),as per a study from the web network and Mobile Association of India (2015), including maintaining an individual virtual profile on Facebook and Twitter, posting and sharing an update and reacting to something a friend has shared. India’s Twitter users are 11,45 million; 18% of Indian social media users consider Twitter as a news source. Twitter use is falling—2,2 percent per quarter, unlike other platforms.

Gender inequality on Twitter is high, with 16% women and 84% men. Gender disparity is high. 83% of commitment comes from the like, followed by retweets, 9% commitment, and 8% engagement replies the most popular form of Twitter interaction.

LinkedIn: It's a platform for social networking where user registration is essential for businesses to link and create relationships. The website is useful to communicate with other professional professionals who can accomplish company goals and objectives. Enterprises should increase its product and service awareness. They will investigate rivals, clients, prospective clients, and partners. One can create a personal profile or a company profile. Companies may include their company and product details on their pages and create or join groups to exchange knowledge on industry expertise and perspective. By forming these groups or joining them. Increase knowledge or response to a prospective customer audience. Corporations may also pay for the promotion of other LinkedIn users on the website. India with 62 million active users is the second- largest market for LinkedIn. The traffic from India is 7.4 percent of LinkedIn. SlideShare is one of India's top 100 websites with a score of 75 (owned by LinkedIn). LinkedIn recognizes 22% of influencers from India as a very powerful forum for marketing influencers. LinkedIn reported a profit of USD 5.2 million in India with a net income rise of 26 percent from 2017 to 2018.

Google+: It was developed in 2011 as another method of social networking. While it is a topic behind other prominent outlets including Facebook and Twitter, its growth and ability to overtake existing social networking websites currently make it a hot subject. Firms that link users to social content like pictures and videos on other Social Platforms such as YouTube and other parts of Google through the use of 'circles' or groups of people. It helps a business to demographically target other groups of users and to determine what sort of content will be useful. Google+ helps anyone who follows the business page to share product reviews. It also contains the +1 icon, a social activity used to show an interest in an organization, similar to the Facebook Like page mentioned earlier.

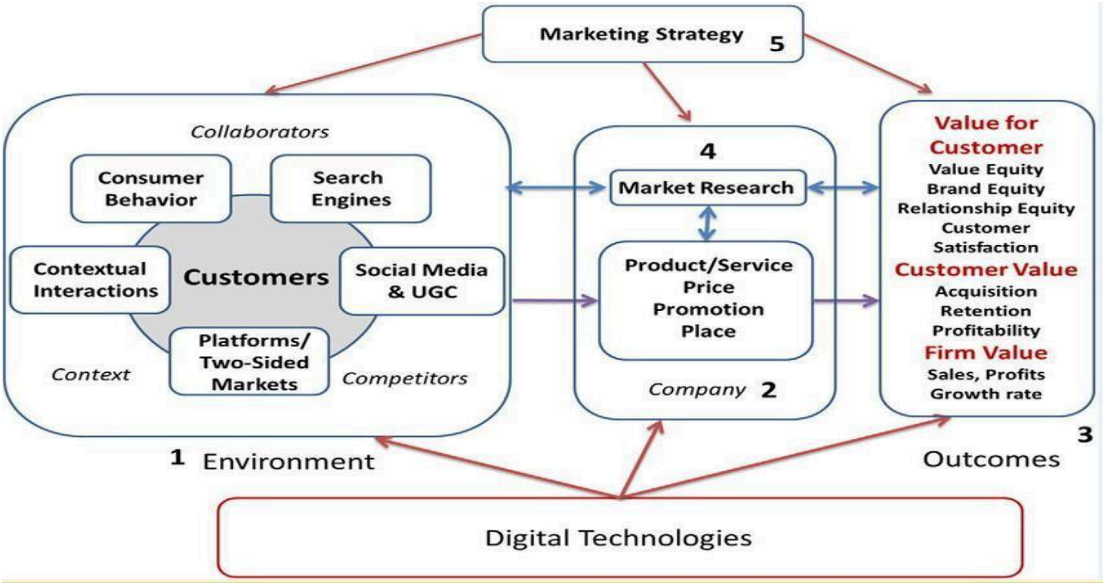
YouTube: The web can be downloaded, shared, and viewed from anyone's viewpoint. The company's aim may be to inform or educate the audience about its business and its goods. You can also use YouTube to entertain audiences in a way that will create a bond with target clients. Companies may use it as a low-cost advertisement channel

that can attract a wide variety of people. YouTube allows current and potential customers to search for content, understand the company's products, and market the brand. Product shows allow potential buyers to see how the goods work anytime and anywhere. Quality content is more likely to be seen for videos with high production efficiency. Moreover it is possible to recognize the videos more by posting the website link to the YouTube video. In addition to search keyword optimizations, a video maker should come up first when searched, advertisements can be bought on YouTube. In India, YouTube has an active user base of 265 million. More than 95% of the online viewing of video is in Indian and the Bengali content in watch times increases by more than 100% year on year. The million subscriber threshold has been passed by over 1200 creators in the world. There were only two producers with a million subscribers just five years ago.

Digital Media Marketing

Digital media marketing is an online marketing modem that has such an impact that it can be seen as a distinct phenomenon. The introduction of 4 G technology makes speaking, data, video, and the increased demand for smart telephones and other mobile devices possible easier, further increasing the value for marketers of social networking sites. To connect efficiently the social media marketing uses different social network websites. It includes private fora, public panels, and broad social networking sites. Social media marketing requires events to exchange content, pictures, and videos to achieve marketing objectives. The active involvement of consumers is characterized by the exchange of information and opinions and experiences. Ads do not target customers in certain cases, and they believe that all advertisements are meaningless for the details they have. Since anyone can post something on websites of social media, people don't trust these posts or the people who post them. Unwanted texts, in particular when it's a commercial message, are removed, according to Phelps et al. (2004), because they're not trusting them. In this case, customers do not usually delete social network posts, but avoid advertising on these platforms due to a media's lack of reputation and a lack of advertising confidence. They see the content as spam and refuse to supply advertisers with their personal information because they feel it is deceptive. Since this platform uses several devices, it also benefits from marketing campaigns as mainstream media. The message should be important, unforgettable, and

persuasive to stimulate the attention of the audience and to motivate them to pass it on to the social network, according to Eckler et al. (2011), and the budgets of Social Media are growing.



Source: Scienceworld.com

Digital Marketing Models

- 7 Advertising Ps-The market segmentation incorporates four manageable variables influencing income of your company: product, location, promotion , costs, staff, procedures and efficiency.
- USP: the cohesive product for sale is the exclusive brand or product quality that separates it from other competing companies.
- Matrix community consulting in Boston: matrix for growth-share, also known as matrix product portfolio; the matrix also consists of four fields, Cash, Pets, Query and Star.
- Brand Positioning map: These are the sets of views, impressions, ideas and emotions for the product relative to the competitors. Preparation, strategies and brand image assessment are critical.
- Customer Lifetime Value Model(CLV): net profit forecast allocated to the entirety of the potential customer relationship. It also established a consumer relationship's monetary value depending on the real value of the consumer's expected cash flow.

- Ansoff matrix: The matrix offers a structure that facilitates the creation and implementation of a company-based strategy by market penetration, market growth, product development and diversification market management and social networking administrators;
- Loyalty ladder: the loyalty ladder is a theory for marketing strategy which allow consumers to steadily progress through partnership stages, beginning as possibilities in the bottom (the ones who plan to buy but have yet to do so) and finishing at the top as advocates.

PESTLE: Analysis is an acronym for a method for detecting external factors that affect the organisation. Analysis For political , economic , social, environmental , and legal, PESTLE is a representative of politics.
Porter Five Force – a powerful resource to consider the intensity of your work culture and the future viability of your plan – the crucial considerations are strategic competition, supplier strength, customer strength, the threat of replacement, the potential new entrants.

Digital Media Advertisement

Marketers also learn how best to communicate with their large audience and social networks. Publicity is just one means, as any particular organization may also be part of and engage in social groups. The fact that a Facebook page is now a virtual precondition for many businesses. Even small businesses would benefit from Twitter to generate interest in its goods and in the events that it hosted. On the doors and windows of smaller businesses (A peach of opportunity: 2010) signs for “Follow Me on Twitter” appears.
With clicking on the ad, consumers are often taken to a Website providing much more information and perhaps a chance to purchase the product, and the advertising videos feature interactive functions, such as zoom in or out and pause / replay / forwards. On social media sites you can read experts’ thoughts, numbers of loves, and disappointments about the company, notifications, and warnings about the company itself. Questions can be answered and promotions can be obtained through these websites. Furthermore, the role of computers and mobile as a medium to access these social networks is increasingly crucial.

1.8 Marketing Through Mobile

One of the most successful e-communication tool is Mobile marketing. The appeal of mobile marketing as a communication tool is obvious in the ubiquity of mobile phones and marketers who can personalize messages based on demographics and other consumer behavior. Mobile marketing is regarded as a collection of activities that enable organizations to interactively and relevantly engage with and engage with their audiences using mobile devices (Mobile Marketing Association 2013). Cellular phones and smartphones have a broad penetration that enables people to connect to the Internet and order online. Marketers see a bright future in what is now called m- commerce or mobile trading. It was mostly push-like, and it included messages sent to customers via SMS and MMS. Today, the idea has more strongly expanded into pull- type Internet communications, resulting in a new direction for mobile marketing. The existence of mobile televisions and media can keep consumers connecting and interacting with a brand all day. Smart devices and their consumers are using technology. Also, mobile commercial communication via mobile devices is two-way, where consumers not only react to their messages but also ask for information at a certain duration. Consequently, QR codes flood the market, enabling customers to search the bar code that automatically redirects to a specific website. Another technology, localization-based marketing has emerged, which provides smartphone users with information directly about their GPS-detected location.

Another important reason for using online services is the need for information. The degree up to which the media provide relevant and beneficial details for consumers is described in a marketing context. The perceived importance of mobile advertising, which may help create a positive outlook regarding mobile advertising, can be improved by knowledge in the sense of mobile advertising. Bauer et al. (2005) have found that the optimistic attitude towards mobile advertising contributes for the purpose of actions to utilize digital services advertisement messages of high informative value. Tsang et al. (2004) found that the overall attitude to mobile ads is related to the details. In tandem with entertainment and social events, Bauer et al. (2005) found that knowledge specifications can lead to mobile marketing's overall understanding that has a significant influence on digital marketing.

Consumer Attitude

Attitude has developed primarily from the work of social psychologists and psychometricians and is a basic principle in the whole field of social psychology, theories, and approaches connected with interpretation and interventions. The structure of an attitude is most commonly regarded, according to Martin Fishbein & lock Ajzen (1975), as it consists of three strongly interrelated components: cognitive (awareness, understanding, knowledge), affective (evaluation, desire, preference) and conative (actual behaviors, such as intent, checking, purchases). An emphasis on the emotional aspect is usually paid to evaluate the amount of advantageous or optimistic emotions for an item. The idea is that this overall taste dimension builds on the cognitive component (convictions and brand knowledge) and leads to an attempt. There were claims that people frequently create a general attitude to objects without first examining them as well cognitively, with these general attitudes centered solely on feelings and emotions rather than any logical, cognitive conviction or benefit-based assessment. Research suggests that the relationship between attitudes and buying behaviors, as consumers get more "direct" information about the brand, they feel more confident about their position and are most likely to use it for purchasing choices. Knowledge about an advertising brand is generally not so straightforward. Repeated media exposure will, however, increase the amount of customer data on the brand that strengthens confidence in attitudes and increases their impact on behavior. James H. Myers & Allan D. Shocker (1978) explored a distinction between physical attributes, pseudo-fitness and reward that could both be used for choosing and positioning attributes. There were various outcomes of the study. The most quantitative physical characteristics can be calculated at certain dimensions, such as temperature, colour, size , weight, thickness, strength of fragrances, etc. Pseudo physical characteristics, by contrast, represent physical properties not easily measured like the taste, fragrancy, and shine, etc. Psychological benefits can generally be classified as pseudo physical advantages, referring to advantages which promote the well-being of consumer or customer.

The medium-end chain model offers another valuable way of separating the various rates of attributes. This model (Figure 10) focuses on a process called the Laddering

process on the relationship between product characteristics, market impacts, and personal values.



Figure 9: Means-end chain model

In this sequence. The values represent the final states desired. They have an external orientation or could refer to how one sees products and consumer implications as the means to achieve the desired ends. Measurable physical and subjective properties include product attributes. Any benefits for the user have been the result. The implications can be functional or can affect your perceptions. The Middle-End Chain Model suggests that in the creation of message content it is the interaction network with attributes, effects, and values that truly reflect. Accordingly, successful ads should reach all layers and not just the product attributes alone. The most positive market implications should be verbally or visually expressed and the principles should be the driving forces behind ads,

Consumer Attitude Towards Advertising

William F. Greene (1992) says that his attitude to advertising is based on feelings evoked by advertisements and the mood of the publicity viewer, the publicity viewer's attitude towards all ads generally; his attitude to advertisers generally; his perception of the advertisement's execution properties; and his / her perception of advertisements People like ads or hate publicity and this attitude is modified into or related to the brand. Therefore the attitude towards advertising, and actions towards a brand are directly causal. Richard (1986) notes that advertising behavior is affected by the perception of the advertisement (thought and feeling), which then influences the marketers' actions and then affects the intention of purchasing or not purchasing the brand. To see what sort of attitude people develop towards advertising, it is important to know how advertising affects the brand's attitude. If the feeling generated by the ad

is positive and the manner in which the ad is made is beneficial, then the ad will produce a good attitude towards itself. It is also important to note that publicity may be enjoyed either because of its fun or because it is considered useful, or because it is both useful. In reality, the publicity with high frustration rates, David Aaker & Donald Bruzzone (1985), have shown an unprecedented situation. When the advertisement transmitted valuable information, annoyance levels were raising. As per Baker and Lutz (1988), publicity can involve each cognitive responses (a sense of satisfaction generated by advertising) and judgments (informativeness or reputation advertisements). Shimp (1981) notes that there are two distinct dimensions of ads: logical (resulting from advertising elements) and emotional (ads). Cognitively, consumers are attitudes toward copying, endorser, and presentation, arising from the conscious processing of such outstanding features in ads. Emotionally, consumers form advertising behavior through the careful processing of extraordinary features such as endorser, color, title display, presentation. These two dimensions may impact customer attitudes differently. Publicity can elicit emotional reactions such as a sense of affection, nostalgia, and joy, without conscious processing of special elements.

Consumer Attitude Towards Online Advertisement

While several recent studies on online advertisement attitudes shed light upon the attitudes of internet users towards particular types of Internet advertisement, it would be beneficial to provide a broader sample and a general review of internet advertising. Researchers Mehta (1995) and Ducoffe (1996) demanded wider sampling frames and verified previous findings of their original system and found that online advertising attitudes relied directly on public interest and entertainment levels. Also, the importance of ads relied on expectations of entertainment, knowledge, and annoyance. Ducoffe (1995, 1996) describes the culture, informativity, and frustration as variables that contribute to customer advertisement perception, and therefore advertisement attitudes. The notion that influencing (entertainment and irritation) and cognitive (informative) components relate to online advertisement evaluations Compatible with certain styles of attitude such as three-party attitudinal concept. But a third dimension, conduct experience, may contribute to the attitudes of consumerism, is suggested by the tripartite theory. Brackett & Carr (2001) validate the Ducoffe model further and expands it to include market trust and demography. Faithfulness is strongly linked

both to attitude towards advertisements and advertisement value. Therefore, Internet advertising can also push people towards Internet advertisements by making a purchase choice.

Consumer Attitude Towards Social Media Advertisement

The rise of globalization, particularly in consumer perceptions, has given researchers the chance to study the role played by advertising goods and services. Consumer's position on online publicity means the opinion of consumers on online publicity. The style and content of an advertisement are the direct human influence on online ads. The rise in internet users offers advertisers the potential for reorganizing their conventional media and using the Internet as a communications marketing tool. Internet advertising allows consumers to monitor commercial content, according to Schlosser (1999). It is important to get insight into the attitudes of customers as they influence their interest, responses, and access to individual advertising. Also, most works were aimed at assessing the views or perceptions of customers towards online services, the use of the internet, and online shopping. Bauer & Greyser (1968) says that consumers' attitude to online advertising is characterized as human reflection. The consumer's attitude towards online advertising can have distinct traits and attitudes and by various consumer components. Interpretation and actions. The feeling is an emotional state, or a feeling or mood of a person, e.g. excitement, happiness, and unpleasure. Perception is the act of a person's perception through sight, smell, hearing, or touch. And behavior is an individual's action or reaction to internal or external stimuli. Individuals can form positive or negative sensations to information or product based on their preferences and disgust. Postpositive customer response in relation to online ads is the most effective measure of effective advertising as the main objective of generating advertising is to establish such an attitude in the minds of customers to promote advertisements, as well as products and services. Publicity produces a positive or desired feeling such as warm sentiments of friendliness, hope, love, playfulness, enjoyment, whereas negative or unfavorable feelings such as protection and ignorance may also be generated through the cognitive capacity of consumers.
Work in the fields of the impact of banner ads on brand decisions has been performed. Moreover, connectivity through social media is flourishing and moving via such social media as Facebook LinkedIn, YouTube, and Twitter. Many advertisers are expecting

to see new ways to use these network sites to make their ads a reality due to the rapid growth of social networking. Social networking growth is due to social engagement, comfort, information currently available, entertainment, and communication. Zeng, Huang & Dou (2009) say that research addresses the organizers' concerns as to how users can be convinced that they are more open to online advertising. Publicity factors like reputation, anticipation, empathy, comfort, frustration, indignation, distress, and discretion can affect the attitude of consumers. The understanding of the consumer's reputation is that online advertising is trustworthy, persuasive, and reliable.

Behaviour of Consumer Towards Advertisements

Consumption mentality, as "operations" in which individuals take part in product and service procurement, consumption and disposal." Cultural, Financial, Personal, and Psychological factors influence customer purchasing behavior. Most of these variables are uncontrollable and beyond marketers 'influence, yet they must not be taken into consideration while attempting to understand consumers' complicated conduct. Michael R. Solomon (2011) defines consumer behavior as an inquiry into the pick, buy, use, and disposal of products, facilities, innovations, and person, community and organisational perspectives to satisfy their requirements. Belch & Belch (2004) notes that consumer behavior, to satisfy their needs and desires, is characterized as the procedures and systems which individuals conduct when scanning, choosing, purchasing , using , evaluating and disposing of goods and facilities. The main goal of the advertiser is to attract forward-looking consumers and affect their conscience, attitudes, deliberate purchasing, and purchasing behavior. They spend a lot of money on their goods to protect customer interests. The goal of marketers is to obtain sufficient market data to construct accurate buyers profiles to identify the contact target group. This includes the analysis of consumer behavior, including mental and physical activity for people who buy and utilize goods and services to fulfill specific needs and requirements. Engel et al. (1986) have defined the actions of consumers as "all activities of persons immediately connected in receiving, using, and getting rid of, involving resolution-making procedures preceding and describing these activities." Engel et al. Proctor et al (1982) found out that, under some conditions, the primary objective of consumer behavior research is to clarify customer behavior. It intends to

evaluate the variables that impact customer behavior: the social, economic, and psychological dimensions in particular, which may mean that the management will choose the desired marketing mix. Consumer behavior analysis considers the customer as an alternate variable in the marketing series which cannot be regulated and which interprets the product or service not only concerning its physical properties but also in relation to its emotional aspects.
In the field of marketing, the word “customer” applies not only to buying itself but also to the aggregate purchasing trends like pre- and post-commercial operations. The pre-purchasing behavior may include an increase in knowledge of desires or requirements, as well as a quest for and assessment of goods and brands that could meet them. The tasks following the purchase include an evaluation of the item purchased and the elimination of any concerns that surround the buy of costly and rarely purchased goods. All of these have repercussions for buying and repurchasing and can affect the marketer in various degrees.
Customers are important assets for the company and will invest not only in purchasing a customer but on “right” customers. Nevertheless, Deijan, Pachepsov, Zazykin (2003), Werner, Kumar (2003), and others explored psychological factors that influence consumer behavior. To order to convince consumers to get the advertised product and, to particular, to make an effort to obtain the product purchased, psychological factors and ads themselves are decided. In order to purchase the advertised product, Dolak (2007) notes that customers must go through the stage of the publicity effect. The market now consists of a Broad item and utility portfolio that all of them cannot remember or buy. The main aim of advertising specific products or services is to attract the attention of customers and analyze the effect of ads on customer conduct. Customer advertising behavior is subjective and depends solely on the mental atmosphere and the happiness of the message recipient. Cognitive responses, affective responses, and motivational responses are three different kinds of customer reactions to promotion. Internet shopping is an online platform for these practices directly related to the buying and sale of goods and facilities via the web network between businesses and end-users.

Conclusion

The new century took us to the edge of the I.T. State-Revolution. The advent of the Internet has greatly contributed to this revolution. The Internet changes the way people do things quickly. The same will, of course, impact advertisers. Due to the absence of geographic barriers, the Internet has been accepted as the most powerful publicity media. Yet again, the introduction of the Internet and its subsequent acceptation has placed conventional forms of advertisement in doubt. Advertisers seek to market their goods with the 'web,' and thus their

clients with the 'app.' Therefore, advertising equations shift quickly as the Internet gains popularity, we would like to research both from consumer and advertiser perspective the effect of the Internet on ads. The increase in Internet advertising is obviously beyond offline advertising.

With more and more businesses recognizing the real value of their products and services in online ads, they are draining money from other types of offline advertising. As a result, Internet advertising market share is continuously growing while the market share of offline advertising media is stagnating or decreasing.