

**Internet Advertising Trends in India****Narinder kaur****(Assistant Professor in Commerce Department)****Hindu Girls College, Jagadhri****Abstract**

Internet advertising is also called Online Advertising, Web Advertising . This advertising uses internet to deliver message to customer. Now a days it is very important for the business person to attract their target customer towards their product through valuable mode of promotion and communication. Increasing the use world wide web has completely changed the scenario of business world. Internet advertising is one of the upcoming and growing segment in Indian advertisement sector. Internet is such a medium which is accessible easily by anyone at any place. Seeing this latest fad we can say that India is certainly online media advertising boom. In this paper we study why companies preferring online advertising and trend of internet advertising in India .

**Keywords**

Internet advertising , world wide web, Traditional Advertising

**Objectives**

- To find out the reason preferring Internet Advertising
- To study the Trends of Internet Advertising
- To explore the difference between Internet Advertising and Traditional Advertising

**Methodology**

This study is based on secondary data . Data is collected from published source such as journal, books ,newspaper, magazines. The collected data is carefully scrutinized and all relevant data is used for the study which help to attaining the objective of study.

## Introduction

Internet advertising is developed to promote information about product and services to target customer in optimistic approach of making them agree to buy product and services. It is very flexible medium of advertising and this is it where it stand apart from the Traditional advertising medium . Now a days it is impossible for business firm to survive long time without advertising efforts specifically internet advertising. Internet advertising is key factor in the success of any product and services and in this competitive era companies ready to invest whole heartedly in internet advertising campaign not only make profit but also to achieve customer satisfaction. There is no doubt that world wide web has grown phenomenally within the last 10 years . Now days , most household have at least one device which is connected to internet. Today , 36% of the world, population is using the internet and this figure rising day by day, this is because there are more and more ways to connect and access the internet, through mobile s such as notebook , smart phone and gaming consoles. It is the cheapest way to get in touch with family , friends across the world.

## Trends of internet advertising in India

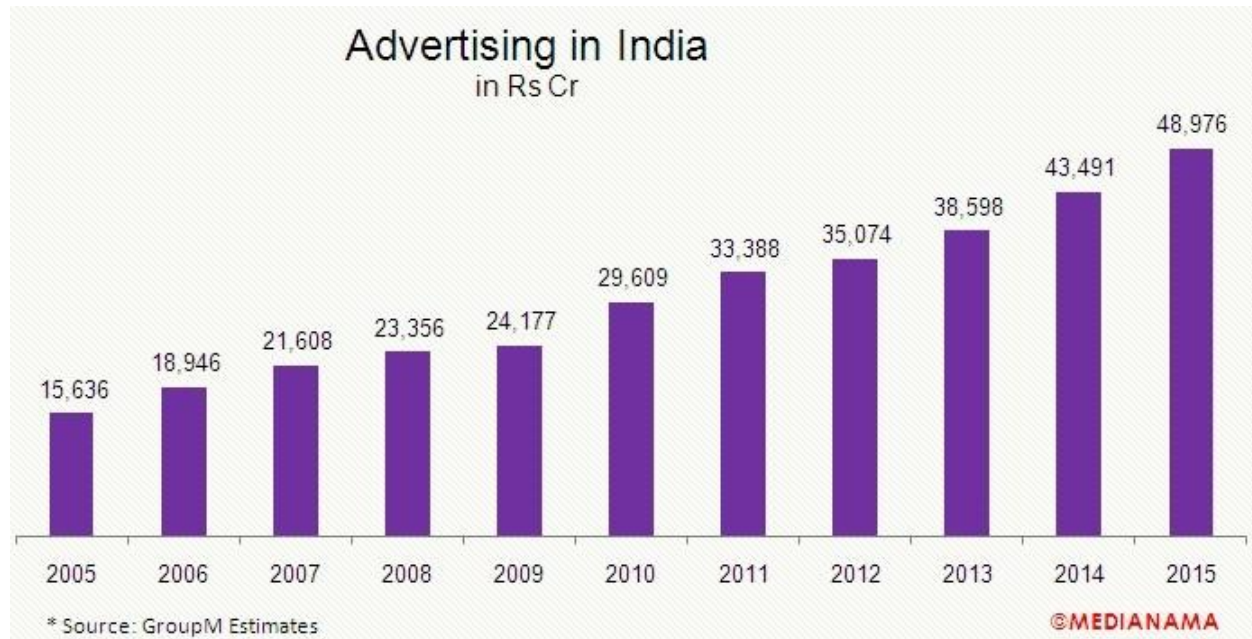
Trends of internet advertising showing bright future in India. Advertising spends in India are growing 12.6% year on year to Rs 48,97crore , of which internet advertising spends will account for Rs 4,661crore . The growth in 2014, to Rs 13,490crore, is being attributed to an increase due to election both general and state elections, as well as advertising from categories like e-commerce and Telecom. **GroupM said in a statement**

- India internet market expected to grow at compound annual growth rate (CAGR) of 33.5% to cross the Rs 25,500crore mark by 2020
- The internet share in total advertising revenue is anticipated to grow twofold from 8% in 2013 to 16% in 2018.
- Online advertising , which is estimated at Rs 2900crore in 2014 , could jump threefold to Rs 10,000crore in five years, increasing at a compound annual rate of 28 %

Medium	2013	2014	2015	2016	2017	2018
TV	417	474	543	631.2	740	854
Print	243	263	284	307.1	332	358
Films	125	126	136	155.6	171	186
Radio	14.6	17	20	22.3	27	33
OOH	19.3	22	24.4	27	29.6	32
Internet	30.1	43.5	62.5	84	115	138

Source: FICCI-KPMG, Media industry report 2015

The growth in popularity of digital media continued in 2015



### Why companies preferring internet advertising

- **Reduce cost:** Advertising on internet having very little cost, can potentially replace the costly advertising channel such as yellow pages, television, radio, magazines.
- **Simple to measure:** for measuring traffic to your site you can use google analytics to measure specific goals you can check how many people are opening, reading and converting from you emails.
- **Brand development:** well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities.
- **Personalization:** Internet advertising enables business to personalize offers to customer by building a profile of their purchasing history and preferences this information help to planning cross selling campaigns .
- **Social:** Internet advertising enables firm to take benefit of the growing importance of social media. An articles on the Harvard business school executive education website highlighted the link between social networking and online revenue growth. According to article , a group of consumers that respond most strongly to the influence of social networking generated increased sales of around 5 percent.
- **Global Audience:** This is opens up tons of new opportunities and prepares you to compete on a global scale . So even if your offline office is closed for business, customer and prospects will still find you through your website and place their orders.

### **Difference between Traditional Advertising and Internet Advertising**

**Flexibility:** In internet advertising we can devise the advertising easily at less idea and using fresh ideas, but in case traditional advertising it is not possible at short time it take time and include huge cost.

**Return on investment:** It is difficult to track in traditional medium if sales increases is due to advertising or other factor, but in internet medium we simply track when some one clicks on the add and then make purchase.

**Limited use:** internet advertising is for only those having internet connection and must be educated, but traditional method is for masses there is no need of internet connection, even

**Broad reach and targeted focus:** internet advertising over traditional advertising is its reach. Reaching your audience , and more importantly, targeting and focusing on the right kind of prospects.

**Speed:** Once a ad copy is ready , the distance between the advertiser and its consumer can be rapidly covered. Deployment can be immediate as most of the time the delivery of ad schedules is not dependent upon the publishers schedule.

**Versatility:** Unlike traditional media , online advertising can be highly interactive. From incorporating videos and games to audio messages and section query input , there are many methods to keep the consumer keenly and constantly engaged.

**Distance barriers:** It allow you to overcome distance barrier. With internet advertising , you can reach and sell to anyone in the world with internet access. While traditional medium limited to your local region.

**Competition :** Internet advertising help to fight with competitor . In modern era traditional advertising is not enough , internet medium support to traditional method.

### **Conclusion**

No doubt, internet advertising offers potential benefit like target ability, tracking, flexibility, interactivity, so it is in developing phase in India. Trends of internet advertising shows bright future in India . Almost all business house engage in internet marketing because great impact of social media like Facebook , twitter etc. Indian youth is educated they want everything in one click. Internet advertising are many ways better than traditional advertising. This study also reveal that main reason for growing importance of online advertising is the increases literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purpose mainly social networking, online shopping and media sharing. The major benefit of internet marketing are its capability of interaction between consumer and advertisers followed by availability of wide range of information . These benefit make online advertising superior than traditional advertising. But at same time consumer are susceptible about the user safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds and privacy issue.

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