



## A STUDY OF THE ROLE OF ONLINE ADVERTISEMENTS IN THE GROWTH OF MODERN BUSINESS IN TAMIL NADU STATE

Mr. Niyas Ahamed M.<sup>1</sup> and Dr. Chilar Mohamed P.<sup>2</sup>

<sup>1</sup>Assistant Professor of Commerce , P.HD Part Time Research Scholar , Khadir Mohideen College, Adirampattinam.

<sup>2</sup>Associate Professor , Research Guide , Khadir Mohideen college, Adirampattinam.



### ABSTRACT

Online Advertisement and promotion are an essential part of every business association. Over periods of time advertise has evolve as a essential communication system for both consumer and markets. The aptitude of advertiser depends upon how suspiciously prepared messages are delivering to target customer. From large multinational to small retailer, all progressively more rely on advertising and on various forms of advertising to help them market product and services in the most well-organized manner. Creativity is mandatory not only in designing an Advertising movement but also in media development. A number of Media types and Media vehicles are progressively more being used in accompaniment to each other so as to reap the utmost benefit. Internet as a medium of advertising is progressively more being used to target the Net subscribers i.e.

**KEYWORDS:** Internet Advertising, E-mail Ads, Search Engine, Pop-up.

### 1. INTRODUCTION

Online advertising, also called online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising.

It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Many common online advertising practices are controversial and increasingly subject to regulation. Online ad revenues may not adequately replace other publishers' revenue streams. In the rapidly expanding and ever-shifting digital age in which we live, the role of Internet marketing in modern marketing is no longer a minor one. Internet marketing is a vital part of the success of any organization. From IT support to lead generation to sales, Internet marketing is beneficial to nearly every aspect of the business.

Internet marketing, which also goes by the names of online marketing, digital marketing, web marketing, e-marketing, etc., is defined as the process of promoting brands, products, or services, over the Internet. It includes any promotional actions that are done via the Web or wireless media, including email marketing, blogging, SEO, and social media. The worldwide reach of the Internet has made it possible for businesses to easily reach hundreds of new customers and has redefined relationships between businesses

to businesses (B2B) and businesses to consumers (B2C). Through the Internet, marketers from organizations of all sizes are now able to share brands, products, and services on a global scale and can do so all the time. Through websites, blogs, and social media platforms, consumers are able to find and access information about and from an organization twenty-four seven, from wherever they are. Due to the major role of Internet marketing in modern marketing, organizations cannot afford to ignore marketing online. Because the vast majority of people spend a significant amount of time online, whether they are at work or home on a desktop computer, at school on a laptop, or waiting at the airport on a Smartphone or digital device, marketing through the Internet provides organizations a more effective way to promote themselves. It also provides a more efficient way because it does not involve the costs that often come with traditional marketing. Costs that often include printing brochures, shipping out promotional mailers, and paying for billboard advertising. By cutting down on expenditures, Internet marketing allows organizations to experience higher revenue.

Internet marketing also helps organizations in achieving better global branding and in building greater awareness of the products or services that they offer. Through marketing online, organizations can more strategically reach their target audience; and if Internet marketing is done right, campaigns can easily be tracked, measured, and tested to ensure proper results are being received.

## 2. REVIEW OF LITERATURE

Kanso and Nelson (2004) examine the synergies of online and magazine advertising. Their content analysis reveals that there is a lack of integration between print ads and web sites and that print ads only listed the URLs in small letters and without any specific reference to the specialized features of the website. Ilfeld and Winter (2002) examines the performance of the persuasive hierarchy model, the low-involvement hierarchy, and the no-involvement model in explaining web site traffic. They find that the low involvement hierarchy best models the process through which advertising affects awareness, site visitation, and brand equity on the internet. Specifically, offline advertising appears to increase site visitation through its significant influence on consumer awareness, while online advertising directly leads to increased website traffic. The most significant factor in building awareness is the word-of-mouth generated from lagged visits.

While traditional marketing communication strategies focus mostly on conveying information to and persuading consumers, recent theories argue for a much more active role of consumers in marketing (Stewart & Pavlou, 2002; Vargo & Lusch, 2004). Consumers are no longer just receivers at one end of the communication continuum but, instead, actively participate in the marketing process, including the development and distribution of advertisements. As a result, consumers co-construct the meaning of marketing messages and develop a more effective personal relationship with companies. Reflecting this line of thinking, Duncan and Moriarty (1998) argue that the key to communicating effectively with consumers is a two-way exchange built on balance, symmetry, and reciprocity. This calls for attention to consumers' needs and preferences in marketing communication. Evidence of the need to attend to consumers' needs and preferences can be gleaned from research on attitude toward advertising and advertising avoidance.

Studies in these areas show that advertising forms that are forced onto consumers without regard to their choice are generally received negatively (Shavitt, Vargas, & Lowrey, 2004). Ads in such forms are more likely to be avoided (Speck & Elliott, 1997) and tend to have adverse effects on brand recall and subsequent attitudes (Mehta, 2000). Supporting these academic findings, the advertising industry has witnessed in recent years the steady decline of dependence on TV commercials, an advertising form consistently rated as the most negative by consumers due to its intrusive and pushy nature (Mittal, 1994; Shavitt, Vargas, & Lowrey, 2004). Advertisers are now resorting to softer approaches such as product placement and are shifting their focus to less intrusive media such as the Internet. Taken together, academic and industry evidences point to a need to incorporate consumers' communication preferences into advertising.

## 3. OBJECTIVES OF THE STUDY

- To study of the role of online advertisements in the growth of modern business in Tamilnadu state.

- To measure the reason of online advertisements in the growth of modern business
- To analyze the impact of online advertisements in modern business environment
- To investigate the Attribution of online advertisements in modern business

#### 4. RESEARCH DESIGN

The study is based on secondary data. The data is collected from various sources newspapers, magazines and websites. For presentation, the table is used and for analysis percentage method used.

#### 5. THE ROLE OF ATTRIBUTION IN ONLINE ADVERTISING

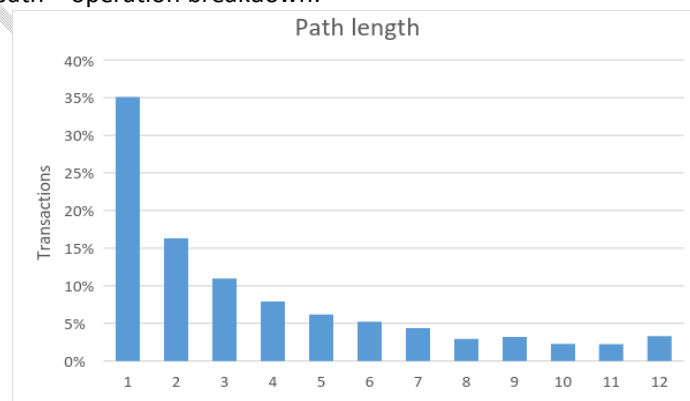
Before a client purchases, he/she is uncovered to multiple marketing messages. These messages might be in the real world (TV, Print, Radio, Direct Mail, Media), or via the choice of devices PC, Mobile, Tablet) which are living being used by the customer. Marketing provenance forms the basis for further allotment of the marketing budget. This is because it is almost impracticable to estimation the comparative importance of each touch-point in the final purchase decision truthfully. It is important, therefore, to comprehend Attribution Window, Path Length, Media-Mix and Cross-Device Behavior.

#### ATTRIBUTION WINDOW & PATH LENGTH

The duration requisite to make a purchase decision at the customer touch-point varies from a division of a second to a few months, if not longer. There are many factors which manipulate this length (ticket size, complication of purchase path, type of product), and quite a few of these factors might differ over time. The purchase decision estimate process is kicking off because of a need. The period of time for which an advertising touch-point is well thought-out to be potentially attributable is called the Attribution windowpane. While there cannot be a hypothetical upper-bound to this duration (for example, a consumer capacity have seen an ad many months ago), it is significant for this number to stand for almost all purchase decisions exclusive of being too long. It varies for dissimilar brands from 6 days to 50 days; longer durations may be used, but duration of 30 days remains the most common. The Attribution Window ignore the longer term advantage of branding, which accrues for a brand, for the marketing touch-points and the spends incur for them. Each brand requirements to find its own Attribution Window. In authenticity, the Attribution Window of a brand is the default setting in its web analytics package (30 days for Google analytics and 30 or 60 days for monitor).

During any purchase process, the consumer interacts with manifold touch-points. Every such communication is a point on the customer's voyage with the brand. The duration of the pathway is the number of such connections. The path length is prejudiced by the complication of the purchase decision, but also by the concentration of online advertising services.

At this point is typical path – operation breakdown:

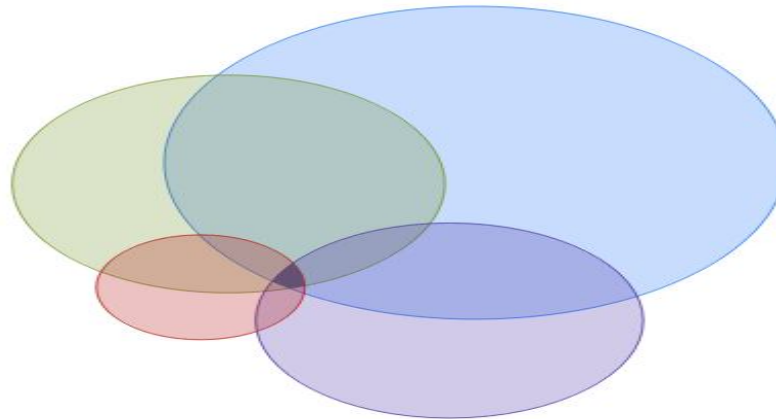


35% communication has one interface with the brand. At the same time, 30% dealings are done after 5 or more connections.

**Marketing Attribution & Media Mix**

If present was simply one marketing channel, the ascription problem would be beginners to a collective of one. The return from the waterway would be easy to compute as all revenue could then be accredited to the only spend. However, because of several channels in the media mix, the manipulate of each channel on a sale is complex to separate.

A beginner's revenue provenance pie looks impressive like this:



The overlap areas of the circles above are approximations.

● Paid Search	44.43%
● Organic Search	21.50%
● Social Network	17.27%
● Email	4.99%

Attribution models are used to extract similar performance parameter for such situation where there are manifold touch-points in play.

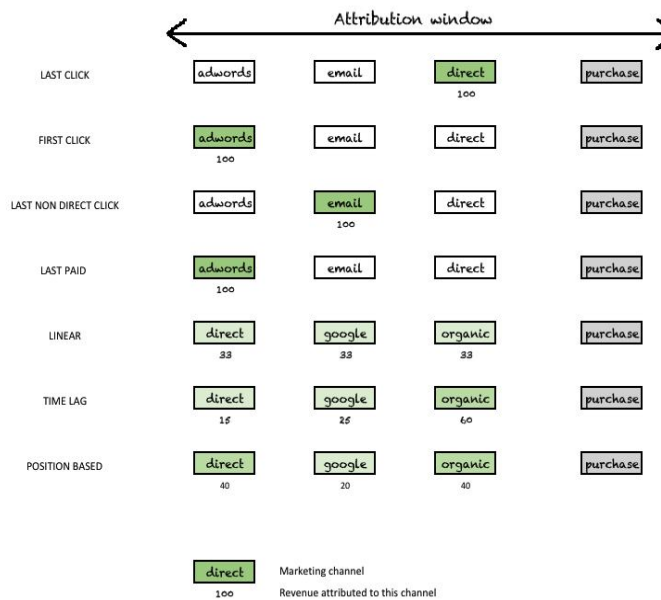
**Attribution Models**

Some of the attribution models completed popular by Google Analytics are programmed below:

Model	Description	Comments
Last Interaction	Touch-point with the last interaction before purchase gets entire revenue attributed to itself.	Benefits lower funnel channels like Direct and Brand ads.
First interaction	Touch-point with the first interaction before purchase gets entire revenue attributed to itself.	Benefits higher funnel channels like display.
Last Non-Direct Click	Touch-point with the last interaction (except any direct visit to website) before purchase gets entire revenue attributed to itself.	Useful in looking channels, other than Direct, which are leading to sales.
Last Paid Click	Touch-point with the last interaction (except any direct visit to website) before purchase gets entire revenue attributed to itself.	Useful in looking at contribution of paid touch-points only.
Linear	Revenue is distributed equally with all touchpoints.	Useful in high growth situations where multiple may be used
Time decay	Revenue is distributed with a bias towards most recent touchpoint.	Attempts to reward each partner with a bias towards lower funnel. Useful in intensely competitive price sensitive markets like Travel, Electronics
Position Based	Revenue is distributed with a bias towards the first and last touch-point.	

At this juncture is an attempt to explain the various models using a typical customer path

**ATTRIBUTION MODELS**



**THE REASONS OF GROWTH ONLINE ADVERTISEMENT IN CURRENT SCENARIO**

### 1. Imminent

Know accurately which ads brought in the maximum number of qualifying leads. Be acquainted with how many impersonation were serve, wherever they were served, and when. Recognize optimal channel, ad copy, and ad location. The metrics and analytics accessible with online advertising allow you in the direction of see the precise cost of acquire and convert a customer. Advertising online provide you with endless imminent allowing you to develop into a more effective marketer. Marketers went from have no data to supplementary data than we know what to do with. This is an immense difficulty to have.

### 2. Targeting

Online advertising gives you the aptitude to target and retarget the ideal prediction. Retargeting will serve ads based on preceding appointment, enabling you to recognize your ideal client profile. Once know what your clientele look like, it will know just who to aim and anywhere to find all comparable user online, construction sure they too are being serve ads. When advertising online, it has the ability to target a inhabitants as precise as? Men, age 20-35, who search for giant tickets flanked by the hours of 6-10 pm? Men, age 20-35? Ensure your communication is in obverse of the right populace at the right moment in time.

### 3. Creative

The aptitude to target goes away from accomplishment the right clientele. It can receive this one step supplementary and serve up the imaginative that determination best reverberate with each target audience. There is a common misapprehension that online ads are of deprived excellence, when in fact digital marketing provide the occurrence to be extremely attractive with video and additional rich medium. by means of animation and in-banner video ads can enlarge brand appreciation and highlight your belligerent edge. Is one of ads under-performing? A/B tests your copy, your image, your caption and serves ads that are as forceful as the online space in which they are living. A well-designed banner ad can revolve your digital movement from good to great.

### 4. Brand Consciousness

Online advertising can be worn to constrain traffic to your site and construct brand consciousness. Effectively targeted campaign can create brand influencers and reach corresponding audience. Key in to online advertising is SEO, which is very important to the achievement of your site. Company that recommends good SEO such as SEO South Florida can help your website reach its deserving audience. Use the never-ending online display space to be creative with rich media, ascertain your online occurrence, make an touching connection, and get online consumers thrilled about who are you and could you repeat that? Online displays enable brands to focal point on their perfect audience and modify messages that get better both recall and commitment.

### 5. Flexibility

Online advertising campaign can be in the swing of things with a few clicks or keystrokes. You have the suppleness to respond to inward bound data and make changes immediately. In the same way, you have the aptitude to pause campaign or regulate your line of attack in minutes. This suppleness allows you to hang about in front of your clientele, look forward to customer needs and regulate your ads before person even notices.

### 6. Scale

Demand-side platform, more generally referred to as DSPs, have national the buying of auction-based in attendance media crossways multiple inventory and data supplier online. Offline, you have to harmonize with manifold providers. As a marketer, DSPs allow you to scale your digital campaign speedily and deliberately, and you don't even want an agency! Many digital marketers are spinning to self-service provider to manage their campaign— create your own ads, desire your spend, scale and optimize crossways



your network as you perceive fit. You can also bring into play a full-service contributor who will optimize, scale, and spend accordingly, but this often comes with a monthly smallest amount. Whichever service you decide, scaling your movement has by no means been easier.

### 7. Cost

Digital channels are extremely money-making for marketers. Rates are characteristically set through an amalgamation of ad size, ad place, routine, and order. It making an allowance for the reach agreed via digital channels, heart-breaking your campaign online is often much cheaper than additional traditional offline channeled like radio, television, or print. Additionally, digital campaign has superior intelligibility, allow you to adjust your cost without complicatedness based on presentation. In the offline world, once you've remunerated for the space in a print magazine or a speck on the radio, there's no adjust your speculation after the actuality.

### 8. Reach

We've hear a assortment of this recently — people are surveillance less live TV and rotating to their computer for their preferred shows, music, and to right of entry their news. As marketers, being effectual require stay in front of your clientele; as it turn out, your patrons are online, poignant online gives you right of entrance to a global consultation, if you so yearning and it resources your ads can be operational for you 24 hours a day. The option is virtually limitless when it comes to your reach capability when you take your crusade online.

### 9. Commitment

Online advertising lets you be on familiar terms with a customers' precise level of commitment. You might have transmission and distribution of data for a print pamphlet, but you can't be on familiar terms with how much time customers exhausted interact with your ad, how much time they used up on your website, if they research supplementary of your products, and whether that ad lead to conversion. An online being there gives you all of this expensive data and places you in a location to learn where most unavailable prophecy lives.

## 6. CONCLUSION

They find that the low participation chain of command best models the process through which advertising affect consciousness, site visitation, and brand justness on the internet. exclusively, offline advertising appear to increase site visitation all the way through its important influence on consumer consciousness, while online advertising in a straight line leads to greater than before website traffic. The most noteworthy factor in building consciousness is the word-of-mouth generate from lag visits.

## REFERENCES

- Schumann, David W., Andy Artis and Rachel Rivera (2001), "The Future of Interactive Advertising Viewed Through an IMC Lens," Journal of Interactive Advertising, spring.
- Bayles, M. J. (2000). Just how blind are we to advertising banners on the web. Usability News, 2(2), 520–541. <http://www.surl.org/usabilitynews/22/banners.asp>
- Bayles, M. J. (2002). Designing online banner advertisements: Should we animate? In CHI '02: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (pp. 363–366). New York: ACM.
- Hartmann, J., Sutcliffe, A., & De Angeli, A. (2008). Towards a theory of user judgment of aesthetics and user interface quality. ACM Transactions on Computer-Human Interaction, 15(4), 1–30.
- <http://www.indianmediastudies.com/role-of-advertising-in-economic-and-social-development/>
- [https://studypoints.blogspot.com/2011/06/what-is-role-of-advertising-in-present\\_9703.html](https://studypoints.blogspot.com/2011/06/what-is-role-of-advertising-in-present_9703.html)
- <https://www.invespro.com/blog/effectiveness-online-advertising/>

- <http://www.ijarcsms.com/docs/paper/volume3/issue10/V3I10-0047.pdf>
- <https://www.business2community.com/digital-marketing/role-attribution-online-advertising-01691350>



**Mr. Niyas Ahamed M.**

Assistant Professor of Commerce , P.HD Part Time Research Scholar , Khadir Mohideen College, Adirampattinam.