Recent trends in Advertising Strategies: Conventional vs Digital Media

Saiyid Saif Abbas Abidi
Associate Professor
School of Management, BBD University
Lucknow – Uttar Pradesh

Abstract

This paper is an effort to analyze conventional vs digital platform for advertising in India. The current study focuses on the opportunities and challenges faced by the advertisers while using digital platform. The paper highlights the recent trends in advertising in context to digital and conventional media.

In the current study theoretical model is constructed reviewing different journals based on digital as well as conventional media. The study evaluates factor effecting advertisers decision in light of variables associated with medium of advertisement. Primary as well as secondary data is used for framing the conceptual theory which emphasizes on associating factors for the use of digital or conventional as a medium for advertising. The study also focuses on digital advertising and its impact on sales. The study is based on qualitative research. The technique used for data analysis is Focus Group Discussion. A group of 49 individuals was chosen to conduct the research.

The study evaluates the most promising factor for advertising option in contrast to digital and conventional.

1. Introduction

The American Marketing Association defines Advertising as “Any paid form of non –personal presentation of ideas, goods or services by an identified sponsor”

Here the word “form” represents a message, symbol or an illustration displayed, printed or broadcasted in a newspaper, television, magazine, billboard, radio or internet.

Whereas the term “non-personal” means that it is not on a person to person basis

“Ideas , Goods or services means the thing which you are informing about or persuading the customer to buy. It can be an idea of a political party or a simple product like soap or a service like a pest control service.

The term “an identified sponsor” means an organization or a company which paying for the advertisement and has full control over the content, scheduling etc. of the advertisement.

A company promotes its products and services via advertising to drive sales of the product and services, to build an identity of the brand or build a brand image, to communicate changes or launch a new product.

Over the years advertising has evolved, from the early history when print media was the only form of advertisement to present scenario where digital media /online advertising is making waves.

Advertising has been classified into various types and categories, namely,

1. Print Media - newspapers, magazines, brochures etc.
2. Outdoor Media – Billboards, hoardings, Events etc.
3. Covert Advertising – Cinema /Movies
4. Electronic Media – Radio, Television
5. Digital Media – Online, Social media

The continuous technological advancements and the ever expanding media has thrown open new avenues for advertisement world and given empowerment to the consumer. There is a major shift in the last decade, advertisers are moving from television advertising to online advertising, especially for those brands which are catering to the youngsters.
There has been a major shift in the ways and means of advertising, emerging trend in advertising is digital advertising, it involves promoting a product through internet, for example, advertising your product on Facebook or YouTube.

The advertisements on Facebook or YouTube normally are of products catering to youngsters as the youngsters have the maximum footprint on the internet.

Online advertising is the foundation of web economy, it is fast becoming a major component of the advertising market. Google and Facebook rely on online advertisements to generate revenue.

Mediums of traditional advertising are not evolving, while television can deliver advertisements with audio and video, internet advertising is more personalized and interactive.

The mobile communications has also opened a lot of avenues for advertising, advertisers can now deliver advertisement to consumers at the right time and place with the help of artificial intelligence and global positioning system.

The advertising on internet is growing at a rate of 13% a year till 2018. Currently Internet is one of the biggest advertising medium in terms of market share.

2. Literature Review

Digital Marketing is use of electronic media to promote goods and services. The objective is to attract customers by making them interact with the brand using digital medium. (Afrina Yasmin et al, 2015)

Online advertising can be considered as the foundation of web economy (Pishva, 2013) and currently online advertising is a large portion of total advertising market (Avi Goldfarb, 2014)

Successful advertising will lead to increase in sales and demand of the advertised product (Ratcliff & Rubinfeld, 2010) since Internet advertising is more interactive as compared to traditional media like television (Chen & Hsieh, 2012)

New business opportunities in advertisement have come through mobile advertisements (Chen, Hsieh, Cheng & Lin, 2009), since smartphones are interactive and personal they are a key marketing medium for promotion (Yang et al., 2013)

Although digital marketing is a popular medium for product categories like, books, clothing, gaming, banking etc., there are sectors like automobile industry which despite being the heaviest spenders on digital marketing have low online car booking numbers but digital marketing plays an important role in the decision making process. (Rekha Dahiya and Gayatri, 2018)

Digital marketing is the current trend but to stay relevant the digital marketing strategies need to be frequently revised. The utility of digital marketing has been proved due to the increase in the internet users and smartphone users. (Morzyhna et al, 2019)

3. Scope of the Study:

The scope of the study is restricted to India. The study is restricted to Lucknow city.

4. Objective of the Study:

✓ To evaluate the recent trends in advertising with respect to medium used
✓ To evaluate the change in medium of advertising from conventional to digital medium

5. Methodology

Qualitative method was employed to explore the potential relationships among three variables including medium of advertising, perceived change in medium of advertising and the current trend of advertising. Specifically,
five focus group sessions were conducted in September, 2019 with total 49 shoppers (i.e. nine to ten participants for each session). In order to ensure the demographic diversity of the participants in terms of gender, age, income, education level and online shopping experience, snowball sampling method was employed in which four respondents were invited purposively and each of them was required to invite three more people with specific characteristics. Each focus group session lasted one hour and 30 minutes and was monitored by an experienced mediator. The data collected from the focus group sessions were analyzed to develop research hypotheses.

6. Results

Qs.1: What is the current trend in advertising with respect to media used?

Ans.: With respect to media used the current trend in advertising is Digital media (social media). It is being used vastly for advertising purpose. Reasons for using digital media over other types of advertising media such as electronic or print media are very practical.

The cost of conventional media is high and the reach is comparatively low. Digital media advertisement is very helpful in reaching the specific targeted customers as per their interest and behavioral pattern along with the support of artificial intelligence and analytics. B2C & C2C companies recently focused on digital media (Example e-commerce website) whereas B2B focuses more on other methods of advertisement.

Qs2: Are companies moving to digital media for advertisement?

Ans.: Yes, almost all the Companies moving to digital media for advertisement because in present scenario data is next oxygen to the world. Digital Advertisement is more economical and reachable mode of advertisement these days. Social media websites like FB and Instagram are continuously upgrading their services of making business pages with more and more features. They are also assisting the businesses in targeting their specific segment for showing their ads. Google is providing ‘My business’ mobile app to register any business online on google.

Qs3: Digital media is being used for a certain type of product?

Ans.: According to our opinion the Selection of advertisement media is totally based on the nature of the business and the nature of the product but if we analyse the current trend, almost all the companies are doing digital media marketing but some companies are there which are using DIGITAL MARKETING to a specific segment of customer for a specific type of product.

Beardo- men grooming & Accessories

Nykaa- Beauty cosmetic and cosmetic products.

Lenskart- Specs, Sunglasses & lens.

Qs.4: Digital media is being used only by companies whose target segment lies between 15yr to 45yr. ?

Ans.: Yes, to a large extent because, this group consists of :-

3. Maximum No. Of Self independent Individuals ( most individuals have enough dispensable income)
5. This group is Modern, adaptable, likes changes and innovation.
6. Easy availability of finance services and product.

Qs.5: Are the companies choosing correct method of digital marketing for their product.?

Ans.: Yes

Top digital trends are as follows:
1. Video Content
2. Native Advertising
3. Paid promotion through Influencer (celebrity, Show, Event etc)
4. Contextual ads (Based on analytics: Ads showing recently browsed product)

7. Discussion of Result

Digital media is being preferred over conventional media as the digital media is cost effective and by the use of artificial intelligence and analytics, you can target a specific set of customer. More and more companies are moving towards digital media as the reach of digital media is more and it’s cost effective as well.

Although the majority of the big players are using conventional and digital media both but there are some companies which are using just the digital platform for some specific products targeting a specific customer segment.

A majority of customer base for any product lies between the age group of 15 to 45 and the target base for companies using digital media is the same, as, these groups has the maximum no. of internet users, maximum no. of people with dispensable income and are educated.

The methods being used for digital advertising are Video content, paid promotion through influencer, contextual advertisements and native advertisements.

8. Conclusion

Advertising through conventional medium is still popular but advertising through digital media is fast catching up as it is comparatively cost effective and through artificial intelligence and analytics it lets you target a specific segment of customer. The internet has reached rural areas as well, where the majority of India’s population lives. Also, with various entertainment and sports application being launched and with platforms like Netflix getting popular the television viewership is also decreasing to an extent. With more and more people getting digitally aware and with people getting access to internet and smartphones this number is going to rise further.

Therefore we can conclude that the current trend and the future trend is digital advertising.
9. References


