

E- Advertisement: For building brand sustainability in e- Commerce

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Abstract:

The landscape of media has transformed with the emergence of digital channels, rendering traditional print and electronic media such as magazines, newspapers, and TV as outdated. Instead, millions of consumers now turn to company websites, online portals, and platforms like YouTube to discover and engage with various brands and services. There is a notable proliferation of digital media, marking its significance as a key communication tool in marketing and advertising, pivotal for establishing brand sustainability. Furthermore, the advent of new interactive media has opened up lucrative opportunities for marketers. With user-generated content on platforms like Twitter, YouTube, and Facebook, customers actively express their enthusiasm for their favorite brands, fueling conversations and sharing experiences. Not only is digital media cost-effective, but it also boasts user-friendliness, enabling marketers and advertising agencies to foster stronger relationships with their customer base. Additionally, digital media offers distinct advantages such as measurability, global reach, precise targeting, time efficiency, and versatile formatting, granting e-advertising a competitive edge over traditional advertising methods. E-advertising, also known as Internet advertising, leverages the internet to disseminate promotional marketing messages to consumers through tactics such as email marketing, search engine marketing, social media marketing, various forms of display advertising (such as web banner advertising), and mobile advertising.

Keywords: New Media, Handhelds, Cyber-chat.

Introduction

Traditional media communication medium was considered to be very important a few years ago, but from last few years the digital media is prospering considerably and it has become a very important mode of communication in marketing and advertising for building brand sustainability.

Digital marketers interact and communicate effectively and inexpensively to the customers by using the mechanism of digital media channels. Owing to the rise and popularity of this new media, the marketers are providing information and advertising campaigns to their consumers by utilizing digital innovation for last decade and it has now become very easy to build brand sustainability through digital media advertising (Deighton, et al. , 2009, pp. 2-12).

New media has empowered marketers to promote and distribute their offers and new products to consumers. More interestingly, they no longer require their computers - rather

high- tech mobile phones, portable computers, and through the portal, the real- time exchange of information can be transmitted anywhere and at any time to their customers, and, for this reason, consumer's behaviour has become an essential element (Bellman et al., 2011, pp. 191-200).

With the expansion of new channels of digital media the traditional print and electronic media, like magazines, newspapers, TV, hoardings, and bill boards facing real threats and major crises (Confos et al. , 2016, pp. 1993-2017). The millions of customers use the companies' websites, YouTube, online portals for watching different brands, and it was a real challenge for marketers to build their brands (Handayanto, 2016, pp. 348-356). The introduction of new interactive media has also crafted new business opportunities and new business and advertising horizons for marketers. User- generated content in new interactive media, for instance, Twitter, YouTube, and Facebook, the customers showed their enthusiasm by sharing and talking about their favourite brands.

Scholars have mentioned that these media also reduce the phenomenal cost of advertising and enhancing the effect of many folds. Business organizations reach to customers and interact with them, and their interactions, through browsing or purchasing through the use of this new media and companies can trigger or stimulate their purchase behaviours through different practices and measure multiple modes. These options are usually valued for marketing, but individual users have particular relevance to developing employees, customer relationship management (Mathwick et al, 2008, pp. 832- 849).

New media using the opportunities, which are provided by the new media users, are attracted to a full understanding of how and why they affect customers' attitude and behaviour in order to build brand sustainability. Novel strategy and the pre- amative marketing approach and new media properties are in line with their impact on consumers, which must be developed (Lee, 2016, pp. 31-40).

New media is a broad concept that focuses on emerging media trends that prevent previous forms, newspapers, books, or other forms of writing. Tasks that require manual skills can now be more efficiently carried out and more complex, while taking into account less time and energy. Most people who have Internet access are familiar with the concept of new media, which includes Facebook and Twitter, and video blog sites, such as YouTube. The new media has greatly changed with the invention of microprocessors, such as Handhelds, using interactive applications on smartphones. As the new media is constantly improving to connect to as many different platforms and people as possible, one of the key features is interactivity. The real- time conversion has made this conversion process easy. "Cyber- chat" has become instantaneous for the general public, especially for young people, in the 20th century. Blogs are a form of new media that expanded the concepts of our interactivity level that is created by the new media. The ability of anyone to publish a text, a photo, or a video was seen as a gain in communication, and, in particular, the number of e-journalists. Today, there is more personalization, individualized results for each user, which are customized for each request (Rossiter et al., 2017, pp. 71-82)

The online digital media is a real- time medium of communication that is used as a strategic tool for building brands through marketing and advertising campaigns. Companies are now- a- days more tilted towards the different channels of digital media. The interactive online digital media is an effective channel for interacting with the consumers at real- time, and get the instantaneous feedback regarding the products and services. The companies are using this media due to the cost effectiveness and global reach when compared to the conventional media.

Another important reason for using the interactive online digital media is the customer relationship is that the marketers have direct interaction with the consumers due to the variety

of online channels, thus companies have better relationship and communication with their customers through this media (Schultz, 2000, pp. 205-221)

The digital online media is not only cost effective, but is also user-friendly and it provides numerous digital channels to connect with the consumers. The term 'Globalization' is fit for the online digital media, thus, with the help of digital online media, the companies launch their products and services globally with minimal cost. The new digital media captures the audiences from all over the world, in reality; the new interactive digital media has translated the true essence of globalization. The customer can use the interactive digital media to provide their suggestions and comments regarding the products and services, and to also discuss the good and bad characteristics of the company's products. Therefore, companies can obtain immediate feedback regarding their products and can alter their strategies timely for the long-term sustainability of their brands (Ahmed et al., 2017, pp.1115- 1134).

E- Advertisement, also called as Internet advertising, uses the internet to deliver the promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (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.

Making your Ads accessible, online is a key step in giving the winning edge. This ads not only reaches out to a greater segment of people but also enables greater visibility of services. Web enabling your business will show immediate returns on investment.

To wind up, the use of this new media of e- advertising has become imperative and important for Indian companies; marketers also understand the importance of this media as a strategic tool for building brand sustainability. Globally, many researches have been carried out, but all of these researches are either generic or conducted in the international perspective by keeping in view of their own local culture and business atmosphere. Hence, there is an utmost need to carry out a research study in Indian perspective so that the challenges and opportunities of contemporary e- Commerce may be addressed.

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