INTERNATIONAL JOURNAL OF PURE AND APPLIED RESEARCH IN ENGINEERING AND TECHNOLOGY

A PATH FOR HORIZING YOUR INNOVATIVE WORK

ANALYSIS OF ONLINE MARKETING AND THEIR IMPACT OVER THE SOCIETY/ TEENAGERS

DEVYANI N. ZANWAR

Abstract: The rapid development of technology today makes. This is supported by the ease of internet users access the internet either through a PC, laptop, mobile phones, tablets and other media. The increase in Internet users this makes the internet into a proper promotion using online advertising. Internet users continues to increase Marketing and Advertising seems to be different terms to describe the same thing to get a product. Although they both contribute to same end objective. They are distinct from each other and haveits own process. Understanding the difference between Marketing and Advertising will help you to streamline your customer strategy i.e. Sentiment. The best way to distinguish between Marketing and Advertising is to think as Marketing as a pie and Advertising one piece of pie in strategy. I specially mention in this case the study related sentimental Analysis of Online Marketing & Their Impact over the Society.

Keywords: Analysis, Impact, Society

Corresponding Author: MS. DEVYANI N. ZANWAR

Access Online On:

www.ijpret.com

How to Cite This Article:

Devyani N. Zanwar, IJPRET, 2016; Volume 4 (9): 128-133

PAPER-QR CODE

INTRODUCTION

Marketing refers to the process of preparing product for the marketplace. Advertising is a process of making your product known to the marketplace. You will often find that many people are confusing in marketing with advertising or vice versa. While both the components are important and they are different. Knowing the difference and doing your market research can put your company on the path to substantial growth.

Let's start off by reviewing the formal definitions of each and then I'll go into the explanation of how marketing and advertising differ from one another. Marketing is more than selling and advertising. We know how to write a strategic marketing plans or business strategy, marketing and advertising tips, internet and website marketing tips.

Online Marketing/advertising has fundamentally changed the nature of marketing to children and youth. In the beginning, online ads were nothing more than static "banner ads": images of a marketing message with a minimal amount of text. Today, online advertising encompasses not only more sophisticated and enticing banner ads but also "advergames," online videos, branded websites, virtual worlds, and social marketing. It is often interactive, meaning the child or teen actively engages with the brand. Online marketing is fundamentally different because it can be built on data about the child or teenager that allows it to be targeted to them based on their interests.

MARKETING

"The action of selling i.e.to bring or to send to market or produce to be sold in the market". "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably".

Fundamental Aspects of Marketing

The most fundamental aspects of marketing is to get right, especially if you want to build a truly sustainable high quality organization in the modern age. Price is no longer the king, if it ever was. Quality of service and product is not the deciding factor. Today what truly matters is ethical and philosophical quality. Modern consumers, business buyers, staff and suppliers too, are today is more interested than ever before in corporate integrity, which is defined by the organization's ethic and philosophy. It's all about humanity and morality; care and compassion; being good and fair.

Profit is ok, but not greed; reward is fine, but not avarice (greed for wealth); trade is obliviously essential, but exploitation is not. People might not ask or talk about this much: the terminology is after all not fashionable 'marketing-speak', nor does it correlate obviously to financial performance, but be assured. Witness the antagonism growing towards certain multi-nationals. People don't rail against successful corporations - they rail against corporations which put profit ahead of people; growth ahead of society and communities; technology and production ahead of the natural world; market domination ahead of compassion for humankind.

People increasingly prefer to buy from, deal with, and work for, ethical, right-minded organizations. And whether an organization is ethical and right-minded is becoming increasingly transparent for all to see. The increasingly broad nature of the marketing definitions reflects the increasing dimensions by which organizations engage with their markets. . It is truly fascinating and highly significant to see how the definitions of marketing have changed over time. Marketing was traditionally simply 'selling products' (as if at a traditional old-style farmer's market). The term derives from this meaning.

Marketing became an extension of selling - a means by which to identify, design, and communicate or 'target' offerings to customers. Nowadays the meaning of marketing is extremely sophisticated. A good modern definition of marketing must acknowledge that we buy things in far more complex ways than we did fifty years ago, even ten years ago. The internet and social media are major factors in this. Marketing is a reflection of 'the market', and how the market buys and behaves, which especially entails people and society - much broader considerations than purely product and price. As the market evolves in sophistication. It is the way in which we understand what marketing actually is and what it means to conduct marketing well.

ADVERTISING

Failure to register the brand name is one of the most common advertising mistakes

Types of Advertising

1. **Television Advertising**

Not only does the term "television advertising" refer to a commercial with color, motion, and sound like those you see on television, it also refers to those same types of commercials you might see on the web, in social media, on YouTube, or on Facebook. Thusly defined, television advertising is still the gold standard and the most effective of all media for consumer products.

Generally, the equivalent of 100 GRPs (Gross Rating Points) per week is the lower limit of spending level if you hope to see measurable increases in advertising awareness.

2. Print Advertising

Print advertising tends to work more slowly than television or radio. Therefore, an especially long period of time (or an especially heavy media schedule) is required to fully evaluate the total effects of print advertising. Print is an important arrow in the media quiver, however, because a share of the population tends to be heavy readers. You won't reach them with television, radio commercials, YouTube, or sponsorships of tractor races.

3. Outdoor Advertising

Outdoor advertising (also called out-of-home or OOH) is especially effective as an advertising media. Outdoor advertising is great at extending or reinforcing the key theme of a television or radio campaign. If some of the visual elements and the key theme of a television or radio campaign can be condensed and shown via outdoor advertising, the awareness-build of television can be accelerated. Outdoor advertising can add a visual element to a radio campaign.

4. Social Media Advertising

Social media continues to grow in importance and reach. Its ultimate value as an advertising media remains to be seen. Many social media and online ads and commercials fall in between these extremes, and require some adjustments in measuring techniques. What's important is that these ads go through the same research processes as other commercials do.

Effectiveness of Social Media Marketing

Social-media marketing includes a wide variety of online-advertising techniques, including placing ads on social-networking sites such as Twitter or Facebook; establishing profiles for companies on Facebook and other sites for children and teens to interact with; and embedding promotional content into Twitter feeds or Facebook posts. One of the advantages companies have when they use social-networking sites to market their products is the ability to target their messages based on the interests of the recipient. What a teen posts on her Facebook account can be used to select the ads she will see; similarly Twitter recently announced that it has developed "a new tool that allows marketers to disseminate targeted messages based on the content of users.

Research about social-media marketing and teens has been limited.

How often teens interact with corporate social-networking sites by "liking" products and the extent of their subsequent interactions with the company or product as a result of taking that action.

The effect of the contact teens then receive from companies they have engaged with online.

The influence of "sponsored story"-style testimonial ads viewed by teens on their social-networking sites.

Conclusion

After decades of relative stability in the main pathways used to deliver advertising to children and teens, recent years have seen an explosion in new avenues for young people to be exposed to advertising through media. The qualities inherent in new-media platforms are fundamentally different from those of other media, including elements such as interactivity, immersion, viral messaging, user-generated content, and location-based targeting. Yet public-sector research has been unable to develop the proper metrics for measuring children's and teens' exposure to such advertising, their ability to distinguish and understand the intent of these forms of marketing, and the impact it may have on them. Understanding how all these new types of advertising work together is another challenge for researchers.

REFERENCES:

1. Cai, X. & Zhao, X. (2010). Click here kids! Online advertising practices on children's websites. Journal of Children and Media, 4(2), 135-154. DOI: 10.1080/174827 91003629610.

2. Bennett, PD, 1999. Marketing and Strategy Marketing Management.New York: The American Marketing Association'

3. David S. Evans, 2009. The Online Advertising Industry: Economics, Evolution, and Privacy. Journal of Economic Perspectives, Volume 23, Number 3 Pages 37-60.

4. Culp, J., Bell, R., & Cassady, D. (2010). Characteristics of food industry websites and "advergames" targeting children. Journal of Nutrition Education and Behavior, 42(3), 197-201.

5. Kunkel, D., and Castonguay, J. (2012). Children and advertising: Content, comprehension, and consequences. In D.G. Singer and J.L. Singer (Eds.), Handbook of Children and the Media (395-418). Los Angeles: Sage.

6. Montgomery, K.C. (2012). Safeguards for youth in the digital marketing ecosystem. In D.G. Singer and J.L. Singer (Eds.), Handbook of Children and the Media (631-648)