New Media & Content Mix of Popular Category of Products Advertised: A Brief Study

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Abstract

The evolution of advertisement with context to its shift from Traditional media to Digital and Social Platforms is the motivation for this study which puts forwards certain routes that are used by the advertiser for not only making the advertisement attractive but to create an impulse amount the target audience. The paper details various possibilities of majorly used social media websites and the products which are being advertised on them. In the rigorous literature review the paper identifies various products and services which are being frequently advertised on social media and also identifies the social media websites which are used for the advertisement of these products and services accordingly.

Keywords: advertisement, social media, content

1. Introduction

Advertising is used for imparting business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertising is fundamental for seller the buyer. Advertising is paid, Non-personal Communication from an Identified Sponsor Using Mass Media to Persuade or Influence an Audience. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. The advertiser expects to create a favorable attitude which will prompt positive activities. Any advertising methodology endeavors at changing over the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique. True advertising does not attempt at growing advantages by extending the cost however by propelling the bargains. Subsequently It won't lead to assemble the expense of the thing. Thus, it has a higher sales approach rather than the higher-cost approach (Chandran, 1998). However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

The Internet has reformed the PC and correspondences world like nothing in the recent past. The creation of the broadcast, phone, radio, and PC set the stage for this remarkable incorporation of abilities. The Internet is at once a world-wide broadcasting capability. Internet made it immeasurable to contact vast number of individual without a moment's hesitation, by reforming Advertising Industry (Belch & Belch, 1998). It is a paid form of non-personal one way communication to persuade its target audience to take decision regarding its product, ideas or services by an identified sponsor through various channels of mass communication. Emergence of internet and social media has brought about a wave of change to advertising world, it has given a global platform to the advertisers to advertise and market their product to larger audience at effective cost. Growing competition has made the traditional advertising methods somewhat obsolete, raising the demand for new and innovative techniques of advertising. There was a need for advertisers to carve a niche for their products and services for surviving the existing competition and retaining its customers. Through traditional advertising, advertisers could target only specific and limited group of audience that too at very high cost and less effectively. Moto of traditional advertising is to generate sales and revenue and achieve profit maximization goals. Ever since the emergence of corporate social responsibility goals of advertiser is not just limited to persuading audience for its

product but also to various social issues that a company concentrates on.

On the other hand online advertisement not only gives an opportunity to big business houses to market their product but also provide a chance to small and start-up businesses to effectively advertise their product. Earlier when traditional advertising was the only option it was quite difficult for these small businesses to survive and face competition from big business houses due to high cost attached with various traditional advertising techniques like TV, Radio, Printing Press, etc. but online advertisement provided an opportunity to these businesses to advertise their product economically involving very less or negligible cost (Dholakia & Kshetri, 2004). After Internet showed its importance in advertisement then it generated mobile advertisement as promotional tool. Today most of the advertising is using mobile phones as a greater part of promoting their products, as cell telephones out cast each other type of ads and the quantity of clients are expanding at a disturbing rate. Emergence of social media has dismantled all the geographical boundaries and has truly made the world a global place. We can easily contact any person living anywhere in the world and in any time zone. Social networking empowers individuals to impart data to companions and universities utilizing the Internet. It is media that is intended to be imparted, imparting implies that it is anything but difficult to remark on, that it is anything but difficult to send, there are no expenses connected with survey the media and to wrap things up it is constantly accessible. Social Media has actually acted as a bridge between buyers and seller. Long range interpersonal communication is the utilization of groups to connect with others: Facebook, MySpace, LinkedIn, Twitter. Long range interpersonal communication locales frequently incorporate online networking tools to encourage the collaboration and discussion (Greenhow, 2011).

Advertising Creativity: The capacity to produce crisp, novel and suitable thoughts that can be utilized as answers for correspondence issues. Promoting method portrays an intends to accomplish publicizing goals through inventive executions and media arranges .Creative strategy guides those responsible for creating advertising. A thought regarding how to innovatively and influentially impart a brand message to an intended interest group. A message needs to have a claim a thought that persuades a crowd of people to react. Message strategy and creative strategy are conversely used by numerous studies. On the other hand, Many Researchers recognized the two terms proposing that the idea of ''what to say'' alludes to the message system while the imaginative procedure is about the strategy for presentation or "how to say it." Several researchers have proposed that both message method and inventive technique can be dichotomized into two essential methodologies relying upon whether the request spotlights on item traits and advantages, or on the production of a brand picture. (Abernethy, Avery, & George, 1996).

2. Literature Review

Advertising has not generally been as charming as it is by all accounts in this day of mass media communications. The most reliable source of advertising in the old days (before print) was word of mouth. The town crier was the source of most information, and this was one of the early ways that individuals advertised. Blanche B Elliott (1 962), Advertising as a discrete form is generally agreed to have begun with newspapers, in the seventeenth century, which included line or classified advertising. Simple descriptions, plus prices, of products served their purpose until the late nineteenth century, when technological advances meant that illustrations could be added to advertising, and color was also an option.

An early advertising success story is that of Pears Soap. Thomas Barratt married into the famous soap making family and realized that they needed to be more aggressive about pushing their products if they were to survive. He launched the series of ads featuring cherubic children which firmly welded the brand to the values it still holds today. He took images considered as "fine art" and used them to connote his brand's quality, purity (i.e. untainted by commercialism) and simplicity (cherubic children). He is often referred to as the father of modern advertising. World War I saw some important advances in advertising as governments on all sides used ads as propaganda. The British used advertising as propaganda to convince its own citizens to fight and also to persuade the Americans to join. No less a political commentator than Hitler concluded that Germany lost the war because it lost the propaganda battle: he did not make the same mistake when it was his turn. One of the other consequences of World War I was the increased mechanization of industry - and hence increased costs which had to be paid for somehow: hence the desire to create need in the consumer which begins to dominate advertising from the 1920s onward. Blanche B Elliott (1962).

2.1 Historical Role of Advertising

2.1.1 Pre-Industrial Age: Up to Start of 19th Century

The preindustrial age, also known as pre- printing era, advertising was reaching far beyond the simple signage and word of mouth of local merchants. Handbill, notices, and signs got to be mainstream forms for promoting.

The printing press was a standout amongst the most critical advancements in the history and development of advertising. By the center of the 1600s, the printing press was getting a charge out of the bicentennial of its presentation by Johannes Gutenberg. Gutenberg's innovation was one of three noteworthy advancements that can be attributed to the conception of modern advertising (Arens, Schaefer, & Weigold, 2009). Amid the preindustrial age, a few essential improvements empowered the consequent conception of modern advertising. The Chinese designed paper and Europe had its first paper process by 1275. In the 1440s, Johannes Gutenberg in-vented the printing squeeze in Germany. The acquaintance of printing permitted facts to be established, substantiated, recorded, and transported. Individuals no more needed to depend on their memories. A few business visionaries purchased printing presses, mounted them in wagons, furthermore, went from town to town, offering printing. This new innovation made conceivable the first configurations of advertising posters handbills, and signs—and in the long run, the first mass medium—the daily paper. Essentially, the cry of the vendor could now be duplicated ordinarily and heard past the prompt be multiplied many times and heard beyond the immediate neighborhood (Presberg, 1980).

Advertisements were for the most part taken care of by printers and distributers of daily papers, who used to offer notice space to acquire important funds for their survival and development. A large number of the commercials amid this period were the ordered mixed bag, which had conveyed grouped business data. In 7893 more than a large portion of over a hundred organizations spending more than fifty thousand dollars yearly on promoting were patent pharmaceutical makers. Anyhow just after 20 years, a large number of these organizations were not patent pharmaceutical producers any longer however makers of nourishment, cleanser, beauty care products and automobiles. As per Presberg F. (1980) by the mid 1700s, the world's populace had developed to around 600 million individuals, and some real urban communities were sufficiently enormous to backing bigger volumes of advertising. Truth be told, the more noteworthy volume brought about a shift in publicizing procedure. Samuel Johnson, the renowned English scholarly figure, saw in 1758 that advertisement was currently so various that they were "carelessly examined" and that it had ended up important to pick up consideration "by radiance of guarantee." This was the start of puffery in promoting.

2.1.2 The Industrializing Age

The Industrial Revolution began in England and by the early 1800s it had reached North America. It can be also said as expansion Era of advertising. By using machines to mass-produce goods with by using machines to mass-produce goods with uniform quality, large companies increased their productivity. For the first time, it cost people less to buy a product than to make it themselves.

Below were the highlights of this age:

- Mass production / Need for mass consumption.

- Cost people less to buy products than to make them.

- Manufacturers were concerned with production.

The printing press influenced communication in numerous ways. Before the printing press, explorers could only record manually. Because it was very expensive to have many books copied, maps were very scarce; therefore, the information discovered by mapmakers was not used often. When it became cheaper to print, explorers were able to share their information with others, thus allowing increased education and easier navigation. By the mid-1800s, the world's populace had multiplied to 1.2 billion. Abruptly, makers required mass utilization to match the high levels of fabricated products. Leaps forward in mass transportation—the railroad and steamship—encouraged the appropriation of items past a producer's nearby market. Anyhow with the requirement for mass consumption came the expanding requirement for mass showcasing methods, for example, advertising to advise new markets of the accessibility of products. Advertising were for the most part taken care of by printers and distributers of daily papers, who used to offer promotion space to get essential accounts for their survival and development. A large number of the commercials amid this period were the ordered which had carried classified business information (Anon, 1918).

According to Anon. 2012, during this industrializing age, which endured generally until the end of World War I (1918), makers were essentially concerned with creation. The weight of promoting fell on wholesalers. They utilized commercial advertising basically as a data vehicle, putting declarations in distributions called value current s\to let retailers think about the sources of supply and transportation plans for unbranded wares. Advertising to buyers was the occupation of the nearby retailer and the vast mail-request list organizations like Montgomery Ward and Sears Roebuck. Just a It wasn't until 1729 that Ben Franklin, pioneer of publicizing workmanship, made advertisements more coherent by utilizing bigger features, evolving textual styles, and

including craftsmanship. This 1767 notice declares the accessibility of Stage Wagons to convey travelers from Powles Hook Ferry to Philadelphia. Couple of creative makers predicted the helpfulness of broad communications publicizing to empower shopper interest for their items. For Americans, the calling of promoting started at the point when Volney B. Palmer set up business in Philadelphia in 1841. He contracted with daily papers for substantial volumes of promoting space at markdown rates and afterward exchanged the space to sponsors at a higher rate. The publicists partner arranged the advertisements themselves. The technological advances of the Industrial Revolution enabled great changes in advertising. Photography, introduced in 1839, added credibility and a new world of creativity. Now ads could show products, people, and places as they really were, rather than how an illustrator visualized them.

The broadcast, phone, phonograph, and later, movies, all let individuals impart as at no other time. In 1896, when the government inaugurated provincial free mail conveyance, post office based mail advertising and mail request offering prospered. Producers presently had an always expanding mixed bag of items to offer furthermore, another approach to convey their promotions and items to general society. Open educating made a difference the country achieves an unparalleled 90 percent proficiency rate. Makers picked up a vast perusing open that could comprehend print promotions. Couple of imaginative producers anticipated the handiness of broad communications promoting to animate buyer interest for their items. For Americans, the calling of advertising started at the point when Volney B. Palmer set up business in Philadelphia in 1841. He contracted with daily papers for huge volumes of Advertising space at rebate rates and after that exchanged the space to publicists at a higher rate. The advertisers usually prepared the ads themselves.

2.1.3 Radio as Advertising Tool in 1920

As per Esther 1992, the innovation of Radio had been produced over 25 years before. It was During the 1920s, be that as it may, that radio turned into the mass correspondence innovation it is today, developing out of a mix of institutional and mechanical advancements and individual thoughts. Despite the fact that the Netherlands claims the first radio telecast in 1919, data was at that point being transmitted by means of radio in England, Germany and France. Number of company started to use this source of advertising in there promotional tool. Companies started to emphasis on jingle, tag lines, bells, musical events, etc to attract customers. In the early 1920s, radio listeners were regarded as hobbyists a subculture that found amusement and relaxation tinkering with crystal sets and listening was considered simply a pastime.

2.1.4 Television as Tool of Advertising

The late 1920s creation of TV advertisement occurred. Commercial through TV changed the situation of advancement. With this sort of advertisement the clients can see the commercial alongside listening to it. The organization understood that with TV notice much impact was seen in clients. The industrialist began to accept that this sort of commercial would prompt quicker productivity in light of the fact that the client can see the item utilized by Big names, Big VIPs. This lead to the pattern of underwriting and employing enormous famous people to draw in number of clients for their product. Presently sponsors begin making short films for their items, distinctive ads, and diverse promotions for diverse sections of individuals. (Esther 1992)

2.2 The Industrial Age: (1900's to 1970s)

The company over its focuses from production manufacturers changed their focus from a production orientation to a sales orientation.

- Luxury goods developed.

- Manufacturers changed from a production orientation to a sales orientation.

2.2.1 Period of Scientific Development (1925-1945)

This period saw the usage of the legitimate frameworks to focus the issues of advertising Learning was systematized to a significantly more vital degree than before; and facts were viewed, recorded and assembled through the use of distinctive investigative devices. There were a few "radical" publicizing men who were so solid as to suggest that elevating be subjected to tests to exhibit or discredit its ability to work the marvels ensured for it. Not until the wretchedness, starting in 1929, did these men get a considerable measure of a hearing. In any case with advancing assignments tolerating liberal cuts, both master publicizing men and promoters set out to test the suitability of publicizing as an offering gadget. In the midst of this time of exploratory headway certified thought was given by various associations and relationship to distinctive procedures for testing the business practicality of advancing framework, media and copy. This was another reasonability as in it had suggested subjecting the work of the creative man, the skilled worker, the person who depended all alone encounters and sense to an execution measuring stickle (Sandage & Fryburger, 1987).

2.2.2 Period of Business and Social Integrations (1945-1980)

In this period promoting had been portrayed fundamental piece of Product special and deals. The gigantic force of Advertising through TV was perceived by every industry .its critical in mass correspondence and special were felt at each level. This, in its turn, had incited an expansive gathering of American associations to start supporting T.V programs. Advertising in TV were much in advantage for the clients and the industrialist , item usage and the significance could be indicated in the advertisement and in particular sentiments could be incorporated by these promotions. The companies strata to see TV advertising as a piece of gaining brand and goodwill pictures of the item. On the off chance that we discuss TV advertising it is broad. TV is an advantageous and adaptable Advertising medium, owing to its boundless fame and the straightforwardness with which a message can achieve a huge number of viewers universally and broadly. TV promoting permits promoters the adaptability to utilize different methodologies and distinctive mixes of sound, feature and content to make promotions important and enthusiastic, contingent upon the item or administration or the intended interest group (Sturgess & Young, 1981).

2.3 The Postindustrial Age

During this period people became conscious about the environment they live in, more concern for natural resources. In this period a new phase, Remarketing was appeared. Like usage of electricity when its demand was at peak.

- Age of social responsibility/Quality of life issues.

- Lifestyle advertising.

The start of "merger insanity" in the mid 1980s saw most significant US offices converge with each other and also remote organizations entering the US showcase. The organization came to places where radio and papers were not ready to reach with particular messages. In this period the Advertiser joined scene of social responsibility. The 1980s were additionally a period of conservatism with the decision of Ronald Reagan and the reaffirmation of family and nation. It was additionally the age of the infomercial that was made conceivable in 1984 when the FCC repealed regulations restricting promoting to 16 minutes every house (Zajnoc, 1982).

2.3.1 The Global Interactive Age (Last 15 years)

- Growth in World Markets

As per Schultz and Wittink (1976), this period offered raise to idea of valuing, positioning, and business sector division to upgrade the limited time and to get the right target crowd. Presently a day manufactures are losing their worth because of solid publicizing by the wholesalers to pull in the potential clients. Worth assessing is appealing to customers and retailers are shortly wresting power from the makers who have a troublesome time getting buyers to demand their things when the retailer has the power base. Private imprint brands are moreover making to fight with national brands and offer lower expenses. An infomercial was a long promotion that took after a network show or demo and at initially flowed in late night openings with small assembling of individuals. They later spread to other time openings with greater social occasions of individuals and made new good issues on account of the way that they had all the reserves of being news programming verses paid publicizing.

Internet: According to Daniels 1995, Global market can be effectively target has it made world a worldwide spot. It is extremely viable and a monetarily moderate tool of Advertising through internet. The reality of today is that no industry can picture item advancement without Internet Advertising as it has gigantic force make viable on the clients and persuasiveness. Web promoting is the activity of advancing your site utilizing web publicizing devices, strategies and techniques demonstrated to get the outcomes you are searching for. It is utilized at the same time as web publicizing. Web publicizing is essentially the activity of effectively advancing your new business. The greatest point of interest of internet advertising is that it helps in assessing ongoing viability of the ads. Today the promoters are listed with numbers of alternatives for advancing their products online like pop-ups s to online highlights to casual group advancing; even have amusements advancement (Anon, 2012). The strongest piece of web publicizing is that it obliges less time to assess the promotion and when this assessment is done one can without much of a stretch refine and rearrange the publicizing plan too much before its past the point of no return (Ramaraj & Suzanna, 2003). Internet promoting is a manifestation of advancement that uses the Internet and World Wide Web for the communicated motivation behind conveying advertising messages to pull in clients. Cases of web publicizing incorporate logical promotions on web search tool results pages, flag advertisements, Rich Media Ads, Social system promoting, online characterized publicizing, promoting systems and email advertising, including email spam (Anon, 2012).

Intelligent advertising is being used the advertisers before survey any substance emphasize on YouTube, every

post box/ special dialog box or enlightening box shows up without enrolling to it or review it you can't process further. Some of illusion of online advertising are contextual Ads, banner ads, blogs, rich media ads, social networking advertising, interstitial ads, online classified etc. (Constine, 2012). Facebook (2011), It debuts its advertising system, including beacon. Face book being the most important website of promotional face book incorporated the pattern of sidebar advancement, before face book utilized like a choice yet later the advertisers gazed to utilize it like a special instrument and later it get to be as pattern. All web pages give promoted query items alongside unadulterated indexed lists whether its Google, yahoo, this is currently being termed as astute promoting. Web promoting is the activity of advancing your site utilizing web publicizing devices, strategies and techniques demonstrated to get the outcomes you are searching for. It is utilized at the same time as web publicizing. Web publicizing is essentially the activity of effectively advancing your new business.

Moreover, under traditional advertising it was not possible for an advertiser to gauge the effectiveness of an advertisement but online advertisement makes it possible to check the positive vibes generated by it for the product. Online advertisement helps to effectively target the specific audience and persuade them to use the product and services, which is not the case with traditional advertising as it is not possible to effectively divide its target audience in proper segments there by reducing its effectiveness. Online advertising is easier to manage and handle without much difficulty; it is here to stay although its methods and techniques may change but it is not going to face an end.

2.3.2 Mobile Advertisement

It is a form of online advertisement done through mobile phones. Evolution of smart phones has started playing even greater role to this form of advertisement. It provides a platform to advertising agencies to market their product and services more effectively and efficiently by personally connecting to the user. Most common forms of mobile advertising are advertisement through SMS, MMS, Mobile Web banner, Mobile Web Poster, pop up advertisement while using a particular application or playing videos, advertising through various social media application such as Whatsapp, wechat, viber, etc (Sinha, 2012). It has a far greater reach compared to any other mode of advertisement like computer and other internet devices, as its subscriber base and users surpass other forms of online advertisement by many folds and its users are more likely to pay heed and notice an advertisement. Portable publicizing is by all accounts more powerful than internet promoting as individuals are more occupied with cell telephones than PCs or work area tops. In today's reality a large portion of the populace are utilizing web on cell phones so they can see ads more frequently than online clients. (Milward, 2011). Today's reality individuals are busy in their life that they lean toward utilizing internet on their Mobile phone fairly going to laptop, so as the advertisers. Mobile is being used by the advertiser as a promotional tool like Banner Ads (Mobile/WAP sites, In-game or in-application, Landing Pages), SMS (End-of-message Tags, Full message), Advertising Networks (adMob, Jumptap, others) etc.

2.4 Shifts from Traditional Advertising to Digital Advertising

Advertising: Advertising seeks to promote the products and services by means of various advertising channels. This is justified on the grounds that message can reach out to the masses and make them aware and persuade and remind them about the goods and services. From a marketing perspective, advertising is an important strategic tool for maintaining competitive advantage at the market place. Advertising budgets represent a large and growing element in the cost of goods and services. Ads are usually focused on creating awareness, aiding comprehension, developing conviction, and encouraging buying. In the long run, advertising is usually justified on the basis of the revenue it produces. Revenue in this case may refer to the sales generated. Spending on the advertising was estimated at 467 billion dollars worldwide and ever increasing (Narayanan, 1981).

Traditional Advertising: As per Vikas 2012, earlier advertising was mostly done through traditional means like newspaper advertising, though magazines, journals, hoardings, outdoor advertising etc which altogether was a costly affair and time consuming. Traditional advertising is still the effective means of advertising that helps companies to deliver their commercial messages to the masses. It is mostly paid form of communication. Advertising's goal is to drive sales of products and services through persuasive communication tactics that influence human behaviour over the long term. Traditional advertising usually includes:

Billboards: Billboards mostly present on highways, busy markets where it is quite visible to the masses. Messages delivered are usually short and clear.

Newspapers: newspapers are probably the oldest form of advertising. With daily editions daily it is the most disposable form of advertising.

Magazines: Magazines are the longer versions of advertising, they are most likely published monthly.

Radio: Radio is another traditional form of advertising. Radio signals can reach a large area, and commercials span 30 to 60 seconds, which makes them an attractive advertising option.

Digital Advertising: In Contrary, Business owners are shifting from traditional advertising channels like newspapers, radio, TV to online advertising. The reason for this is consumers spending more time online. *Digital advertising is also called Internet marketing.* Digital advertising is advertising which uses internet as a medium to reach out to its targeted customers. Digital advertising leverages Internet technologies to deliver promotional advertisements to consumers. Digital advertising delivers commercial messages through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs (Tavor, 2011). Worldwide digital advertising spending was 25% of the total media advertising spending in 2014, according to e-Marketer's estimates, digital advertising will grow to 38% of global ad spending in next four years. TV held the biggest share of spending for more than a decade but now online advertising is taking over. There is a shift in the paradigm. With increased number of internet users, companies are able to reach out to the masses and with lesser charges. Currently, more than 2.92 billion people have access to the internet; it used to be 394 million in 2000. The internet provides a platform for companies to tap huge markets and reach out to consumers directly at individual level rather than to the bulk, the platform allows the companies to grow and expand in various sectors. With the advent of smart phones, mobile internet access has grown globally. Mobile internet has helped users to have access to the information on the go. This in turn has helped advertising companies to reach consumers everywhere. Consumers are now spending more time with mobiles and with social networking sites like Facebook and Twitter, companies are now shifting (Tavor, 2011). In 2013, globally mobile internet user penetration was 73.4%. It will be more than 90% in 2017. Mobile internet usage helped user's access information on the go. Internet users had mobile internet usage on smartphones and tablets. The growth in smartphone usage is driven by consumers' constant connection to entertainment and media apps. Advertising revenue in migrating towards digital media, the trend towards digitalization is supported by increasing broadband penetration, increasing tablet sales, increasing smartphone sales, improving telecommunication networks.

2.5 Reasons for Shifting from Traditional Advertising to Digital Advertising

Traditional media advertising attracts lesser spending from advertising budgets with time as digital advertising makes it easier for companies to access their audience directly and effectively. This is putting a lot of pressure on traditional media as digital media and other social networking sites do have a competitive edge over them. As consumers are spending more time online and on mobile devices, companies are shifting their advertising budgets from traditional to digital and mobile channels to reach their potential customers where they are online. Social networking giants like Facebook and twitter have made companies to believe more in digital marketing by posting huge profits. Huge profits of these companies vindicate growth in digital advertising revenues (Bajaj & Sen, 2014).

1) Online Searching: More and more consumers are using search engines like Google before buying any product or services. In fact, eighty-nine percent (89%) of consumers surveyed in a recent study use search engines, like Google, to make purchasing decisions. So companies tend to use these searches as a tool to. So providing right kind of information to the customers about your product while they make a search on any search engine is of utmost importance and gives you an opportunity to reach potential customers and could lead you to increase your sales exponentially (Dham & Mishra, 2012).

2) Targeting Customers Directly: Social Media advertising provides a platform for business to connect to the consumers directly. Consumers can learn more about products and services through your content on social. Facebook, Twitter, LinkedIn, Google+ and YouTube all offer a cost-per-click advertising model similar to search engine advertising which means that social media advertising can be cost effective for all business sizes and budgets (Panday, 2012).

3) More Efficiency: Digital Advertising makes advertising more effective because advertisers can monitor and manage and make necessary adjustments to their campaigns. By improving your campaign metrics, and tracking ability, your advertising budget will increase in effectiveness, minimizing wasted spending (Nair, 2011).

4) Creating Attractive Websites: Business can make their websites attractive, easy to use for their consumers and to learn more about you products and services. Proper websites will provide the consumer with the information they need about your businesses products and services to help them to make purchase decisions (Ward, 2011).

5) Tracking Customers: Having tracking mechanisms in place will help to determine the best platforms for your digital advertising budget. What channels are helping to achieve your business goals?

6) Online Branding

The primary reason for beginning an Internet Marketing campaign is to increase product awareness. As they are browsing the web or performing internet searches, consumers may come across the business name or logo and become interested in what the company has to offer.

7) Meet Changing Demands

Television, radio and print ads still have their places in the marketing industry, but with technology on the rise, more and more consumers have access to the web. By beginning an Internet Marketing campaign, businesses can keep up with this ever-changing technology.

8) Consumer Preferences

Online purchases have been increasing sharply over the last several years. This is due in part to busy lifestyles and the convenience of getting information and ordering products via the Internet. Business owners can capitalize on this convenience by providing consumers what they want—instant access to products and information.

9) Cost Efficiency

Internet Marketing is one of the most cost-effective methods of advertisement. The costs associated with starting a website, and then, using marketing articles or Social Media to establish an online presence is minimal when compared to the costs of traditional forms of advertising.

10) Increase Website Traffic

The use of articles or Social Media as a marketing strategy will undoubtedly drive traffic to a business's website. The more people who visit the website, the better the likelihood of closing more sales and generating more interest in the product becomes.

11) Increase Sales

By providing consumers with the opportunity to purchase products online rather than physically driving to a location or sending an order form by mail, impulse purchasing power increases. This results in more revenue for businesses and an excellent return on their investments (ROI) (Mangol & Faulds, 2009).

12) Always Available to Consumers

Work schedules and certain lifestyles can have an impact on consumers' abilities to physically go shopping during normal business hours. By using Internet Marketing techniques, businesses can give consumers a 24-hour outlet for finding the products they want and need (Palumbo & Herbig, 1998).

13) Customized Offerings

Advertising online is a very effective way to provide customized offerings to a very targeted demographic. Internet marketing strategies will usually call for advertisements to be placed in such a way that the target audience will see them and respond.

14) Maintain Communication

As part of any good Internet Marketing campaign, it is important to include landing pages on the website in which consumers can enter their email addresses to subscribe to newsletters. These newsletters keep consumers interested, even after they have purchased a product from the business. They also work to help close sales when consumers may be unsure of their next move.

15) Improve Credibility

Maintaining an online presence via Internet Marketing is a great way to keep up with the times and provide consumers with all of the opportunities they need 24 hours a day. With a bit of time and effort—and very little investment—business owners can realize success beyond their wildest dreams.

2.6 Below is the Summary of the Few Media Channels That Explains the Shift

1.   Newspapers: Newspaper circulation is declining as people are now using their online versions. The sector is trying to balance impressive growth in digital circulation against continuous declines in total circulation. As newspapers tend to lose readers of their print editions, publishers have taken serious measures to adjust, including downsizing print editions and enacting digital propositions. While digital advertising is growing and has been more encouraging, it is expected to represent only a third of advertising revenues for newspapers.

2.   Filmed Entertainment: filmed entertainment market is growing worldwide. Box office revenue is expected to rise over the period, taking over the total physical home video revenue. Spending on video on demand and

streaming services is forecasted to grow. Big players in video on demand and other live streaming market will compete against other traditional players.

3. Radio: radio advertising market is expected to grow by a compound annual rate of 3.4%. The growth in Smartphone's, coupled with the rise of online music streaming will increase pressure for traditional broadcasters. Online radio streaming has become more population with more internet accessibility and more smartphone users. Traditional broadcasters are forming partnerships with live music streaming business for integrated advertising sales.

4. Magazines: magazine market is expected to decline at a rate of 2.1%year by year. While print circulation is declining, spending on digital consume magazines is set to grow. Single sale copies through retailer rather than subscriptions, dominate circulation revenue making competition from online content fierce and the consumer magazine market is highly susceptible to changing consumer tastes.

5. Television subscription: television subscription market is expected to grow at a good pace. Competition will continue to grow from internet protocol television players which will increase the overall television subscription market. Lower pricing for internet delivered services will be the key to subscribe growth. Opportunities to source exclusive content will trigger the growth.

6. Free to air television: spending on free to air television is expected to grow with a compound rate of 1.4 % according to market researchers. The regulatory environment will play a prominent role in the growth of this market. The popularity of ad skipping video records continue to prompt innovation in integrated advertising and also to increase the desirability of free to air broadcasts.

7. Internet: internet has revolutionized the advertising world. The combined internet access and advertising market is expected to grow to 17 billion dollars in next 3 years. Total broadband revenue is expected to be flat as the bulk of new revenues moves to the mobile internet market, driven by increased use of smart phones and increased penetration of connected devices. Internet advertising is takes maximum share of the digital advertising.

8. **Music**: music market is expected to grow at an expected rate of 0.6% annually. Digital music distribution will experience the greatest growth rather than physical music distribution. The strong growth in the music market is driven by a plethora of new entrants into the digital music space.

9. **Educational books**: the educational book market is expected to grow at an annual rate of 0.9%. Publishers too are now shifting to online book stores rather the physical ones. Despite the decline in consumer books in print, the rise of consumer e-books will see a positive turnaround.

2.7 Trends That Are Reshaping Digital Advertising

2.7.1 Mobile Video Advertising

Mobile video consumption is growing rapidly and providing advertisers with a way to reach consumers when they are paying attention. In recent time, smartphone and tablet video consumption grew 400 percent and now accounts for 30 percent of all online videos played, according to Ooyala's. This trend has been helped along by the expansion of fast 4G coverage. The bigger screen in phones and the popularity of other large screen tablets also reflect the growing importance of mobile video. As tablets saturate the market, they will in turn feed the growth of mobile video (Shirky, 2010).

2.7.2 Native Advertising

Native ad spending will climb from $3.2 billion in 2014 to $8.8 billion by 2018, largely because advertisers are seeing above average engagement with this format, according to an e-Marketer. Native ads are typically long-form blog posts, info graphics or videos that aim to inform, entertain and inspire people without directly promoting a product. For example, a banner ad from a clothing retailer might promote a winter clothing sale, but a native ad from the same retailer might discuss winter fashion tips instead. Typically, native ads are tagged with a disclaimer such as "sponsored content", "paid post" or "promoted by" (Cunningham, 2000).

2.7.3 Viewable Impressions

With viewable impressions, advertisers are only charged if the ad appears on a user's screen for a minimum duration. According to the industry standard, for a display ad to count as a viewable impression, 50 percent of the pixels have to appear on the screen for a minimum of one second. For video, 50 percent of pixels have to appear for a minimum of two seconds. Bots can't create fraudulent viewable impressions because they can't complete the actions that distinguish a genuine user view from a false one. However, in many cases, one or two seconds isn't nearly enough time to engage a viewer. When you purchase viewable impressions, make sure you have the option to buy guaranteed time slots (e.g. five, 10 or 20 seconds), especially if you plan to run video ads. If you purchased

a 10 second slot, you'd only be charged *if* your ad was continuously viewable for ten seconds or longer. The rate you pay reflects the total amount of time your audience spends with the advertisement (Kaplan & Haenlein, 2010).

2.7.4 Behavioral Data

As per Hill 2003, New channels, tactics and payments models will only serve your marketing efforts if ads reach the right people. Rather than spending your budget on a large set of consumers, you can more efficiently use behavioral data to target people who fit your customer persona. While advertisers commonly target individual websites where they expect their customer to hang out, behavioral data improves upon this approach by allowing you to target groups of people across multiple advertising properties. Behavioral targeting providers can profile a group (e.g. mothers with young kids) based on an analysis of online searches, Internet browsing habits, purchasing history and much more. If you're targeting specific types of consumers, behavioral data can mean the difference between a bungled campaign and a huge victory.

2.7.5 Online Vs Traditional Advertising

"As a result of recent changes in people's life styles and the introduction of new products and services by various firms, disparate brands have been created by companies in order to better advertise their products/services to their target customers (Ansari & Riasi, 2016). A recent study by Ansari and Riasi (2016) revealed that media selection is the most important factor that affects the advertising effectiveness." Out of the two, online advertising continues to be the preferred method of advertisement for advertising agencies as it is both cost effective and suits business marketing strategies. Emergence of online advertising has shadowed traditional advertising in every aspect to such an extent that is has become a little obsolete except for some traditional method of advertising like Television and Printing Press.

2.7.6 Traditional Advertising

It is the old form of advertising technique and has been quite effective and successful before emergence of online advertising. It involves use of media such as Television, Printing Press, Radio, Tele-marketing, Yellow Pages, etc. There are both pros and cons to traditional advertising like everything else.

2.7.7 Advantages

It has wider reach and to multiple consumer segments: It can reach larger audience through TV and radio advertisement and Billboards. It provides an option to effectively market the product to masses not well connected to internet.

High success rate: Traditional form of advertising proved to be highly successful and continues to do same even now as Television, Radio and Billboards are still used to a large extent by advertising agencies.

It helps to connect emotionally: Traditional advertising media like television advertisement helps the advertiser to express their ideas more creatively and helps emotionally connects to its audience leaving an ever-lasting impact.

2.7.8 Disadvantages

Expensive compared to online advertising: Traditional form of advertising like television, radio, newspaper, etc. are hard for small and early stage businesses to afford due to its higher cost than online advertising.

It is an impersonal form of advertising: It is impersonal in the sense that there is a communication gap between consumer and advertiser as consumer fail to give any feedback about the product or services.

Lesser conversion rate: Although traditional advertising has a wider reach to audience at a particular moment compared to online advertising, but when it comes to converting the target audience to potential customer it miserably fails barring the few like magazines.

Highly competitive market: Traditional advertisement is highly competitive market as large number of advertisers and businesses are advertising their product simultaneously, so to be effective one needs to stand out and highlight the feature of its product and services effectively.

2.8 Online Advertising

Online advertising is the new mantra for advertising and has replaced traditional advertising by far and wide. It makes use of internet to deliver advertising messages to its target audience. It is mainly done through email marketing, search engine marketing, Pop-ups, various types of display advertising. Like traditional advertising, online advertising too has its advantages and disadvantages but due to its ever evolving nature it keeps on changing and doesn't apply to one and all (Thorson & Rodgers, 2000).

2.8.1 Advantages

It is a highly segmented market: Audience can be easily segmented on the basis of their age, interest, gender and demography. It helps the advertiser to effectively target its potential audience and develop their advertising strategies effectively.

Measurement: Effectiveness of online advertising can be measured more effectively and instantaneously as advertiser can collect information about how a visitor reached their advertisement, traffic on their website and number of clicks on their advertisement. It also helps the advertiser to re-work its strategy and reduce the negative responses.

Cost Effective: Online advertisements are usually less costly than traditional advertising and can be afforded even by small businesses. In some cases it is almost negligible as blogs and pages on social media can be edited and updated without incurring much.

Online advertising is participatory in nature: Online advertising helps to eliminate the communication gap between customer and advertiser as customer can enter into dialogue through chat options available on advertisers' websites. It also helps the advertiser to guide customer to pick a product and service that suits their requirement. Customer can also give feedback about the product more easily.

Nimbleness: One of the unique advantages of online advertising is that it allows the advertiser to adapt to customer's needs and buying habits almost instantly.

Proximity: Evolution of internet and its increasing use in day to day life prompted the advertisers to switch to online advertising. It has seemingly ended the time and distance barrier and has created a global connected community like never before.

2.8.2 Disadvantages

Ever changing and evolving nature: Online advertiser's keeps on evolving and developing newer techniques of marketing their product sometimes it becomes really difficult for a business to keep pace with these changing trends.

Strict Filtering: Many online audience use various filtering techniques or ad free applications that prevents online advertisement from being displayed on screen, defeating the vary purpose of online advertising.

Risky and unproven track record: Online advertising is still new and involves a lot of risk as there are many techniques and methods that are not yet been tested properly.

2.9 Advent of Social Media Advertising

Social media has leaded a new generation in advertising and has contributed a great deal to lessen Mobile and telephone bill by offering free calling and text messages. Online networking has turned into another manifestation of hardware for advertisers, selection representatives, instruction, and correspondence and significantly more. Social Media has not in any case left governmental issues untouched, Political gatherings increase open support with social networking to pitch their manifestos, race battles to increase their creditability and promotional act. This intense apparatus was behind the making of the Brand Obama that later helped the President Win American race twice! (Fang, 2002). Social networking has made it conceivable to talk about critical themes, find new things, for all intents and purposes see new places and know things you never knew previously. Social Media encourages open correspondence, prompting improved data revelation and delivery. Allows representatives to talk about thoughts, post news, make inquiries and offer links. Provides a chance to augment business contacts. Focuses on a wide crowd, making it a helpful and compelling enlistment tool. Improves business notoriety and customer base with negligible utilization of advertising. Expands statistical surveying, actualizes showcasing battles, conveys interchanges and coordinates intrigued individuals to particular sites (Banday & Mattoo, 2013).

Besides social networking has cleared route free of charge or shoddy advertising for organizations. Organizations can interface with clients straightforwardly; utilize the data to lead to customer oriented products. According to the report of Internet and Surveillance in 2012, the investigation of social networking and its part in advertising advancement unmistakably shown the reason, preferences, and burdens informal communication locales by people. With data innovation upset web has turned into a fundamental part of individuals' lives and social networking has changed the conventional technique for promoting. Publicists have now understood that a social destination is no all the more simply a medium of individual holding and being social rather it can be the best place for advancement of the item and administrations. The study of social networking as made the advertiser realized that social sites is no all the more simply a medium of individual holding and being social rather it can

be the best place for promotion of the product and services. The scenario of today we say is that the internet and social media play an integral and vital part in peoples live. The investigation of social networking and its part in advertising advancement shows the reason, preferences, and burdens informal communication locales by people. (Dijck, 2013). As per Heyman, Wolf, and Pierson (2012), When contrasted with other medium these are savvy and promoters can extremely well focus on their customers, by creating best and the right blend of innovativeness and recurrence promotions can go about as the best and proficient medium that any business can really have. Consumer breaks down or behaviour can be analyzed by social networking uses, customer's example and inclination to gage. Online networking showcasing is successful and common; it is awesome wellspring of web movement and accomplishes extraordinary result effortlessly. This type of advertising is the future brand advancement and going to be pertinent for a very long time. The Significant of online networking advertising is thinking imaginatively, apply innovativeness to each crusade and program, and don't depend on single method for achievement.

3. Research Methodology: To Study the Major Products Being Advertised on Social Media

This research paper is based on the study of 115 screen shots of the various advertisements available on different social media websites. The section also includes the frequency distribution and cross tabulation of the social media websites and the categories of the products and services whose advertisements are available on social media websites.

In the study the 1st objective is to identify the different categories of products and services whose advertisements are available on social media websites. The objective is to identify the possible relationship between the advertisements of different categories of products and services is available on specific social media websites.

In the research study the screen shots of all the advertisements available during the period of June 2014 to June 2015 (excluding the repetition of advertisements) is included in the study each advertisements is studied in terms of the categories of products and services. Content Mix used in an advertisement is studied. The frequency distribution of products and services categories as well as advertisement on different social media are estimated and reported in the section bellow:

The frequency distribution of different products and service categories identified from the selected advertisement as well as the social media used for the advertisement is estimated and shown in the table given bellow:

Product/Services categories	Frequency	Percent
Online Course	34	29.06%
Clothing, accessories and Makeup range	36	30.77%
Electronics	20	17.09%
Online Jobs	14	11.97%
Matrimonial	11	9.40%

The Result indicates that the maximum advertisements are found for Clothing, Accessories and Make Up Range. This may be due to the reason that the social media is popular among the youth and educated people. Hence most of the companies are focusing on these customers and most of the advertisements belong to fashion related products. This is followed by online courses 29 percent of the advertisements for online courses. Online courses recently gained an importance and the companies found social media as the most suitable media for the advertisement of online courses. 17 percent of the advertisements are related to electronics while 12 percent of the advertisements are of online jobs and 10% are found of matrimonial. It is observed that most of the advertisements are focusing on the youth of the country who may be interested in online courses, Online Jobs, matrimonial and Fashion Related Products. Social media is used as a media for the advertisement of these categories of products and services.

The Frequency Distribution of these categories of products and services is also shown in the graph given bellow:
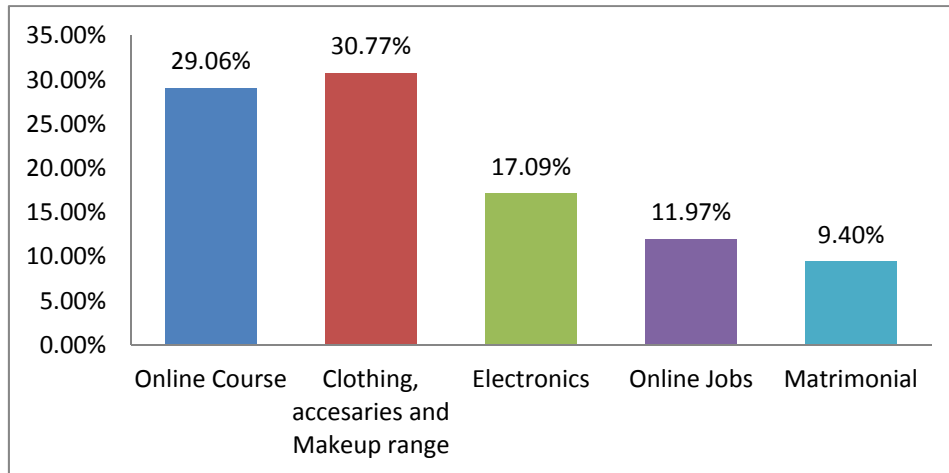
The five websites which are considered as the most popular social media websites are Facebook, Twitter, You Tube, LinkedIn, Google+.

The Frequency distribution of the websites is shown in the table given bellow:

Social Media Websites	Frequency	Percent
Facebook	24.8	26%
Twitter	20.5	21%
LinkedIn	19.7	20%
You Tube	15.4	16%
Google+	16.2	17%

The result of frequency distribution indicates that 26 percent of the advertisements are considered from Facebook followed by Twitter (21%), LinkedIn (20%), You Tube (16%) and Google+ (17%). Most of the advertisements are found on the Facebook as it is one of the most popular social media site during the period of this study. Twitter & LinkedIn are mostly followed by the working professionals.

The frequency distribution of the websites is also shown in the graph given bellow:
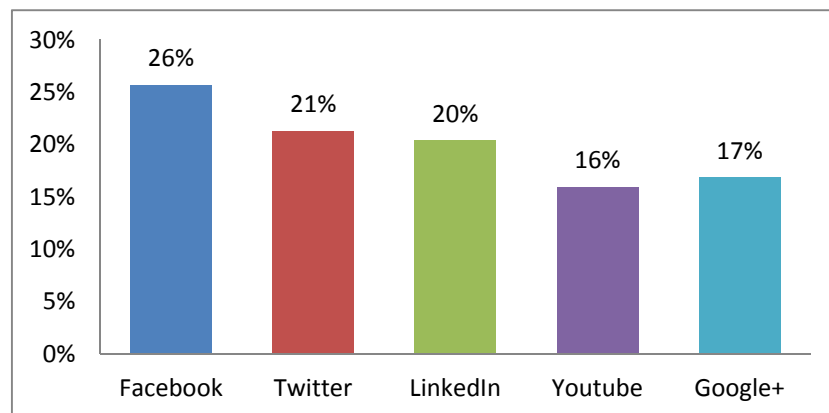
3.1 Association between social Media and Product Category

In the research study the effort is being done to analyses the association is any exists between the type of selected products and services categories and social media websites used for advertisement. The Chi Square test is applied in order to identify the association between social media websites and categories of products and services selected whose advertisements are found on social media websites. The Null Hypothesis is Given

Bellow:

Null Hypothesis: There exists no significant association between the type of Social Media used and Categories of Products & Services Selected. The result of Chi Square is shown below in the table。

Table 1. Association between social media websites and product category

			Product Category Name					Total	Pearson Chi Square Statistic (p value)	Cramer's Statistic
			Online Course	Clothing, accessories and Makeup range	Electronics	Online Jobs	Matrimonial			(p value)
Website	**Facebook**	**Count (Expected Count)**	6 -8.7	10 8.7	6 5.1	3 3.6	4 2.8	29 29		
	Twitter	**Count (Expected Count)**	4 7.2	10 7.2	7 4.2	3 3	0 2.3	24 24		
	LinkedIn	**Count (Expected Count)**	6 6.9	7 6.9	5 4.1	0 2.8	5 2.2	23 23	.304 (.000)	41.893 (.000)
	You Tube	**Count (Expected Count)**	5 5.4	7 5.4	2 3.2	2 2.2	2 1.8	18 18		
	Google+	**Count (Expected Count)**	13 5.7	0 5.7	0 3.4	6 2.4	0 1.8	19 19		
Total		**Count (Expected Count)**	34 34	34 34	20 20	14 14	11 11	113 113		

The result of Chi Square statistics indicates that the probability value of the person's chi square statics is found to be less than 5% level of significance hence with 95% confidence level the null hypothesis of no significant association between the type of social media used for the advertisements of selected categories of product and services cannot be accepted.

Hence It can Be Concluded that specific categories of products and services are advertised on specific social media websites e.g. Clothing, accessories and Makeup range is more advertised on Facebook & Twitter and less on Google + and LinkedIn. Online Courses are more available on Google+ while as Electronics are more on Twitter and less on Google+. Online Jobs are more on LinkedIn & Google+ and less on Twitter & Facebook while Matrimonial are more on Facebook and less on Google+ & LinkedIn.

The graphical representation of the data is also shown in the graph given bellow:

Bar Chart
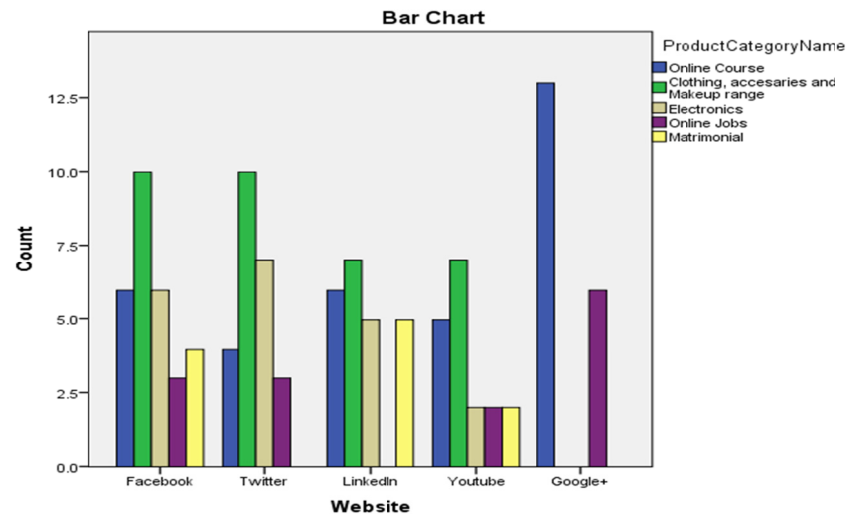
4. Further Scope of Research

In the frequency distribution table which is given bellow, we have identified few major variables to study the content mix which has been used in the promotion of selected categories of products and services on the social media website.

Content Variables	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Message	65	56%	50	43%
Tag line	28	24%	87	74%
Brand Logo	73	62%	42	36%
Images	93	79%	22	19%
Celebrity Endorsement	10	85%	105	90%
Offers/Discounts	12	10%	103	88%
Colors	113	97%	2	17%
Text design	101	86%	14	12%
Customer Reviews	22	19%	93	79%
Jingles	10	85%	105	90%
Audio	46	39%	69	59%
Video	26	22%	89	76%
Product Information	53	45%	62	53%
Product Comparison	11	94%	104	89%
Price Information	10	85%	105	90%
Call To Action	24	21%	91	78%

5. Conclusion

The development and growth of business or the product and services appearance can be expanded just by promoting through distinctive channels. So the advertiser needs to settle on decision of ad as per the need of the customer. As illustrated above there are two ways either traditional or internet advertisements to be utilized by the advertiser. In the event that we discuss online advertisement is the most ideal approach to advance the business (product and services) in today's situation which likewise have its pros and cons, this strategy is helpful to all sort of commercial ventures. In 2013, time spent with digital media among adults surpassed time spent with TV, and this gap will likely continue to widen. People are estimated to spend 4 hours, 28 minutes per day in front of their TV. Combining online and mobile devices, however, adults are expected to spend 5 hours, 46 minutes with digital media daily this year, increasing digital's lead over television to well over one hour per day. This makes digital advertising important as people spent much of their spare time online which provides companies an ample opportunity to reach them out directly or indirectly where ever they are on the go.Digital advertising is proving its

worth to brand marketers every day by creating new desire and demand, increasing engagement and loyalty. Despite this, skeptics remain. Digital advertising *really does* work for brand marketers. The industry is not resting on its laurels, however, and smart marketers, agencies, and publishers continue to create and study effectiveness proof points—while also relentlessly raising the bar and making the case even more air tight. Messages and creative will go as one in promoting; message help in executing legitimate data to the shopper and inventiveness includes interest and goodwill for the item. Misfortune is a long ways past just message. Innovativeness is requirement for a long ran we can't overlook the significance of either. This paper also concludes that which where the major categories of products and services being advertised on social media during the period of this study. This further leaves the scope of study with regards to the identification of the content which has been used to advertise these selected categories on the social media website.

In the research study the results indicate that the maximum advertisements are found for Clothing, Accessories and Make up Range. This may be due to the reason that the social media is popular among the youth and educated people. Hence most of the companies are focusing on these customers and most of the advertisements belong to fashion related products. This is followed by online courses. As Online courses recently gained an importance and the companies found social media as the most suitable media for the advertisement of online courses. Fallowed by electronics, online jobs & matrimonial respectively advertiser focusing on online media to promote this category. Advertisers observed that most of the advertisements are focusing on the youth of the country who may be interested in online courses, Online Jobs, matrimonial and Fashion Related Products. Social media is used as a media for the advertisement of these categories of products and services.

The result further indicates that Facebook is the most followed website by the youth which is then followed by Twitter, LinkedIn, and YouTube & Google+ respectively. Most of the advertisements are found on the Facebook as it is one of the most popular social media site during the period of this study. Twitter & LinkedIn are mostly followed by the working professionals. The research study also shows the relationship between the efforts is being done to analyses the association between the type of selected products and services categories and social media websites used for advertisement. The result of analysis indicates that there exists a significant relationship between the selected social media websites and the selected products and services. Hence It can Be Concluded that specific categories of products and services are advertised on specific social media websites e.g. Clothing, accessories and Makeup range is more advertised on Facebook & Twitter and less on Google + and LinkedIn. Online Courses are more available on Google+ while as Electronics are more on Twitter and less on Google+. Online Jobs are more on LinkedIn & Google+ and less on Twitter & Facebook while Matrimonial are more on Facebook and less on Google+ & LinkedIn.

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