

# A Study of the Prospects and Problems of Web Based Advertising (WBA) in Eastern U. P.

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Advertising is to create awareness for products and services by the business world. Now the enormity of the advertising is changing and achieving new cliffs of creativity and presentations. Multimedia arrival has given immensity to the Ad designers for their flutter of inventiveness. They know how to thrust their ideas via this media effectively to the rabble for the escalation of industry. The new emerged media – multimedia – when connected to internet, re – energies the creation of advertisements. The Ads accessible on websites are more eye-catching and cost worthy that in coming era the rest media have to re-define themselves for their survival.

Deciding to do research on this emerging field of imaginations, Web Based Advertising was not only challenging but fascinating in knowing its worldwide growth and impact on niche of Eastern U.P. It was really astonished to know that Web Based Advertising holds billion dollar turnover around the world and top 50 Ad agencies of India are using it very hugely. In topic search, the topic devoted was to the benefit of the Uttar Pradesh and basically the leftover Eastern U.P. Now after compilation of the thesis, one mindset is clear that there are awesome prospects of Web Based Advertising in the eastern zone of Uttar Pradesh.

The performance of the Indian advertising industry since the middle of the nineties can be termed as healthy. The current growth rate of 18% - 20%, though below the 49.5% achieved during 1995, is still above many industries in India. The Rs. 10000/= crore industry is becoming globally competitive and presently accounts for 33% of total industry profit in the Asia-Pacific region and ranks seventh highest in terms of contribution to global profit. Global agencies are increasingly getting attracted to the Indian market and now have a share of about 47% of total Indian advertising. Emergence of Internet and other new media such as ATM, WAP devices and interactive TV are exciting and threatening — exciting for fast and first movers in building capabilities and early advantages and threatening for laggards and those basking in past glory.

Interactive divisions of many agencies are now offering online consulting, web branding, web designing and offline advertising strategies. Concentration in the industry is clearly visible, with the top 15 agencies accounting for 80 per cent of the billing and the balance 20 per cent being shared by 100 Ad agencies. Total billing has grown to Rs 20,000 crore in 2005 with two to three agencies billing more than Rs 3000 crore. Some of the explored areas are healthcare, insurance, financial services, dot.com, Internet and special communications.

Online advertising has risen to Rs 3000 Corers. It changed the rules of advertising and helped advertisers to shift focus from broadcasting to narrow casting or rather a new term “personal-casting”. With media planning and media buying becoming highly specialized, thanks to the emergence of new media and need for better relating media characteristics with brand and consumer profile, there is a possibility that these two activities will move out of the range of services provided by a traditional advertising agency, implying splitting of the commission presently being earned. A bad news for full service agencies that will have to establish is, how they can add value in such areas as speed, coordination and optimum media plans.

The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant response and eliciting responses is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to the Internet, e-mail, and wireless media, but it includes management of digital customer data and Electronic Customer Relationship Management (ECRM) systems. Internet marketing ties together creative and technical aspects of the Internet, including: design, development, advertising, and sales. In 2008 The New York Times, working with comScore, published an initial estimate to quantify the user data collected by large Internet-based companies. Counting four types of interactions with company websites in addition to the hits from advertisements served from advertising networks, the

authors found the potential for collecting data upward of 2,500 times on average per user per month.

Web Based Advertising / Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Web Based Advertising is part of Internet Marketing. The Web Based Advertising is fruitful for Eastern U.P. and it has good prospects in this zone. The problems are their but they are such that can be solved through little research.

The research created awareness among the 6300 respondents of Eastern U.P. from seven cities i.e. Azamgarh, Bhadohi, Chandauli, Ghazipur, Gorakhpur, Jaunpur and Varanasi since 2007, regarding Web Based Advertising. The people welcomed the topic of research and were enthusiastic to know final result of the research. This research revealed the facts that government is not at all thinking in this extent. All the government websites do not have advertisements and if they can give commercial Ads on their sites, many tax burdens of people from Uttar Pradesh will be relaxed.

The business firms and companies are maintaining their own websites as they know the power of the Web Based Advertising. Apart from this these companies are giving their Ads on the social networking sites to penetrate in the minds of more and more customers. The research establishes the relationship between these business houses and net advertising. The cheapest mode of advertising and with larger reach segment for business industry to advertise is none other but Web Based Advertising. All most all the industries are using this tool for promotion of their products and services.

This research opens new avenues for further research viz-a-viz mobile advertising, 3D advertising and the like. The analyzed data divulge about the Ad world income and growth of its

associated with Eastern U.P. Maximum transactions of banks are now online. The business is now depended on the click of the mouse. Awesome facilities are present for online payments and shopping which is welcomed by the rubble of Eastern U.P.

All the chapters present in this thesis go on revealing interesting facts gradually in an understandable manner so that the reader thrilled all over to know the facts about Web Based Advertising. The effort has been taken to provide the best result from the analysis of primary and secondary data. The figures and charts associated with tables simplify the understanding of the data and make a clear picture of the impact, problem and prospects of Web Based Advertising in Eastern U.P.

The chapters in the thesis are drafted such that it covers the periphery of the research. In Chapter 1 Introduction of Advertising: A Conceptual Framework

Chapter 2: Explains about Research Methodology & its Design

Chapter 3: Explores Web Based Advertising: Trends and Developments

Chapter 4: Observes Web Based Advertising in Eastern U. P.

Chapter 5: Elaborates Web Based Advertising for Retail Chains like Departmental Stores, Malls, Super Bazaar, Multiple Stores, Multiplexes etc.

Chapter 6: Declares Findings of the study, Suggestions, Recommendations,

## Summary and Conclusion

In nutshell, this research is helpful for the society, government, students, research scholars, Ad planners, Ad agencies, Media managers and the industry with giving new facts and figures of Web Based Advertising and above all its prospects in Eastern U.P.

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