



Digital Advertising and Digital Media: A Review

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Abstract:

Digital media in digital advertising is a modern way for companies of any size to attract customers and potential customers. Digital media are very popular in terms of brand promotions through digital media, especially social media, and if products are not directly available to potential customers through social platforms such as Instagram, the company may soon cease operations. Digital advertising and effective marketing through social media can create a major difference in marketing trends and lead to significant changes in the company profile, which will lead to this success and lead to significant capital gains. Considering the related facts and evidence, the present review paper has analysed selected research papers of high standard to understand the potential influence of digital media on digital advertising. The research would also focus on the chain market trends and companies strategies for more capital gain due to the digital shift. The methodologies used in the research paper were mainly secondary data.

Keywords: Digital advertising, Digital media, Marketing practice, Consumerism, Digital shift

Introduction

The power of computers and the Internet, as well as electronics, has led to digital marketing, which guarantees the existence of a virtual market. Digital marketing has a wide range of applications, including e-commerce, digital ways of marketing, and also the digital mode of advertising through the various channels (Singh & Singh; 2016). The digital marketing has certainly given a new shape to the valuable business in the digital era. In a real sense, digital media and mobile marketing have played a very crucial role in the outdoor business, and social media business is one of the best examples in this context. There are various digital marketing approaches that people are using to reach out to consumers and push them for effective marketing and cost-effective communication. This is definitely giving new ways of media

consumption by influencing the digital consumers with effective messaging (Singh; 2019).

Advertising messages are effective because consumers decide for themselves, depending on their needs or interests; it may be through emails, text messages, or popping advertising on social media, and therefore the likelihood of their effectiveness is high (Yadav, Rahman; 2017). Besides, sometimes the consumers may not be interested; as per the bullet theory concepts, the promotional messages are delivered anyway; it may not be much effective, but it certainly has some impact. Thus, these tactics of planned messages and information have value-based effectiveness. In digital marketing, drag-and-drop and ad promotion strategies are possible. Moreover, in the present scenario, no doubt there are some ethical concerns, and the social media observers must monitor the impulse created by the use of digital media messages (Wang, Kim; 2017).

Digital media and social media have opened a new place for marketing and advertising that allows professionals to interact with shareholders in more integrated ways. The present study has mainly pointed out the factors and the concepts associated with digital advertising through digital media. Companies are using the digital media to make consumers aware of the branded product via different digital platforms, and the marketers are also getting informed by the same; therefore, raising awareness and persuading people are the main concerns of the digital media and companies. In this research analysis, the research has mainly pointed out the various parameters to understand the objectives of digital media and digital advertising for marketing success (Ahmed and Saeed, 2012).

Literature Review

The present review would be able to provide the current knowledge and information about the digital media and its valuable impact on the digital advertising and its consumption patterns. Since 2020, the trends of digital media have fixed new and different parameters about advertising and changed the global consumption patterns. Considering the mentioned objective, the researchers has studied various literature to kind the deep concerns about the existing research. The recipient of the information may be bombarded with information that he did not actually ask for, but it may seem to him that he is extracting it himself (Ahmad; 2014).

. This is possible thanks to advanced information technology and can bring results to marketers, but raises many questions about how ethical it is. Digital advertising has been frequently used for promotional activities and for effective marketing and is mostly used as an effective advertising tool (Gartners & Brown, 2002). Many researchers have also pointed out that

marketing professionals are very interested in using digital media in the present scenario for all marketing purposes.

Consent-based social media messages and online advertising are defined as digital content for the consumer as part of the digital advertising system (Chung; 2010). This allows advertisers to optimise their budgets since the recipients of the messages have already shown interest in the news. (Rowley, 2001). In addition, adequate digital contents are the key to effective online advertising (Carmichael, 2000). There is much literature that indicates the digital media and its targets, which is very relevant and easy to access by digital advertising and its effective messaging strategies. This form of media message is different from unsolicited commercials, which are very effective. In a real sense, digital media has solved the major issues of companies by enhancing their revenue flow. Such plans and media strategies created other levels of trust. According to much research, social media has a deep value in the online media market, and it has the potential to change market demands and the easy availability of brands for consumers (Bagozzi & Dholakia; 2002)

As noted in the literature, some of the most effective messages components of digital media and marketing are the influence of email and advertising on social media. According to the above literature, marketing emails must be consent-based in order to work effectively. The digital media contents are truly designed for the digital target audience, as they must have relevancy with the product, and the level of understanding must be well marked by the audience. Ethical concerns like

messages must be based on facts, and the organizers carefully validate the misinformation and content to gain the consumers trust (Chung; 2010).

Digital media and Digital Advertising

This is remarked here to mention that the social media is widely available in society and most of the consumers are connected with the social media and getting all information and advertising updates through the digital advertising. The various kinds of digital ads are continuously reaching out to the consumers, and the market is expanding exceptionally, i.e., from US\$ 3.3 billion in 2021 to US\$ 4.4 billion in 2022, and as per the expectation, it would cross the US\$ 7.9 billion by 2027 (ref. IBEF, 2024). This is really huge, but the major issues in this regard are fake and disinformation on social media and digital misguidance. In fact, there are various reasons where we can realise that the digital channels are very effective in today's business and really attract potential customers. There are many examples of digital media and social media tools that allow the latest trends and create waste opportunities for the market and business; certainly, digital advertising is a core of every promotion and it has all the potential to influence business stakeholders via generating leads and driving revenue in all terms.

Beyond lead generations and revenue formations the digital media has more advantages in the present scenario:

- Digital media has broad accessibility around the world, and more than 5 billion people are using it for their healthy business systems.
- Digital media is a main driving force behind all digital advertising and market success. The digital advertising industry is valued at around \$200 billion

and has projections to grow up to \$667.6 billion by 2024.

- There is an approximate increase of \$1 billion in bloggers and Instagram users in the digital industry, which certainly has a deep influence.

Objective

1. To understand the impact of digital media on digital advertising and consumerism
2. To analyse the value of effective digital messaging.

Research Methodology

The main focus of the present research work was the classification and analysis of digital media frameworks and their deep impact on digital advertising. The research has taken secondary data for the analysis, and qualitative research methods have been taken into consideration for the present research to develop a perspective on this field and evaluate the changing trends of digital media consumerism.

Discussion and Analysis

Based on the objective taken into consideration in this research paper, 10 articles have been taken for the analysis. Each of the articles is from high-standard research websites and certainly on the related topics of digital media and digital advertising. Each research paper has a data-based evaluation and critically analyses the impact of digital media on digital advertising, which certainly gives an idea about the chain patterns of market and business through the use of digital media platforms.

S.No.	Research Paper	Journal Name	Indexing
1.	Setting the future of digital and social media marketing research: Perspectives and research propositions	International Journal of Information Management	Elsevier
2.	Impact of Digital Social Media on advertising	International Journal of Advancement in Social Science and Humanity	Scopus
3.	A Study on impact of Digital Marketing in Brand awareness	International Journal of Scientific Research in Engineering and Management	Scopus
4.	Impact of digital marketing – a bibliometric review	International Journal of Innovation Science	Scopus
5.	“Impact of Social Media in Digital Marketing” -a Survey study	Conference paper	IEEE
6.	The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust	Journal of Marketing and Consumer Research	Scopus
7	The Impact of Digital Media on Marketing Performance	Digital repository	Scopus
8	A study on digital advertising and its impact on consumer behaviour	International Journal of Health Sciences	Peer Review
9	A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry	Journal of Marketing	Peer Review
10	Impact of Digital Media on Brand Loyalty and Brand Positioning	New Media and Mass Communication	Scopus

Table1. Details of Research papers

The author has taken the various keywords that indicate the digital media, social media content context, and consumerism, and the keywords have identified the categories used for the research and analysis as mentioned in table1. The researchers have

compiled the content based on the selected keywords and have similar entities. The research has focused on the market nature and orientations towards the digital media, which are very subjective and very much influenced by the digital advertising.

The analysis and the literature and results of the selected research papers mainly indicate that if consumers receive messages without effective content, they are not at all going with this, as the digital consumers are very analytical in nature and try to verify the content on digital media. In case, the message is confusing or has multiple meanings, they simply ignore the advertisement, the impulse of advertising strategy consists of planned digital messages and impactful visual contents. This may also include showing digital advertisements on social media. As the present scenario is changing and the consumers are very much inclined towards the success of digital media, digital marketing is based on trust in advertising contents and messages. This strategy of imposing digital media and specifically social media causes consumers to get attracted towards the advertisement. This actually encourages the success of digital advertising. The study focuses primarily on digital consumers, to conduct the study, the basic data were analysed, and various empirical data on these accounts were taken into consideration, due to the problems with the marking and placement of messages and use of different kinds of digital media. These digital media were actually analysed, which was based on literature and articles.

Researchers have witnessed an explosion of topics, the development of methods, and constant enthusiasm in this field. This study reveals the roots of digital media and digital advertising at the boundary between marketing research and practice. Social media marketing has become an integral part of advertising

in an academic aspect, arousing interest beyond methodological and philosophical limitations. This research also pointed out that several theories have been developed, but less literature is available on their application. The principles of advertising are applicable to social media. The goal of digital advertising has evolved from changing behaviour to changing the attitude of the consumers. This is also a reason that digital marketing has entered a new phase. The research has concluded from the research and the data available that an overview of developments in digital advertising very much depends on social media marketing, which increasingly highlights its transformative power in the lives of companies and consumers. Future scopes of digital media and digital advertising: in present society, it is a well-known fact that digital media is certainly increasing marketing awareness, attracting organic traffic through search engine optimisation, and creating a brand through social media presence. Advertising is a very effective tool of promotion, and corporate organisations must understand the effective management of contextual advertising, which can definitely increase sales and profits. These mobile elements are constantly changing as new technologies, the latest technology, and the almost endless updates to Google and Facebook algorithms keep many digital marketing professionals vigilant.

Conclusion

Finally, digital advertising is a great way to get to potential customers, but marketers need to be properly vigilant to satisfy real consumer needs and their demands. Although there may be cases

when the market enjoys unreasonable benefits, such as a money-back guarantee, digital advertisements and digital platforms are giving easy accessibilities to the market. The present review has mainly analysed the research papers of similar interest and concluded that the consumers are the centre of the market and brands must reach them on time to get effective values and trust. Offline marketing is fine but not as per the demand of the present audience, and this is a main reason that companies are investing more in online content and digital media for effective digital advertising. This is also giving a new shape to the digital advertising strategy, which needs to adapt quickly. The more time people spend online each year, the more important the ever-changing digital platform they use plays in their lives. Thus, digital platforms are in need of an hour, and companies must change their marketing strategy from traditional to digital.

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