Impact of Trending Digital Advertisement on Social Media Viewers and Application Users in Rural Area Region

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Abstract - India's digital advertisement in world pie is almost negligible. But developing countries like India, India's internet users are growing very rapidly with huge potential its leading advertisement is starting to advertisement online, recent days social media and OTT industry have been seeing quick turn of event and development is usage level in last years with millions together users, in the time of covid pandemic social media and OTT platforms hugely growing in India, upcoming years digital Advertisement will become more strong industry in the country, and the primary source for marketers to promote their product with the social media and OTT platform. The use of social media and application is beneficial but should be used in a limited way without getting addictions. The outcome of the study may help the practices of digital advertisement, OTT platform and social media existing in rural Ares region.

Keywords: Digital Ads, Social media, OTT, Digital Industry, Advertisement.

I.   INTRODUCTION

The social media industry in India seeing a quick turn of event and development in localization, social media usage in rural India has grown very rapidly during last 1year with 25 million users rising in the belt. If there is one industry in India that is observing intense localization activity and expansions its Multimedia. In the entry of OTT (over-the-top) /Application users, the social media and OTT players are as well as the growing in Indian entertainment market places. In the time of covid-19 pandemic social media and OTT platforms hugely growth in India and also its boosted to the Indian digital advisements.

Digital advertising is still in the embryonic stages in India, while in other countries have already taken deep roots. The share of India's Digital advertising in world pie is almost negligible. But developing countries like India; where internet users are growing very rapidly, its huge potential. India's leading Advertisement is starting to Advertise in online.

Concept of Digital Advertisement in Social Media

 Social media advertising Digital advertising that focus on social networking services that utilizes social networking websites such as popular social media as a marketing tool. The goal is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach, Social media websites allow marketers to employ a broad range of tactics and strategies to promote content. Many social networks allow users to provide detailed geographical, demographic, and personal information, which allows marketers to tailor their message to what is most likely to resonate with the user. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target. A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends, and co-worker's. This strategy relies on word of mouth, and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone that the recipient knows and trusts.

Social media has become the biggest hub for digital advertising simply because of the large number of users and the ease of audience targeting. As mentioned, a lot of different types of digital marketing crossover with social ads due to the nature of the platform. It is very common to see a display, native, and video ads on social media platforms.

The growth of the advertising industry is highly dependent on the penetration of various media platforms. India, with its developing economy, provides numerous opportunities to advertisers to promote their products and services through the expanding media channels in the region. The economic growth has also led to an increase in the spending power of a significant portion of the population, creating an affluent brand conscious consumer-base. As a result, the companies are focusing on creating a strong brand-image for themselves by advertising extensively. The Indian advertising market exhibited strong growth during 2015-2020 and is expected to grow at a CAGR of 11% during 2021-2026. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct

as well as the indirect influence of the pandemic on different end-use industries. These insights are included in the report as a major market contributor.

The Indian advertising industry currently stands at Rs 56,490 crore and it witnessed a de-growth of 17.5 per cent over 2019 due to the pandemic, it added. Most of the sectors like manufacturing, trade, tourism, transportation, real estate and automobile were impacted during the initial phase of the lockdown in India. While the digital advertising industry had witnessed a 15.3 per cent growth in 2020 despite the pandemic to Rs 15,782 crore from Rs 13,683 crore by 2019, this space is expected to reach Rs 23,673 crore by 2022. Digital media will grow at 20 per cent to reach a market size of Rs 18,938 crore by 2021 and with a CAGR of 22.47 per cent to reach Rs 23,673 crore by 2022.

In 2020, television media, which has a wide reach, remained the largest contributor with 41 per cent market share with Rs 23,201 crore in 2020, followed by spends on digital with 28 per cent (Rs 15,782 crore) and print with 25 per cent (Rs 13,970 crore). Currently, FMCG segment has the highest expenditure on advertising with a contribution of 21 per cent (Rs 11,554 crore), followed by e-commerce with 17 per cent (Rs 9,788 crore) and consumer durables with 10 per cent (Rs 5,751 crore).

II.   REVIEW OF LITERATURE

Review of literature is a description of the literature relevant to a particular field or topic. It gives an overview to what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked and what methods and methodologies are appropriate and use full.

Articles and Journal Review:

Vignesh Chandrasekhar (2020) Found, With the rapid growth of the IT Industry, The Internet has become more familiar as online marketers found that Internet provides more convenience and command over advertising area Online Advertising gives a creative dimension and unique characteristics to the product which is an added advantage. and this research is to find out how efficiently does the online advertising performs its role in making sale of goods to the customers with attractive offers and discounts to retain such online customers for a long time.

Ishaq Ahmad (2018) Evaluated, The digital revolution has impacted both consumers as well as businesses. The Internet was purely a source of information but now has become a place where people meet to share their experiences und stories, a platform for discussion and debate, a source of entertainment and much more. Strategists are no longer confined to traditional modes of marketing; internet has been proven a superior medium, courtesy to, speed and mass coverage to reach targeted

population, India being an emerging economy and a large market has huge potential to take advantages of fastest growing digital marketing industry. The Digital India is to revolutionize by implementing digitalization in every sphere of life, to improve the standard of living with ease in governance and delivery of services in this huge country.

Dr.N.Kesavan (2020) pointed the effectiveness of social media advertising in India. This paper encompasses the advertising which is come out from the digital and electronic devices explored through the display of computer monitors, tab, and smart mobile phones. The websites and applications are highly concentrated to advertise the ads of various goods and services selling through the online; India has been grown up in digital marketing and promoting the business through digital mode. Social media has a positive impact on business and it grows. The Indian government has been prompted by the digitalized economic system. The social media advertising and the digital transaction are the root cause of the digital India Mission. The use of social media is beneficial but should be used in a limited way without getting addicted, the future of digital advertising lies in increased mobile usage coupled with continuous technology up-gradation, richer audience engagement, and programmatic advertising.

Dr. S.A. Shamudeen Ibrahim (2018) Found, the aim to analyses the different issues related to digital marketing. Based on the discussion it has been found that in the case of digital marketing the most important aspect is to connect with the users, Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing, the digital platform and The transition of a newspaper from the printed version to the online version has been exemplified the current trends of the digitalization and the advertising industries and everyday media experience, we now find two connected, contending technologies, embodying different visions of automation and the future of advertising and digital media.

An Overview of Digital Advertisement and Social Media OTT platform:

1.   New trends in Digital Ads created by the Social media

Businesses are spending more out of their digital advertisement budgets on social media, making this format the strongest digital ad platform. It has been calculated that Indian consumers spend around 2-3 hours on social media a day, resulting in higher spending on social media platforms. Over the past few years, the world has increasingly been moving towards digital and 2020 became the year when the digital ecosystem acquired many new users, thereby making digital advertising perhaps one of the most effective mediums to reach out to people locked inside their houses and stuck to their phone and tablet screens. It was an interesting year for digital marketers as the nation-wide lockdown gave a push to augmented reality, mobile

marketing, digital animation, video content, voice search and influencer marketing. Integrated Digital advertising approach will be a game changer for brands rather than being just a nice-to-have strategy. While the post-COVID world has leapfrogged the digital growth across industries and consumers are making digital a first choice now, brands need to evolve further and implement truly integrated methods for catering to customers' needs at every touch point of the customer journey. This involves a holistic strategy across Media, Creative, Data & Insights as well as Technology. That is how brands can make an impact and continue to delight the new-age customers.

For brands, it has always been imperative to have an active social media presence to communicate with consumers, understand their needs and build trust. The pandemic has further strengthened this trend. Numerous businesses have gone online in 2020 and are engaging with their customers directly and creating avenues to commit their brand recall value. Traditional fulfilment channels are moving to digital, social media is a serious e-commerce platform now with platforms like Instagram moving beyond just discovery platforms, Influencer led commerce has also evolved.

2.   Trends in the Digital Advertising Industry in India

The digital advertising industry currently stands at Rs 6, 825 crore and is expected to grow at a CAGR of 37% to reach Rs 23,795 crore by 2020. Increase in consumer adoption of mobile phones as an important medium of communication along with increased Internet usage will act as the key catalysts in taking this growth forward, spurred by falling data prices. It is observed that a large majority of Internet users in India are extremely comfortable viewing content and interacting in their respective local languages. Therefore, the growth in digital will also be propelled by the opportunity that marketers will see in attracting a diverse set of audiences by including local language content within their portfolio.

3.   Digital advertising growth witnessed in 2020

2020 has witnessed an accelerated growth of e-commerce usage as more Indians of various age groups are shopping online more frequently than ever. There is also a growing trend of online buyers belonging to Tier II and Tier III cities and beyond, thus truly widening the reach of this platform. To attract such customers, e-commerce companies are using strategies like the use of the local language augmented by providing localized content and offers. Market forecasts say that by the end of 2020, the advertising expenditure on e-commerce platforms was Rs. 4,700 crore. Based on the current trajectory, the advertising spending on these platforms is expected to grow at a CAGR of 40%. Myntra received over 5 lakh shoppers over an end of season sale lasting 4 days and over 15 lakh products were sold during the first 12 hours of EORS. Nestlé's e-commerce revenue is 4 per cent. E-commerce companies including Flipkart and Amazon sold Rs. 29,000 crores worth of goods during the October 15-21 period this year,

up from $2.7 billion in 2019. The Statistics such as the fact that 229 million viewers tuned in on day one of IPL 2020, give more reasons for immersive partnerships opportunities to Digital advertisers

4.   Mobile, Social Media and Application/OTT Platforms Users in India

Mobile connections in India There were 1.10 billion in January 2021.The number of mobile connections in India increased by 23 million between January 2020-January 2021.The number of mobile connections in India in January 2021 was equivalent to 79.0% of the total population. Falling smartphone prices have driven the massive increase in the usage of mobile smartphones across the India. The easy availability of super-fast internet at very low prices is another factor for a large-scale rise in the adoption of social media and its usage. The number of Mobile Internet users has reached 572 million out of which 444 million are social media users accessing through mobiles.

The Indian population has taken to social media like duck to water. Indians on average, spend about 2.25 hours on social media daily. In India, the numbers of social media users have been growing in 2021 at a steady rate of 448 million due to deep penetration of internet connectivity among people, Internet users in India has grown to a great 624 million which is roughly 45% of the total population of India. Now social media has become one of the most essential important parts of daily internet usage in India. Importantly it served as a melting pot of ideas of all kinds and has given a voice to the ignored. As the Constitution of India guarantees freedom of speech and expression to all citizens, social media acts as a platform to gather information and express their opinion in open-mindedly. There are several new topics, information and conversations that began trending on social media in India and many of the hash tags became viral.

According to the statistics, the number of social media users began to rise, the annual growth in active social media users is 31.2% with more than 78 million new users added last year. With this different trends on social media in India are poised to grow. The annual growth of Internet users is 8.2% with another 44 million new users. Average daily time spent using Internet6 hours 36 minutes Average daily time spent using social Media2 hours 25 munities. The average daily time spent using the Internet is 6 hours 36 minutes of which 2 hours 25 minutes of the daily time is spent using social media. Growing digitalization efforts combined with low data prices enabled a significant number of people to use the internet actively across India. Of these, about 448 million were active social media users. YouTube and Facebook accounted for the largest penetration, at nearly 89 percent and 76 percent respectively as of the January 2021. Social media users in India in January 2021 are 448.0 million. The number of social media users in India increased by 78 million between   2020-2021.The

numbers of social media users in India was equivalent to 32.3% of the total population in January 2021.

5. Controlling Digital Ad Tools for Effective Customer Segmentation

Growing digital adoption has brought more and more have online consumers, making it easier for brands to understand their preferences. A study by KPMG and Eros Now found that Indian viewers spent upwards of 70 minutes a day on video platforms on an average; 87% of these viewers accessed content on their mobile phones. With so many viewers connecting through smart devices, brands can leverage first-hand consumer data and insights at their disposal. This can be done by adopting the right digital ad tools and partnering with the right digital channels. Digital ad tools use consumer data to help brands gain visibility into their preferences, customize and personalize content, and ensure their content reaches the relevant audience, our tool helps acquire new customers and retarget users to increase engagement by using customer attributes, affinity, and behaviour Intel. Cognizant of the cookie less future, we want to significantly reduce dependencies on using third party data and empower advertisers to achieve higher ROI on their campaigns.

SCOPE OF THE STUDY

The present study covers the social impact, living standard along with how to E-Adds are connect with consumers, products and services promotions of business through the social media and application how they created the brand image and mainly find the fraudulent activities in adds. The present study also covers the various types of E-adds in India.

OBJECTIVES OF THE STUDY

1. To Study the Conceptual frameworks of Digital Advertisement of Social Media Users.
2. To understand the Digital Advertisement in Social Media Users in Ramanagara District Rural Areas.
3. To study the People's awareness on Digital Advertisement of Social Media Users in Ramanagara district rural areas.
4. To Suggest suitable suggestions based on the findings.

STATEMENT THE PROBLEM

In this concept ethics is very important in advertisements. It's one of the most connect massages to the people what advertisements are presents in videos and posts that will impact to the people effectively that's why the advertisements must follows the ethical rules and must take permissions from related authority or government to some specific adds.

Find the fraudulent activities adds and removed and make it right way also avoid the silly unrelated thoughts to unrelated advertisements. These are the reasons the consumer to take a shortcut to escape from the adds they choose add free services when then the advertisement are given to good massage in good manner then

advertisements are given to good massage in good manner that time the consumer will directly connected with product or topics.

LIMITATIONS OF THE STUDY

1. The main problem is Basic mobile users.
2. Uneducated people not well knowing the technology.
3. To avoid watching the ads easily available Add free services.
4. No more patience for viewing the ads for viewers in all time.
5. Unrelated thoughts (silly thoughts) for using in ads.

III.   RESARCH METHODOLOGY

Research methodology is a way of systematically solving the research problem. The methodology deals with the research design used and methods used to present study. The research design adopted for study is descriptive research, this method deals with description of the state of affairs, as it exists at present.

Sources of Data: The data collection process follows the formulation of research design including the sample plan, while taking both primary and secondary data. The primary data have been collecting through the online survey for social media viewers and application users and the secondary data's have collect through the journals, published magazines, and internet sources.

Sample size: The 200 respondents responded, even also equal weight-age will be given social media and application (OTT) platform, collection of data and the observed facts are subjected to statistical mathematical analysis.

Top 10 Social Network Using Countries in the Globe

Table No: 01 (In Millions)

SL No	Countries	2020	2025 (Estimated)
1	China	926.84	1135.13
2	India	349.97	490.3
3	Indonesia	198.96	256.11
4	United States	223.03	243.42
5	Brazil	141.45	157.85
6	Bangladesh	58.77	99.3
7	Maxico	80.88	95.22
8	Vietnam	73.56	93.68
9	Philippines	79.58	90.04
10	Japan	86.06	89.08

(Sources: www.Statista.com.2021)

Figure No-01
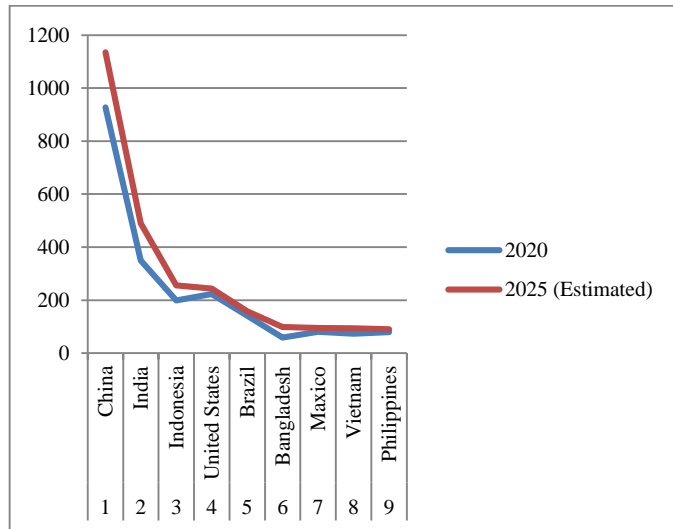
Interpretations: From the above graph shows that china was top leading social network using country in present and also 2025 future estimated year, now china have 926.84 million users &1135.13 millions in future days. Then 2nd most social media users located in India present 349.97 & future 2025 estimation users is 490.3 million, Indonesia present 198.96 & future 2025 estimated users 256.11, US present have 223.03 & future 2025 estimated users is 243.42 million, & top 5th country brazil presents have 141.45 & future 2025 estimated users is 157.85million, Bangladesh present 58.77 &2025 future estimated users is 99.3 million, Mexico present 80.88 & future 2025 estimated 95.22 million, Vietnam present 73.56 & future 93.68 estimated users, Philippe's present have 79.58 & future estimated as 90.04 million of users, and last 10th top country of leading social network is Japan present 86.06 & future 2025 estimated users is 89.08 million.(The countries populations rate also effects to the social media users)
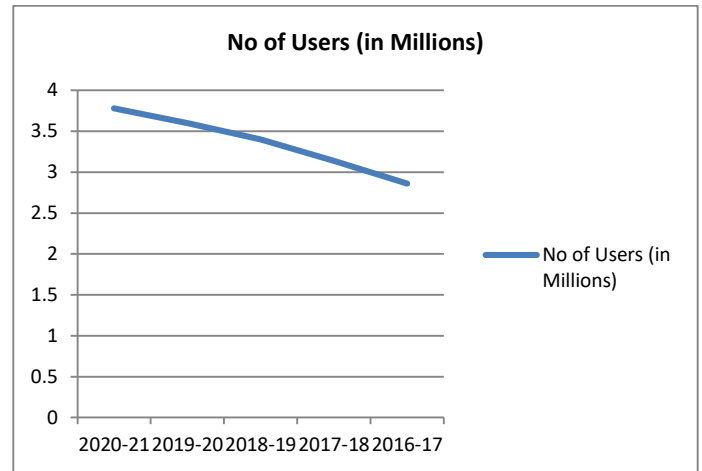
Social Network Users in the Worldwide (from 2017-2021)

Table No-02

Years	No of Users (in Millions)
2020-21	3.78
2019-20	3.6
2018-19	3.4
2017-18	3.14
2016-17	2.86

(Sources: www.Statista.com.2021)

Figure No-02

Interpretations: From the above chart shows that largely changes in social network users in the worldwide from 2016-17 users 2.86 million, in 2017-18 3.14 million.2018-19 3.4 million, 2019-20 3.6 million, and 2020-21 it was reach 3.78 million of users its clearly shows the social media networks growth rate in worldwide.

Issues and Challenges of Social Media Users in Rural Area in Ramanagara Region:

1. Lack of awareness and Knowledge about technology usages and social media network, its importance and benefits.
2. More rural area peoples were using basic sets mobile phones compare to smart phone users because they not any major works in their mobile phone, the mobile phone only use for communication purposes.
3. In rural side no major network work runs that's why in rural area mainly faced to access the internet in rural areas regions.
4. The people did not use any type of cell phone they can't able to use social media and application platforms or any other search engines.
5. Slow network/ Eros's of some technical issues raises in networking matters in especially rural areas its common things.
6. When the social media and application platforms get more scopes in market they are plan to create demand on their channels to pay and take a premium subscription to watching movies/ videos and etc...
7. India was having largest 2nd population country in the world and it's still developing county in Education level and technology level and it's also effected to the social media user unknowing problem.
8. In rural area the most of all people main work is agriculture activity so they don't have much time to use the social media and OTT platforms like using urban people.

IV. FINDINGS

1. I founded that, majority of youth respondents are using the social media and applications.

2. Majority of the respondents expressed their positive opinion as well as know the digital advertisements in the study.

3. Most of the respondents are very active in social media application platforms in Rural Area Region.

4. Founded that majority of respondents are watching digital advertisement in social media.

5. Most of the YouTube platforms; it has been giving digital advertising, compare to various social media & OTT platforms.

6. Some of respondents are opinion on E-ads are given silly/bad message ads.

7. I founded that majority of respondents expressed after watching the E-ads nothing will change in their life.

V. SUGGESTIONS

1. Digital advertisement industry should be upgrade and must create many job opportunity to youngers, and entrepreneurs in the rural area.

2. The ads are must needed to focus on their providing better good thought and product or content relevant messages to social media OTT platform users.

3. The E-ads industry should focus on their viewer interest and make it better ads as per user's mindset.

4. Must Develop E-ads advertisement platforms to all online platforms in social media.

5. Customer must watch the ads & get awareness on product and services.

6. Build brainstorm strategies in E-ads contacted with the users.

VI. CONCLUSION

The study started with the aim to analyse the impact of digital advertisement on social media viewers and application (OTT platforms) users. Based on the discussion it has been found that in the case of digital advertisement is the most important aspect is to connect with the users.

The transition of a newspaper from the printed version to the digital version has been exemplified the current trends of the digitalization. digital Advertisement has grown up very rapidly over past decade as more number of customers switched over from Traditional Purchasing to Online Purchasing. The main reason for growth in Online Advertising is that many offline advertisers feel that consumers are changing often as well as their attitude. In future digital Advertising will become the only platform to reach huge volume of consumers worldwide. At current situation times due to technological advancements major companies like Amazon, Google pay, Apollo 24*7 , Jio mart etc.., designed new strategy for development of digital Advertisements. In Upcoming years digital Advertisements will become the strong industry and primary source for every marketers to promote their product. The use of social media & applications is beneficial but should be used in a limited way without getting addicted. The future of digital advertising also in increased mobile usage coupled with continuous technology up-gradation, richer audience engagement, and programmatic advertising & it will become create huge customers and also Boston the Indian.

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