

Native Advertisement – Next Frontier in Digital Marketing

NANDAN JOG

Associate Consultant,
Feedback Business Consulting

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***Author for correspondence:**

Nandan Jog, Associate Consultant,
Feedback Business Consulting,
8150880448

Abstract

The purpose of the research is to identify the demand for the native advertisement in future and also it is becoming the best opportunity to use in future for the company to promote their product or service.

Native Advertising is the form of online advertising that matches the form and function of the platform on which it appears.

The main objective of Native Advertising is to

- Creating brand image and emotional connect with customers.
- Driving consumer to take a particular action like signing up for a program or installing it.

There is an options for each and every products and services in the market for the customers. In this era customers do not stay loyal with one particular brand they keep on coming accordingly to the recent taste and trends. It has been becoming difficult to the companies to promote their products and services in the existing market and also to convince for the new product. In early days there used to be no more competitors so promotion used to be an easy task. But now people are becoming more conscious in all the aspects they see each and every thing in buying one single product, so marketers need to convey the information of the product clearly. And also people are shifting more on digitalization they compare the products before buying.

So my research talks about native advertising which is becoming a powerful tool in promoting and providing the information to the end users. customers need to know about the product and the experience. so company prefer to go with blog, video in promoting the product. I have taken some sample survey of the students to help my research in finding how they make their purchasing decisions and what and all they include as a parameter in buying the product. This primary survey will help my research to estimate the Native Advertisement would be the opportunity in Marketing for future.

In a consumer driven world, the need to understand a customer's demand and susceptibility is absolutely imperative. And this is where big data's indispensable power to identity and foresee a

consumer's need and demand come into play. Successful native ads can be designed and created based on these conclusions. As my research throws a light on Native Advertising and how it will be an opportunity in marketing aspects for future trends

Research Purpose

In this age there is a rapid digital transformation, All the people are beyond it. Consumer are becoming more cautious in buying any type of product or services. They check all the background of that particular product and brand. In early days' people use to buy same type of product for their life time. But in this era it is very difficult for the companies to sustain their customers this is because customers have huge options in the market. There are many players for the single product or service. So customers have all the rights in selecting which they need by making all the background check with the product or service.

The purpose of the research tells us how digital marketing plays a role in customer mind and how it makes them to buy the product that means digital marketing will be a decision making tool for the customers to buy any type of the product in future. There won't be any offline approach working out in buying the product people see the product over all before accepting it. This is done only by the help of digital platform in future. My research paper will be throwing light on the same topic and purpose of accepting digital marketing tools in promoting the product or service in future.

Decision Alternatives

There is an alternate decision in the marketing they can adopt digital marketing to promote their particular product and

services can give less focus on other type of advertisement likewise Posters, Billboards, TV Ads etc. Digital Advertisement may be less financial burden to the company also, it may be so much focused to each different type of segments and can be easily targeted.

Problem

The main problem is faced by the companies. They are not able to retain the customers and also its becoming difficult to approach and spread awareness about the product or services in the market. They are spending more on the same because to compete with other players in the market. It is becoming more difficult for the companies to keep their name constant in the market.

Research Users

This research may bring light to the new platform of native marketing where company uses strategy on dividing the customers under segments and target each segment separately this brings the good repo to the brand and also customers will be aware of the product properly. So this is the best future opportunity in the marketing.

Native Marketing

Native advertising is a type of advertising, mostly online, that matches the form and function of the platform upon which

it appears. In many cases, it manifests as either an article or video, produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word "native" refers to this coherence of the content with the other media that appears on the platform.

Product placement is a precursor to native advertising. Instead of embedded marketing's technique of placing the product within the content, in native marketing the product and content are merged.

An important aspect of advertising in general is net impression, which is a reasonable consumer's understanding of an ad. The power within native advertising, however, is to inhibit a consumers' ad recognition by blending the ad into the native content of the platform, making many consumers unaware they are looking at an ad to begin with. The sponsored content on social media, like any other type of native advertising, can be difficult to be properly identified by the Federal Trade Commission because of the rather ambiguous nature. Native advertising frequently bypasses this net impression standard, which makes them problematic.

While there is, to a degree, a merger of advertising and content, native advertising is legally permissible in the US to the extent that there is sufficient disclosure.

Digital platforms

Native advertising platforms are classified into two categories, commonly referred to as "open" and "closed" platforms, but hybrid options are also utilized with some frequency.

Closed platforms are formats created by brands for the purpose of promoting their own content intrinsically on their websites. Advertisements seen on these platforms will not be seen on others, as these ad types are generated for its sole use, and structured around exhibiting ad units within the confines of the website's specific agendas. Namely, advertisements distributed on closed platforms originate from the platform's brand itself. Popular examples include Promoted Tweets on Twitter, Sponsored Stories on Facebook, and True View Video Ads YouTube

Open platforms are defined by the promotion of the same piece of branded content across multiple platforms ubiquitously, but through some variation of native ad formats. Unlike closed platforms, the content itself lives outside any given website that it appears on, and is usually distributed across multiple sites by a third party company, meaning that the advertisements appearing on open platforms namely are placed there by an advertiser.

Hybrid platforms allow the content publishing platforms to install a private marketplace where advertisers have the option to bid on the inventory of ad space either through direct sales or programmatic auction through what is known as Real-Time Bidding (RTB). Therefore, advertisements distributed on hybrid platforms are placed there by the platform itself, the space having been sold to an open platform advertiser.

Big Data and Native Advertisement

The role of big data will be material in shaping the growth of native advertisement and all advertising. There are many examples

of industry initiatives where big data plays a critical role in native advertising today. Data about customer's interest and habits is collected and used by marketers to inform their advertisement campaigns. Today, when you visit a website on our smartphone most of us are unaware that while we are waiting for the page to render in our browser, an auction is taking place within milliseconds that you are available to view an ad and those thousands of companies use collected data about you to place a bid to win the opportunity to serve an ad to you in that moment on the web page you are awaiting. Data informs the bidding process and its critical to appraising the value of your attention to the marketer in that particular moment.

Decision Making Contest

The Study is focused on Studying the factors that have an influence on consumer perception towards Digital Marketing. This study will help the Companies to form appropriate marketing strategies such as appropriate pricing and proper promotional mix that will increase the visibility of products and make a positive impact on consumer perception

Research Objective

Native Advertisement is becoming the important tool in promoting the product to the end users and also in the best opportunity in the marketing field.

My research paper tells about why Native advertisement is the Next frontier in Digital Marketing and also what are the characteristics it falls into. Native

advertisement has indeed become a very important part of the future of the advertisement business. Additionally, programmatic advertising is another example of an important part of future of the advertising business. It describes how computers were automatically the buying and selling of digital advertising media by creating auctions systems where a reader's attention is bid for by advertisement in real time.

Research Questions

The survey has been conducted to a total of 69 students (MBA) living in the different areas.

The questions cover various kinds of issues including

- Customers preference in buying the products
- What all are the parameters they follow while buying the products
- What they expect form the companies while promoting the products
- How company can build the good repo with the customers
- How Advertisement play an important role in decisions making concept for the customers in buying the product.

Hypotheses

H0: Whether there is a significant difference between Native Advertisement and Online Promotion.

H1: There is no significant difference between Native Advertisement and Online Promotion.

Research Boundaries

This research is limited only with 69 samples. All the samples are the students of SDMIMD who are pursuing MBA. All the samples are millennial so it gives a clear direction to the research that what the customer want and think in the future. And how company can change its strategies in impressing the customers

Research Design

The research is based on Descriptive method where it is finding the new chance to grab the audience and ways to promote the products in future.

Descriptive Research method will provide an accurate snapshot on Digital Marketing in future, How Native Advertisement will be the boon for the

companies will grabbing the customers towards them.

Sample Selection

The sampling procedure employed for the project will be stratified sampling, a technique widely used in such surveys. Stratified sampling ensures representation of consumers living in different areas. Asking few customers about the ease of choosing online platform for shopping. The quality of the companies who they make their promotion in the social media.

Data Collection

It was the primary data collected for the research paper

IRP TABLE

Type of Data	Respondents	Information	Measurement Scale
Primary Data	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Reasons for online shopping Frequency of using Social media Advantages of Advertisement Happy with the information which are shared by the companies Cost considerations Other Reasons 	<ul style="list-style-type: none"> Nominal Interval Likert scale Single item Scale Dichotomous scale.

Sampling Plan

Random sampling plan (small representation of larger population) with a target sample size of 100 within the sampling frame of target customers.

Data Analysis Approach

Descriptive statistical analysis based on the type of scaled response. Analysis will be focused on frequencies, mean of responses, relative frequencies, and cross tabulations.

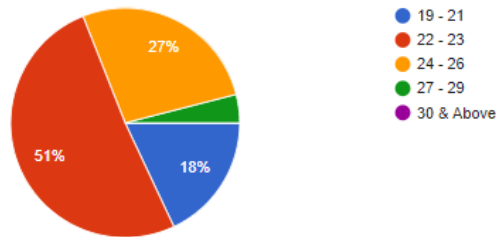
Various variables can be taken regarding social media tools used by the customers, their preference in using online shopping, what all are parameters considered by the customers before purchasing the product.

Data Analysis

Here is the finding of 100 respondents

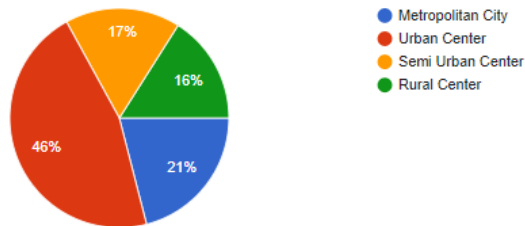
Age Group

100 responses



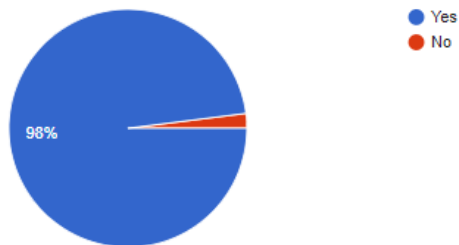
Which Region you are from

100 responses



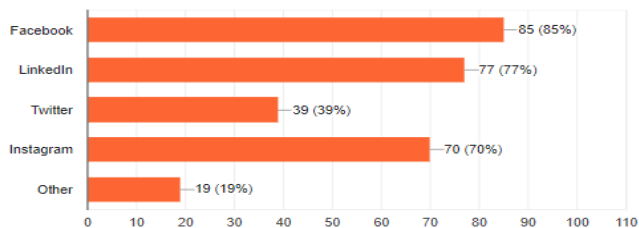
Are you in social media platform

100 responses



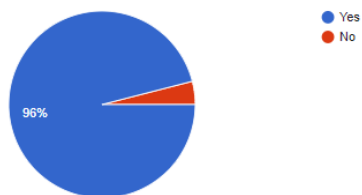
If YES . Which are those

100 responses



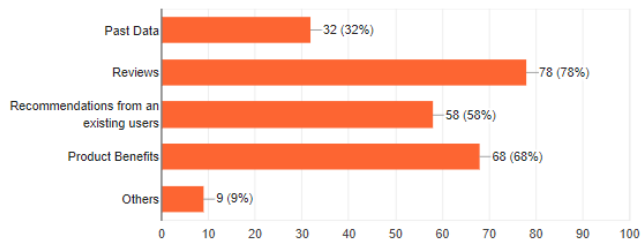
Have you ever used online platform for shopping

100 responses



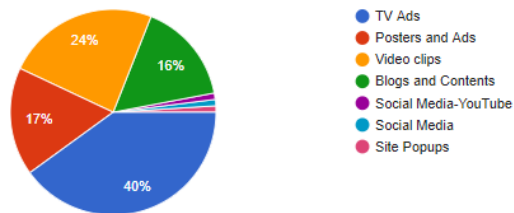
What all are the parameters to look before purchasing any product

100 responses



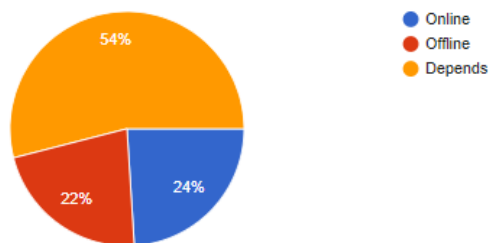
According to you which type of media create more brand awareness

100 responses



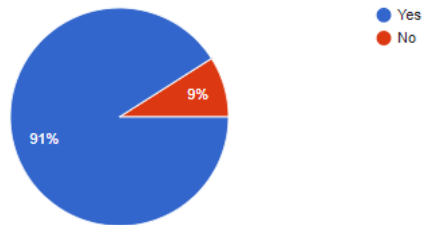
Which type of shopping you often choose

100 responses



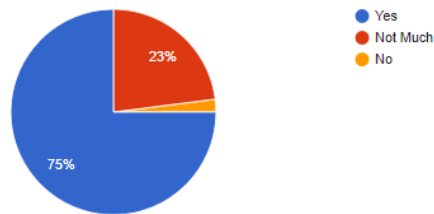
Are you an Information seeker of the product which you are willing to buy

100 responses



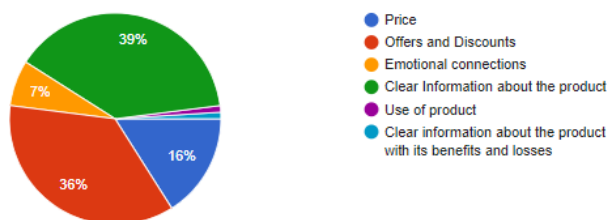
Do you expect companies to maintain transparency in Advertisement

100 responses



What makes you impress in buying a product

100 responses



Statistical Analysis

Kruskal-Wallis test for comparing the features

H0 (Null Hypothesis) = there is a significant difference between Native Advertisement and Online Promotion.

H1 (Alternative Null Hypothesis) = There is no significant difference between Native Advertisement and Online Promotion.

(Alpha – 5%)

Kruskal-Wallis chi-squared = 24.293, DF = 6, p-value = 0.0004613

Pairwise comparisons using Dunn's-test for multiple comparisons of independent samples

	1	2	3	4	5	6
2	1.0000	-	-	-	-	-
3	0.1312	1.0000	-	-	-	-
4	1.0000	1.0000	0.9954	-	-	-
5	0.0011	0.1909	1.0000	0.0373	-	-
6	0.0098	0.6900	1.0000	0.1909	1.0000	-
7	0.7149	1.0000	1.0000	1.0000	0.5017	1.0000

Results

We conclude that, the null hypothesis is rejected ($p < \alpha$). That is, there exists significant difference between the Native advertisement and Online promotion. Hence, one can say that, customers do perceive all the necessary criteria in selection of the product and also native advertisement create more path towards buying behaviour than online promotion.

Limitation

This is Research is just restricted only with the samples of 100 who were from SDMIMD college, Mysuru. This topic can be further taken into consideration by

more sample size. But the outcome results are based only 100 sample size

Recommendations

As we came to know that Native advertisement is playing a huge role in marketing strategy on promoting the product or services through online. It has become a decision taking tool for the customers in choosing the product or services easily.

It may be the best tool in future for promoting the product or services through online as we all aware that all the people in this are used in Digital era so it will be the best tool for promotion.

There are some steps where companies can adopt in implementing for the

betterment of tomorrow in competition with other market

- Company must start focusing on Native Advertising
- Company must make a segmentation of customers which will be used in future
- Company must look whether their customers use Digital Platforms
- Company must start investing in Big Data, so that it will be easy to grab the targeted customers
- Company must join hands with social media likewise Twitter, Facebook, Etc. so it will easy to promote the product or customer
- They have to give less concentrate on the Traditional promoting systems

If the customer uses the methods which will be the best opportunity in the field of marketing in future.

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