

Influence of new media advertisement on consumerism

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Abstract

The present research is to study the new media advertisements and its influence on consumer behavior. In the modern world day-by-day the consumers have started using new media advertisements for buying and selling their goods. The 20th century have witnessed the rise of new media channels such as Face book, You Tube, Google, and Twitter, which enable consumers to play a major role as market players and reach almost everyone anywhere and anytime. Now a day's new media provides ample opportunities for the consumers in collecting the information about the products existing in the market. Ever since mass media became mass media, companies have naturally used this means of communications to let a large number of people know about their products. There is nothing wrong with that, as it allows innovative ideas and concepts to be shared with others. However, as the years have progressed, the sophistication of advertising methods and techniques has advanced, enticing and shaping and even creating consumerism and needs where there has been none before, or turning luxuries into necessities. The present paper deals on the influence of new media advertisements on consumerism. (a) To know the influence of new advertisements on consumer, (b) the use of new media advertisements for collecting the information about the products, and (c) to study the influence of new media advertisements on consumer behavior.

Key Words – New media, Advertisement, Media Consumerism and Theory

I Introduction

The 20th century has witnessed the rise of new media channels such as Face book, You Tube, Google, and Twitter, which enable consumers to play a major role as market players and reach almost everyone anywhere and anytime. Now a day's new media provides ample opportunities for the consumers in collecting the information about the products existing in the market. New media is interactive and it consists of feedback, creative participation and community formation around the media content. Another important promise of new media is the “democratization” of the creation, publishing, distribution and consumption of media content.

New media advertising employs new technology to reach customers, specifically on the Internet. While print, radio and television ads still exist. Consumers are increasingly on the Internet to communicate, receive news, and purchase products. A computer screen may be the most efficient way to reach these technologically savvy consumers. New media is interactive and Internet driven. It consists of websites, blogs, vlogs, visual and audio newscasts, RSS news feeds, and social networking. These choices are available to anyone with an Internet connection, and are a way to gain a global audience.

Social media, a huge component of new media, consists of channels set up to form online communities. Users can communicate and spread information widely and instantly, known as viral marketing. Strategically placed ads on these sites get people talking and messaging. With new media come conundrums. Statistics show that consumers are now learning about products via trusted peers online. Evidence suggests that advertising is no longer the main influence on a consumer purchase. Potential customers visit other buyers' blogs or forum discussions. They read buyer comments and write their own user ratings. This people-driven movement is giving consumer's power of voice and choice. Marketers, however, can exploit these same new outlets. Visual opportunities using new media advertising abound. Online newscasts, podcasts, and video logs (Vlogs) give advertisers a chance to show customers exactly what they are getting. Companies are not only building websites, many are hiring staff to blog about positive product features and run forums to receive valuable feedback. The business challenge for advertisers is getting people to a site in the first place. One new media-advertising obstacle is the vast amount of available information, leading to overwhelming competition. Companies must be firm and confident about why consumers should pick them over others.

THE ORIGIN AND GROWTH OF NEW MEDIA IN INDIA

New media is defined as “interactive forms of communication that use the Internet, Including Pod casts, social Networks, Text Messaging, Blogs, Wikis, Virtual Worlds and more”. It consists of websites, blogs (Web logs), v-logs, visual and audio newscasts, RSS news feeds, and social networking. New media is broad term in media studies that emerged in the latter part of the 20th century that refers to on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important

promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content. Another aspect of new media is the real-time generation of new, unregulated content.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, network able, dense, compressible, and interactive. Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs. New media does not include television programs, feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Face book is an example of the social media model, in which most users are also participants. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Face book is an example of the social media model, in which most users are also participants.

ADVERTISING

The term "Advertising" is derived from the Latin word "Advertire" which means, "to turn around or toward". Advertising thus denotes the means employed to draw attention to any object or purpose. It is a multidimensional. It is a form of Mass Communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and on profession.

The American Marketing Association (AMA) has defined Advertising "As any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertising today is worldwide phenomenon, with the heaviest concentration in the United States. It is important at the outset to recognize that many advertisers use advertisements for a purpose with many different possible effects. For examples, within a given country it is common to find what might be considered highly fanciful advertising for consumer goods and highly technical messages dealing with construction equipment, medical suppliers or computer services.

NEW MEDIA ADVERTISING

New media advertising employs new technology to reach customers, specifically on the Internet. While print, radio and television ads still exist. Consumers are increasingly on the Internet to communicate, receive news, and purchase products. A computer screen may be the most efficient way to reach these technologically savvy consumers. New media is interactive and Internet driven. It consists of websites, blogs, vlogs, visual and audio newscasts, RSS news feeds, and social networking. These choices are available to anyone with an Internet connection, and are a way to gain a global audience.

Social media, a huge component of new media, consists of channels set up to form online communities. Users can communicate and spread information widely and instantly, known as viral marketing. Strategically placed ads on these sites get people talking and messaging. With new media come conundrums. Statistics show that consumers are now learning about products via trusted peers online. Evidence suggests that advertising is no longer the main influence on a consumer purchase. Potential customers visit other buyers' blogs or forum discussions. They read buyer comments and write their own user ratings. This people-driven movement is giving consumers power of voice and choice. Marketers, however, can exploit these same new outlets. Visual opportunities using New media advertising abound. Online newscasts, podcasts, and video logs (vlogs) give advertisers a chance to show customers exactly what they are getting. Companies are not only building websites, many are hiring staff to blog about positive product features and run forums to receive valuable feedback.

The business challenge for advertisers is getting people to a site in the first place. One new media-advertising obstacle is the vast amount of available information, leading to overwhelming competition. Companies must be firm and confident about why consumers should pick them over others. Another problem is keeping abreast of ever-changing technology and trends. After realizing new media advertising is standard, companies must understand trends to keep their strategies fresh. For example, the demographic of people using social networking sites has dramatically changed in the brief time since their inception, which can be daunting for advertisers who are trying budget as far out as a year. New media advertising is rich with prospects. There have never been more ways to tell people about a good product or company. Keeping up with trends is difficult, but new media advertising can lead to more business in less time.

CONSUMERISM

A purchase of a good or service in retail. Or an end user, and not necessarily a purchaser, in the distribution chain of good or service. An individual who buys products or services for personal use and not for manufacture or resale. A consumer is

someone who can make the decision whether or not to purchase not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer.

Consumerism is a social and economic order and ideology that encourages the acquisition of goods and services in ever-greater amounts. Early criticisms of consumerism are present in the works of Thorstein Veblen (1899). Veblen's subject of examination, the newly emergent middle class arising at the turn of the twentieth century, comes to fruition by the end of the twentieth century through the process of globalization. In this sense, consumerism is usually considered a part of media culture.

II. Theoretical framework of the study

In the domain of politics, the term "consumerism" has also been used to refer to something quite different called the consumerists movement, consumer protection or consumer activism, which seeks to protect and inform consumers by requiring such practices as honest packaging and advertising, product guarantees, and improved safety standards. In this sense it is a political movement or a set of policies aimed at regulating the products, services, methods, and standards of manufacturers, sellers, and advertisers in the interests of the buyer.

In the domain of economics, consumerism refers to economic policies placing emphasis on consumption. It is the consideration that the free choice of consumers should strongly orient the choice of what is produced and how, and therefore orient the economic organization of a society. Which may or may not reflect the contribution of people to society? Consumerism is something used in reference to the anthropological and biological phenomena of people purchasing goods and consuming materials in excess of their basic needs, which would make it recognizable in any society including ancient civilizations. However, the concept of consumerism is typically used to refer to the historically specific set of relations of production and exchange that emerge from the particular social, political, cultural and technological context of late 19th and early 20th century capitalism with more visible roots in the social transformations of 16th, 17th and 18th century Europe.

Since consumerism began, various individuals and groups have consciously sought an alternative lifestyle. These movements range on a spectrum from moderate "simple living", "eco-conscious shopping", and "localvore" "buying local", to Freeganism on the extreme end. Building on these movements, ecological economics is a discipline which addresses the macro-economic, social and ecological implications of a primarily consumer-driven economy.

RQ1. What is the use of new media advertising?

RQ2. How is the influence of new media advertisement on consumer behavior?

RQ3. In what way new media is used to collecting information about products?

III. Methodology

The present study aims at examining the phenomenon of new media advertisement influence on consumerism. For the present study based on theoretical aspect - media consumerism theory has been used to know the influence of study. In the modern world day-by-day the consumers have started using new media advertisements for buying and selling their goods. The 20th century have witnessed the rise of new media channels such as Face book, You Tube, Google, and Twitter, which enable consumers to play a major role as market players and reach almost everyone anywhere and anytime. Now a day's new media provides ample opportunities for the consumers in collecting the information about the products existing in the market. Ever since mass media became mass media, companies have naturally used this means of communications to let a large number of people know about their products.

The new media are being asked to do an extraordinary variety of educational, entertainment and developmental tasks. Today, advertising is a multicultural and transnational industry. Western culture and values are increasingly imported to Asia. Western advertising agencies and multinational corporations long ago entered Asian countries, and are expanding their markets.

IV. Theory of media consumerism

In many critical contexts, consumerism is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial brand names and perceived status-symbolism appeal, e.g. a luxury car, designer clothing, or expensive jewelry. Consumerism can take extreme forms such that consumers sacrifice significant time and income not only to purchase but also to actively support a certain firm or brand.

Opponents of consumerism argue that many luxuries and unnecessary consumer products may act as a social mechanism allowing people to identify like-minded individuals through the display of similar products, again utilizing aspects of status-symbolism to judge socio-economic and social stratification. Some people believe relationships with a product or brand name are substitutes for healthy human relationships lacking in societies, and along with consumerism, create a cultural hegemony, and are part of a general process of social control in modern society. Critics of consumerism often point out that consumerist societies are more prone to damage the environment, contribute to global warming and use up resources at a higher rate than other societies. Dr. Jorge Majfud says "Trying to reduce environmental pollution without reducing consumerism is like combatting drug trafficking without reducing the drug addiction."

Tommaso Milani opened proceedings by inviting us to consider the ambiguities of advertising. Underlying all his work on advertising is the question, “how does advertising support capitalism?” Tommaso argued that advertising evolved from a complete lack of ambiguity to a strategic use of it. His interest lies in examining how that strategic development of ambiguity in advertising communication works to support capitalism, rather than critique it. This ties in with the ways in which resistance to the market is often appropriated by it. Tommaso give example of advertisement in which ambiguity was a key element of the sales thrust. The advert for a cellphone service provider, which features a domestic worker talking on her cellphone to an unknown party. Although the stereotype of the domestic worker was invoked, it was also complicated as the audience is invited to laugh with her, not at her, and she is presented as cleverly strategic and empowered.

Catherine Duncan – practices and patterns of media consumption. How do young people consume different media forms? What is their media diet, and how do they navigate download culture versus pay for view models? Catherine mentioned that it is crucial to put theories of the audience into dialogue with theories of the consumer. She considers audiences as a sub-category of consumer, and highlighted how certain media consumption patterns may not fit traditional definitions of consumption. Media consumption practices provide an opportunity to re-theorize consumption itself. She also highlighted how the consumption practices related to media can also operate as forms of distinction. How young people choose to consume their chosen media commodities works as a positioning device, as much as what they choose to consume. The difference with media consumption is that distinction lies in the practice, not the object.

V. Analysis

The present study is made to understand the influence of new media advertisements on consumerism based on the theories of influence and media consumerism. The theoretical framework shows how the theories are affecting consumerism. New media influence the consumer behavior. The Internet is providing a new way for advertisers to spread their messages, although the effectiveness of their banner ads is still undetermined. To date, the effort is small, but it has the potential to grow. One survey reported that 40% of the people who use the Internet do so primarily for shopping. Even consumers who do not actually make purchases from Internet sites find it a good source of consumer information. Popular purchases include computers, books, flowers, music, travel services, and investment products.

Consumers can be influenced by marketplace factors other than advertising when they make their purchasing decisions. A store’s atmosphere and cleanliness, the ease of parking, the length of the aisles – all these things can affect buyer behavior. Personal factor that affect consumer behavior include the standard biographical variables- age, sex, educational level, socioeconomic status, and ethnic origin – along with cognitive variables such as perceived time available for shopping, attitudes toward shopping, purpose of shopping trip, and the shopper’s mood and personality. The theory of media consumerism is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial brand names and perceived status.

Consumption is initiated by a consumer whose “purpose is to purchase and consume ever increasing quantities of goods and services”. today, being a consumer is one of the primary roles people play in life, especially in India. The act of consumption is a dialectical process that can be viewed in terms of a subject-object relationship. A subject or actor consumes or uses up something – a particular “object” of some sort. Through the act of consumption, the subject and object become engaged in a sort of interactive exchange. Through this consumptive dialectic, subjects and objects are transformed in both significant and mundane ways.

VI. Conclusion

The present study was designed to understand the influence of new media advertisements on consumerism based on theories of influence and consumerism. The finding of the study is new media advertising employs new technology to reach customers, specifically on the Internet. Consumers are increasingly on the Internet to communicate, receive news, and purchase products. Finally the influence of new media advertisement on consumerism is slowly increasing. The consumers use new media for collecting information about products and there is influence of new media advertisements on consumer behavior.

Consumers have limited menus of objects available for possible consumption. Not all the available products that consumers might want to buy are available at the local supermarket, only a subset of a larger universe of certain commodities. Corporations become adept at monitoring customer selections so as to better understand their needs and keeps consumer capitalism functioning. Particular consumption patterns and choices are not freely chosen but rather are channeled and influenced by organizational and institutional forces. Consumer goods are the historical outcome of a chain of socio-economic relationships fashioned and reformed by different constellations of actors over time. Consumers as subjects are likewise historically constituted and are influenced by various social, political, economic and historical forces that provoke and delimit consumer choices.

Societies have a range of ways through which to embrace consumerism – from complete laissez-faire capitalism to highly regulated economies that prohibit many goods and use surveillance to monitor what citizens are consuming. Under the Taliban in Afghanistan, for example, before the 2002 invasion, it was forbidden for people to listen to amplified music. People in Saudi Arabia can be thrown out of the country for consuming alcohol or might be arrested simply for dancing in public. Yet even the most regulated environments, such as totalitarian regimes or prisons, always have underground economies – black markets – that offer consumer products that are not legally available. This shows that although political

regimes may set the parameters for what subjects may consume, people also have certain autonomy in their consumption. In some cases, consumption can be used as a vehicle to critique the state. Marlboro Cigarettes, Coca-cola, Levis, and rock-n-roll, have all at one point or another been used as transformative social forces and symbols for freedom against homogenous, anti-entrepreneurial, statist regimes. There is an anti-authoritarian aspect to consumerism that in many ways is opposed to the rigidities of bureaucratic rationalization. As Bauman – “The consumer spirit, much like the merchandizing companies which thrive on it, rebels against regulation. A society of consumers is resentful of all legal restrictions imposed on freedom of choice”.

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