



Advertising in the digital age: Studying personalized advertisements on mobile and the internet.

Anurag Dwivedi¹ and Shubham Kushwaha²

Abstract-

Online advertising has made it possible for businesses to reach a global target audience at a far cheaper cost than they could with traditional advertising. In the material that is now available, this article examines both present and potential developments in traditional and online advertising. It also analyses the characteristics of both forms of advertising and outlines a new communication paradigm shift that gives businesses the chance to promote online so they can now more effectively reach the consumer audience that is becoming more and more dispersed. It also makes the case that conventional media won't necessarily go away.

Traditional media in India is still growing along with the new technologies in the internet for marketing communication although personalized advertisement has created clutter among the targeted audiences, resulting in high chances of ad avoidance. Since conventional media advertising will never be replaced by online advertising, an integrated strategy by marketers and advertisers seems to be the wisest course of action.

Keywords: Traditional Media, Traditional Advertising, Internet Advertising, Personalized advertising, Digital Age.

¹Anurag Dwivedi, Ph.D. Scholar, Jagran Lakecity University and Guest Faculty at Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. Email: jlu04955@student.jlu.edu.in

²Shubham Kushwaha, Assistant Professor, Journalism and Mass Communication, ITM University Gwalior, Madhya Pradesh. Email: scholar.kshubham@gmail.com