

Growth of New Media Advertising

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Abstract : As all know new media is a broad term in media studies that emerged in the latter part of the 20th century which 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. The role of new media in advertisement is impeccable these days. It becomes the cheap and best way of advertising. Another important promise of new media is the democratization of the creation, publishing, distribution and consumption of media content. New media brings a revolution in about every field. It makes bridge between customer and companies. World make a global village with the only help of new media. Advertising helps in shaping the consumer behavior and effect on consumer psychology, sociology, social anthropology and economics. People do comments and like the particular brands on the networking sites which create mesmerism impact on the behavior of customer. Recent study did by Times of India shows that 64% of Facebook users have liked a brand on Facebook.

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