ABSTRACT

The advertising industry is passing through a transition phase with the emergence of the online media. The declining TV viewership and narrow results from print and outdoor advertising are forcing the marketers to adopt these media. Internet and the web are the new platforms being used by the marketers to deliver marketing messages and attract customers. While the western world has embraced the concept of “online advertising”. Indian consumers are still apprehensive about this medium. The present paper highlights the recent trends taking place in E-commerce industry.

KEYWORDS: Advertising, marketers, online advertising, e-commerce.

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