

# **Role of Advertising in E-retailing Practices**

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Advertising is defined as “any paid form of non-personal communication of ideas and information about products in the media with the objective of creating brand image. Long time ago the marketing on Television and Print media was the major source of advertisement, but in today’s world Internet marketing has become another major source of online advertisement. Internet is flattering powerful force in many promotion initiatives and efforts. To cover up this platform of advertising companies are planning for the growth of online-retailing, but for this purpose they are definitely in need of correct estimates of online purchasing behaviors. “In the Internet environment, consumers do not need to conform to the expectations of others when making a purchase, and they all have informational influence that enables them to make good decisions. Internet Advertisement is becoming a significant tool that is used to market the products and services by the industrial and non-industrial organizations. Furthermore studies indicate that electronic business also come up with the new forms of advertisement such as banners, pop ups, videos, content and other advertisement links. Advertising plays significant role in E-retailing. Online advertising, also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher’s content.