



EMERGING TRENDS IN ADVERTISING MEDIA CONSUMPTION: A SOURCE OF BUSINESS PROMOTION

Dr. Anshuja Tiwari¹, Swati Yadav*²

¹Department of Commerce, Barkartullah University, Bhopal (M.P), India.

²Research Scholar, CRIM, Barkartullah University, Bhopal (M.P), India.

ABSTRACT

In Today's world businesses are experiencing a dramatic shift in the way product are designed, produce and delivered to the customer as compared to traditional way of mass production and mass marketing. Business has modified their product offering according to individual need of customer, in continuation with the same strategy marketer's are searching for the new venues for promoting their product offering. Promotion encompass a no of alternative right from public relation to advertising. Advertising management has evolved itself be it in terms of content or media. This paper is a conceptual paper based on the secondary data, by this we would explore how advertising management had advanced itself over the period of time and how business organization can benefited by this changes.

Keywords: Advertising, Promotion, product, Media, TV, Print, Radio, Cinema.