

## **Big-data for Interactive Advertisement: Few Propositions**

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### **Abstract**

When a consumer pays for a product through his credit card, he is disclosing his propensity to risk, purchase habits and by using it we can figure out his personality traits of the types of MBTI and Big-five and the culture of society in which he exist also known as SIP ( Social Information Processing). Hence, consumer analytics has moved to predictive or perspective type from earlier descriptive or diagnostic analytic type. Hence, we are in a position to predict what consumer do to your product or price offerings and his or her implications for Interactive or one on one advertisements.

### **Keywords**

Interactive Advertisement, Propensity to risk, Consumer Analytics

### **1. Introduction:**

After almost two decades of dot com bust, the exponential progress in data generation is recorded in the present time. The complexity of data makes it hard to analyse and categorise it into the form of big data. Stewart (2014) has catalyst interactive advertising as the "paid and unpaid presentation and promotion of products, services and ideas by an identified sponsor through mediated means involving mutual action between consumers and producers of the product or service". Big data play a great role in advertising research basically in three general ways. The first way is by re-evaluating the fundamental frameworks of advertising with new data sources which helps in developing, testing and refining the existing theories. The second way is by enhancing the delivery of ad message by sending the

customized message. The third way is by sending message to focus groups to enhance new theories and insights. (Sinanc, 2013)

## **2. Literature Review:**

### **2.1 Big Data**

Literature highlights that data alone is found everywhere but extracting useful information from large data requires analytical techniques. There comes the role of big data as today when we are talking about business, engineering, advertisement etc. its huge data cannot be analyzed without big data predictable and analytical techniques. Mauro (2018). For industrial upgrade, it has proved itself as a measure of high growth and tool for their competencies. For scientific research activities, it helps in re-examining, scientific thinking and methods. It is a tool also for emerging disciplines and for perceiving and predicting it is proving itself to one of the biggest tools. (XiaolongJin, 2015) It was seen that in older times to predictions were done but at that time it was more based on, intuitions and therefore these were somewhere or other considered to be biased and not so clear indicator of future possibilities. But, Big data decisions are reliable as on one-hand as it is based on evidence rather than intuition and on the other-hand it also perceives human insights as an important parameter for analysis of data which helps to give a reliable and authentic result (Brynjolfsson, 2012). Today, we consider any field it is big data that has brought revolution it may be business, public administration and so on. (Chen, 2014) Big data considers information, technology, methods and impact as essential characteristics. (Grimaldi, 2016). After seeing the characteristic now, we are talking about its components. Big data has three V's as its main component they are variety, velocity and volume where volume implies large data, velocity means with high speed and variety as the huge sources that are available. (Malthouse, 2017) expanded the list of V's by adding value, verocity, variability and visualization. (Hofacker, 2016) Further added volatile to the list of V's. As each area has its pros and cons in the case of big data privacy and security is considered as the negative ailments in big data. (Sinanc, 2017)

### **2.2 Interactive Advertisement**

Everyday consumers are exposed to lots of advertising media, and therefore they have developed a sensitive understanding of the advertisement, and that is the form by which advertisements are needed to be interactive. (Cheung, 2017).Now the main emphasis is that advertisement speaks the desire of the customer. Busen (2014) In this regard, it was seen that online advertising had become the base for consumer awareness and their purchase or non-purchase of the product or service. Though it was seen that obviously, interactive advertisement makes consumer highly involved personally and after that psychologically effective. Huang (2015) A lifestyle of a consumer is the main constituent for presenting an effective advertisement which makes consumer totally triggered itself towards the advertisement. Interactive advertisement varies to a great extent according to e-lifestyle of consumer and especially the average hours spent online by consumers has become the main determinant of analyzing its online habits, needs, desires, attitudes etc. (Koshksaray, 2015) .The medium through which message gets delivered to consumer is an important tool for analyzing the effectiveness of online advertising (Anusha, 2016). Being clear with the text and providing up to date knowledge is important to gain consumer insight in interactive advertising and also to retain your consumer for a long period or a lifetime (Aslam, 2017). The need to build the trust of consumers towards in-app advertisement is the most favourable factor to remain consumers for long-term (Cheung, 2017).

**Table 1: The above chart describes the strategy type in the aspect of Customization and Advertisement**

<b>Strategy Type</b>	<b>Level of Customization</b>	<b>Kind of Advertisement</b>
<b>Cost Leadership</b>	No or somewhat low level	Normal Advertisement
<b>Differentiator</b>	High level	Interactive Advertisement
<b>Niche</b>	Moderate level	Interactive Advertisement

## **3. Strategy**

Porter (1996) states: “Strategy is the creation of a unique and valuable position, involving a different set of activities”. Cost leaders caters to a huge segment of population that purchases value for money product ( least cost per unit ) and usually use mass production. Differentiators compete not on cost leader offer useful/customer made features to the product such that he is willing to shell down more money for it. Niche strategy makers focus on a narrow segment of population and focus on all the needs of this segment.

#### **4. Hypothesis Development**

Cost leaders organization focuses on the concept of low cost than their competitors and this is the basic reason for their survival. Though they have low-cost margin, still it focuses on achieving considerate profitability. They are the one whose overall cost of expenditure is low and operational cost also is too low. Due to which they do not like to spend on advertisements they focus on mass segments and target all consumers together. For example Newspaper, magazine, bulk e-mail etc. They do not believe in customization and even do not have the financial ability of it. Therefore such kind of organizations does not need interactive advertisements.

*H1: Cost leaders do not need Interactive Advertisement*

Differentiator organization is known to provide customized product or service which may be different by design, quality, packaging etc. They try to provide something novel to their customers and have high involvement of customers. This is the reason that in such organization they try to engage with their customers at high ends. They usually try to interact with their customers personally and in a customized way. They try to create a product or service for their customers uniquely but do not exactly know the desires or need of their customers. Their aim is only to be different targeting their customer. In this case, they can purchase information from other companies and try to link their customer’s online/offline. They do take feedback, and their product is directly affected by the feedback. Therefore, they are interactive.

*H2: Differentiator gives tailor-made messages to both online and offline customers of all its segments.*

In such kind organization tend to target higher segments customer with the help of big data in-house. They target the customers online after collecting their complete database by which they can understand customer desires, needs, behaviour, attitude etc. which help to create advertisements interactive as they are customer-centred and has high involvement of customers. For example: in social media, in mobile apps, online search engine marketing etc. The basic thing for above examples is to be connected online through internet. They are completely consumer-oriented and their every activity affects organizations. In this customer feedback is of prime importance and organization is completely affected by it.

*H3: For higher segments or highest premium segments advertisement will be one to one interactive dialogue and exchanges*

#### **5. Conclusion:**

Earlier to Big Data and Analytics, we used to administer them psychological tests and now are able to do that more accurately by looking at his behavior. For this, three hypothesis were taken and concluded that for cost leader there is no need of customisation and they advertise to mass through normal advertisement. For differentiator, they focus on high level of customization and through interactive advertisement they give tailor-made messages to both online and offline of all segments. For higher segments or highest premium segments, advertisement will be one to one interactive dialogue and exchanges based completely upon customer feedback.

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