

Chapter 93

Digital Advertising Narration and Online Reputation Management

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ABSTRACT

Consumer behavior is a human behavior. Therefore, every factor influencing the consumer also affects buying behavior and preference. Thus, the messages in the digital advertising narrative can affect the attitudes and behaviors of the consumers by moving the emotions. The digital advertising narrative is increasing the interaction between the customer and the brand. In this direction, digital advertising messages make consumers the brand's fan or follower. The digital advertising narrative increases the attention of the consumer. The brand is increasing interest. Also, digital advertising increases the familiarity to the brand and contributes to the online reputation. By means of online platforms, consumers have become a brand's reputation support. Digital advertising narrative increases the memorability of brand messages. It convinces and informs the consumer. In addition, it must be compatible with the value judgments of that consumer. In this respect, the brand can provide significant contributions to online reputation management.

INTRODUCTION

Globalization is the increasing internationalization of economic life. Moreover, globalization refers to the effects of national sovereignty, cultural identity, trade, mass media, laws and regulations, democratic conditions, multiculturalism and interaction. From an economic point of view, globalization is a process in which brands try to gain additional profit by entering international markets and try to compete with international brands. Although the concept of “globalization” is popular in the last part of the 20th century, the forces shaping globalization can extend to the 15th century. Europe pioneered progress

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towards globalization through colonialism in the 18th and 19th centuries. The United States pioneered the latest stage of globalization in the 20th century, with increased access to communication technologies, the development of internet technology, the advancement of Web technology, and the opening of international markets to multinational companies and advertising agencies (Frith & Mueller, 2003). With the development of Web 2.0 technology in the 21st century, advertising has made a digital transformation. In addition to globalization, new means of communication have changed many things. With the emergence of new media and Web 2.0 next-generation internet technology, it has had the opportunity to access larger areas as advertising. In addition, the concept of digital advertising has emerged. Web 2.0 is the next generation of Internet, allowing instant communication and interaction. Digitalization and the opportunities brought by the digital world have attracted the attention of brands. With digitalization, social media has started to multiply and diversify.

Given the rapid development and significant potential of digital media as a venue for targeted, interactive marketing communications, companies need to learn to avail themselves of the new communication opportunities that digital media offer. The most important advantages of digital media are: Interaction. It contains texts that contain links. It is virtual. It has simulation feature. In particular, communication professionals discuss how companies can use digital media to better achieve the following communications objectives (Messinger & Ge, 2011): (1) Advertising—pertaining to disseminating traditional communications to customer segments about products or services. (2) Customer feedback—pertaining to receiving communications from customers (this includes formal market research). (3) Customer engagement with a company's services—pertaining to consumers utilizing a company's products or services in-world (typically on an on-going basis). (4) Creation of customer communities pertaining to fostering rich interactions among groups of customers around particular leisure, learning, or work activities through interaction.

Nowadays, digital channels are used which are faster and more informative than traditional mass media. Digital channels that provide user-based content are expressed as cheaper and more advantageous platforms. With the development of the Internet and Web 2.0 technology, traditional media has been replaced by digital media channels. On the other hand, social media platforms are examples of the many-to-many relationships that are commonly used in new media channels. User-based content is the most important feature of social media platforms. Internet and Web 2.0 platforms are commonly used communication technologies to provide two-way interaction on a mass scale. The most important feature of digital media is that content control is a user. The one-to-many relationship of traditional mass media (radio, television, film and newspaper etc.) that has been used by brands and advertisers for decades has come to an end. This is not to say that the traditional media will disappear. Traditional media is a powerful alternative that continues to affect consumers and audiences in important and fundamental ways. This multifaceted flow of communication is a plan for the success of future democratization knowledge. This movement includes the combined uses of personal media communication technologies emerging by consumers, users, grassroots organizations, brands and independents (O'Toole, 2011; Jones et al. 2009).

SOCIAL MEDIA AND DIGITAL ADVERTISING NARRATION

Social media are consumer generated, digital word of mouth transmission of information. Social media has read-write technology. Web 2.0 technology accelerated the development of social media. They are also interactive in nature allowing social media users and visitors to exchange ideas. Social media is digital and versatile. This conversational nature of social media makes them ideal for building and maintaining

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