

Customer Behavior and the Effect of Internet Advertising Study (With Special Reference to E-mails)

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Abstract

Many prominent advertisers have been coming up with a net broadcast replica. They propose to harmonize the net and TV advertising. In actuality, their objective is to progress upon TV publicity by combining both the interactive advantages of communication with the full visual effect of broadcast. Marketers struggle to design their advertisements extra engaging. Consumers can contribute more to online advertisements as they get the bulk of the proposal. Brand attitudes are influenced by interactions during this engagement. The significant trend is that advertisers are trying out novel formats, such as video games and interactive product demos in new formats like pop-up windows, child windows, and side frames, and that web advertising is shifting away from the banners.

Keywords: Internet advertising; customer; brand; email.

I. Introduction

The web has become a constantly expanding, growing source. Advertisers are keen on this specific media since it is expanding because it is a more effective source for attracting customers. Customers clearly benefit from Internet advertisements since they have control over the product and can decide whether to check it out before purchasing it (Nyilasy et al., 2014).

Animation in various forms may also be included in internet advertising. The definition of "internet ads" has expanded to include all kinds of banners, email, in-game, and keyword publicity on websites like Facebook, Instagram, or Myspace. There are several websites available for web-related advertising that can help spread the word and target a certain demographic (Debasish & Muralidhar, 2013).

There are four major customer groups with various objectives and motivations, according to current research on customer behaviour among the net users:

- Examination
- Activity
- Shopping
- Data

The bulk of Youngers who were questioned for this study have a propensity for becoming effective knowledge seekers. While looking for item info online, this group's high degree of technological comfort is usually favorable (Ertemel & Ammoura, 2016).

The marketing (usually advertising) of goods or services via the World Wide Web is called internet selling, also called as web advertising, internet marketing, work and work. The term "Internet Marketing" is referred to as "marketing." Because it comprises marketing carried out via e-mail and wirelessly in addition to marketing done on the Internet, internet marketing is thought to have a broad definition(Gilaninia et al., 2013). Online marketing is also frequently used to describe electronic client relationship management (ECRM) technologies and digital customer information(Madni et al., 2016).

II. Online marketing strategies

These are the main categories of internet marketing:

Display Advertising: Using web banner advertisements on a 3rd party website to direct visitors to a business's own website and raise brand consciousness.

Search engines marketing (SEM) is a type of advertising that aims to augment the appearance of sites in search engine result pages (SERPs) by either using bought the rights, banner advertisements, and paid insertion, or by using free search engine optimization strategies(Magno-Gatmaytan, 2013).

Search engine optimization (SEO) is the procedure of increasing a web publication's experience in search engine results that are "organic" or un-paid ("organically" or "algorithmic").

- Social networking marketing is the practice of attracting customers or concentration using social media platforms(Owhal, 2015).
- Email marketing: This technique includes sending a group of individuals a marketing direct message via email(Roopa, 2014).
- Referral marketing: a strategy for attracting new clients by using recommendations, typically word of mouth.
- Affiliate marketing is a form of advertising in which a company pays single or additional affiliates for every visitor or consumer the associate personally attracts through marketing.
- Content marketing is the process of producing and freely disseminating educational content in order to convert prospective clients and existing consumers into returning customers(Sharma & Chawla, 2014).

III. Marketing via email

Directly encouraging a business communication to an audience of community via email is called as email marketing. Any email which is send to a current or potential customer, may be described as email marketing in the broader intellect. It classically involves utilizing email to share publicity, business, or collect charity, as well as any email correspondence intended to foster brand recognition, loyalty, or trust(Virvilaite & Matulevičiene, 2013). Both cold lists or the databases of current customers can be used for online marketing.

IV. Kinds of Email Marketing

Emails of several types can be used for email marketing;

Mailing lists are straight emails that are sent out on a routine to a group of consumers. An electronic newsletter's main goal is to strengthen the company's interaction with its subscribers and consumers(Joo, 2012).

Deal-making emails

Typically, a customer's interaction with a business is what causes transactional emails to be sent. Email receipts, purchase or order confirmation emails, and shipped notifications are examples of commercial messages that are triggered(Myers et al., 2011).

A commercial email's main objective is to communicate details about the exploit that caused it. However, for their higher open prices (51.4% as opposed to 36.7% for mailing lists), transaction - oriented emails present a fantastic chance to interact with customers, establish or deepen an email connection with customers or subscribers, predict and address inquiries, or pass or up-sell goods and services(Smith, 2015).

The option to incorporate promotional messages in the body of commercial emails is a feature that many email newsletter software providers provide. Software suppliers can also provide specialist transactional marketing services via email, such as sending customised and targeted transactional emails and managing certain marketing strategies (such as consumer referral programs).

Specific emails

Direct email is the practice of sending emails with the primary purpose of advertising. To send direct marketing communications to customers or potential customers, businesses typically compile lists of email addresses; however, they can also purchase email address lists from service providers.

V. Review of Literature

The estimated value of online advertisements is roughly Rs. 100 crore. Internet advertisements are still not compensated to the tune of 60–70%. Even paid advertisements come with discounts. The true online advertising market is still between Rs. 25 and 30 crore. Several agencies are moving overseas to conduct online advertising. Customers still don't feel at ease using this novel media. Internet media planning is becoming a growing industry. The dominant company in the US is Double-click. Companies include Macromedia, Media cope, and Intercept in India. Ads can be narrowcast and targeted at a clearly distinct section using a network. Ad revenue is the foundation of certain websites' business models.

Ad revenue is the foundation of certain websites' business models. Internet ads must purchase audience rather than advertising space or banners. With only one media spend, a marketer can reach his audience through a number of websites. Advertisers can target specific audiences based on where they are, for example, a BPL mobile advertisement in Pune and a Bharati Telecom advertisement in Bengluru. Advertising may be aimed at the editorial matter of a website, for example, cosmetic adverts may be displayed on health and beauty pages. Advertising can be time-targeted, for example, to appear later in the day rather than earlier. Internet communication can be more effective according to research.

When eMarketer published a prediction early in 2012 predicting that internet advertising spending would surpass print advertising spending, it was undoubtedly not a great news for print media. Naturally, print publishers were aware of this day's impending arrival. After all, online advertising spending increased 23% in the US in 2011 and just surpassed \$32 billion. Online advertising spending will increase by another 23% to around \$40 billion in 2012. The amount spent on print advertisements decreases as the amount spent on online advertisements increases. This year, it's expected that magazine and newspaper advertising spending would drop 6.1% to a pitiful \$36 billion.

VI. Purpose of the Research

1. To assess customer attitudes headed for Online ads and how it affects their buying patterns.
2. To examine how consumers view online ads and the extent to which they influence Internet advertising.
3. To examine how consumers react to internet advertising and how they view businesses that use online advertising.

Sampling

The research study's primary audience was urban customers over the age of 18. so that people can remember the factors that influence how consumers see online advertisements. This study

examined the psychology of online shoppers' actions as well as how they viewed internet ads. Additionally, it investigates the impact of online advertisements on customer attitudes.

There has been a cluster sampling. 100 people in all responded to the poll. 50 respondents each from Rajaji Paschim and Alambagh, both in Lucknow.

VII. Methodology

Secondary Study: I started by looking through the literature that was already written about the issue. The published data was examined from a variety of sources, including e-Journals, the Internet, and books.

Quantitative research: The questionnaire was created to capture the primary data after the secondary data had been gathered.

It is examined using the bar approach and percentages on the premise of an appropriate table.

The Chi-Square test is used to determine the quality of fit and confirm the distribution of the data that was observed.

$(O-E)^2/E$ in the test ($\times 2$)

Freedom level = $V=(R-1)(C-1)$

Hypothesis

1. Study of how online adverts are perceived by users of the internet.

H0 - All people's perceptions of the 6 possibilities (amusement, informativeness, annoyance, reliability, interactivity, and buy) behind web marketing are the same.

H1: Everyone's perspective of the 6 options— amusement, informativeness, annoyance, reliability, interactivity, and buy—involved in online marketing varies.

2. Study of the association between the respondents' ages and the most popular websites.

H0 - The websites that were most frequently clicked on and the age of the respondents are unrelated.

H1: The websites that get the most clicks and the age of the participants are related.

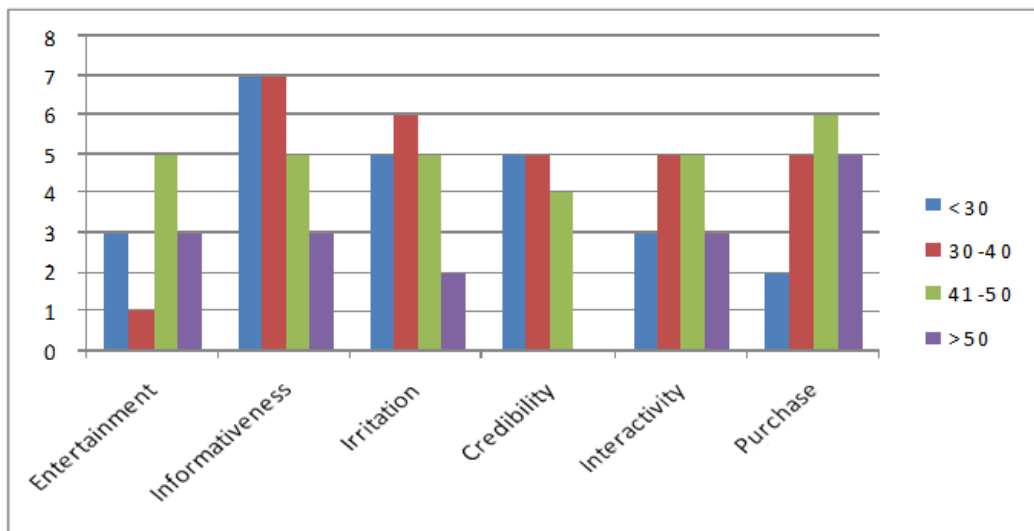
VIII. Analysis

1. Examination of the association between respondents' ages and how Internet users perceive online advertisements.

Relationship between Internet user's perception and Age-Observed values

Age	Entertainment	Informativeness	Irritation	Credibility	Interactivity	Purchase	Total
<30	3	7	5	5	3	2	25
30-40	1	7	6	5	5	5	29
41-50	5	5	5	4	5	6	30
>50	3	3	2	0	3	5	16
Total	12	22	18	14	16	18	100

Figure 1 - Internet user's perception



Relationship between Internet user's perception and Age- Expected values

Relationship between Internet user's perception and Age- Expected values

Age	Entertainment	Informativeness	Irritation	Credibility	Interactivity	Purchase	Total
<30	3	5.5	4.5	3.5	4	4.5	25
30-40	3.48	6.38	5.22	4.06	4.64	5.22	29
41-50	3.6	6.6	5.4	4.2	4.8	5.4	30
>50	1.92	3.52	2.88	2.24	2.56	2.88	16
Total	12	22	18	14	16	18	100

= (4-1)*(6-1)= 15

At 95% of confidence Table value of Chi Square at n=15 is 24.997

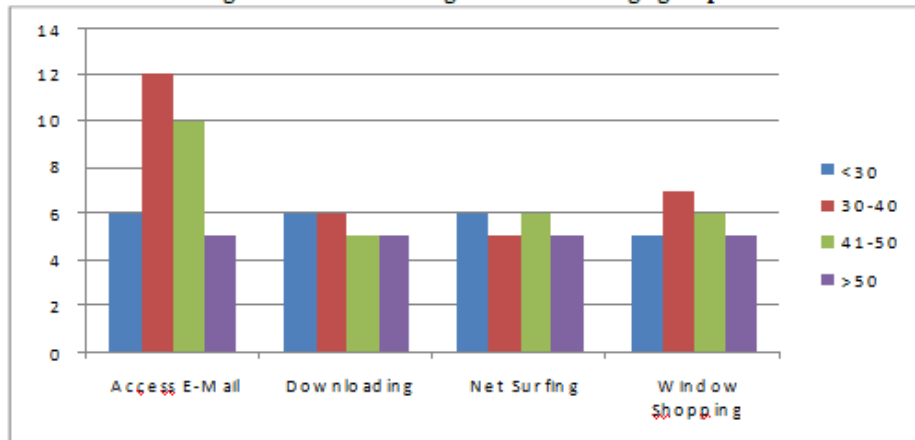
Here, the Chi Square value is 10.821254168, which is lower than the value in the table. This demonstrates that hypothesis H0, which states that "Everyone has the same perception of internet advertisements," is true.

2. Examination of the association between respondents' ages and Internet use.

Relationship between age and the website usage-Observed values

Age	Access E-Mail	Downloading	Net Surfing	Window Shopping	Total
<30	6	6	6	5	23
30-40	12	6	5	7	30
41-50	10	5	6	6	27
>50	5	5	5	5	20
Total	33	22	22	23	100

Figure 2 – Website usage for different age groups



Relationship between age and the website usage-Expected values

Age	Access E-Mail	Downloading	Net Surfing	Window Shopping	Total
<30	7.59	5.06	5.06	5.29	23
30-40	9.9	6.6	6.6	6.9	30
41-50	8.91	5.94	5.94	6.21	27
>50	6.6	4.4	4.4	4.6	20
Total	33	22	22	23	100

$$= (4-1)*(4-1) = 9$$

Chi Square's table value at $n=9$, with a 95% level of confidence, is 16.9112.

Here, the Chi Square value is 2.4565605867, which is lower than the value in the table.

This demonstrates that the statement "Age of the participants and the most-clicked websites are unrelated" in hypothesis H_0 is true.

IX. Conclusion

Overall findings are based on a survey done among 100 residents of Lucknow's Raja Ji Puram and Alambagh cities on the effects of online advertising on consumer behaviour. In my research, I discovered that Internet users of all ages share the same opinion of online advertisements. Nonetheless, all age groups of residents (22 persons) believed that internet publicity is more instructive, yet additionally, these adverts annoy all age groups of people (18 respondents), and people (18 respondents) have engaged in e-commerce, or online shopping. 16 respondents said that online advertisements are interactive. 14 respondents evaluated the online adverts' credibility. Twelve respondents, at the very least, concurred that online ads.

Second, I examine the independent association between the respondents' ages and the most popular websites. In an examination with 100 participants, 33 individuals utilized the internet for accessing their e-mail, 23 people utilized it for browsing stores, 22 people utilized it for downloading, and, 22 people utilized it for net surfing.

In the end, I came to the conclusion that online advertising is educational for all age groups and primarily utilized to access email.

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