A Business To Customer Marketing Effect on Index Retail Market

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I. INTRODUCTION

Like other advertising media, the publisher in online advertising integrates ads into its online content and is an advertiser serving ads on the publisher's content. Other potential participants include ad agencies, ad servers that help advertise and statistically track advertising, and advertising affiliate companies that work on separate advertising for advertisers. As an advertising medium, the Internet has the potential to reach many audiences at the same time. Internet advertising is also not a limitation of time and accessibility, as a person can search the Internet at any time of the day, making it available 24 * 7, in which the viewer cannot go back or read it once in the morning, except in newspaper ads. Businesses are going online to promote their products and services. The Internet combines radio and print television. It presents a new and faster pace experience for consumers. Therefore, online advertising is becoming one of the preferred media for advertising and the greatest growth potential.

Objectives ofthe Study:-

The study is designed with the following objectives:
1) How we the most effective media of advertisement.
2) To find out the reasons for preferring on line advertisement.
3) To offer valuable suggestions based on the findings of the study.

1.1 Significance of Study

Advertising on the Internet is almost a necessity for modern businesses, especially those who do business outside their local community. Consumers use the Internet more than just entertainment or information, as they do with radio, television. Consumers use the Internet to assist in almost every aspect of life, creating countless opportunities to place relevant, targeted advertising messages. Wider reach and continued exposure to online advertising work to give businesses greater visibility and audience exposure. Companies can difference between product by data, positive interactions for their website visitors and enhanced communication to attract new customers

1.2 Scope of Study

With the introduction of internet in our daily life, it has become a need for everyone. People use internet for everyday tasks. Internet is only medium to get a knowledge online. It has now taken shape of the most powerful medium of communication, entertainment and shopping for people. Every day, several new websites are being introduced covering different sections like news, e-commerce, information, communication or entertainment. These websites are a perfect place to advertise products and services as many people visit these sites every day from different parts of the world. Another important place for advertisement of the brand name, products or services can be online communities, forums, social networking sites or affiliate marketing websites. They provide immense organic traffic to the website representing the business or brand name. .

Literature Review:-

Literature review refers to identifying already existing literature, to know whether contributions have already been made so that it can serve as a valuable basis for furthering the literature. In the article 'Getting the Eyeballs' published by the 19th 'The Hindu'. July 2007, Europe was taken as a sample to survey online advertising capability. The survey showed that 16 billion euros would be spent on advertisements in Europe and 18% would go online.

Stanley F. Teeleet al (1944) had studied the marketing practices of Food manufacturers and observed thatthe use of brand names is not directly related, however, to high distribution costs because it is the intensity with which brands are promoted that determines costs rather than their use alone. The costs of marketing differ very decidedly from organization to organization within the same product division of the food industry. It is of great importance to see how wide a range of marketing practices may be adopted successfully by companies in competition with each other.

Research Methodology:-

The primary data for the study was collected by using a structured questionnaire. The sample size for the study consists of 100 respondents. The questionnaire was prepared in such a way so as to gather data from. The respondents, which will be helpful in attaining the objectives of the study. The collected data was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages

II. TOOLS AND TECHNIQUES

PERCENTAGE

Ratio is very often expressed as percentages ratio established the relationships between two variables. In the calculation of percentages also one figure is taken as base and is devied by another number and multiplied by hundred.

LICKERTS SCALING TECHNIQUE

A5 points licker'srealign technique is used to find out more preferable features which attract the respondents towards features of the brand.

2.1 Study limitations

The main limitation of the study was the lack of time.

1) The sample size is limited to 100 Internet users and hence the study results cannot be taken universally.
2) The findings of the survey are based on the assumption that the respondents gave correct information.
3) Some of the respondents were reluctant to answer.
4) The study was conducted only in the city of Trivandrum and, therefore, many potential samples outside the city were neglected.

III. HISTORY OF ONLINE ADVERTISING

In this 17-year of existence online advertising has become the fast and most effective advertising medium in history. Today, it is one of the essentials of a successful business, a media platform that allows customers to interact with customers in the most creative and interesting way.

3.1 Origin of Spam:

By 1980, online marketers had accused of flooding the Usenet forums into sending emails, a practice that continues to this day. The number of spam emails sent every day is 90 million.

3.2 Banner Ads:

The year 1994 saw the first online advertising that was followed by a period of experimentation on advertiser and publisher ad formats and technology. This initial phase ended with the launch of one of the first advertising technologies, Double Click in 1995.

3.3 Google's arrival:

The efficient search engine technology has sustained online advertising . Due to its high dependence and rate of interest, the search engine market has shown steady growth over the years, with online advertisements drawing many notches.

3.4 Social Media Advertising:

Social media is everywhere and in vogue for the last five years. At its core, social media is a communication and networking tool whose popularity is steadily increasing as its users can connect, share and interact with themselves.

IV. RESULTS AND DISCUSSION

In the article 'Getting the Eyeballs' published by 'The Hindu' on 19 July 2007, Europe was taken as a sample to survey the potential of online advertising. The survey showed that 16 billion euros would be spent on advertisements in Europe and 18% would go online. 52% of Europe's population was regularly online and the future for online revenue is India and China.

4.1 Respondents Details:

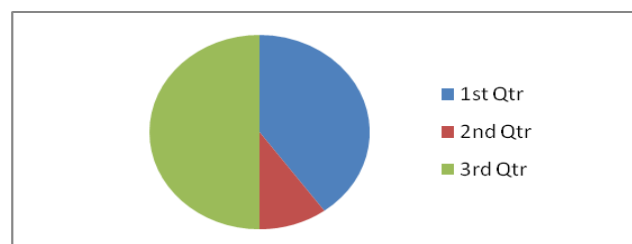|	No of respondent	Percentage
Student	82	80%
Employee	20	20%
Total	100	100%

Table No: 4.1 Respondents Detail

Respondents Detail is an important factor and it is being measured. Data is collected from 100 respondents among them 24% were unmarried and 76% were married.

4.2 Time Spend In Online:

	No of respondent	Percentage
One Hour	41	41%
Two Hour	15	15%
More than two hour	21	21%
Nil	23	23%
Total	100	100%

Table No: 4.2 Time Spend In Online

This factor is important for analyzing effectiveness on online advertising. So the analysis shows that most of the respondents use the internet for one hour per day

4.3 Preferences In Advertisement:

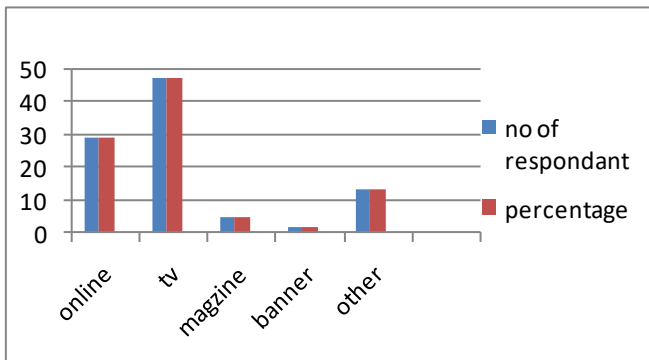|	No of Respondent	Percentage
Online	29	29%
TV	47	47%
Magazine	5	5%
Banner	2	2%
Others	13	13%
Total	100	100%

Table No 4.3: Preferences In Advertisement

This table shows the performance of the advertisement by the respondents in purchasing the products. 9 %% of respondents prefer online advertising. However, 47% of respondents find TV advertising as a convenient method. 5% prefer advertisement in magazines, 2% prefer advertisement in banner, 13% prefer other type of advertisement and none of the respondents likes advertisement in banner

4.4 Time Spending On Online Purchasing:

	No of respondant	Percentage
Nil	50	50%
Half ana hour	30	30%
One hour	10	10%
Two hour	8	8%
More than two hour	2	2%
Total	100	100%

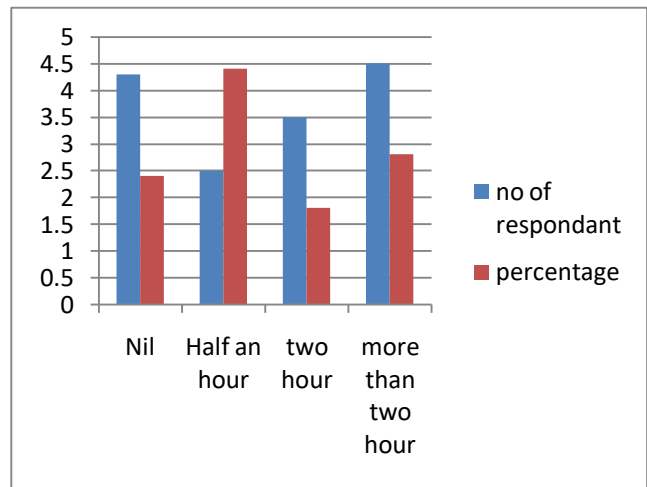Table No: 4.4Times Spending On Online Purchasing

Most of the respondents spend time for online for know the information about the products. Shows that 50% of respondents are time not spend on online purchasing, 30% of respondents are spend on half an hour, 10% of respondents are spend on one hour, 8% of respondents spend on two hours and only 2% of respondents are spend on more than two hours respectively.

4.5 Kinds of online advertisement:-

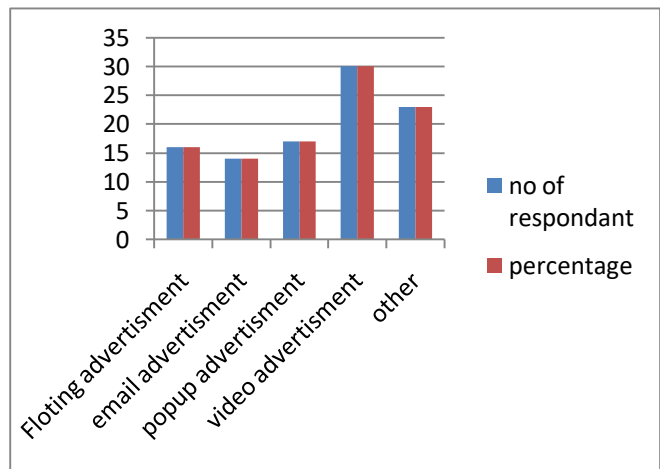|	No of respondent	Percentages
Floating Advertisement	16	16%
Email Advertisement	14	14%
Popup Advertisement	17	17%
Video Advertisement	30	30%
Others	23	23%
Total	100	100%

Table No 4.5 Kinds of online advertisement

The type of online advertising when purchasing a product through online advertising. Because it is important to know about advertising. Because it is important to know the product quality, quantity and other information. 16% of

respondents use temporary advertising, 14% of respondent's use e-mail advertising, 17% of respondent's use popup advertising, 30% of respondent's use video advertising and finally 23% of the respondents are used in other types of advertising online advertisers.

V. FINDING AND SUGGESTIONS

Finding:

The findings are listed here based on the primary data collected.

- The number of respondents who use the Internet for one hour per day is higher than those who use the Internet for two hours and more than two hours.
- Most of the respondents like the advertised products more than the non-advertised products.
- Among the types of advertisements, online advertisements are most preferred next to television advertisements.
- Of all the different types of online advertisements, video advertisements are preferred by the majority of respondents.
- It turns out that many respondents do not spend time on online shopping.
- Even though some of the respondents have experienced online advertising fraud, almost all the respondents are aware of online advertising malfunctions.

Suggestions:

The number of companies advertising online is increasing, but still fraud and deception can reduce consumer confidence. Therefore, it must be ensured that products and services are described truthfully in online advertisements.

- Trust or confidence in online business can be built using testimonials with the permission of the customers.
- To avoid interference in work, advertisements should be designed to cater to the preferences of customers or target audience.
- Multi-media use 'and the use of banner ads allow viewers to interact with the banner which helps in online advertising.

VI. CONCLUSION

A study titled 'Effectiveness of Online Advertising' shows that the most effective media of advertising is online advertising. Internet advertise awareness of companies, easier methods of distributing information, advanced methods of

targeting consumers, immediate and direct lines to customers, and reduced costs in performing these tasks. The main problem related to this is the interference of online advertisements in people's work and fear of being the victim of online advertising fraud and malpractice. As people become more accustomed to getting product information on the web, more and more readers will actively seek out Internet advertising sites.

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