



## IMPACT OF DIFFERENT WAYS OF INTERNET MARKETING ON CUSTOMER DECISION MAKING

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### ABSTRACT

*Among the different marketing tools like print media, newspapers, radio, TV channels, banners, holdings and others internet marketing is one and distinctive from them due to the benefit it provides the customers. Internet marketing has many competitive benefits over the other ways of marketing as it is easy to market the products over the internet, it is less expensive where as it has global reach, it is available for the marketers 24 x 7, it provides the opportunity for the interaction i.e. it is two-way communication and many more. Internet is useful to publish the ideas to large audience. Why do customers buy the things they required? How did they decide to go to the particular website? Where do like they like to shop and when? The marketers faces the problem of how to advertise on the internet as there are many options available which marketers can use, but which varies according to the requirements of the customers and marketers. Their impact also varies according to the blend with it has used. The ultimate aim of any marketer will be he should get the maximum response from the particular advertising.*

*The present study tries to find out the best options for the general marketers over the internet that which method of promoting a product online is better. Which method creates a major impact in the minds of the customer is the important question so the advertising agencies and marketers can choose the appropriate method of advertising.*

### Introduction

Internet marketing is also known web-advertising. Website advertising is the most popular form of internet marketing. Internet advertising is useful for increasing the brand awareness, increase in sales, increase in customer acquisition, and in customer retention.

### Objectives

- 1) To study the different ways of Internet Marketing.
- 2) To study the most effective way of Internet Marketing.
- 3) To study the impact of different ways of internet marketing on customer decisions.

### Scope

The scope of present study lies in the all ways of website marketing which customers sees in the website in which he is logged in or the ways by which advertising agencies and marketers promote their products online. This study will be helpful for the marketer and online marketing companies to choose the most effective advertising way for the greater impact.

### Research Methodology

#### (a) Coverage of the Study:

This research paper is confined to study of different ways of Internet marketing and their impact on customer decision making. The geographical area selected for the present study was Nashik City. The 50 sample size by the random sample selection

method was selected for the study. The respondents between 20 to 45 age group were selected.

**(b) Source of Data:**

The research is purely based on the primary data in which structures questionnaire method of data collection was used. Also the secondary data collection through various published research papers, articles and secondary data sources were used for the comparison and to identify the scope of present study.

**Review of Literature**

Author	Title of the Paper	Methodology	Discription
Lukas et.al. (2013)	Does Social Media Influence Consumer Buying Behavior? An Investigation Of Recommendations And Purchases	The data was collected by the Interview technique in which respondents were stratified by age and gender to ensure a wider range of consumers. In total, 249 consumers participated in this study. The median age of the population was 28 years old, and 59.1% of the respondents were women	The researcher found that from the total of all responses, 59% respondents were using Facebook as a media tool when they received a product recommendation where 37% of all users were using Twitter. Also for users under the age of 22, Twitter was the tool used most frequently to get their product recommendation (52%).
Ghulam Madni (2014)	Consumer's Behavior and Effectiveness of Social Media	The data was collected by the questionnaire method from the 1000 respodants who were using the social media. SPSS package program was used by the researcher to analyse the data.	The researcher concluded the fact that 47% of consumers buy items online are really young, holding bachelor degree and get rid between 25-29 years. Consumers who buy online are usually young females as compared with males, working in the company. He also concluded that social networks have a role in influencing consumer behavior in a virtual environment
Neha jain (2014)	E-marketing and the consumer decision making process	The study was based on Secondary Data Analysis where the data was collected from the 32 websites of Automobile, Banking, FMCG and E-Commerce verticals using Website Analysis Tool.	The researcher concluded that satisfying consumers into well defined segments on the basis of their Pre-purchase Behavior can aid marketing in developing more streamlined and focused Consumer Targeting Process.



Mahabir Naval & Geeta Sachdeva (2013)	Impact of Information Technology on Consumer Purchase Behavior	The research is based on Primary data in which the 200 samples were taken into consideration which are collected from Kurukshetra and Ambala Each.	Researcher concluded that IT has a great impact on consumer purchase behavior. They also noticed the influence of IT on consumer purchase decision from the fact that their decision making is becoming effective. The use of IT is enhancing the confidence among customers, facilitating customers in their decision making, encouraging customer to purchase new products.
Ethel Lee (2013)	Impacts of Social media on Consumer Behavior- Decision Making Process	The qualitative data was used by the researcher which was collected by the Survey method collected from 150 individuals.	The researcher concluded that, all platforms available on the social media has provided the two-way communication media. Researcher concluded that Social media has considered as a powerful tool in getting relevant information, while mass media creates awareness of certain discounts or promotions.

### Concept of Internet Marketing

Dave Chaffey (2007) defines E-marketing as “Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

Internet Marketing or E-marketing is the use of information technology in the process of creating, communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders. (Judy Strauss, 2010)

### Growth of Internet Users

Country	Internet Users	1 Year User Growth	Penetration (%of Pop. With Internet)	Country's share of World Internet Users
India	243,198,922	29,859,598	19.19%	8.33%

Source: - [www.internetsociety.org/Internet-Users](http://www.internetsociety.org/Internet-Users)

### Different Ways of Internet/Website Marketing

Internet/ Website marketing types include -

#### 1) Search engine marketing

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages through optimization and advertising. Search engine marketing or SEM promotes websites by increasing their visibility in search engine result pages. (Sherlekar, 2008) Search engine optimisation and sponsored search are the two types of the search engine marketing.

#### 2) Display advertising

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Display advertising is a type of advertising

that typically contains text, logos, photographs or other images, location maps, and similar items. (Saranya, 2014)

The types of display advertising are (Saranya, 2014)

- 2.1) Web banner advertising
- 2.2) Pop-ups/ pop-unders
- 2.3) Floating ad
- 2.4) Expanding ad
- 2.5) Trick banners
- 2.6) Full Screen Ads

### 3) Social media marketing

The different social medias available are Facebook, Whats app, Hike, Twitter, Linked In, Skype and many more. Social media marketing is commercial promotion conducted through social media websites. Social Media is an unavoidable part of the youths on which they spend ample of time.

### 4) Mobile advertising

Mobile advertising is ad copy delivered through wireless mobile devices such as smart phones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games. Mobile marketing also includes mobile internet, mobile applications and application advertising. (Bootwala, 2013)

### 5) E-mail marketing (Levinson and Rubin, 1995)

Email marketing is the process of marketing via direct email, either on a one-off, infrequent, or regular intervals. Email advertising is ad copy comprising an entire email or a portion of an email message.

### 6) Affiliate marketing

Affiliate marketers generate traffic to offers from affiliate networks, and when the desired action is taken by the visitor, the affiliate earns a commission. These desired actions can be an email submission, a phone call, filling out an online form, or an online order being completed. The different types of affiliate marketing are Direct affiliate marketing and Junction affiliate marketing.

### 7) Interactive advertising,

Interactive advertising uses online or offline interactive media to communicate with consumers and to promote products, brands, services, and public service announcements, corporate or political groups.

### 8) Blog marketing

Blog marketing is the term used to describe internet marketing via web blogs. These blogs differ from corporate websites because they feature daily or weekly posts, often around a single topic. Blogs are Basic websites which are updated Regularly. They act as a Private news interface for any Company / Website.

### 9) Viral marketing

It can be creating a buzz, network marketing or word-of-mouth delivered or enhanced by the network effects of the Internet. Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message voluntarily  
Eg. *Computer virus* is the best example of it.

### 10) E-book Marketing

E-book marketing is the process of selling information products via downloadable electronic books, typically on Adobe PDF format

**11) Online classified advertising**

Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based listings.

Amongst all display advertising Animated advertising were the most preferred format online advertisement in case of both the genders, while videogames were the least preferred. (Saranya, 2014)

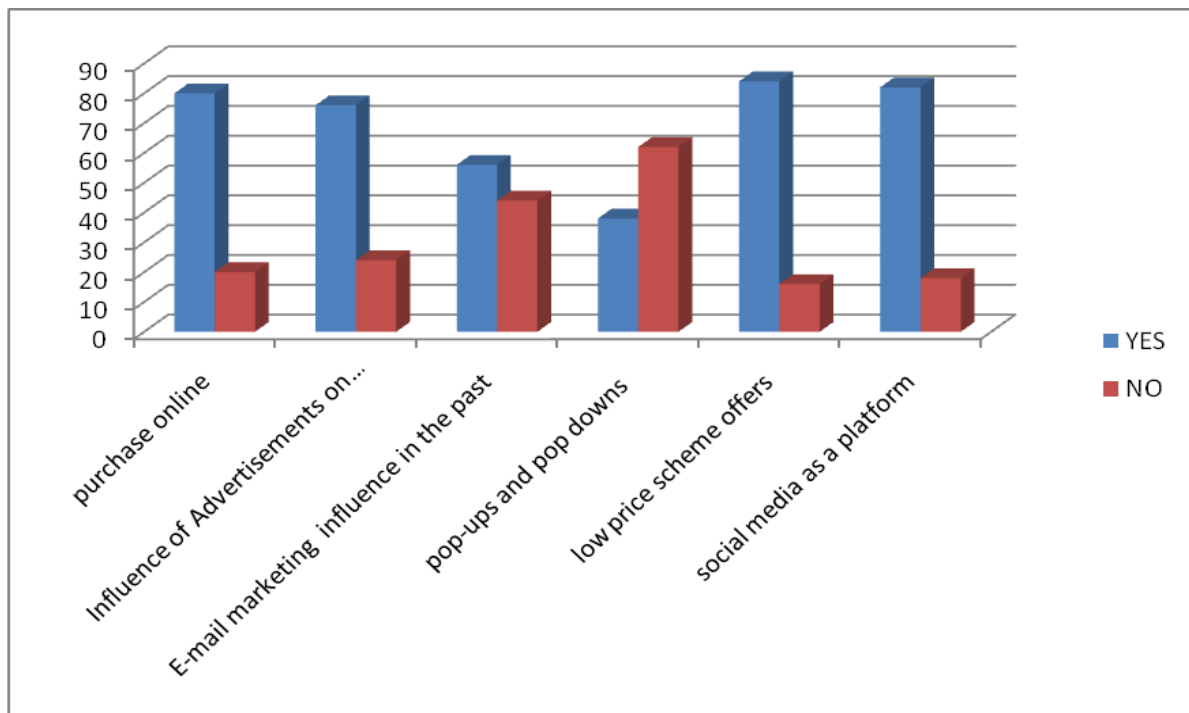
**12) Really Simple Syndication (RSS)**

RSS technology represents a format especially created to broadcast the latest news or reports. This means automatically following the changes within a site. Now a days, there are reading applications regarding flows of news in RSS format which let users know, at a specific time, if there is new information or news on the sites thy selected beforehand. Thus users can choose the sites they want to watch. (Londhe Mahadev, 2013)

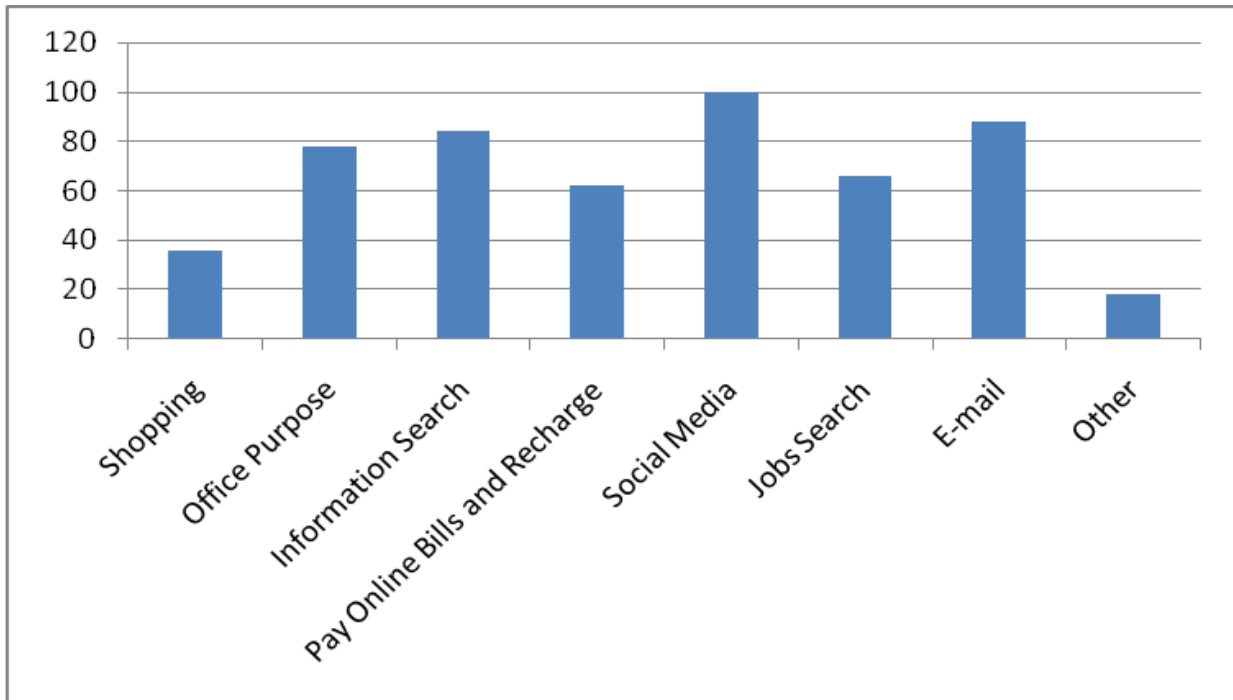
**Data Analysis and Interpretation**

When the respondents asked the close ended questions about their experience and opinions the following results came to the front

Question	Yes	No
Have you made any purchase online?	80	20
Do the different internet advertisements influence purchase you make?	76	24
Do you think that E-mail marketing has influenced you in the past?	56	44
Do you read the various pop-ups and pop downs which occurs on the window while surfing?	38	62
Do you get attracted by the low price scheme banners or offers?	84	16
Do you think that social media is a good platform to promote the product or services?	82	18

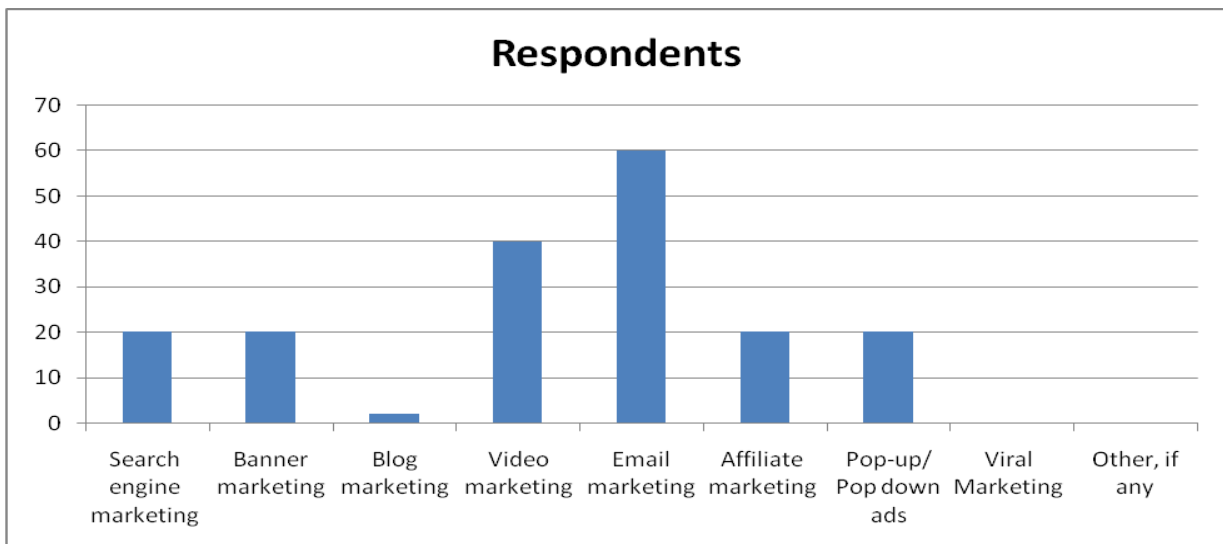


Graph 1: Customer Preferences



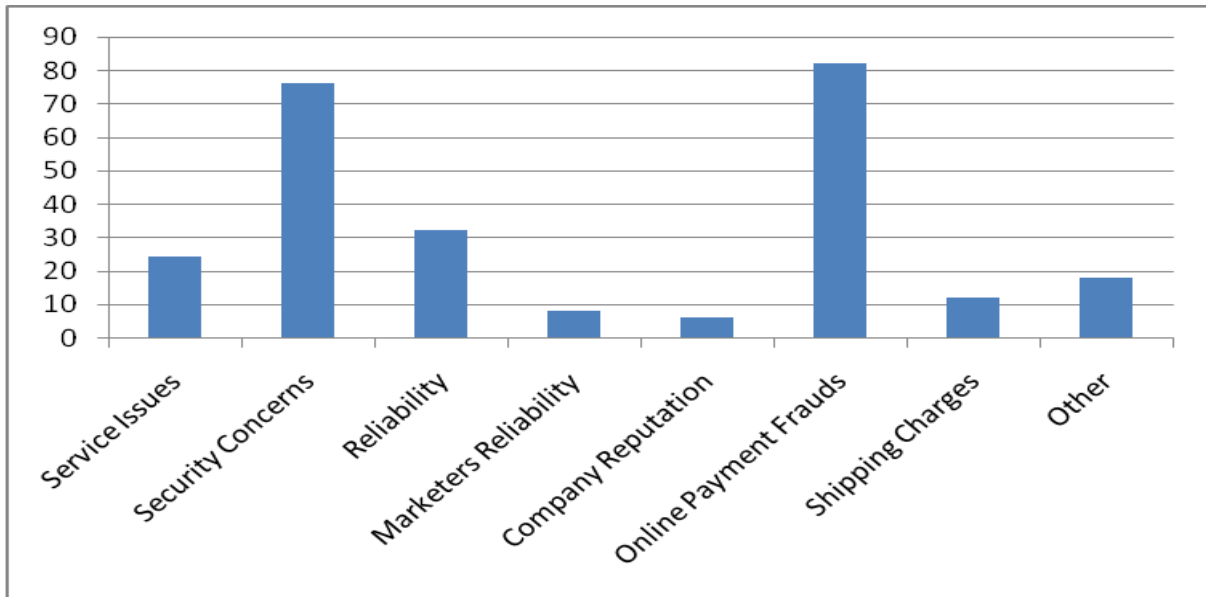
**Graph 2: Use of Internet**

The respondents were using the internet to access the social media whose percentage was surprisingly 100%. After that the respondents were using the internet for the purpose of information search and to access the e-mails whose percentage was 84% and 88% respectively. Apart from it majority of respondents were using the internet for paying online bills and office purpose. The extent of users using internet for shopping or online purchase was considerably low (36%)



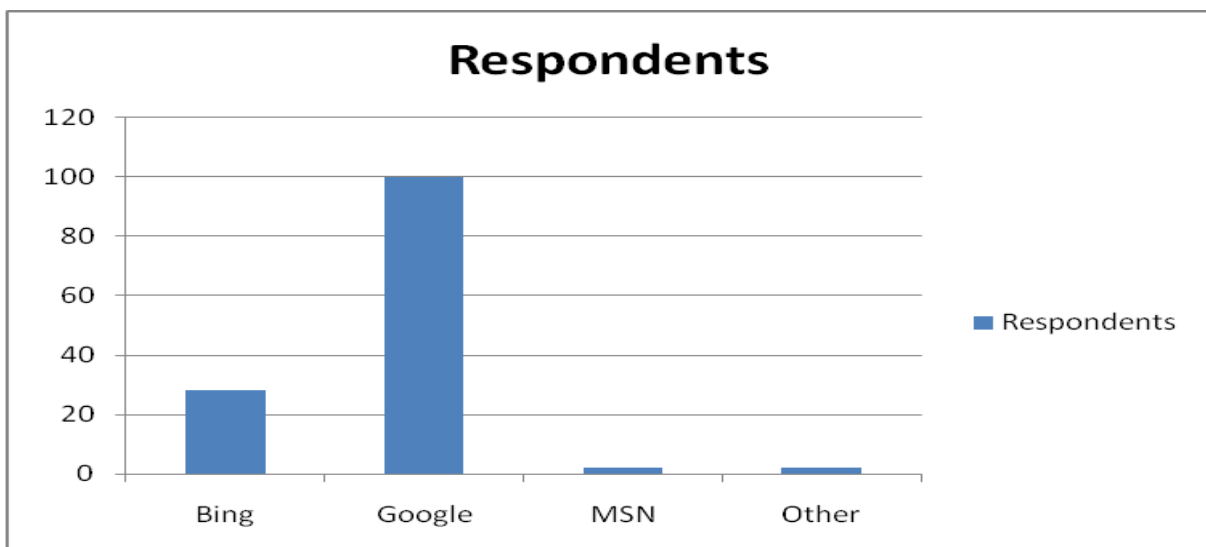
**Graph 3: Type of Internet Marketing Influenced**

In the survey it has been found that most of the respondents were influenced by e-mail marketing (60%). Apart from it, video marketing also influences the respondents (40%). The search engine marketing, banner marketing, affiliate marketing, and pop-up/pop down marketing influenced the respondents equally. Surprisingly no respondent was found who was influenced by the viral marketing.



**Graph 4: Restrictions in Online Buying**

Respondents were more curious about the security issues and online payment frauds. According to the respondent's majority of them blamed that this are the major reasons which restricts the customers from buying online.



**Graph 5: Preference for the Search Engine**

All respondents said that they use the “Google” as a search engine for the online information search all for all necessary search where as few said that they use the “Bing” as a search engine.

## CONCLUSION

Online communication, social networking, and entertainment are the top reasons for accessing the Internet. The numbers of people accessing Internet on a daily basis in urban India are increasing day by day. Currently, India has the third largest internet user base in the world but it is estimated that India will overtake the US and will stand second after China.

In the present study it has found that e-mail marketing is still popular amongs the users and video marketing has its impact on the customers mind. Surprisingly the viral marketing which is a very popular form of online marketing, users are not that much aware of it. Also





online frauds and security issues prevent the users while buying online. The strict control over it is important and the users should be educated in this regards specifically the tinedures.

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