Online Advertisment: "Does the Consumer Satisfaction Leads to Purchase" (With Reference to Justdial)

Asheesh Trivedi[1], Abhishek Gupta[2]

[1]*Professor, Department of Marketing, STEP-HBTI, Kanpur, India*
[2]*PG Student, Department of Marketing, STEP-HBTI, Kanpur, India*

Abstract: **Today's scenario is full of, competitiveness, which is becoming inevitable part of our daily life. As rapid growth of online advertisement is increasing day by day. Now day's owner now the importance of online advertisement. Businesses are spreading rapidly more on online advertisement rather than before. Owner want that their business should be recognized offline as well as online also. They want that their firm name should not be firm name only it should be brand, now days many companies are working in online advertisement example-indiamart, sulekha, justdial etc. These companies are making internet advertising better than television advertising & their cost is quite low as compared to television advertisement. But nowadays internet is growing faster than television because India said to be developing country**

The purpose of this study is to analyze whether consumer is satisfied with online advertisement and why should he purchase online advertisement

Keywords: **online advertisement, online consumer satisfaction, online purchasing**

1. Introduction

A. Online advertisement

Online advertisement is chosen for this paper because advertisement plays very important role in growth of business in India, internet industry emerged as a powerful sector and is generating considerable worth for several shareholders. With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India.   Online advertising, also called online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising. Its includes search engine marketing (SEM), social media market, many types of display advertising (include web design) & mobile advertising . It is the paid promotion of ideas, goods & services to targeted consumers. The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs. 2,900 core (US$ 435 million) in 2013, could jump threefold to Rs. 10,000 core (US$ 1.5 billion) in five years, increasing at a compound annual rate of 28 per cent.

B. Consumer satisfaction

Customers derive satisfaction from a product or a service based on whether their need is met effortlessly, in a convenient way that makes them loyal to the firm. Hence customer satisfaction is an important step to gain customer loyalty. Customer satisfaction indicates the fulfillment that customer derive from doing business with a firm. Now days consumer are spending more money on advertisement because they want retunes on their business , more over that they want their business should have some image in the eyes of purchaser .Consumer want maximum return on their investment so that wiliness should be generated to advertisement more on internet . Consumer are aware of advantage or dis-advantage of online .Consumer want satisfaction so that business should run smoothly .Consumer satisfaction means the degree to which a company's customers are happy with their purchase or experience with the company.

C. Brand loyalty

Brand loyalty is the combination of two major terms brand & loyalty where brand refers to a name, term, sign, symbol, or design used to identify the products of the firm and to differentiate them from competitive offerings .Loyalty refers to as a general term, signifies a person's devotion or sentiment of attachment to a particular object, which may be another person or group of person, an ideal, a duty or a work place. Brand loyalty refers to when a customer remains faithful to one brand only by continuing to buy from them solely out of choice rather than any pressure being applied from the organization. Now a days justdial said to be leading brand among online advertising companies.

 Justdial was founded in 1996 by v.s.s mani. he started company with rs 5 cr., now his revenue increase up to 150 times as compared to other online advertisement companies, director of justdial Ramani Iyer & headquarter is in Mumbai

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(Maharashtra, India) .According to survey done by justdial team in India there are basically 3 lack per day search in phone, 54 lack per day search in app/wap & 43 lack per day search in web these facts and figure shows different ways person can search on internet. There are total 77% internet user in India whereas under 77% in urban only 60% use internet & in rural only 17% use internet. Justdial always do paid promotion of business let suppose we are searching tour & travels on internet owner will get customer number with help of internet so that owner directly contact with client. Client will also get various tour & travels contact so that willing he can call any one for details. For these promotion services owner should pay very less amount to the companies but sometimes these services show their negative image suppose a person who has nothing to do going for search on internet for ac repair category he will receive calls from owners those who are working in ac repair category but at last client will say he was doing for fun. There is various category of owner like ac repair, tour & travels, television repair, property loan, washing machine repair, car repair, electronic shops, etc. Justdial has very popular number all over India its 8888888888.

The primary data of the subject are gathered through questionnaires and secondary data was collected through internet, journals & business magazines. The survey study was conducted in September, October & November. The Sample Size is taken 100.

2. Literature review

New research on online advertising from Harvard Business School faculty on issues including the key to creating megahit campaigns through "advertising symbiosis," using digital consumer data to tailor advertisements to individuals, and the latest research on online marketing techniques such as consumer reviews and online video ads.

16 MAY 2000; how the internet is changing advertising

In the six years since the first banner ad appeared on the World Wide Web, advertising has been transformed. With powerful technologies that can track responses and target customers, the Internet offers marketers a new world of opportunities. HBS Professors Alvin J. Silk and John A. Deighton and others offer perspectives, in this article from the HBS Bulletin, on advertising in the age of the Web

16 AUG 2006; is myspace.com your space by sean silverthorne

Social networking sites such as MySpace.com have demographics to die for, but PR problems with parents, police, and policymakers. Are they safe for advertisers? A Q&A with Professor John Deighton. Key concepts include: Social networking sites such as MySpace.com are emerging as powerful advertising platforms reaching millions of desirable consumers. They will be advertising rivals to established Internet sites such as Google and Yahoo. Although MySpace has been the subject of some community criticism, MySpace advertisers don't seem frightened off.

27 JUL 2009; by Sarah Jane Gilbert

Purchase decisions are influenced differently in social networks than in the brick-and-mortar world, says Harvard Business School professor Sunil Gupta. The key: Marketers should tap into the networking aspect of sites such as Facebook. Key concepts include: Some social network users are influenced by the purchases of their friends. Of these users, 40 percent show a strong "keeping up with the Joneses" behavior, increasing sales by 5 percent. "High-status" users are more likely to not purchase something that others have bought. On social networks, viral campaigns may work better than advertising.

15 APR 2013;

Internet advertising was supposed to make it easier for marketers to measure the impact of their ad buys. But a basic question remains: Do search ads or do display ads create more customers on the web? Research by Professor Sunil Gupta.

06 MAR 2017; by Dina Gerdeman

The items displayed next to a product in online marketing displays may determine whether customers buy that product, according to a new study by Uma R. Karmarkar.

Over the last few years, the web has become the most used internet application as a low,

priced way of gaining access to information and of communicating (Avlonitis and Karrayanni, 2003; Dubois and Vernette, 2001).

A few years ago, business organisations questioned the role of the internet in business performance. Today, they cannot live without it (Sultan and Rohn, 2004). Nowadays, the internet is more focused on the management of the process of communication online, regarding the improvement of transaction efficiency, giving value, and increasing customer involvement and satisfaction (Berton et al., 2003; Rao and Perry, 2003; Osmonbekov et al., 2002; Sharma, 2002; Burke, 2008).

A. Relationship between online advertising and customer satisfaction

E-mail has gained much dominion in the field of business, and this can be very much cost effective. Because of this benefit many marketing practitioners has started adopting the use of internet. E-mail is used to reach specific group of customers and to satisfy their individual needs and wants. It is used to reach large number of customers on personal bases and the response rate is high. E-mail has helped to increase the quality of services rendered to customers and also increase company's profit. The use of E-mail marketing has also helped in drawing customer attention. E-mail marketing is used to deliver message direct to customers for transaction basis. Business owners use email to perform marketing activities, to reduce cost that can be incurred through traditional means, to acquire large return on investment (ROL), to gain access easily by consumers and can be cheap to undertake. According to email marketing benefit assist marketers to build excellent relationship between them and their consumers. And also help them provide quality

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communication to consumers, to have better knowledge of their customers and their individual needs and wants. E-mail helps companies to get immediate feedback from consumers and to make needed adjustment where necessary. Some of the benefits of e-mail are: Lowers promotion experiences, it helps customers to perform, online transaction and it increases customer awareness etc. and also inform customers about company's product and services that will satisfy needs and wants with a good quality. Literatures have shown factors that could encourage customer satisfaction through internet usage brand image issues customer value, customer service.
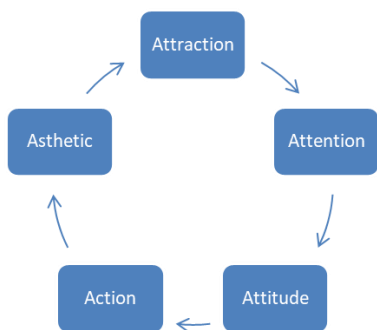

Fig. 1. Five A's in Valuable Internet Advertising (VIA)

The above diagram shows advertising can be effective only if it touches the aesthetic sense of the customer which will attract him/her towards the product or service and the attention will be gained by the advertisement on internet. Because of the attention the customer will feel a change in his/her attitude and will think about the product or service, and his/her action to purchase the product will prove that advertisement is effective because customer has given his/her feedback through the purchase.

Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC)

Every human being has needs, wants and desires and seldom reaches at complete satisfaction level except for a short time. As one desire is satisfied, another pops up to take its place. When this is satisfied, still another comes into the foreground. It is the nature of human being that he/she practically always desires something new.

3. Research methodology

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

A. Sample size

The total population size is indefinite. This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 100. It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling. For data analysis , percentage analysis , simple charting , pie chart and tabulation tools ,empirical approach are used to understand the attitude of the respondent for online advertisement .

B. Objective of the study

- To study whether owner is satisfied with online advertisement.
- To study whether owner is satisfied with the services given by the companies.
- To study why should he purchase online advertisement.
- To study whether owner is getting sufficient enquiry

C. Demography

Question no. 1; Are you aware of online advertisement
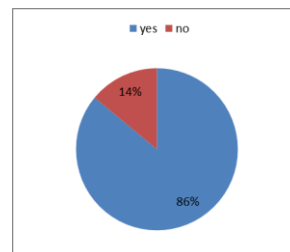
yes	no
86%	14%

Fig. 2. Aware of online advertisement

Inference: According to demography profile, 90% respondent are aware of online advertisement and 10% respondent are not aware of online advertisement.

Question no. 2: Are you registered with any online advertisement company.
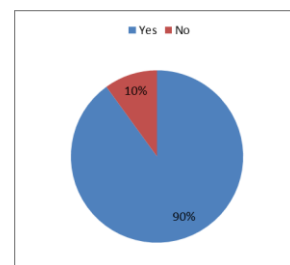
Yes	No
90%	10%

Fig. 3. Online Advertisement Company

Inference: 90% firms are registered online with company and 10% are not registered with any company.

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Question no. 3: If yes in which company

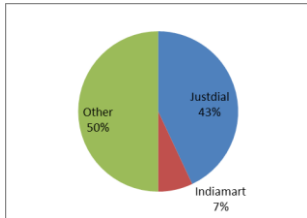| Justdial	Indiamart	Other
43%	7%	50%

Fig. 4. Which company

Inference: 43% are registered their firm with justdial and 7% are registered their firm with indiamart & 50% are registered with other sites.

Question no. 4: In which category you have registered your firm.

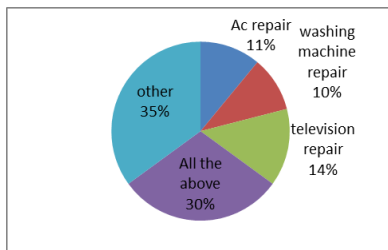| Ac repair	Washing machine repair	Television repair	All the above	Other
11%	10%	14%	30%	35%

Fig. 5. Category you have registered your firm

Inference: These are some category in which their firm is registered in ac repair category 11% , in washing machine repair 10%, 30% in all the above & 35% in other category.

Question no. 5: Are you paid customer or non-paid customer of the company.

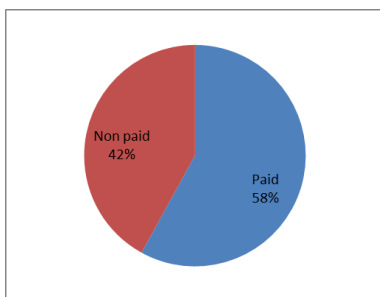| Paid	Non paid
58%	42%

Fig. 6. Paid customer or non-paid customer of the company

Inference: Sometimes their review is not good but there are

58% paid firms & 42% are not paid firms in the market.

Question no. 6: Are you satisfied with the services provided by company.

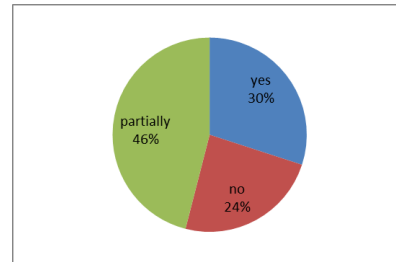| Yes	No	Partially
30%	24%	46%

Fig. 7. Satisfied with the services provided by company

Inference: Those firms are getting response they are 30% satisfied with service , those firms who are not getting response they are 24% & those firms are getting response but they are not full satisfied they are 46%.

Question no. 7: Why you have purchase online promotion technique.

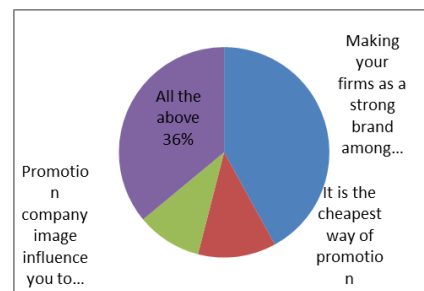| Making your firms as a strong brand among customers	It is the cheapest way of promotion	Promotion company image influence you to purchase	All the above
42%	12%	10%	36%

Fig. 8. Purchase online promotion technique

Inference: Owner want to promote their business on internet there is 42% owner think that they are making his firm as a strong brand among customers , 12% are thinking it is cheapest way of promotion , 10% are thinking that promotion company image influence you to purchase and 36% are thinking about all three factors,

Question no. 8: Are you getting sufficient inquiry in returns of their investment

yes	no	partially
30%	45%	25%

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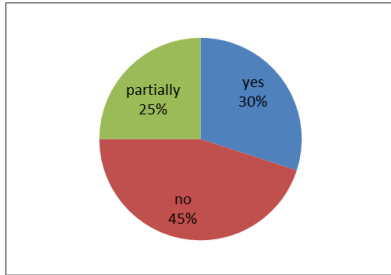**www.ijresm.com | ISSN (Online): 2581-5792**

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Fig. 9. Sufficient inquiry in returns of their investment

Inference: Those firms who are paid customer or non-paid customer of the company they are getting 30% return on investment , 45% are getting no returns on investment & 25% are getting partially return on investment.

Question no. 9: How much money you have spent on online advertisement

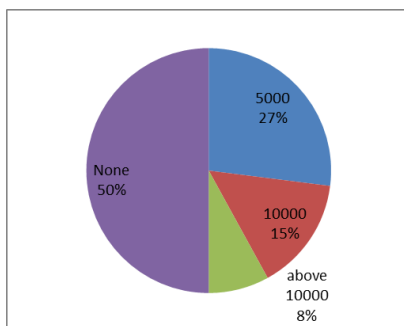| 5000	10000	Above 10000	None
27%	15%	8%	50%

Fig. 10. Money spent on online advertisement

Inference: Firms are showing less believes on online advertisement because there are many cases of fraud with owners their 27% firms are paying s5000, 15% firms are paying 10000, 8% firms are paying above 10000 & 50% firms are paying none.

Question no, 10: Are your plan is on monthly basics or upfront

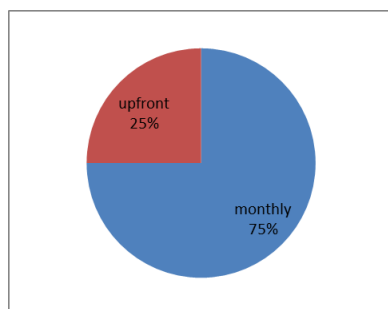| Monthly	Upfront
75%	25%

Fig. 11. Plan is on monthly basics or upfront

Inference: Mostly firms are paying on monthly basics 75% are paying monthly & 25% are paying upfront.

D. *Findings*

- Mostly owner of the firms are aware of online advertisment so that their business should be at growing stage.
- There are different category in company in which firms are registered like ac repair, television repair etc.
- Mostly owners knows the company those are working in the market. These company are having very wide range of network.
- Mostly firms in the market are the paid customer of the company they are having some identity in the online market
- Firms in the market are not completely satisfied with online promotion because sometimes they are some cases of fraud with the firms
- Sometimes owner thinks that their firms are building strong relation in the eyes of customer through internet or you can say they business are getting some brand image
- Company are recharging very minimum cost to promote their firms on the internet , plan are very reasonable for the business
- More over firms are taking monthly plan rather than upfront payment, firms are comfortable with esc plans with the company.

4. Conclusion

Online advertisement is becoming more popular now a days with the increase in the usage of internet .Understanding owners needs and wants to promote their business online so that their business should have brand image among the customers.

Especially understanding the owner attitude towards the online promotion techniques which may help in promoting the business which may help in gaining the competitive advantage on others.

Demographic factors of online advertisement in Agra, Firozabad within demographic category such as ac repair , washing machine repair, car auto parts etc. influence the offline sells because online covers all area so that firms are getting customer outside his area also.

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