

# A Study on Effectiveness of E-Marketing with Reference to Chennai Region

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**Abstract - Internet is rapidly converting the manner humans used to do things. Evidently, the same would have an impact at the advertisers. The internet has been regular as the maximum powerful media for advertising and marketing because of the absence of geographical barriers. The advent of the net and its subsequent reputation has all over again challenged the traditional styles of advertising. The boom in net advertising and marketing is due to different factors, greater advertisers moving promotions online and the growing penetration of the net itself. Due to the fact the internet is still an exceptionally new medium whilst compared to different lengthy hooked up advertising and marketing mediums like newspapers and tv, advertisers have not but realized the total ability for benefit**

**Keywords: Internet, Advertising, Marketing, Penetration**

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## INTRODUCTION

As organizations offer e-promoting and web based shopping, clients can get advertise certainties from their PCs or mobile phones and purchase merchandise or discover administrations without leaving home twenty-four hours per day and seven days seven days (day in and day out). They can read ads on the Web or from e-mail, get e-coupons, view pictures of goods, compare prices, and make purchases with a few clicks of their mouse, saving the time and money it would take to shop in person at a brick-and-mortar store. At the same time, ebusinesses can reduce costs in allocation channels and physical store space and thus pass the savings on to customers.

## E-MARKETING

E-marketing is a procedure of arranging and executing the sweeping statement, reallocation,, advancement, and evaluating of items and administrations in an electronic, organized condition, for example, the Internet and the World Wide Web, to encourage trades and fulfill client requests. It has two distinct advantages over authentic marketing. E-marketing provides customers with more comfort and more

competitive prices, and it enables businesses to reduce operational costs

E-advertising is alluded to those systems and procedures which used online approaches to achieve target clients. There are a large number of Internet clients that every day get to various sites utilizing an assortment of devices like PCs, PCs, tablet and savvy or android telephone gadgets, and the quantity of web clients are expanding quickly. So every business is by all accounts bouncing on the web showcasing fleeting trend. The web is most intense device that can put any business on strong balance with showcase pioneers organizations. There are numerous free and in addition prudent route on web to advance your business.

E-advertising is a procedure of arranging and executing the origination, appropriation, advancement, and evaluating of items and administrations in an automated, organized condition, for example, the Internet and the World Wide Web, to encourage trades and fulfill client requests. It has two unmistakable preferences over customary showcasing. E-showcasing furnishes clients with more accommodation and more focused costs, and it empowers organizations to lessen operational expenses.

## ADVANTAGES OF E-MARKETING

Certain high grounds of emarketing is discussed as below:

1. Much better return on investment from than that of traditional marketing
2. E-marketing means lower marketing campaign cost as the marketing is done through the internet
3. Fast result of the campaign
4. Easy monitoring through the web tracking capabilities help make emarketing highly competent.

## SPECIALIZED AREAS OF INTERNET MARKETING

Web showcasing or internet marketing can likewise be separate into more specific regions, like, Web marketing, email marketing and social media marketing:

- **Web marketing** includes e-commerce Web sites, affiliate marketing Web sites, upgrading or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).
- **Email marketing** involves both publicizing and limited time showcasing endeavors through email messages to present and forthcoming clients.
- **Social media marketing** involves both advertising and marketing (including viral marketing) efforts through social networking sites like Facebook, Twitter, YouTube and Digg.
- **Search engine optimization (SEO)** involves the optimization of landing pages within your website to increase the number of visitors.

**REVIEW OF LITERATURE**

Vikas Bondar in his article “sales and marketing strategies” clarifies how web is helpful device for advertisement. In this he explains that The Internet gives individuals a more noteworthy measure of data as we require. It is the most ideal approach to get an examination of the items that we require. In the event that we are occupied with getting, it is best for us to check the Web locales. Also in the event that we might want to influence our own Web to page we can do this, without paying a great deal of cash.

Peter J. Danaher and Guy W. Mullarkey in their research article entitled “Factors Affecting Online Advertising Recall : A Study of Students” studies that analyzed variables that may affect on web promoting review and acknowledgment. These variables incorporate the survey mode, span of page survey, and page setting factors, including content and page foundation multifaceted nature and the style of the standard commercial. Web clients in an objective coordinated mode are significantly less liable to review and perceive BANNER notices than clients who are surfing a site. Also, various individual socioeconomics and site disposition factors are consolidated. The key finding is that website page introduction term is a solid determinant of banner advertisement review.

V.Kumar and Denish Shah in their article “Pushing and Pulling on the Internet” explains about e-marketing. In this it differences the Internet as a pull medium as well as a push medium for information dispersal. In such a circumstance, non important online notices such as pop-up ads or banners run the risk of irritating users and losing them forever. This article clarifies how web is utilized for pulling the new client and a push medium in data. The present clients have one of a kind needs, interests and request. They utilize Web for getting increasingly the data of the item. In this situation web ad can be utilized to PULL the new client and increment the deal.

Kiani and Gholamreza in their article ‘Business-to-business advertising effectiveness and mediating factors in the Web’ explains that With the birth of the World Wide Web, the current decade has witnessed tremendous evolution in the media environment, which indicates that electronic commerce, defined as the electronic exchange of information, goods, services, and payments, has finally come of age. Despite the fast growing popularity of electronic commerce and the presence of many companies on the virtual market, the rules of the game in this new environment are still unknown.

**RESEARCH METHODOLOGY**

The study is based on primary data. A structured questionnaire was utilized to gather the information to answer the exploration inquiries and goals with respect to Effectiveness of E- marketing. The information’s were gathered in the examination in and around Chennai city for a time of one month. The time and cost imperatives trouble the access to the potential respondents, caused to utilize convenience sampling method. The collected data was formulated using the statistical tools such as Percentage analysis, Chi square test and ANOVA

**LIMITATIONS OF THE STUDY**

- Due to time limitation test estimate was confined to 100.
- There might be errors because of the individual inclination of the respondents.
- The respondents were at first hesitant to take an interest since they were occupied

**DATA ANALYSIS AND INTERPRETATION**

**Chi-square test for association between type of search engine and place of seeing advertisement**

**Null Hypothesis- H<sub>0</sub>:** There is no significant association between type of search engine and place of seeing advertisement.

**Alternate Hypothesis- H<sub>1</sub>:** There is significant association between type of search engine and place of seeing advertisement.

		O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Google	Search engine	12	11.7	0.3	0.09	0.0076
	Social network	8	8.2	-0.2	0.04	0.0048
	Web portals	13	12	1	1	0.0833
	Others	10	10.2	-0.2	0.04	0.0039

Yahoo	Search engine	7	8.5	-1.5	2.25	0.2647
	Social network	11	10.0	1	1	0.1
	Web portals	4	5.12	-1.12	1.25	0.2441
	Others	2	1.20	0.8	0.64	0.5333
Others	Search engine	18	17.2	0.8	0.64	0.0372
	Social network	6	7.12	1.12	1.25	0.1755
	Web portals	8	7.8	0.2	0.04	0.0051
	Others	1	2.1	-1.1	1.21	0.5761

R2 = 1.1268

The calculated value = 2.3904

Degree of freedom = (R-1) (C-1) = (2-1) (4-1) = 3

Table value of  $\chi^2$  for three DOF 5 Percentages a level of significance = 7.815

**Inference**

Here C.V < T.V. So H<sub>0</sub> Accepted. Thus chi – square test infers that there is no significant association between type of search engine and place of seeing advertisement.

**ANOVA TEST FOR SIGNIFICANT RELATION BETWEEN USER INTERNET LOCATION AND TYPES OF ADVERTISEMENT APPEAR**

**Null Hypothesis- H<sub>0</sub>:** There is no significant relation between user internet location and types of advertisement appear.

**Alternate Hypothesis- H<sub>1</sub>:** There is significant relation between user internet location and types of advertisement appear.

Source variance	Sum squares	Degree freedom	Variance
Between location of Internet	342.75	4-1=3	342.75/3=114.25
Within location of internet	771	16-4=12	771/12=64.25

From this table, F= Variance between interpersonal relationships/Variance within interpersonal relationships =114.25/64.25

Calculated value=1.77

Tabulated value ‘F’ for 3/12 degree of freedom is 5% level significant is 3.49

**Inference**

The calculated value is 1.77 of F is less than the table value 3.49, hence we accept the null

Hypothesis H<sub>0</sub> at 5% level of significant and conclude that there is no relation between user internet location and types of advertisement appear.

**FINDINGS**

- 40 % of the respondents are using internet at night.
- 5-10 hrs is spend by 42% of the respondents for internet.
- 38% of the respondents are using internet in office.
- In social network, 44% of the respondents seeing advertisements.
- 48 % of the respondents getting advertisement regarding products or services.
- 63 % of the respondents are not felling the effectiveness of internet advertisement.
- 34 % of the respondents are dissatisfied with the advertisement displaying in internet
- Pop-up advertisement are clicked and viewed by 72% of the respondents.
- 54% of the respondents strongly agree that the advertisement disturbs browsing.
- Search engine advertisement as good opinion by 38% of the respondents.
- Banner advertisement is easy to follow by 53% of the respondents.
- 40% of the respondents are very much interested of getting credits for clicking advertisements.
- 30% of the respondents are frequently seeing advertisements related to products.
- From the chi- square analysis it is inferred that there is no significant association between type of search engine and place of seeing advertisement.
- From the ANOVA test it is inferred that there is no relation between user internet location and types of advertisement appear.

**SUGGESTIONS**

- Companies have to understand the client requirements completely before designing the website and advertisement.
- Companies have to make survey among few users after releasing advertisements in websites.
- Advertisements should contain proper and attractive words.

- Animations and audio can be avoided in advertisement to reduce the loading time of webpage. This gives the comfortable browsing for user.
- Banner advertisements are suggested for websites.
- To increase the user for advertisements, credits can be given to encourage the users.
- Search engine optimization can be adopted to make the website as popular.
- Websites related to matrimony, job portal can be advertised in Social networks

### CONCLUSION

Advertisements in Internet are more attractive for users. Organizations use this opportunity to promote their products. Banner advertisements can be followed to reach the advertisements among more users.

Nowadays social networks are famous among students and employees. Social network can be utilized for advertisement. The engaged clients are very vital for effective showcasing as

they will probably impact other existing and prospect clients by giving referrals and proposal, which in turn will help organizations to accomplish new and certifiable state of mind towards notice, eWOM, brand and drive purchasing will prompt an upgraded shopping mentality. Trust, enlightening and engaging parts of advertisement get significance while deciding the shopping attitude of buyers. Further, brand image and energy in drive purchasing have solid relationship in determining shopping attitude. This project helps the organization to know the user expectation towards internet advertisement.

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