

# A study on customer's belief about online marketing companies

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**Abstract:** Internet marketing forms a division of electric trade. With the eruption of internet growth, internet promotion has started flattering very general. It is said that Internet marketing first started in the opening of 1990 with fair text-based websites which existing goods information. With growth in internet, it is not fair selling products alone, but in adding to this, information about products, advertising space, software programs, and auctions, stock trading and matchmaking. A limited business have transformed the way, internet can be utilized for promotion, like Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. Internet promotion has transported out so numerous policies such as associated promotion which contains of pay each click, pay each view, pay each call, pay per click advertising. Associate promotion also includes banner advertisements. In adding to this e-mail marketing, viral marketing, collaborating publicity, blog or object founded promotion are also general. There are fresher promotion methods being developed all the time. It is significant to distinguish how the trend would be. Companies are creating new methods to find improved conducts to make income and found their product on the internet. This research was of both theoretical and practical importance. It was theoretically significant for numerous motives. First, the mainstream of researchers on the competence of online advertising has been directed from the promoter's viewpoint. This study, yet, accepted a consumer's viewpoint in investigating advertising efficiency.

**Keywords:** Internet marketing, customers attitude, advertising, customer belief

## 1.1 Introduction:

Although Fishbein and Ajzen(1975) proposed that interactive purposes intervene the association between attitudes and behaviours, most studies in the customs and satisfactions and attitude-toward-advertising-in-general research have not measured behavioural intentions. This is understandable, though maximum of these readings used cross-sectional surveys, in which behavioural intentions would have been slow at the similar period as actual behaviours, by way of respondents' self-reported estimates. It is consequently difficult to operationalize behavioural intentions. Moreover, conducts such as media exposure or advertising avoidance are usually long-term and ongoing. As Palmgreen and Rayburn (1982) have argued, behavioural purposes are extra probable to be carefully connected to discrete, individual behaviours. Asking individuals who already watch television news on an impartially even foundation about their intentions to do so, seems to be artificial. Particularly for the circumstances of advertising, investigation has exposed that advertising avoidance behaviours over time are becoming reflexive, more or less a stimulus-response action(Cronin & Menelly, 1992;Speck&Elliott,1997). A Mere perception that those are advertisements, will trigger avoidance behaviours. This suggests that behaviour purposes and actual behaviours with respect to advertising avoidance will be extremely correlated, which in turn proposes that approaches toward promotion and publicity evasion behaviours will also be extremely connected. Created on this rationale as well as the constraint of the cross-sectional review plan, this research planned that arrogance concerning Internet advertising would relate to both current avoidance behaviour and forthcoming purpose to evade Internet advertisements. This study, therefore, did not attempt to examination the full Fishbein & Ajzen model.

## 1.2 Literature Review:

1. Sudarshan Pawar, Sunil Naranje, 'A Study on Factors Influencing on Buying Behaviour of Customers', 2015- Institute of Science, Poona College of Computer Sciences ISSN2394-1774 Issue II, 10 Pages. This research paper primarily emphasizes on Automobile (Four wheeler) Customers and their buying behaviour in Pune city. Descriptive type research design used in the research. Sample size was 265 Customers who own a car. Convenience sampling technique was used in this study. Data is gathered through structured questionnaire. Data is analysed through using Excel and numerous statistical tools. Results are derived from the data analysis and compulsory proposals are given.
2. Divya Singhal and V. Padhmanabhan (2008), in his research the author stated that internet banking is becoming gradually becoming prevalent because of suitability and flexibility. This study discovers the main factors accountable for internet banking based on respondents' awareness on numerous internet applications. It also offers an outline of the issues which are taken to measure the internet banking insight.
3. Daekyung Kim (2018), in this research the author inspects how ethically interested Internet users observe blogs as a reliable source of news and information. More precisely, this study purposes to identify a new probable factor that has a controlling influence on blog trustworthiness valuation in the supportive nature of digital media conditions. This study originate that blog trustworthiness was expected by the communication between blog dependence and online news action, representative that those who more vigorously interrelate with news and with further operators reviewer blogs as more trustworthy than those who do less so. Inferences of the consequences were debated for forthcoming research.

**1.3 Sample size:**

The sample size of this research contains of individuals who usually buy from online marketing companies which may include students, professionals, housewives, service class and businessmen from selected areas of Nagpur city namely: Bajaj nagar, Laxminagar, Dharampeth, Ravi nagar, Shivajinagar, Amravati road, Jaitala, Swavalambinagar, Hingna road.

**1.4 Sample Element:** Students, Professionals, housewives, Service class people and businessman.

**1.5 According to Morgan's table:**

As per the Morgan's table at 95% confidence interval with 5% margin of error for the population above 1,00,000, the sample size should be **384**. According to this, here 1000 total respondents representing a small percentage of the population within the Nagpur city have been taken as sample for the study, is justified.

**1.6 Sampling Method:**

In this study the cluster random sampling method was used.

**1.7 Test of hypothesis**

**H01: There is no relation between the beliefs about online marketing companies and attitude of customers towards it.**

**In order to test this hypothesis one sample T- test is used.**

**One sample T- test:** The one-sample t-test is used to define whether a sample originates from a population with a precise mean. This population mean is not always identified, but is at times assumed.

**1.7.1 Variables for the hypothesis:****Independent variable:**

**Beliefs online marketing:** This variable is defined with the help of following sub-variables: I consider online marketing companies a good thing, I dislike online marketing companies and my opinion about online marketing companies is favorable

**1.7.2 Dependent variable:**

**Attitude toward online marketing companies advertisements:** This variable is defined with the help of following sub-variables: Ignore online marketing companies, Click on online marketing companies, Close online marketing companies windows as soon as possible, Pay attention to online marketing companies, Turn on online marketing companies blockers to block online marketing companies.

**1.7.3 One-sample t-test**

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
experience with online marketing companies	40.457	859	.000	6.435	6.12	6.75
consider online marketing companies a good thing	55.715	859	.000	2.486	2.40	2.57
dislike online marketing companies	55.803	859	.000	2.481	2.39	2.57
opinion about online marketing companies is favorable	55.765	859	.000	2.481	2.39	2.57
Ignore online marketing companies	55.804	859	.000	2.488	2.40	2.58
Click on online marketing companies	55.651	859	.000	2.478	2.39	2.57
Close online marketing companies windows as soon as possible	55.791	859	.000	2.486	2.40	2.57
Pay attention to online marketing companies	55.766	859	.000	2.485	2.40	2.57
Turn on online marketing companies blockers to block online marketing companies	55.867	859	.000	2.483	2.40	2.57

Moving from left-to-right, you are presented with the observed *t*-value ("**t**" column), the degrees of freedom ("**df**"), and the statistical significance (*p*-value) ("**Sig. (2-tailed)**") of the one-sample *t*-test. In this example,  $p < .05$  (it is  $p = .000$ ). Therefore, it can be decided that the population means are statistically meaningfully different. If  $p > .05$ , the difference between the sample-estimated population mean and the comparison population mean would not be statistically meaningfully different.

SPSS Statistics also reports that  $t = 40.457$  ("**t**" column) and that there are 859 degrees of freedom ("**df**" column).

Experience with online marketing companies score was statistically significantly lower than the population normal depression score,  $t(859) = 40.457, p = .000$ .

The breakdown of the last part (i.e.,  $t(859) = 40.457, p = .000$ ) is as follows:

$t(df) =$  calculated value,  $p =$  p-value ( $>0.05$ )

$t$  = indicates that we are comparing to a *t*-distribution (*t*-test).

	$t =$ Indicates the obtained value of the <i>t</i> -statistic (obtained <i>t</i> -value)	$Df =$ Indicates the degrees of freedom, which is $N - 1$	$Sig. (2-tailed) =$ Indicates the probability of obtaining the observed <i>t</i> -value if the null hypothesis is correct.
experience with online marketing companies	40.457	859	.000
consider online marketing companies a good thing	55.715	859	.000
dislike online marketing companies	55.803	859	.000
opinion about online marketing companies is favorable	55.765	859	.000
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We can also contain measures of the difference between the two population means in report. This information is comprised in the columns on the far-right of the **One-Sample Test** table, as below:

	Mean Difference	95% Confidence Interval of the Difference	
		Lower	Upper
experience with online marketing companies	6.435	6.12	6.75
consider online marketing companies a good thing	2.486	2.40	2.57
dislike online marketing companies	2.481	2.39	2.57
opinion about online marketing companies is favorable	2.481	2.39	2.57
Ignore online marketing companies	2.488	2.40	2.58

Click on online marketing companies	2.478	2.39	2.57
Close online marketing companies windows as soon as possible	2.486	2.40	2.57
Pay attention to online marketing companies	2.485	2.40	2.57
Turn on online marketing companies blockers to block online marketing companies	2.483	2.40	2.57

This segment of the table displays that the mean difference in the population means is 6.435 ("Mean Difference" column) and the 95% confidence intervals (95% CI) of the difference are 6.12 to 6.75 ("Lower" to "Upper" columns). For the measures used, it will be sufficient to report the values to 2 decimal places.

- Experience with online marketing companies score was statistically significantly lower by 6.43 (95% CI, 6.75 to 6.12) than a normal Experience with online marketing companies score of 4.0,  $t(859) = 40.457, p = .000$ .
- Consider online marketing companies a good thing score was statistically significantly lower by 2.486 (95% CI, 6.75 to 6.12) than a normal Consider online marketing companies a good thing score of 4.0,  $t(859) = 2.486, p = .000$ .
- Dislike online marketing companies score was statistically significantly lower by 2.486 (95% CI, 2.57 to 2.40) than a normal dislike online marketing companies score of 4.0,  $t(859) = 2.486, p = .000$ .
- Opinion about online marketing companies score was statistically significantly lower by 2.486 (95% CI, 2.57 to 2.39) than a normal opinion about online marketing companies is favorable score of 4.0,  $t(859) = 2.486, p = .000$ .
- Ignore online marketing companies score was statistically significantly lower by 2.488 (95% CI, 2.58 to 2.40) than a normal opinion about Ignore online marketing companies is favourable score of 4.0,  $t(859) = 2.488, p = .000$ .
- Click on online marketing companies score was statistically significantly lower by 2.478 (95% CI, 2.57 to 2.39) than a normal opinion about Click on online marketing companies is favourable score of 4.0,  $t(859) = 2.478, p = .000$ .
- Close online marketing companies windows score was statistically significantly lower by 2.486 (95% CI, 2.57 to 2.40) than a normal Close online marketing companies windows ads is favourable score of 4.0,  $t(859) = 2.486, p = .000$ .
- Pay attention to online marketing companies score was statistically significantly lower by 2.485 (95% CI, 2.57 to 2.40) than a normal Pay attention to online marketing companies windows ads is favourable score of 4.0,  $t(859) = 2.485, p = .000$ .
- Turn on online marketing companies blockers to block online marketing companies score was statistically significantly lower by 2.483 (95% CI, 2.57 to 2.40) than a normal Turn on online marketing companies blockers to block online marketing companies is favourable score of 4.0,  $t(859) = 2.483, p = .000$ .

There was a statistically significant difference between means ( $p < .05$ ) and, therefore, we can reject the null hypothesis and accept the alternative hypothesis.

### 1.8 Conclusion:

Online customer performance has developed one of the greatest important research programs in management data schemes and selling. E-commerce has increased a similar marketplace share to outdated traditional business. Both of them must become likewise vital marketing and sales networks and they reward respectively in bringing goods and services. This research study had reviewed numerous main backgrounds i.e. external politics that must remained supposed to control online customer performance. The main experiences presented in the research model were identified from previous results of the research. The investigations and outcomes also reinforced that awareness and telepresence, both expressive two scopes of flow, effect boldness concerning buying which in turn, determines intent to obtain and lastly real customer performance. The consequences designated that telepresence declines boldness to buying due to likely consumers' anxiety in the accessible situation.

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