



Comparative Study of Online Advertising and Marketing Paragon Footwear Product

(With References of Raipur and Durg District)

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ABSTRACT

This research is conducted to see how the consumers' brand perception and purchasing decisions are influenced by different online marketing tools used across the industries such as Word of Mouth (WOM), online Chat assistance and Email advertising. Its purpose was so study the relationship between the different online marketing tools and techniques, WOM, Online chat and Email and their effects on the brand perception and consumer purchasing decision. There are a lot of other influencing factors included in a decision making of a consumer for purchasing and developing a perception about a particular brand but the most important factors that play a defining role in changing the consumer brand perception and purchasing decision is WOM and the dependency exists on these three variables. Our results show that the residents of Karachi who are active on internet prefer WOM over the other two variables which are online chat and email advertising. Different companies avail the online marketing strategy of WOM service in order to attract the potential customers and influence their purchasing decision and brand perception. There are no generalized factors that affect the consumer decision of purchasing and developing a brand perception in Raipur and Durg. WOM is being done by the consumers and it's one of the cheapest medium of online marketing which is being availed by many companies and proved to be effective.

KEY WORDS: Marketing, advertising, strategies, Business growth percentage, Analysis

INTRODUCTION

In this contemporary era, traditional marketing is fading away with the penetration of online Marketing which has spread many different branches including social media, blogs, chat Forums and general troubleshooting forums. The pace of information sharing has never been As rapid as it is in this era and to facilitate this explosion of new changing information, online Marketing has a role to play. Online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the Features, quality, durability, design and functionality of various products across industries.

Marketing managers are increasingly making use of online marketing due to various reasons Including; eliminating geographical constraint, ease of accessibility, consolidation of large Volume of information into a compact online website, high margin for customization and Intensity of reach to potential and actual consumers around the globe.

Online marketing can influence the consumer purchasing decision and alter brand perceptions of different products of different industries. It is the purpose of this research to study the various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).Marketing is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers' demands. International marketing is the application of marketing principles by industries in one or more than one country. ... In simple words, international marketing is trading of goods and services among different countries.

Background of the Study

Following are the review of major research work on the topic which is related to the present study:

Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behaviour in Indian automobile sector" has concluded that advertisement effectiveness positively influences consumer buying behaviour.

John, Swinder & Muthaly (2011), in their research paper "The effects of advertising spending on brand loyalty in services" have discovered that advertising spending has impact on consumer's perceived quality of the product, consumer's loyalty and satisfaction level.

Kumar & Raju (2013) in their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.

Advertising has always known to be one of the key factors that affect consumer's decision making process. In this paper, we have attempted to combine different sets of variables from these previous studies to test and analyse how they impact consumer's buying intention. Online advertising is an emerging form of advertising which has grown with the rapid development of Internet and gradually becoming one of the most important advertising medium. Berthona, Pitt and Watson (1996) mention Internet as a virtual place where consumers interact with different advertisers. From Internet, advertisers can sustain and enhance the relationship with customers who come from worldwide, and "represent a remarkable new opportunity for businesses to communicate with new and existing markets in a very integrated way." According to Smith and Chaffey (2005), online advertising is "the use of a company web site in conjunction with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites to acquire new customers and provide services to existing customer."

METHODOLOGY

This Paper presents an analysis of online advertising and marketing for Paragon Footwear products. We evaluate transaction accuracy and business growth percentage.

We used three different types of data sets, Bag of Words, Twenty Newsgroup Data Sets in the Experiments. Internet offers provided by companies increase the opportunity to sell goods and services to more customers than ever before. Reaching these customers and developing their loyalty by providing quality, convenience, price competitiveness, and the right products and services, begins with a solid e-marketing plan. Effective marketing programs and strategies that set goals and provide measurable impact are the tools of success in the new economy.

Various methods are used by the Internet in online advertising and marketing and e-payment service providers. These methods are service providers:

The accuracy formula helps to know the errors in the measurement of values. If the measured value is equal to the actual value then it is said to be highly accurate and with low errors. Accuracy and error rate are inversely related. High accuracy refers to low error rate, and high error rate refers to low accuracy. The accuracy formula gives the accuracy as a percentage value, and the sum of accuracy and error rate is equal to 100 percent.

Cloud computing services provider E-payment accuracy indicator is the accuracy value which is defined by:

$$\frac{(\alpha_{T_i} - \alpha_i)}{\sum_i \alpha_i T_i}$$

Where Alpha α can be computational, network or storage unit of the service and T_i is service time T for user i .

Business growth percentages

The online Marketing and advertising business growth percentages using Cloud computing as a computing model, not a technology. Sustainable growth rates.

$$SGR = (pm*(1-d)*(1+L)) / (T-(pm*(1-d)*(1+L)))$$

pm is the existing and target profit margin

‘d’ is the target dividend payout ratio.

‘L’ is the target total debt to equity ratio.

‘T’ is the ratio of total assets to sales.

RELATED WORK

In this Research, Comparative study of marketing and advertising in Paragon Footwear Company through internet in the Paragon footwear products for Raipur and Durg district of Chhattisgarh state has been presented. We measure division and district wise accuracy and percentage of transactions and business growth. Normally we take two districts Raipur and Durg. each division we select five districts. We take the districts of Mahasamund, Baloda Bazar, Dhamtari and Gariaband in Raipur district. Kawardha, Bemetara, Rajnandgaon, and Balod are taken in the durg district. We used two different types of data sets, the Bag of Words, Twenty Newsgroup data set, in experiments.

In this Research, we have two datasets, the Bag of Words dataset, experimental results and legal case reports for performance evaluation. Generally we calculate transaction accuracy and business growth percentage, generally we take two district Raipur and Durg of Chhattisgarh state. From each division we select their districts. We take the districts of Mahasamund, Baloda Bazar, Dhamtari and Gariaband in Raipur district. Kawardha, Bemetara, Rajnandgaon, and Balod are taken in Durg District.

EXPEREMENT AND RESULT

In this section we have used five districts Raipur, Mahasamund, Baloda-bazar and Gariaband for experimental results.

We show valuation and transaction accuracy percentages and Business growth percentage with social networks Face book, Blogger, Twitter, YouTube, Paragon, Amazon, and other websites have been used.

This table shows the accuracy percentage of online marketing and advertising with social networks.

Table 5.1: District Raipur for Advertisement Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	80
Youtube	78
Blogger	75
Twitter	70
Paragon	90
Amazon	85
Snapdeal	82

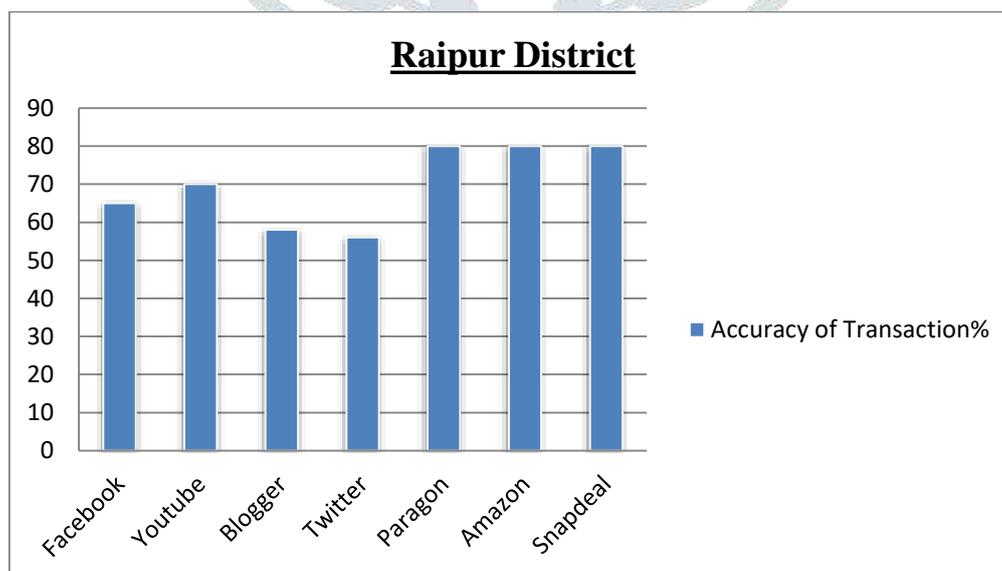


Figure 5.1: District Raipur for Accuracy %

This figure describes the district Raipur for accuracy % with social networks Facebook, Blogger, Twitter, YouTube, Website and Amazon. This table shows accuracy.

Percentage of advertising with social networks Facebook, Blogger, Twitter, is displayed for Mahasamund district.

Table 5.2: District Mahasamund for Advertisement Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	80
Youtube	75
Blogger	70
Twitter	68
Paragon	92
Amazon	85
Snapdeal	82

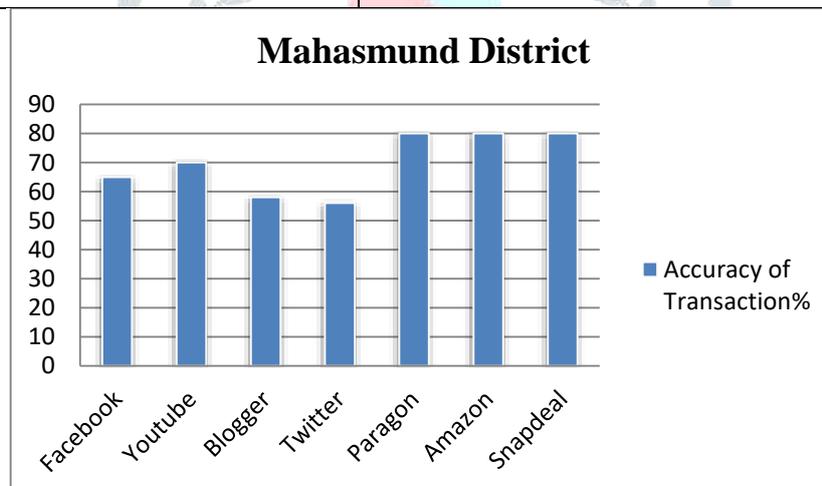


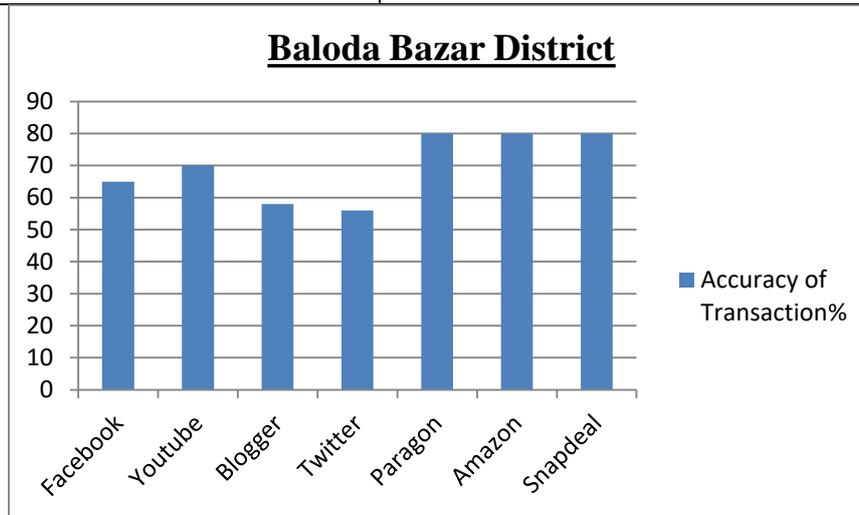
Figure 5.2: District Mahasamund for Accuracy %

This figure describes district Mahasamund for accuracy % with social networks, book, blogger, twitter, YouTube, website and others this table shows accuracy.

Percentage of online advertising with social networks Facebook, blogger, twitter, website, YouTube is displayed for district Baloda Bazar.

Table 5.3: District Baloda Bazaar for Advertisement Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	82
Youtube	80
Blogger	70
Twitter	70
Paragon	92
Amazon	86
Snapdeal	84

**Figure 5.3: District Baloda Bazar for Accuracy %**

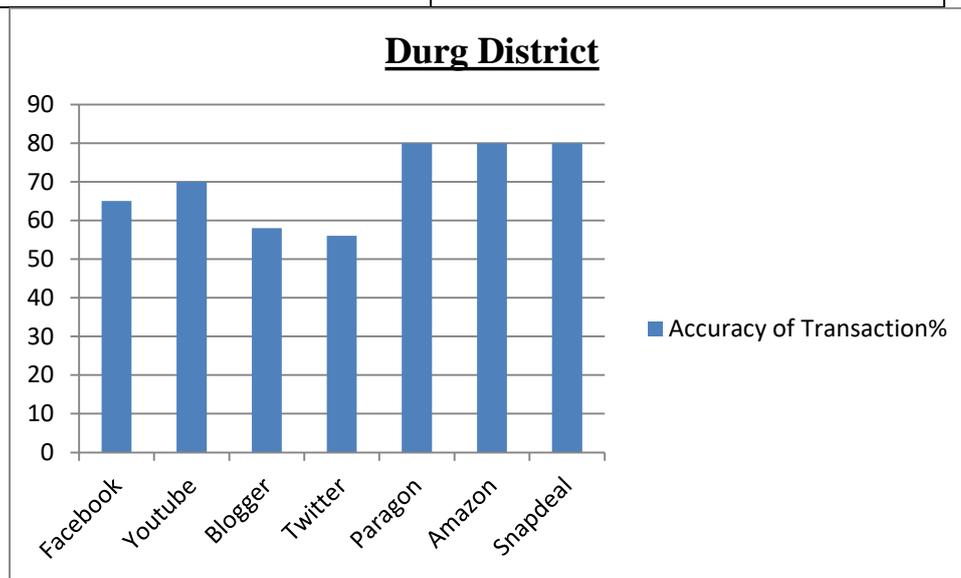
This figure describes district Baloda Bazar for accuracy % with social networks, book, blogger, twitter, youtube, website and others this table shows accuracy.

Percentage of online advertising with social networks facebook, blogger, twitter, website, youtube is displayed for district Baloda Bazar.

Percentage of online advertising with social networks Facebook, blogger, twitter, website, youtube is displayed for Kabirdham, Bemetara, Rajnandgaon, Balod of District Durg.

Table 5.4: District Durg for Advertisements Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	80
Youtube	75
Blogger	60
Twitter	60
Paragon	86
Amazon	84
Snapdeal	82

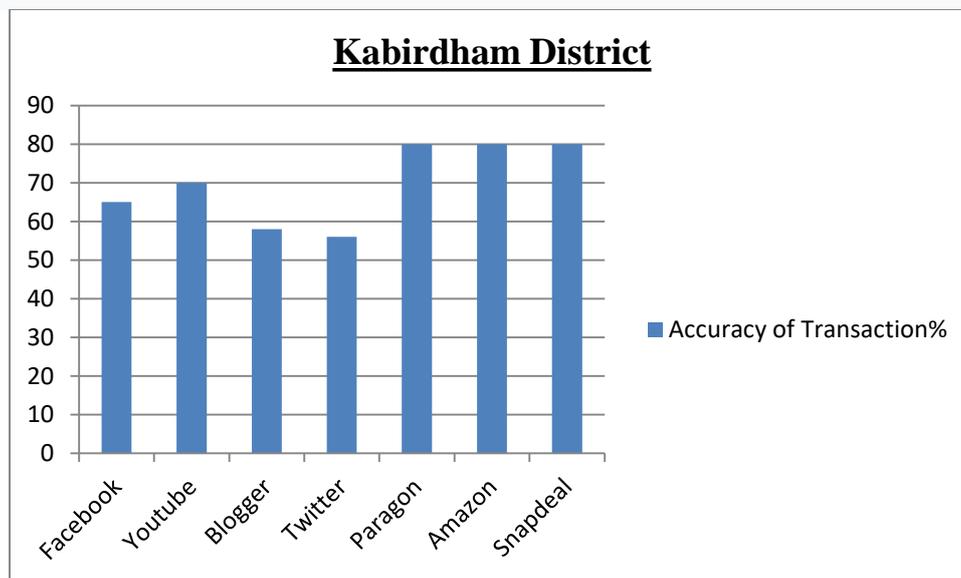
**Figure 5.4: District Durg for online advertisement Accuracy %**

This figure describes District Durg for accuracy % with social networks, book, blogger, twitter, YouTube, website and others this table shows accuracy.

Percentage of online advertising with social networks Facebook, blogger, twitter, website, YouTube is displayed for District Kabirdham.

Table 5.5: District Kabirdham for Advertisements Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	70
Youtube	72
Blogger	57
Twitter	58
Paragon	80
Amazon	82
Snapdeal	80

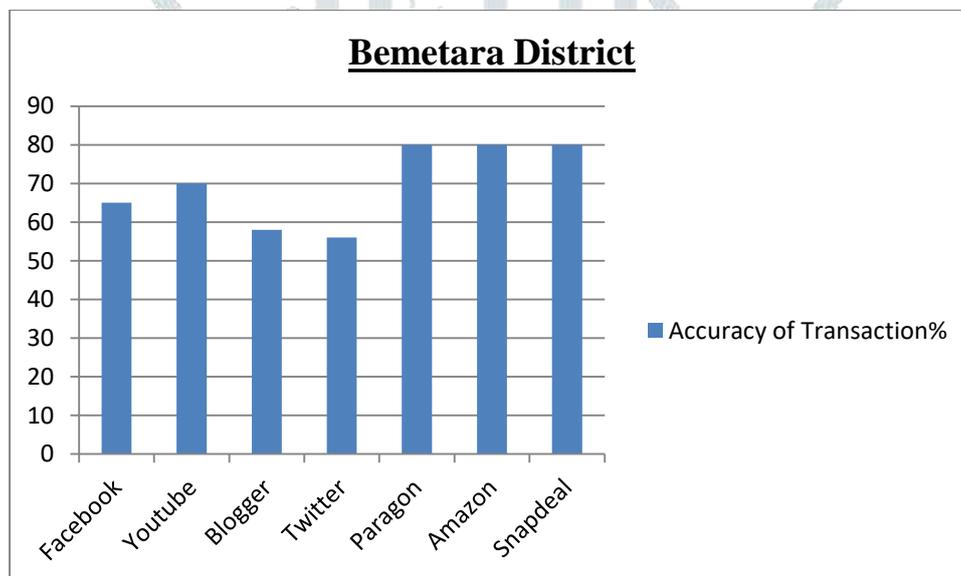
**Figure 5.5: District Kabirdham for online advertisement Accuracy %**

This figure describes district Kabirdham for accuracy % with social networks, book, blogger, twitter, YouTube, website and others. This table shows accuracy.

Percentage of online advertising with social networks Facebook, blogger, twitter, website, YouTube is displayed for district Bemetara.

Table 5.6: District Bemetara for Advertisements Accuracy %

Social Network & Website	Accuracy of Transaction%
Facebook	70
Youtube	70
Blogger	57
Twitter	56
Paragon	78
Amazon	80
Snapdeal	76

Figure 5.33: District Bemetara for online advertisement Accuracy %**Figure 5.6: District Bemetara for online advertisement Accuracy %**

This figure describes district Bemetara for accuracy % with social networks, book, blogger, twitter, YouTube, website and others. This table shows accuracy.

Percentage of online advertising with social networks Facebook, blogger, twitter, website, YouTube is displayed for District Bemetara.

CONCLUSION

In this research paper e-payment aims to study marketing and advertisement of Footwear Company and improve the accuracy and security of district CG we used different types of data sets Bag of Words, in the Experiments. The experimental results show that our proposed new approach for e-payment better performs. The work presented here is concentrating on the design of e-payment framework and algorithm. The work can be extended for e-payment of paragon footwear products.

In this paper, we have proposed online marketing and advertising or e-payment Analysis for Paragon footwear products in CG. This approach is based on e-payment Analysis. E-payment Analysis based on Paragon footwear products in C.G.

We take districts of CG are Raipur Mahasamund, Baloda Bazar, Dhamtari and Gariyaband. In Durg Bemetara, Kabirdham, Rajnandgaon and Balod.

Generally we calculate accuracy of transactions and business growth percentages for two divisions Raipur and Durg. The results of this approach are outperforming.

In this section we used two district Raipur and Durg for experimental results and performance evaluation. Find it the Raipur district is more effective online marketing and advertising for paragon footwear product.

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