CHAPTER 4
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4.9 Observations of Researcher and Usefulness of Review of Literature
There are several researches and studies about the contrast between traditional marketing and modern marketing and also advantages and disadvantages of eMarketing, which shows the performances and efficiencies of it. Chaston and Mangles (2003), examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted depending on a study and survey strategy each and every one the way through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, while compared with transaction orientated competitors, exhibit differing perceptions about the nature of online markets.

In this modern age of internet almost every progressive business have web presence, some of populace think that website is just a commercial requirement but others think that it is mandatory to run their business activities. These different theories about internet have been discussed a lot in recent marketing literature. In the past decade marketers have been arguing about the role of internet in marketing. In the start marketers used internet as communication tool but as time passed they realized the true potential of internet and the idea of eMarketing evolved. According to Hoge (1993), Electronic marketing (EM) is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. eMarketing began with the use of telegraphs in the nineteenth century. With the advent and mass acceptance of the telephone, radio, television, and then cable, electronic media have become the dominant marketing force.

Hoge’s (1993) idea of eMarketing is simple but it does not touch the important facet of consumer relationship. Strauss and Ansary (2006) defined eMarketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to consumers, and for managing consumer relationships in ways that benefit the organization and its stakeholders.
This explanation tells that eMarketing is not only about selling goods or providing services each and every one the way through IT but it is lot more than that. It is not just conventional, customary & traditional marketing using the information technology tools but it’s a strategic model to achieve brand value and make obtainable and provide consumer satisfaction. Idea of eMarketing can be derived as type of marketing in which objectives are achieved each and every one the way through use of electronic communication tools like internet, interactive TV and mobile phones. Generally populace do confuse eMarketing with online or internet marketing, where online marketing is just limited to the use of internet technology to attain marketing objectives.

Dave Chaffey (2002) defines eMarketing as Applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behavior, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. (http://www.wnim.com/archive/issue2904/eMarketing.htm) Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.

4.1 Literature Review on Internet Marketing

The economies across the world are witnessing an era of rapid globalization and this has penned vast opportunities for businesses around the world. More opportunities result in higher competition and to survive it the firms need to improve their performance and be better than the best. Such a state of affairs forces the firms to discover and locate unique ways to craft their ground in the market and to make their presence felt. Thanks to the various digital technologies this task doesn’t seem so daunting anymore. The information superhighway consisting of digital telephone networks, interactive TV (ITV), mobile phones and most importantly the Internet allow the marketers to reach and interact with consumers on a local, regional and
global basis. (Paul, 1996). According to Philip Kotler, “the online marketing is the fastest growing form of direct marketing”. The consumer’s perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation (Jaworski and Kohli, 1993). Therefore a substantial web presence is absolutely essential for each and every one the companies today. So, what is Internet Marketing? (Chaffey et.al, 2003) defines Internet Marketing as “The use of Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”.

Basically the companies should have a website and make use of search engines, pop up advertisements, banners, E-mail, links, and web 2.0 which includes social networks, blogs, wikis, podcasts, video casts, forums and RSS feeds. This will help the companies to generate trust and trustworthiness, dependability and loyalty among the consumers and will help them in maintaining their consumer relationships. A research conducted by a student at The University of Manchester develops a framework that shows how the consumer satisfaction is directly influenced by the website design and its information content. (Elia, 2008)

4.1.1 Online Marketing Domains

(Kotler and Armstrong, 2008) states that there are four major online marketing domains. They are business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C) and consumer-to-business (C2B).

<table>
<thead>
<tr>
<th>Initiated by Business</th>
<th>Targeted to Consumers</th>
<th>Targeted to Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>B2C</td>
<td>B2B</td>
</tr>
<tr>
<td>Consumer</td>
<td>C2C</td>
<td>C2B</td>
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</tbody>
</table>

Figure 4.1 Online Domains

The B2C online marketing domain is the most famous one. It deals with the selling of the goods and services directly to the consumers. Populace is ready to buy
anything online. Goods & services ranging from the very cheap compact discs to the high street fashion brands are obtainable at the click of a mouse. The organizations such as DELL and Amazon fall under this category. According to Philip Kotler and Gary Armstrong the B2B Online marketing “Uses B2B websites, e-mail, online product catalogs, online trading networks and other online resources to reach new business consumers, serve current consumers more efficiently and obtain buying efficiencies and better prices” (Kotler and Armstrong, 2008). In this domain apart from selling their goods & services companies also develop relationships with the business consumers and in some cases they even customize their websites for individual clients. C2C online marketing is “the online exchange of goods and information between final consumers” (Kotler and Armstrong, 2008). The classic instance of this domain is EBay. Its success in the C2C market is now pulling in businesses who discover and locate it the perfect platform for liquidating their excess inventory. Apart from this the C2C market also consists of information sharing. The consumers communicate with each other by means of the web 2.0 suite. The most commonly used means being the blogs and forums which can be either commercial or non-commercial. Several companies use these blogs to research about their target consumers because often they indicate the consumer’s preferences, likes and dislikes. Some even set up their own blogs and use them to reach the fragmented addressees. Finally, the C2B domain includes “Online exchanges in which consumers search out sellers, learn about their offers, and initiate purchases, sometimes even driving transaction terms.” (Kotler and Armstrong, 2008). This domain involves the communication that is initiated by the consumers. The consumer uses the business website to search for an item, initiate the transactions, ask questions, give suggestions and get feedback.

4.1.2 Internet Marketing Benefits for Marketers

Internet is a marketing channel that make obtainable and provides an additional source of revenue for the marketer. Chaffey et al. (2003) shows the marketing opportunities make obtainable and provided by the Internet by applying the strategic marketing grid (Ansoff, 1957) which shows four strategic directions.
The Market development and the Market Penetration make obtainable and provide a more conservation approach to the use of Internet whereas; Diversification and Product Development are innovative in nature.

The Market penetration strategy represents a conservative use of the internet where it is used to sell the existing goods & services into the existing markets. This can be done by online advertisements by using the various online endorsement and promotion techniques which include banner advertisements, pop ups etc. this strategy essentially focuses on increasing the awareness of the product and the business among the consumers. In the Market Development strategy, the internet is used to develop a new market for an existing product. This strategy takes the advantage of the low publicity and advertising cost and the global reach of Internet.

The Product Development strategy aims at developing new goods & services for the existing market and using the Internet for their delivery.

### 4.1.3 6 C’s of Internet Marketing

According to Bocij et al. (2003) in Chaffey et al. (2003) the following benefits of the presence of Internet have been given:

1. **Cost Reduction**: Internet reduces the need for sales and marketing enquires and also for printing and distributing the marketing communication material. Each and every one this can be published on the website. It therefore significantly reduces the publicity and advertising costs for a business.

2. **Capability**: Internet make obtainable and provides opportunities for exploiting new markets.
3. **Competitive Advantage:** A business can achieve a competitive advantage by introducing a new tool before its competitor and can retain that advantage until its competitor has the same capability.

4. **Communications Improvement:** Internet is an excellent medium to improve the communications with the consumers, staff, suppliers and distributors.

5. **Control:** Better marketing research can be done with the help of the internet by tracking the consumer behavior and the staff response to the consumer queries and problems.

6. **Consumer Service Improvement:** It is provided by interactive queries of the statistics and facts base containing consumer information. Personalization of the websites for the individual users also helps in achieving high consumer satisfaction.

4.1.4 **Internet Marketing Strategy Framework**

Chaffey et al. (2003) defines the Internet marketing strategy as “the definition of approach by which the internet marketing will support the marketing and business objectives of the organizations.” Several marketing researchers believe that the companies do not require a separate Internet marketing strategy.

They argue that the Internet marketing plan should be incorporated within the overall marketing strategy of the organizations. *Chaffey et al. (2003)*, nevertheless, argues that the significance of a separate internet marketing strategy depends on the relevance of the internet to the particular organization. It warrants a separate strategy where the Internet generates huge revenues by contributing significantly to the sales and by reducing the cost. It further states that since the internet is a relatively new medium of marketing, it should be given special attention, though the Internet strategy should be a part of the marketing plans and should be governed directly by the marketing strategy.
The following Figure 4.3 provides a framework for the Internet Marketing strategy development:

**Figure 4.3 Internet Marketing Strategy Development Frameworks**

This framework shows that the Internet marketing strategy is developed with the help of inputs from the environment analysis and the overall marketing plan. This strategy should consist of clearly defined goals. Once the strategy is in place the next step is to define the Internet marketing plan which consists of the details of creating and executing the online presence. After the creation of the website and the online endorsement and promotions, it is important to monitor it continuously to make sure that the strategic objectives are being achieved. The strategy analysis can be used as a feedback to influence future strategies.
4.1.5 Internet Marketing Contribution to the Organizations

Chaffey et al. (2003) states that, the analysis can be done by measuring the contribution of Internet marketing to the organizations:

**Business efficient and effectiveness:** This is determined by measuring the website’s online revenue contribution and profitability and comparing that to the cost of producing updating and promoting the website. A cost benefit analysis is done.

**Marketing Efficient and effectiveness:** These measures include
- Leads
- Sales
- Consumer retention and trustworthiness, dependability and loyalty
- Market share
- Brand enhancement
- Consumer service

**Internet Efficient and effectiveness:** These measures access the success of the website and the characteristics of the visitors. According to Smith and Chaffey (2001) in Chaffey et al. (2003) the Key Performance Indicators (KPI’s) are:
- Unique visitors- the number of separate, individual visitors who visit the website.
- Total number of visits to the website.
- Repeat visits - average number of visits per individual.
- Duration - average length of time the visitor spends on the website.
- Subscription rates - number of visitors subscribing for the services such as the newsletters.
- Conversion rates - percentage of visitors converting to subscribers.
- Churn rate - percentage of the subscribers withdrawing
- Click - each and every one the way through-rate (CTR) from banner adds or web link on additional website.
This sector is based on the theory by Baker (1996, 4). There are several definitions of marketing from the past and they are based on the purposes of the populace who have been doing marketing at that time. Because of that the definitions are different from one additional. For instance, in 1920 Cherington defined “the function of marketing is the establishment of contact”. His idea showed the point of view of populace at that time “putting sellers and potential buyers in touch with one additional”.

Come to the definition of Kotler in 1988, he defined “marketing is the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate goods, services, and programmes to serve these markets. Thus marketing serves as the link between a society’s needs and its pattern of industrial response”.

On the other hand, the American Marketing Association defined marketing as “the process of planning and executing the conception, pricing, endorsement and promotion, and distribution of ideas, goods, or services to craft exchanges that will satisfy industrial and organizational objectives”.

The word “market” here refers to those who have wants or needs for what the goods or services can bring to them. Moreover, they are able to afford it and it is legal for them to buy and use that kind of goods or services. (Market definition. [referred 15.1.2010]).

There is not a general definition for each and every one views, since the concepts have changed from time to time. Nevertheless, they serve the main and common purposes like building the strong relation-ship with consumers, satisfying their needs, stimulating the purchase, creating good images about companies, its goods & services, and bringing profits to the organizations, etc. Conventional, customary & traditional marketing includes some main activities as follows: marketing concept, marketing process, situation analysis (which is usually applied 5-C analysis, PEST analysis, and SWOT analysis), market definition, market segmentation, market analysis, target market selection, product life cycle, the
marketing mix, brand equity, and pricing strategy. (Market definition. [referred 26.12.2009]).

4.2 Literature Review on eMarketing Vs. Internet Marketing

eMarketing, an abbreviation of electronic marketing is one part of the e-business. Those strategies and activities of eMarketing such as market research, product development, publicity and advertising, and selling, etc. are transferred to a digital environment. Moreover, the activities like introducing a business and its goods & services, communicating with consumers, promoting, and pricing goods or services are also conducted over the Internet or each and every one the way through the digital tools to achieve its marketing objectives.

Several populace regard eMarketing similar to Internet marketing. In addition, Internet marketing is similar to online marketing, web marketing, and digital marketing because in general they have several things in common. So, eMarketing can be considered to be similar to other terms. Nevertheless, eMarketing has a broader meaning than Internet marketing because it “includes not only those digital media such as web, e-mail and wireless media but also management of digital consumer statistics and facts and electronic consumer relationship management systems (E-CRM systems)” (Chaffey [referred 21.11.2009]).

4.2.1 Benefits of eMarketing

“Internet is the world’s least expensive and most efficient marketing tool and help companies of each and every one sizes from each and every one parts of the world disseminate sales and marketing messages, craft one-to-one relationships, educate prospects, and support existing consumers on a worldwide scale” (Daniel 1998, 40). Doing marketing on the Internet, companies can have several benefits based on those features that the environment of Internet make obtainable and provides; following are the typical benefits for doing eMarketing to both companies and consumers.
4.2.1.1 Cost Efficient and Effectiveness

It is said that doing eMarketing is less expensive than doing conventional, customary & traditional marketing. Because the new companies who want to do business over the Internet don’t need to spend capital to open new stores for selling goods & services. In addition, both new and existing companies can reduce some costs for their firms such as the cost of printing the brochures, leaflets, or catalogue for introducing new goods & services to the market. Moreover, most of services and communication are done over the Internet, so companies can decrease the number of staff in some departments, as the result they can lower the overhead costs. If companies can sell goods & services directly to consumers, they don’t need the middle men and can save capital for that. Some companies can also cut the cost of warehouse and inventory, because they just need to make an order from the suppliers while there are consumers who order the goods & services from their websites.

4.2.1.2 Worldwide Reach and Access

The age of information technology enables populace to access the websites if they have Internet connection, no matter where they live in the world. This feature becomes an advantage for companies who do business online and do eMarketing as such. Each and every one the way through that the addressees can know the information about companies, their goods & services, making the purchase or creating the contact with one additional, and so on. Companies can launch a marketing promotion and campaign over the Internet, populace from everywhere can see it if they access to the website. Having the website over the Internet can bring the chance for companies to have more potential consumers than in offline marketing, because the market now is extended, and also get more chance to amplify and raise the sales. Consumers can freely stay or leave your websites. It not only make obtainable and provides the chance for companies to have “business to consumer” relationship but also open a chance to have new relationships between business and business together.

4.2.1.3 Time

Populace can get access into your companies’ website each and every time in 24 hours a day and 7 days of the week. eMarketing has the advantage that it has auto
responders, email, and frequently asked question (FAQ). It helps to save time for both consumers who look for the answers in some common questions and time of the staff of companies. Companies’ staff instead can use the time intended for answering the same questions for doing other things, so they can work more efficiently.

4.2.1.4 Space

Companies have an unlimited space on the Internet to store information about their companies as well as the goods & services and other necessary information, such as reports, video, and publicity and advertising banner, news, and financial information and so on. The monthly capital to host a website is cheap and companies can store as much information as they want.

4.2.1.5 Interactivity

Marketing on the Internet can craft more interactivity between companies and consumers. Populace can give feedback about goods & services by posting comment on the websites. They can ask questions and get the answers quickly or immediately from companies’ staffs or from other visitors. Each and every one the way through a website populace can focus on the specific information they want to see, rather than the general information from the television which advertises about companies and goods & services. Companies can also conduct study and surveys on their websites to know more about their consumers as well as the prospects.

For instance, companies want to know who visit the websites, what kind of information they are looking for, what interest them and what kind of goods & services they like, dislike, and the reasons. If the website it has a community chat, it can see the response from consumers about the goods & services they have bought. Consumers can give feedback about goods & services’ quality as well as services of companies, below product descriptions. It is a good base for those who want to buy the similar goods & services from companies later and also make obtainable and provides a good chance for companies to have more sales if their goods & services make consumers satisfied. In online marketing consumers can compare the goods & services and prices between different companies before making a purchase decision.
4.2.1.6 Value Added and Competition

Updating information in traditional marketing can be costly. Nevertheless, in eMarketing information can be updated frequently as much as companies want without any cost. They can bring in and launch new goods & services, new offers to consumers by writing information, post the digital pictures, videos on their websites, and so on. Companies can add value to consumers by sending e-mails to them about the new goods & services if they wish, or while there is the time for discounting the cost of delivery, or offer better price if they buy online, etc. Internet make obtainable and provides the equal competitive environment for each and every one companies, no matter how big or small they are, because what consumers interest more than companies’ size are the good goods & services with the attractive prices.

4.3 Literature Review on Drawbacks of eMarketing

4.3.1 Information

Internet is considered to be a wide and expansive source of information. It is updated every day and every time from populace each and every one over the world. So, the information on the business web-website should be updated usually and quickly or it is going to lag behind compared to the web-websites of the competitors. The goods & services should be varieties and updated as well to catch up with the trends, especially in the fashion industry. Due to Internet, populace can take a look at several websites at the same time to see new goods & services, and compare the prices between them. If the business’s information about goods or services is not updated and providing the competitive prices, it is reducing or losing the opportunities to keep these online prospects.

4.3.2 Security

Security in the dot.com world is still a problem for several populace from the government agencies to the ordinary ones who use the Internet. Not only businesses face it, consumers also take it into consideration. A business should use several methods to protect its information for ex-ample keep it in several safe places, or use encryption, and so on from the attacks of viruses or some kind of hackers. There are several famous stories about fraud on the Internet which hap-pens in the payment
process. It is the reason that keeps several online addressees afraid to pay over the Internet. What can consumers do to make the payment safe and sound for themselves?

The sellers are important to consumers as well, they usually choose to buy the goods & services from whom they trust or from the reliable websites. But there are some cases that they are led to some websites similar to the websites they trust and their account information is stolen. The trusted business, which it is not necessary a big business, usually offers competitive prices, a variety of goods & services, and it has reliable delivery service for online consumers. Consumers are usually afraid of an unknown website, because any risks can happen, such as delivery delay or even no delivery, stealing information from consumers, and so on.

4.3.3 Website

Not so several populace see how the Amazon Business looks like in the real life. Nevertheless, several of them know its website. The website is the appearance and the face of a business on the Internet. An attracting website can draw populace to it, but to keep those online addressees, it needs more than that. Below are some elements considered to be important and also what the online addressees expect such as functionality, information, ease of use, redundant navigation, and simple graphics.

4.3.4 Competition

We know that the Internet make obtainable and provides an equal environment for populace to start up their businesses, no matter how big or small and every one the companies are. Yet, it is harsh to compete in this kind of environment as such. The numbers of website with marketing and selling purposes are increasing at an accelerating rate. A business is not necessary big to do business in this environment, small business has its own advantages because it is flexible. The strategy of the business is what counts. (W Smith [referred 19.1.2010]).
4.4 Literature Review on Digital Media Communication Channels in eMarketing

Making the marketing objectives successful is the common goal that each and every one company wants to aim at. They each and every one want to enhance the old relationship with consumers, craft the new ones, amplify and raise the sales and become famous in the market. Integration between Internet marketing and traditional marketing can bring the very best result to a business. Nevertheless, eMarketing solely is also powerful and it can maximize effectiveness in the Internet environment.

Figure 4.4 Six Categories of E-Communications Tools for Media Channels

Taking advantages of what the companies already have, there are always ways to do. Figure 4.4 shows the six main types of digital media communications channels, and the proper use of these techniques together with a good website can help companies to draw the traffic as well as achieving the eMarketing objectives they have set up. (Chaffey [referred 26.11.2009]).
4.4.1 Search Engine Marketing (SEM)

Search engine marketing (SEM) is an important channel of eMarketing. It includes three main techniques such as Search engine optimization (SEO), Paid per Click (PPC) and Trusted feeds which includes Paid-for-inclusion. These elements of search engine marketing can help companies to amplify and raise their visibility on the search engine as well as spread their names to several populaces. Moreover, they can make obtainable and provide the chances for companies to bring in and launch new goods and services to make the sales and finally bring profits. The theory below will help you to understand further about three main techniques mentioned above.

4.4.1.1 Search Engine Optimization (SEO)

Before we are going to define Search engine optimization, let us take a look at what the search engine means. “Search engine is a website or a statistics and database, along with the tools to generate that statistics and database and search it contents for “keywords” that describe what you’re looking for” (Awad 2007). Search engine optimization (SEO) is a popular and familiar term on the Internet. It is also considered to be “the practice of making a website attractive to a search engine by presenting its code and content in such a way that the search engine will assume it will address a specific inquiry from a (human) searcher” (Charlesworth 2009, 178).

SEO is the key activity of search engine marketing. This technique is preferable to use even they are the big companies or the small and every one businesses. Search engine optimization optimizes business web pages in the search engines to give good results.

Indeed, SEO is the process of choosing the most relevant websites and displacing them in result pages while the searchers type a keyword related to it. SEO can enhance the number of traffic as well as its quality to a website. The results here appear in the “organic search results” or sometimes called “natural search results”. Nevertheless, a business cannot pay for the search engine to get the high ranking in the list of results. For instance, Google cannot take the capital from businesses to do that. It has to make obtainable and provide the suitable results for the searchers to keep them use its search engine. Otherwise, they will leave it away.
In addition, there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned. Because the higher ranking a website can get, the better feasibility for the website to be known is. (Pay-per-click vs. Organic SEO. [referred 6.2.2010])

Table 4.1 World Wide Search Market Overview

<table>
<thead>
<tr>
<th></th>
<th>July 2008</th>
<th>July 2009</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Internet</td>
<td>80,554</td>
<td>1113,685</td>
<td>41 %</td>
</tr>
<tr>
<td>Google Websites</td>
<td>48,666</td>
<td>76,684</td>
<td>58 %</td>
</tr>
<tr>
<td>Yahoo! Websites</td>
<td>8,689</td>
<td>8,898</td>
<td>02 %</td>
</tr>
<tr>
<td>Baidu.com Inc.</td>
<td>7,413</td>
<td>7,976</td>
<td>08 %</td>
</tr>
<tr>
<td>Microsoft Websites</td>
<td>2,349</td>
<td>3,317</td>
<td>41 %</td>
</tr>
<tr>
<td>eBay</td>
<td>1,223</td>
<td>1,723</td>
<td>41 %</td>
</tr>
<tr>
<td>NHN Corporation</td>
<td>1,243</td>
<td>1,526</td>
<td>23 %</td>
</tr>
<tr>
<td>Ask Network</td>
<td>929</td>
<td>1,291</td>
<td>39 %</td>
</tr>
<tr>
<td>Yandex</td>
<td>663</td>
<td>1,290</td>
<td>94 %</td>
</tr>
<tr>
<td>AOL LLC</td>
<td>1,148</td>
<td>1,023</td>
<td>-11 %</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>743</td>
<td>879</td>
<td>18 %</td>
</tr>
</tbody>
</table>

In July 2009, approximately 113 billion searches were made each and every one over the world. We can see that even the differentiations between the number in July of two years 2008 and 2009, the top first still belong to the Google search engine, which takes about 67.5 % market share (counted 76.7 billion searches), second is Yahoo with 7.8% (8.9 billion searches), and the third one is Baidu which is from China with 7.0% (8 billion searches). (Google Commands 67% of Glob-al Search Share. [Referred 26.11.2009]).
4.4.1.2 Paid Per Click (PPC) or Paid Search Marketing

This paragraph is based on the idea by Wall (2005, 111). The idea of Paid per Click (PPC) was crafted by Overture in 1998, a business which works in the Internet industry that was acquired later by Yahoo in 2003. It is that populace can buy the search results with the cheap price such as a click will cost one or two pennies. The method is a good and successful in online marketing; and it has become widespread on the Internet market nowadays.

Pay per Click is defined as “the performance-based publicity and advertising where the advertiser pays for each click” (Chaffey [referred 27.11.2009]). As before, the advertiser has to pay for the search engine so that his advertisement will be listed in the search engine result pages or in third party websites. Nevertheless, the advertiser does not need to pay while the ad is displayed; he only pays while a user clicks to an ad and it leads to the website of the advertiser. There is a sign to recognize those companies who use the PPC method. For instance, there is a user who searches some certain information about a business on the search engine; the lists of the relevant text advertisements with a link to companies’ page will be shown in the result pages. In the Google result pages those advertisements are placed in the right side and in the top of the organic results with the marks “Sponsored Links” above it.

In Paid per Click you can bid on keyword to get the high ranking. “The relative ranking of these paid performance placements is typically based on the highest bid cost-per-click value for each key phrase. The business which is prepared to pay the most per click gets top spot” (Chaffey 2007, 413). Indeed, it is competitive for the companies to join this program. The result appears in the part of Paid per Click advertisements. The more capital a business pays for each click, the higher position of advertisements will be displayed in the result pages. Those companies which have big budgets and bid with higher prices have more advantages than the smaller ones.
4.4.1.3 Trusted Feed Including Paid for Inclusion

Trusted feed, which it is also called as XML feed, is a type of search marketing. It is “an automated method of putting content into a paid search engine or shopping contrast engine index, and typically using XML (Extensible Markup Language) to define statistics and facts exchange” (Chaffey [referred 28.11.2009]). Nevertheless, it is rarely used than the two techniques mentioned above.

The program improves the indexing of a website which has a large content by using the spider built search engine. As a result, the search engine will index the content of a website deeply, and makes a better target traffic. Business pays for the service only if there is traffic coming to its website. Normally, it does not pay for each page like in Paid Inclusion whether there is traffic to a website or not. Nevertheless, the program does not guarantee for the web pages to get high ranking in the result page.

There are some companies who make obtainable and provide the Paid Inclusion program such as Inktomi, Fast, Teoma and Ask Jeeves, AltaVista and Over tune of Yahoo. Yet, Google does not offer the program. A business usually pays for the Paid Inclusion program annually. It is said that it is cheaper than use paid placement program such as PPC. Nevertheless, price to use Paid Inclusion is still one of its disadvantages because it is quite high. For instance, Inktomi charges $89 as a total fee for three pages to apply the Paid Inclusion technique.

4.4.2 Online Public Relations (Online PR)

In order to understand the online PR, it’s good to start with the customary & traditional PR. Public relation is one marketing communication channel with the purpose to craft, promote, maintain the goodwill, favorable image, and reputation for organization, brand, etc. toward different stake-holders. The stakeholder is sometimes called public or target addressees. They are investors, suppliers, consumers, employees, and so on. The goal of public relations is usually gained by the influence of the different media.
Online public relations is “each and every one forms of online publishing activity which involve building links to a website or delivering information about a business or its brands excludes search, affiliates, publicity and advertising, etc.” (Chaffey [referred 1.12.2009]). The purpose of online PR in general is similar to conventional, customary & traditional public relations. Its main objectives are to enhance the awareness as well as “maximizing favorable mentions of your business, brands, goods & services or websites on third party websites which are probably to be visited by your target addressees. A secondary goal is achieving links each and every one the way through to a destination website” (Chaffey [referred 1.12.2009]). Those objectives can be obtained by several tools and techniques that Internet offers.

Online public relations have four main concerned activities, and they are bring in and launched as follows:

### 4.4.2.1 Communicating with Media Online

The communication activities with online media are diversified. They vary from creating press releases, posting them on a website to making a blog. In addition, a business can craft the email alerts to let journalists or third parties to sign up and know about interesting news or put those news to news feeds on its website. (Chaffey [referred 1.12.2009]).

A business can put the press release on its website. It can also contact the media such as journalists and third parties or even the publications to publish these sources. Let them know about the valuable, updated and interesting information that is going on inside the business and on the specific field. The journalists or the third parties can help to make the press releases to be published and known by several populace. The press release here means an announcement or a written statement based on the purpose of the business. For instance, companies can use a press release to inform or promote their new goods, services, and so on.

Taking advantage of what the business already has had, it can also use a part of its website to make space for a press release. Moreover, on the Internet there are several websites that want to have information quickly to attract populace and keep the website alive, so those websites are very eager to get the news. A business can
submit a press release in directories for free or with capital. Useful information is preferable to several populaces. It can attract populace to come back to the website again.

4.4.2.2 Link-Building and Generating Editorial

McGaffin (2004) has said that “Craft great content, link to great content and great content will link to you”. Link building is not only a part of online public relations but also a vital part of Search engine optimization (SEO). It is important to have a good link building for a business website to get a high rank, appear on the third parties’ websites and craft good mentions among the stakeholders. The main goal of link building is to maximize the number of good links to business website. (Chaffey [referred 2.12.2009]).

There are some main considerations in link building such as choose the page of business website to be displayed on linking websites, decide the key word and key phrases, etc. so that it can make the link become more relevant on the search engines. It is said that content is the king. Indeed, the content of a website is an important part that contributes to its visibility in search engines. In addition, several ways as follows can help business to lead populace to its website such as discover and locating the free links from the directories, writing articles and making it visible on other websites. Moreover, a business can craft press releases with links to the business website; sponsor some websites or renting the links. The process of building the links should be done properly; otherwise they will be banned in the search engine.

4.4.2.3 Blogs, Podcasts and RSS

“Blog is an online diary or news source prepared by an individual or a group of populace” (Chaffey 2006, 387). More popular is the personal blog which populace craft to write about any topics that they are interested in. Then they will use the setting to decide who can see it and who cannot. Populace can connect to each other each and every one the way through the blog, make comments on writing, discussing about the issues they care about such as politics, sports or fashion. Populace in the same business can make a blog together to write about their business, give some advices and make obtainable and provide useful information as well as let the
addressees post their comments on it. This kind of blog is called business blog. A good blog can attract several populaces. If it is managed well, it can help a business make a good reputation and bring the popularity.

The name Podcasting is the combination between two words iPod (the portable media player of Apple Business) and broadcasting. It is the way to describe that Podcast is published on the Internet but it does not mean that populace need to use iPod to play the files. “Podcasts are individuals’ and organizations’ post online media (audio and video) which can be viewed in the appropriate players including the iPod which first sparked the growth in this technique” (Chaffey 2006, 387).

Podcast in general means a digital media file or a collection of files that is put on the website. These files can be an audio or video, and populace can download them for free to play on their computer. Then it can be transferred to the proper portable devices like MP3, or iPod and populace bring them whenever they go to listen. Moreover, online visitors can subscribe to a feed and receive the files on the program they like. Nevertheless, it is hard and difficult to make the Pod-casts visible on search engines.

RSS is the term that covers some different versions of a format, and it is the abbreviation of those words mentioned as below:

• Rich Website Summary (RSS 0.91 version)
• RDF Website Summary (RSS 0.9 and 1.0 version)
• Really Simple Syndication (RSS 2.0.0 version)

A feed, web feed or channel is the alternative words used to call one an RSS document. Latest, RSS stands for Really Simple Syndication. It offers to readers the full text or just the summary of the content of the news, blog entries, or Podcasts from websites.

While you are interested in an issue, you usually visit several websites to know about the latest news concerning it. Nevertheless, it is inconvenient to go to several websites every day. You can use email notifications so that if there are any
things new on those websites, they will send them to you by email. Nevertheless, sometimes there are so several upcoming emails and you cannot control each and every one of them.

RSS appears to bring you a great way to help keeping up with the latest news. The computer program named RSS is used to organize the new headlines, changes, and notifications, etc. It is very popular and used by several websites. The readers can subscribe to an RSS feed to the typical information on the specific websites that they are interested in and want to follow. News is sent each and every one the way through an RSS reader or a web browser, and it will help readers update information by letting them know the latest news that is going on. It makes it easy for readers so that they do not need to visit several websites a day to keep up with the news they want. An RSS Feed simply means a list of notifications. To subscribe, readers can click to the icon RSS (usually in orange color), or the word RSS, XML, or “Syndicate this”, etc. Then, you will get the RSS aggregator. RSS aggregator is the collection of those RSS feeds you subscribed from several websites. It helps to put the news in one place on your computer.

For instance, while you come to the website of the newspaper NewYork Times www.nytimes.com, in the end of the homepage you will see the RSS icon. Click to the icon, and it will lead you to the list of various fields such as: health, sport, business, technology, etc. If you are interested in technology, you can click to the orange button RSS next to that to see the latest news in this field. Similar to that, you can do the same with other websites. Figure 4.5 shows the icon of RSS.

![Figure 4.5 The RSS Icon](image-url)
4.4.2.4 Managing Brand on Third Party Websites

Brand name is an invaluable property of a business. The more famous a business is, the more appreciated its brand name gets. If you place your publicity and advertising on additional website, make sure that your brand name is not used by other companies without permission. Those things happen frequently on the Internet. Besides creating good reputation for a business online, it should have the measures to protect and solve the problems in case there are bad things happening with your brand name.

Moreover, taking the proper measures can help to deal with more serious issues in infringement such as stealing or improperly using other business’s logos or trademarks etc. without any right. There are some alerting services to support companies in those problems mentioned above such as Google alert, News Now, Moreover, traditional news aggregators or with online reputation management services such as Reputation intelligence, Brand intelligence, Big mouth media, and so on. (Chaffey [referred 2.12.2009]).

4.4.3 Online Partnerships

Online partnerships can take several forms. The best known methods are affiliate marketing, sponsorship, co-branding, link building and widget marketing. They are described in these texts below with more detail.

4.4.3.1 Affiliate Marketing

“Affiliate marketing is a commission based arrangement where the merchant pays a percentage or a fixed commission to the referring website (affiliate publisher) for each lead or sale delivered” (Chaffey [referred 3.12.2009]).

The advertiser here can be referred as merchant or seller, and the publisher as affiliate. Advertiser will place an ad on the website of publisher to offer the goods or services. Website of publisher usually has a lot of populace visit it. If it can draw those online visitors to purchase something from the advertiser, advertiser will pay a commission fee in return for that. It is a way to do business based on revenue sharing between two parties, and both of them gain the benefits. Affiliate marketing is an
An efficient and effective method of online partnership. Below is the Figure 4.6 which demonstrates the affiliate marketing.

**Figure 4.6 The Demonstration of Affiliate Marketing**

A typical instance in this kind of marketing is Amazon Business, which is a pioneer in the use of affiliate marketing. Amazon has started to apply the Associates Program in July 1996. Until now, a lot of advertisers place an ad in the Amazon website to sell their goods & services. The goods & services diversify from books, DVD, computer software, electronics to food and apparel, etc.

Affiliate marketing benefits both the merchants and the publishers. It is sometimes called as ‘zero risk publicity and advertising’ because the merchants do not need to pay for the publishers until the goods & services are sold, in addition it can help the merchants to reach the larger amount of potential buyers. Additional advantage that the affiliate marketing brings to the publishers is that it can help to drive more traffic to the website by attracting more populace due the diversity of goods & services. The more visitors it has, the more potential revenues the publishers can gain.

A typical instance in this kind of marketing is Amazon business, which is a pioneer in the use of affiliate marketing. Amazon has started to apply the Associates Program in July 1996. Until now, a lot of advertisers place an ad in the Amazon website to sell their goods & services. The goods & services diversify from books, DVD, computer software, electronics to food and apparel, etc.
Affiliate marketing benefits both the merchants and the publishers. It is sometimes called as ‘zero risk publicity and advertising’ because the merchants do not need to pay for the publishers until the goods & services are sold, in addition it can help the merchants to reach the larger amount of potential buyers. Additional advantage that the affiliate marketing brings to the publishers is that it can help to drive more traffic. Populace sometimes mistake between online advertisements and online sponsorship. Nevertheless, they are somehow different from each other. Performance Research (2001) made a study and survey on 500 on-line addressees to know their opinions about banner advertisements and online sponsorships, and the results are shown in Table 4.2 to the website by attracting more populace due the diversity of goods & services. The more visitors it has, the more potential revenues the publishers can gain.

4.4.3.2 Sponsorship

In the business facet, sponsorship is not a kind of charity. It is a word that describes a business or an individual providing material support to others. In contrast, the business will get something in return. Online sponsorship is “the linking of a brand with related content or con-text for the purpose of creating brand awareness and reinforcing brand appeal in a form that is clearly distinguishable from a banner, button, or other standardized ad unit” (Ryan & Whiteman 2000).

The sponsorship usually happens between two companies that are unrelated to each other. A business sponsors for the activity or incidents of other organizations. The material support here can vary from goods, services, or capital, etc. Indeed, the “sponsorship occurs each and every one the way through advertisers paying for an association with a diverse range of things, from personalities, sporting incidents, charity support, consumer or trade incidents to print columns and reports” (Chaffey [referred 13.1.2010]). Nowadays, those activities of conventional, customary & traditional sponsorship can be transferred to do on the Internet. The cost of doing online sponsorship is usually less expensive than in offline sponsorship due to the Internet environment. The online environment enables for the sponsorship to take place in various ways and in different media, each and every one the way through which the sponsors can give more information about their brand.
Populace sometimes mistake between online advertisements and online sponsorship. Nevertheless, they are somehow different from each other. Performance Research (2001) made a study and survey on 500 on-line addressees to know their opinions about banner advertisements and online sponsorships, and the results are shown in Table 4.2.

Table 4.2 Compare Between Online Sponsorship and Banner Advertisements

<table>
<thead>
<tr>
<th></th>
<th>Online Sponsorship</th>
<th>Banner Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustworthy</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Credible</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>In tune with their interests</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>Probably to enhance website know-how</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>More probably to consider purchasing a sponsor’s product or service</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Less obtrusive</td>
<td>66%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Depending on the agreement between two companies and the level of sponsoring, a business that sponsors will get different benefits. For instance, if business A sponsors an incident to business B, business B will display the logo, advertisements, or banner of business A on its website that will link to the homepage of business B and so on.

Sponsorship is a good way for a business to amplify and raise brand awareness. If a business sponsors an incident that attracts similar target consumers, it can make that populace recognize its business name as well.

4.4.3.3 Co-branding

Come to the definition of online co-branding, it is “an arrangement between two or more companies where they agree to jointly display content and perform joint endorsement and promotion using brand logos or banner advertisements. The aim is that the brands are reinforced if they are seen as complementary. This is a reciprocal arrangement, which can occur without payment”. (Chaffey [referred 3.12.2009]).

Co-branding means that two or more companies work together for marketing purpose. They craft a product or a service and display their brand names, text or logos on that product or service that has been made. In online co-branding, several
companies put their brand names or logos together on one website or in a product. The purpose of doing that is to let populace know that they are in a joint enterprise.

Following are some instances about the co-branding such as Eddie Bauer, Apple-Nike, Michael Jordan-Nike, Aston Martin-Nokia, Benjamin Moore-Pottery Barn, and SeaWorld-Southwest, etc. Some of them are big companies with famous brand names while the others are still in the run to emerge in the marketplace.

Figure 4.7 below is the picture about the three co-branding instance:

**Figure 4.7 Three Co-branding Goods from Six Different Brands**

The image in the left side is the co-branding between Apple and Nike. They are together creating a product called Nike+iPod. It can measure and record pace and distance while you walk or run. The product includes a little accelerometer. It is attached to a shoe and is able to communicate with a receiver of iPod Nano.

The image in the mid shows one of the goods & services designed by Issac Mizrahi. He is the designer who had partnership with Target retailer before.

The image in the right side is the co-branding between Benjamin Moore and Pottery Barn. Benjamin Moore is a business which produces the goods & services to beautify, protect home and buildings. Pottery Barn is a home furnishing store. Both companies operate in America. They together craft a color system for each season. The cover of the catalog shows the name of the two companies together.
If co-branding works well, it can help these companies to gain several things, such as increasing the number of new goods & services as well as their quality. Companies can extend the market and reach more consumers. They will have better focus on the target ones to response to the needs quickly, make obtainable and provide the right goods & services, and enhance consumer value added. Co-branding helps to enhance companies’ image and reinforce their competitive position in the marketplace.

As a result, companies can generate more sales and gain more revenues. A good strategy for co-branding can bring a win-win situation for both companies. Companies should have equal potential ability so that they can bring the benefits to each other. Those companies are bound to each other by the agreement that consists of the rights, restrictions, and obligations and so on. (Doshi [referred 7.2.2010]).

4.4.3.4 Link-building

This part is similar to the part “Link building” of 4.4.2.2 Online Public Relations above.

4.4.3.5 Widget Marketing

“Widgets are different forms of tools made obtainable on a website or on a user's desktop. They either make obtainable and provide some functionality like a calculator or they make obtainable and provide real-time information, for instance on news or weather” (Chaffey [referred 3.12.2009]).

Widget is a name which mentions to widget, gadget, badge or mini-application. In general, they are used with the similar purpose. Populace usually used these devices on social networks, desktops or their blogs, and so on. Widget includes the code which is crafted to run a small application. Widget is useful, and based on the idea of its makers it can perform one or several things, such as show the weather, display news feeds, pictures, calendar, calculation, count-down, links to YouTube, Face book, Twitter, etc. The main differentiation between widget and gadget is that widget can perform on almost websites; meanwhile a gadget can perform in some certain websites.
Some instances of widgets are Web widgets, Desktop and operating system gadgets, Social media widgets, Mobile widgets, etc. Those famous ones are Google Gadgets, Face book application, Weather Bug, and so on.

A widget can help a business to reach a larger amount of online addressees, while the fee to place it on the website is quite low. If the widget has good functionalities and content, it can add value to those who visit the websites. In case your business’s widget is placed on some third parties websites, it can attract or lead populace to your website by clicking each and every one the way through it and amplify and raise the chance to let your brand name be known widely. The limitation of a widget is that it is not as much affective as paid search marketing. (Chaffey [referred 3.12.2009]).

4.4.4 Interactive Advertisements

Online interactive publicity and advertising is the “use of online display advertisements such as banners and rich media advertisements to achieve brand awareness and encourage click-each and every one the way through to a target website” (Chaffey 2009, 29). The goal of online interactive publicity and advertising is also similar to the goals of conventional, customary & traditional marketing. A business uses those techniques as the ways to promote its new goods & services or services to the potential consumers.

Some techniques used in interactive publicity and advertising are banner advertisements, skyscrapers, e-mail advertisements, pop-up advertisements, website sponsorships, rich media video & audio, PPC search engine advertisements, keyword search or paid listings. Conventional, customary & traditional interactive publicity and advertising includes television publicity and advertising and classified advertisements (a small and short advertisement usually appears in newspapers, magazines, and on-line periodicals, etc.).

Nowadays, Internet ad format, Classifieds, and Rich media and keyword search become very popular. The amount of capital populace use for them is
increasing; meanwhile banner advertisements and sponsorships become less appreciated (Interactive Publicity and advertising Bureau study and survey, 2004).

4.4.4.1 Website-Specific Media Buys

The phrase refers to the purchase of online advertising space on the Internet. Usually the ad networks will give the advice and make a plan for advertisers based on their know-how. The network is very persuasive to advertisers. Nevertheless, advertisers should know something before they are going to use the service. First, they have to define who their target consumers are, which market they are going to reach and know about their target consumers’ consumer behavior. Second is about the network, advertisers should know about what kind of network they are using.

The ad network can draw high quality traffic to the website of advertisers. It collects information to put the advertisements which is aim at the right addressees. Nevertheless, the service is expensive as well. There is additional kind of network which is usually blind network, it can make obtainable and provide low prices but the advertisers do not know where their advertisements are displayed. The price of media buy depends on several elements such as in which websites and how several numbers of websites the advertisements will be displayed, the size of the publicity and advertising promotion and campaign. Moreover, it also relies on the times of displaying, the kind of ad networks and publishers that the advertisers are going go to use.

4.4.4.2 Sponsorship

This part is similar to the part “Sponsorship” of online partnerships above.

4.4.4.3 Contra-deals

Contra-deals simply mean business deals without any capital. It is academically defined as a “barter arrangement between two parties who exchange goods or services without any cash changing hands” (Contra-deal. [Referred 4.12.2009]). For small business, it is useful and there are several small companies who have done that. It takes a short time to do a contra deal but it is helpful.

There are several ways for a business to do a contra deal, such as: ask consumers to write the endorsement letter after they have used the services, their
feedback by rating on website, or give the business cards to other companies and ask
them give it to someone who is in need. Moreover, business can ask consumers or
business partners mentioned its name with a link on their websites while they see a
business’ service is useful. These are the instances of low level of contra deal; it can
develop in higher level. Nevertheless, business should consider carefully while doing
contra deal in a high level so that it can gain the equal benefits comparing to
additional party, otherwise business will get less benefits from doing so.

4.4.4.4 Ad Networks

Publicity and advertising network or ad network is also referred to an online
publicity and advertising network. It is a network that serves and connects the
publicity and advertising buyers (advertisers) to those websites which want to host
these advertisements (publishers). Each and every one the way through that, the
advertisers can reach a very large number of online visitors by displaying the
advertisements in numerous websites.

The publishers want to sell online inventory (publicity and advertising space)
or hosting advertisements and advertisers want to buy those spaces to display their
advertisements. An ad network put the advertisements of the advertisers, such as
banners in hundreds of the websites of its members. Moreover, it also discovers and
locates the information concerned to online visitors so that the advertisements
displayed in these websites become more targeted and more appropriate. Advertisers
can choose to buy between two categories: “run-of-category” which means running
advertisements over a category, or “run-of-network” which means running
advertisements over an entire network. The large publishers tend to sell a small part of
their inventory each and every one the way through an ad network. In contrast, the
small publishers usually sell their entire inventory.

The large ad networks usually serve the famous websites. They offer about
hundreds of millions of impressions on hundred thousand websites in a day, such as
the AdBrite. Those small and every one ad net-works serve the unbranded ones.
Online publicity and advertising networks include three main kinds as follows:
representative networks, blind networks and target networks. DoubleClick is one of
the most famous publicity and advertising networks. It serves companies like
Microsoft, Coca Cola, L’Oreal, Nike, General Motors and so on. The list of those famous publicity and advertising networks is shown in Table 4.3 as follow:

Table 4.3 The List of Some Famous Publicity and Advertising Networks

<table>
<thead>
<tr>
<th>Network</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chitika</td>
<td><a href="http://chitika.com/">http://chitika.com/</a></td>
</tr>
<tr>
<td>AdBrite</td>
<td><a href="http://www.adbrite.com/">http://www.adbrite.com/</a></td>
</tr>
<tr>
<td>Burst Media</td>
<td><a href="http://www.burstmedia.com/">http://www.burstmedia.com/</a></td>
</tr>
<tr>
<td>Commission Junction</td>
<td><a href="http://www.cj.com/">http://www.cj.com/</a></td>
</tr>
<tr>
<td>LinkShare</td>
<td><a href="http://www.linkshare.com/">http://www.linkshare.com/</a></td>
</tr>
<tr>
<td>AdLink</td>
<td><a href="http://www.adlink.net">http://www.adlink.net</a></td>
</tr>
<tr>
<td>Adviva</td>
<td><a href="http://www.adviva.com/">http://www.adviva.com/</a></td>
</tr>
<tr>
<td>Etype</td>
<td><a href="http://www.etype-europe.com/">http://www.etype-europe.com/</a></td>
</tr>
<tr>
<td>ValueClick</td>
<td><a href="http://media.valueclick.com/">http://media.valueclick.com/</a></td>
</tr>
<tr>
<td>DoubleClick</td>
<td><a href="http://www.doubleclick.com/">http://www.doubleclick.com/</a></td>
</tr>
<tr>
<td>AdDynamix</td>
<td><a href="http://www.addynamix.com/">http://www.addynamix.com/</a></td>
</tr>
<tr>
<td>Casale Media</td>
<td><a href="http://casalemedia.com/">http://casalemedia.com/</a></td>
</tr>
<tr>
<td>Premium Network</td>
<td><a href="http://www.premiumnetwork.com/">http://www.premiumnetwork.com/</a></td>
</tr>
<tr>
<td>24/7 Real Media</td>
<td><a href="http://www.247realmedia.com/EN-US/">http://www.247realmedia.com/EN-US/</a></td>
</tr>
</tbody>
</table>

4.4.4.5 Behavioral Targeting

“Enables an advertiser to target advertisements at a visitor as they move elsewhere on the website or return to the website, and thus amplify and raises the frequency or the number of impressions served to an individual in the target market” (Glossary.[referred 14.1.2010]). The publishers and advertisers use this technique with the purpose to make their online publicity and advertising promotion and campaign more efficient and effective.

First of each and every one, advertisers or publishers will define the online behavior of each individual. They monitor information of online addressees each and every one the way through cookies of web browsers. This can track the activities of online addressees such as what they do on the Internet, which websites they have visited or what kind of information the visitors are usually looking for, and so on. Then, they will choose to put the content of an ad, or publicity and advertising messages that are suitable to each one.
Behavioral targeting helps to display the suitable advertisements in suitable places, so that it amplify and raises the ability to reach the right online visitors and get the desired result. Nevertheless, if online visitors care about their privacy, they can delete the cookies frequently to reduce the ability of being tracked.

4.4.5 Opt-in E-Mail

Opt-in e-mail is a kind of advertisement by e-mail. In that a business obtains the e-mail addresses of online addressees and sends e-mail to them while they agree to receive it. The e-mail is only sent while online addressees clearly subscribe to receive the news or information that they are interested in. They usually fill in the electronic form to sign up. After that, they are sometimes asked to confirm their e-mail addresses once again to activate it.

The content of this email usually made with the commerce and endorsement and promotion purpose, sometimes it delivers only news. For instance, an online user who is interested in the technology field and signs up that category in the BBC website will receive emails which give the news about that.

In online market there are some companies which collect the email addresses of online addressees each and every one the way through their sign up in websites or banner advertisements. Later, they sell the mailing lists to other companies or marketers. Marketers will use those e-mail addresses to send the interested news to the online addressees who signed up before. Moreover, those marketers have to say that it is not a spam while they send the e-mail.

In e-mail marketing, opt out is an action that online users do in order not to receive e-mails from the websites anymore. They unsubscribe by clicking to a link or sending an e-mail to require that they do not want to receive these e-mails. Their e-mail addresses will be deleted from the e-mail lists of marketers. The opposite meaning to opt-in email is opt-out e-mail. Opt-out e-mail is an email which is sent to online users without their permission. Opt-out e-mail is also considered as spam.
4.4.5.1 Cold (Rented List)

Cold e-mail means that a business rents a list of e-mail addresses from the make obtainable and providers and uses them to send the endorsement and promotion information to online users. Those online users are not the current consumers of the business, or they even have not known the business before.

A business can rent the e-mail lists from the e-mail make obtainable and providers. Some instances of e-mail list make obtainable and providers are Experian, Claritas, and Thomson, etc. Then the business uses that list to send e-mail endorsement and promotions. Before sending e-mails, the business should consider an attractive and meaningful subject to users. The content should be written formally; the writing style should be straightforward and concise. In the beginning as the headline, they should bring in and launch something to the recipients otherwise they think that it is spam and delete it. Moreover, business should tell the purpose of sending e-mail is that it wants to keep in touch with this populace later.

It is a quick way to reach the potential consumers but it is expensive as well. Even though they agree to receive the offers by e-mail, the business usually has got no response from that. Their reaction to the e-mails is cold. It is because business is totally strange to them. They have no slightest idea about the business, and they are not the business’ current consumers or members. This way does not bring the efficient and effective results and nobody responses to that. Some companies may recognize that they gain nothing, so it is more useful to use the next method as follows.

4.4.5.2 Co-branded

The recipients agree to receive e-mail from their current business and that e-mail contains an offer from a third party. The third party is the one who has partnered with the current business. So, the third party can put the information to bring in and launch about its goods & services or services in the same e-mail with its partner. Then the current business will send the e-mails that have information of both companies to recipients.

It is not like in cold e-mail, the senders and recipients do not know each other. Here, the recipients at least know where the offers come from. Even though they do
not know about the third party but they know that it has partnership with their current business. So, the recipient and the third party have some connection. Moreover, there is just a little offer from the third party in the e-mail, so the recipients are not overwhelmed. This way is better than cold e-mail. Co-branded is more responsive and efficient and effective. Populaces are probably to response to that.

4.4.5.3 Advertisements in 3rd Party E-Newsletters

E-newsletter is an electronic letter or magazine, it is sometimes called as e-zine. As before, it will be sent to the online users while they register and agree to receive it by email. An e-newsletter is written with the advertisement purpose or just informs populace of the news that they are interested in.

An e-newsletter can be made with different formats such as plaintext, HTML, PDF, print, etc. Each type of format has its own technical advantages as well as limitations. Two most common formats that a business usually uses are plaintext, and HTML (rich text). Based on economical considerations, and the target market that the business wants to bring in and launch its goods & services or services, it can decide which type of format is suitable.

The content of an e-newsletter can be made based on the business’s own writing as well as on collecting information of the other authors in the same industry with their permission to use. There are some kinds of e-newsletters such as skyscrapers, heads-up, banner advertisements, advertorials, and email text advertisements and so on.

Advertisements in 3rd party e-newsletters mean that the business puts its ad on the third party e-newsletter. Moreover, the ad will have the link which leads to the destination website of the business. Publicity and advertising on an e-newsletter becomes a favorable way for several businesses to use because of its efficient and effectiveness. If the online users have time they will read it or quickly scan each and every one the way through. One of the factors that affect the efficient and effectiveness of publicity and advertising is the number of advertisers. If more than two advertisers put their advertisements on an e-newsletter of a 3rd party, it can distract the focus of consumers rather than one, and it will lessen the chance to attract
consumers’ attention. Moreover, the position where the ad is placed is also an important factor to attract online users.

4.4.6 Online Viral Marketing

Viral marketing, buzz marketing and word of mouth are similar to each other. Nowadays this channel is frequently used in both online and offline marketing. Online viral marketing is a type of online word of mouth marketing. It is a clever idea to do eMarketing. Online viral marketing is various in contents, techniques and ways of delivering. The strategy is used to encourage populace to pass the messages to others on the Internet.

By taking advantage of online social networks like e-mail, instant messages, chat rooms, etc. the messages are transmitted from one to additional. It effects like a virus, it makes rapid trans-mission and multiplication. Online viral marketing can make the messages spread quickly to a lot of populace and this is the reason why they use the word “viral” to call it. The message is usually made with endorsement and promotion purpose. It brings in and launches new services, goods & services or simply lets populace know about some certain information.

Populace can spread the viral messages to the others each and every one the way through the links in e-mails, websites or blogs. For viral marketing to get a successful result, the content plays a very important role. It should be fun, amusing, entertaining or craft some kind of WOW reaction. The content is the key factor that decides mostly the success of a promotion and campaign. Moreover, additional important factor is that business should aim at the right populace. The content of viral message can be pictures, video and audio clips, jokes, flash games, text message, and so on.

Some famous and successful viral marketing promotion and campaigns from the past are Hotmail Email Signup, IKEA Facebook Picture Tagging, The Dark Knight Movie Promo, Burger King Chicken, or Million Dollar Homepage, etc.

Viral marketing has some advantages: it is free, a business does not need to use the services from the publicity and advertising agencies to make a promotion and campaign but it can make by itself. Business can make an impression on populace so they more probably remember its name. Moreover, online viral marketing can reach a
large number of populace; if it is done with the right strategy, it can bring a positive effect to the business and their online visitors. (Rajagopal [referred 5.2.2010]).

Below are two instances of online viral marketing, one already old and one recent time. The first is Hotmail, which can be considered to be the most successful one. Hotmail is a free e-mail service. While the users sign up in this service, there is a link in the footer so that they can suggest to others. Just a simple thought of the creators and a simple action of users, Hotmail services was spread widely in a very short time. There were hundreds of thousands of populace signing up for this free e-mail service just in some months, and because the promotion and campaign was so successful that Microsoft decided to buy Hotmail.

Additional instance is from IKEA. It opened a new store in Malmo of Sweden and wants to let populace know that. Based on the idea of publicity and advertising agency, the business crafted the profile on Facebook and put the pictures of its showroom. The first person who tagged his name on a product can get it for free. This made the goods & services of IKEA become famous online.

There are some common kinds of viral marketing such as:

4.4.6.1 Viral Marketing Types

Pass along e-mails, Prompted e-mail a friend and Incentivized viral are three ways to make the marketing messages spread widely.

Firstly, pass along (forwarding) e-mail means that a business uses emails to carry the message to the recipients. The message may contain something like a video clip, jokes, games, or pictures, etc. In some cases, it contains a link which leads to the websites having these things. The content of the email should be really interesting to make the recipients forward the emails to their friends, colleagues or their acquaintances.

Secondly, in prompted e-mail a friend the e-mail has the link or graphic with it. Online addressees can click each and every one the way through and it will lead to a webpage which has the form like “e-mail a friend” or “e-mail a colleague” and ask populace write the e-mail addresses of whom they know. Then, the business will use those e-mail addresses they have collected and send the messages to them.
Thirdly, incentivized viral means that online addressees will get the rewards by giving the e-mail addresses of someone to the business or pass messages to the others. Some kind of re-wards such as prize, discounts, gift, capital, etc. and this kind of strategy can encourage populace to forward the messages to their colleagues and friends, and thus the message is spread quickly based on strong motivation. Incentivized viral use the incentive to gain the mentions and it is efficient and effective. The messages are passed to several populaces.

E-mail is not the only way to do viral marketing, the web is additional tool. For instance, a per-son can click to the link of the blog, forum, or an article, which lead to additional website; this action can be regarded as online viral marketing. In addition, it is also a part of online public relations. Populace send to their friends the viral message each and every one the way through a form on the webpage but then their friends can get it by e-mails, the e-mails contend a link to a website which has the viral messages, and they can see it.

To make successful viral marketing, it depends on several elements and one of the key elements is the creative content. The content should give online users the feeling that what they pass is fun and useful for their friends. The content should “make the sender look good” (Mark Cridge). Populace does not want to pass the commercial message. What they pass to their friends is not the advertisement but advertainment. “Advertainment” is a combination between publicity and advertising and entertainment. The challenge for business is to craft advertainment. If it is commercial, populace does not want to pass but if it is only contains entertainment; the business cannot gain its publicity and advertising purpose. In some of the cases of website viral marketing remains very effective increase the market share of the web site. It entertains the various categories of users as well as it can be utilized to spread the positive message among the others. Viral concept influences word-of-mouth communication among the users of internet. Once it starts spreading, it becomes uncontrollable and goes on continuously. This is something which is remains very fruitful to pass on the company promotional messages very successfully in the society. Now everyone understands an importance of this concept in several e-business models.
4.4.6.2 Generating Media Mentions

In communication, media is a mean to store and transfer statistics and facts. Today it is not only understood simply as before, media can be used to communicate and give information to others. It is used commonly from ordinary populace to business with different purposes. Online media appears after a time Internet has been popular. Internet environment enables those media to be crafted and developed well. Media appears in the virtual world with a powerful ability and make obtainable and provides several things for online users. Even though they cannot surpass those conventional, customary & traditional media like television, radio and newspapers, they are still preferable. Some instances of online media are forums, blogs, image galleries and video portals. They are explained more clearly in the texts below:

Coming from the time of Ancient Greece and Roman Empire, forum is used to describe while populace gather together and talk, discuss about the news, incidents, politics, etc. Today it takes places in additional environment. The Internet has enabled populace to communicate with each other from a far distance. Populace crafts a space for them to speak out and discuss their opinions about the issues they care. A space like that on the Internet is called an online forum or a discussion board.

A blog is something more private than a forum. It is a public diary but it is also a place for populace to connect and communicate with each other. A blog is a kind of forum but it is more personal. The owner of a blog can start to write any subjects that she is interested in and the other populace can share their opinions by comments on that. A blog can be public to the others or limited to someone depending on the settings of the owner. Each and every one the way through a blog, populace can share their opinions on anything. The more populace connects to each other on the blog, the quicker information can be shared. So, the messages are passed instantly. A blog can be a personal blog or business blog. A business blog is crafted by populace in the business to share something about their business, know-hows, or even endorsement and promotion. A business blog is usually public to let several populaces know.
Images speak instead of words. Images can be captured from normal to artful, taken in different subjects. They are used to reflect the ordinary life of populace or a specific incident. Populace who has the same interest can share with each other their opinions in the art galleries. This is a media each and every one the way through which populace can discuss something about pictures, the meaning behind it, what it wants to express and so on. The prices of devices to shoot and record a video are affordable and the speed of Internet connection has amplify and raised. So, populace can tape a video for incidents, or anything they want to share to others on a social media network.

YouTube is a kind of social media where videos are posted the most. Facebook is additional example, it is a kind combination between a forum and a blog, images gallery and video portals. Populace can share several things there.

Those online media mentioned above are the very most common on the Internet. They have a great power of connection, sharing the ideas, expression, discussion, etc. They are useful and efficient and effective ways for viral marketing taking place.

Brown (1987) has suggested that the costs of a retail format refer to consumers’ costs. Consumers incur non-monetary costs - time, effort and psychological costs - as well as monetary costs. Savings in non-monetary costs are especially emphasized by non-store formats. Their appeal to consumers has been the ease and convenience of shopping, freed from location and other constraints.

According to Rao (1999), E-Commerce offers amplify and raised market activity for retailers in the form of growing market access and information and decreased operating and procurement costs. The consumers can gain better prices due to the competition and also can enrich their knowledge on goods and services.

Zhang and von Dran (2000) have found that certain aesthetic elements of a web-website are considered as purchase motivators, while other aesthetic elements
serve as hygienic factors (i.e., necessities) in purchase decisions from e-retailers. The colour and background images of web-page are also found to affect consumer choice.

Tractinsky and Rao (2001) have argued that computer users, particularly those who seek online substitutes to the physical shopping know-how, would value aesthetic designs just like consumers of other commodities.

Ratchford et al. (2001) have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficient and effectively analyze the offerings and easily locate a low price for a specified product.

Eroglu et al. (2001) have advocated that the most important thing in the conventional, customary & traditional retailing is physical store setting. According to them, it is largely determined by the cost of real estate and the various physical objects required creating different sounds, aromas, colors and lighting. Online constraints tend to be related to the screen resolution and the hardware that exists at the consumer end of the channel. The hedonic factors in designing the web-website interface can be enhanced with symbolic, nonverbal elements, which can be craftd by images, colors, fonts and videos and music.

Zeithaml (2002) has defined that the success of e-tailing depends on the efficient website design, efficient and effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-consumers” queries. Kim and Lee (2002) have suggested that the design of e-store influences consumers” access to e-store. In the e-store, website design, design of product and service contrast and information, time to complete online order form, easy of searching product and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of color and background, assistance to the user and speed of accessing the e-store are notable factors attracting e-consumers.
Doolin (2004) has specifically pointed out that e-tailing is the sale of goods & services to individual consumers. According to him, the definition of e-tailing encompasses the sales of goods & services or services online. Rabinovich (2004) and Cao and Zhao (2004) have identified the challenges of e-tailing industry. This challenge begins with the response time of the web-server; moves to the amount of time the consumer must wait until the order ships, and also includes the time the shipping process takes.

Delone and Reif (2004) have found that at present consumers are more probably to continue shopping online while they have a greater know-how of online shopping. It is also found that young adults have a more positive attitude towards online buying. Lavie and Tractinsky (2004) have expressed the expressive aesthetics of web-websites that convey a sense of creativity and uniqueness. This type of aesthetics is probably to serve an important role while shopping for specialty goods. The expressive design is relevant to specialty goods because of their unique characteristics that emphasized the shopping know-how.

Bauer et al., (2006) have compared the services of online retail service vs. conventional, customary & traditional retail services. They have identified that the online retail services are broken into two rather distinct phases: the client interaction phase taking place online and the fulfillment phase taking place offline. They also have suggested that web-website quality is a matter of delivering both hedonic and utilitarian elements.

### 4.5 Literature Review on Internet as a Marketing Tool

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is “Impact of E-Commerce on marketing”.

Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can craft closer yet more cost efficient and effective relationships with consumers in sales, marketing and consumer support. Companies can use web to make obtainable and provide ongoing information, service and
support. It also crafts positive interaction with consumers that can serve as the foundation for long term relationships and encourage repeat purchases. Even cyber shopping allows consumers to sit in the comfort of their homes and purchases their goods. One can shop any kind of product or service in the mind of the night and from any part of the world.

Vikas Bondar has published his article on “sales and marketing strategies”.

Internet is a really good thing. The Internet provides populace a greater amount of information as we need. It is the best way to get a contrast of the goods & services that we need. If we are interested in buying, it is best for us to check the Websites. Also if we would like to make our own Web page we can do this, without paying a lot of capital. From where do we set each and every one this information? The answer is from publicity and advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will amplify and raise more than now.

This article explains how internet is useful tool for advertisement.

V.Kumar and Denish Shah have published research paper entitled “Pushing and Pulling on the Internet”

The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behavior. It has changed the way product awareness is crafted, developed new modes of product consideration.

It also crafts new means of purchasing goods & services. This has brought new opportunities, challenges and threats (in the form of competition) to both existing and new business.
The Table 4.4 shows the contrast between conventional, customary & traditional publicity and advertising and Internet publicity and advertising with attributes such as Form, Format, Timing and objective.

Table 4.4 Contrast Between Traditional and Internet Advertising

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Traditional Advertising</th>
<th>Internet Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Print advertisements, TV commercials, radio broadcasts, billboard signs, poster display and so on</td>
<td>Banner advertisements, pop-up Windows, interstitials, paid search, classifieds, rich media advertisements and so on.</td>
</tr>
<tr>
<td>Format</td>
<td>Well-defined size or duration</td>
<td>Infinitely creative palette giving way to complex variations and multiple formats.</td>
</tr>
<tr>
<td>Timing</td>
<td>Prime time is leisure time</td>
<td>Prime time is work time.</td>
</tr>
<tr>
<td>Objective</td>
<td>Delivering brand/product awareness/ information</td>
<td>Can lead to multi-purpose: brand/product Awareness/information, sales and consumer services.</td>
</tr>
</tbody>
</table>

Conventional, customary & traditional publicity and advertising propagated each and every one the way through the conventional channels of television, radio, and print media typically follows the AIDA (Awareness, Interest, Decision, and Action) where advertisements are deployed to “Push” awareness to arouse interest leading to influencing the decision and purchase action.

Nevertheless, the Internet is a medium where you can serve, support and interact with consumers beyond the AIDA model objectives. Therefore, it would be myopic to view the Internet as a mere push-marketing medium.

One has to look at the Internet as a business channel capable of performing multifunction – publicity and advertising, sales, and information exchange and after sales support. In this age of information overload, user chooses to see, read or hear what he/she want and promptly discard the rest to move on to the next relevant item. This is because a huge amount of self-awareness is crafted by Internet users actually going out and learning about new goods & services. They not only watch the Web, they use it. This distinguishes the Internet as a pull medium as well as a push medium for information dissemination. In such a state of affairs, non relevant online advertisements such as pop-up advertisements or banners run the risk of annoying
users and losing them forever. It’s time for marketers to rethink their online publicity and advertising strategy and strive to develop a more targeted and focused approach towards their potential consumers.

This article explains how internet is used for pulling the new consumer and a push medium in information. Today’s consumers have unique needs, interests and demand. They use Web for getting more and more the information of the product. In this state of affairs web advertisement can be used to pull the new consumer and amplify and raise the sale.

Victor Van Valenhas published article “Is Your Marketing Smart?”

Today advertisers not only need to cater to and directly pinpoint precise targeted addressees, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For instance, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But while it comes to online venues, how can you target the right addressees while millions are browsing?

Solution to this problem is Yahoo! SmartAdvertisements product, an innovative new publicity and advertising platform that allows marketers to deliver tailored advertisements to highly targeted addressees. SmartAdvertisements combines Yahoo!’s consumer insights and media capabilities with new ad serving technology. It automatically converts promotion and campaign creative and targeted offerings into highly-customized, relevant ad displays.

“Yahoo!’s SmartAdvertisements provides marketers what they want from online publicity and advertising: the ability to deliver customized marketing messages to consumers, and still engage very large addresssees with their brand,” says Todd Teresi, Yahoo!’s senior vice president of display marketplaces.
4.5.1 Cost Savings between Traditional Marketing and Internet Marketing

Scott F. Geld has written the article entitled “Cost savings between Conventional, customary & traditional marketing and Internet Marketing”.

Marketing can be defined as 'whatever you do to promote and grow up your business' including market research, publicity and advertising, publicity, sales, merchandising and distribution. With conventional, customary & traditional marketing techniques each and every one of these things are delivered in print format or in person. Internet marketing nevertheless, uses the power of online networks and interactive media to reach your marketing objectives...no paper, no telephone call, no in person appearances. Internet marketing can save your time, capital and resources.

Electronic versions of catalogs, brochures, white papers, statistics and facts sheets etc. don't have to be printed, stored or shipped to your consumers resulting in an enormous savings in printing and storage costs. And what about manpower (or lady power) costs?

It is no longer requires as several populace to handle mailing and distribution of your marketing collateral more savings.

Updating catalogs, brochures and any other marketing collateral you produce can be accomplished as needed online and in lightning speed. There's no need to send revised material out to a printer and then have to wait for a revised version, a great savings in time. And, time is capital.

More information can be making obtainable and provided to consumers with little if any additional cost. Adding more pages to a document online involves virtually no expense compared to the additional cost and space required to deliver the same thing in print format. You can reach more consumers than ever before and it doesn't cost a penny more. There's no postage or courier charges to pay. Distribution costs are the same whether you reach one or one million.
Finally, for little or no cost you can have several electronic versions of the same catalog customized to meet the needs of different addressees. The differentiation between conventional, customary & traditional and Internet marketing is capital and Internet marketing improves your bottom line.

4.5.2 Online Publicity and Advertising

Peter J. Danaher and Guy W. Mullarkey have published their research article entitled “Factors Affecting Online Publicity and advertising Recall: A Study of Students”.

In this research article we examine factors that might impact on web publicity and advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample, we manipulate these factors over several levels. The key discover and locating is that the longer a person is exposed to a web page containing a banner advertisement, the more probably they are to remember that banner advertisement. We also discover and locate that recognition scores are much higher than both unaided and aided recall and every one scores.

Finally, web users in a goal-directed mode are much less probably to recall and recognize banner advertisements than users who are surfing a website.

In addition, a number of personal demographics and website attitude factors are incorporated. The key discover and locating is that web page exposure duration is a strong determinant of banner advertisement recall. Stated simply, the longer a person stays on a particular web page, the more probably they are to remember a banner advertisement on that page. In addition, some minimum and maximum thresholds are observed. To achieve reasonable publicity and advertising recall, some minimum level of exposure (around 40 seconds) is required. Nevertheless while a user is in surfing mode, publicity and advertising recognition does not amplify and raise appreciably while exposure exceeds 40 seconds.
In this article the Authors has consider only banner publicity and advertising , the other methods of web publicity and advertising such as pop-up advertisements, pop-under advertisements ,interstitial advertisements square advertisements etc. are not considered, which the researcher will consider for the Ph.D. work.

Neelika Arora has published research article entitled “Trends in Online Publicity and advertising” in Publicity and advertising Express, Dec2004.

The global online publicity and advertising revenues are expected to touch US $10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to amplify and raise six times more within the next five years.

In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total publicity and advertising spend. In contrast to this, automotive, travel and retail spend 37% of the total publicity and advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kellogg’s, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globy, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from publicity and advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of Indian users. It also provides the contrast between global trend and Indian trend, which is useful for my research work.
Shelly Rodgers and Esther Thorson have published research paper entitled “The Interactive Publicity and advertising Model: How Users Perceive and Process Online Advertisements”.

The authors make obtainable and provide an integrative processing model of Internet Publicity and advertising, which incorporates the functional and structural schools of thought. The model begins with the functional prospective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operates conjointly with the user’s mode-ranging from high goal-directed to playful-to influence the types of advertisements web users will attend to and process. The authors offer a broad scheme in which to classify most Internet advertisements, as well as a number of common features unique to these advertisements. The authors conclude by offering a number of hypotheses suggested by the model.

Although the internet make obtainable and provides an efficient medium for publicity and advertising (Hoffman & Novak, 1996) practitioners are trying to Figure out how to maximize this new medium (Eighmey & McCord 1998). Scholars are attempting to do the same. Their approach, nevertheless, generally differs from practitioners in the way rigorous theories, methods and models are built, used, tested and re-tested. Our purpose here is to offer an Interactive model of ad processing that can be used, tested and retested by anyone interested in Internet publicity and advertising research. The model differs from other online models in the way it incorporates several paradigms, or schools of thought.

In short, we propose an interactive information processing model of Internet publicity and advertising that incorporates both function and structure. Our rational for doing so is simple.
4.5.3 Web Advertisements

There are seven articles and two research papers, reviewed by the researcher as below:

Christian Rohrex and John Boyd have published article entitled “Advertisements that work on the Web” in 2004.

A Website’s long term success often rests upon its ability to balance two fundamental and frequently conflicting needs: the need to sell ad space so that the website makes capital and the need to keep users happy so that they continue to visit website. Websites that efficient and effectively strike this tenuous balance prospers, while those that do not become increasing unpopular, either with users or with advertisers and shareholders. Further complicating this challenging balancing act is the fact that the point of equilibrium is often found at different places on different websites at different times. A growing body of research has revealed principles and course of action that designers can use to optimize this balance and at times, to craft a Web know-how in which publicity and advertising and page characteristics actually work together to enhance – or at least not harm – the user know-how. In this tutorial, we bring in and launch participants to these principles and the research techniques each and every one the way through which they were developed.

With a thorough understanding of the current state of art, participants can improve their websites immediately. Learning how the principles were developed will ensure that their websites and the principles themselves continue to evolve alone with the Web.

The article “Web advertisements that work” from Website www.maxpc.co.uk explains which Software tools can be used to design Web ad.

Unlike most other media, an online ad has the potential to react and interact, with the target market. The target market is young and looking for fun and excitement. The ‘Bad Surf Butt’ ad uses a homemade, camcorder feel and slapstick
characters to grab the attention of the youth market. Making the banner ad into a simple, humorous game makes the ad fun to play.

The banner advertisement follows the usual three point banner formula.

1. **Catch the eye:** as the man rips off his suit, the banner brightens and the ‘inner Surfer’ runs out.

2. **State your business:** Use the URL as its self explanatory.

3. **Call user to action:** the user needs a reason to click a banner advert; banner centric endorsement and promotions are a great way to convert click-each and every one the way through to sales. Statistics show that using the phrase ‘click here’ amplifies and raises click each and every one the way through by around 20 per cent. The real power of online publicity and advertising lies in combining the interactivity of rich media formats (such as Flash) with great concepts. This is the area that offers the greatest opportunities for creative and memorable publicity and advertising.

In this article twelve web designers explained the designing tools used for banner publicity and advertising which provides the course of action for this research study.

Nicholas Ind, Maria Chiara Riondino have originally published their article in the Journal of Brand Management in September 2001. The title of this article is “Branding on the Web: A real Revolution?”

Although much has been written about the marketing implications and opportunities of the “interactive revolution”, with particular emphasis on ecommerce and online publicity and advertising, the effect that this may have on the practice and theory of brand management has to date gone unexplored. To contribute to a better understanding, a series of one-to-one qualitative interviews was undertaken with companies in the UK and Italy, including conventional, customary & traditional
companies, dotcoms and brand consultancies. In this paper differentiation in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. Finally an updated model of brand management is suggested.

This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability. The best Web brands optimize each and every one these specifics and facts and integrate the Web into the other activities. They recognize that the Web is not just a medium to the outside world, but something that impacts both internally and externally on the way they do business. The Web may not be a revolution in terms of seismic shift in the world order, but as it becomes a more intuitive part of business, it will alter the relationship between a brand and its users.

This article explains the web advertisements can be used for branding.

Sumanjeet has published article on “On Line Banner Publicity and advertising”- in Indian Journal of Marketing.

Online banner publicity and advertising has great potential as an publicity and advertising medium. It is easy to craft, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented. But it is not superb-direct marketing tools. It has several limitations like CPM banner advertisement doesn’t make obtainable and provide enough accountability to advertisers and click-each and every one the way through (CTR) doesn’t make obtainable and provide enough accountability to publishers. Still banner publicity and advertising remain the mainstay of online publicity and advertising. There are some forces that will shape the evolution of online publicity and advertising and determine the future of publicity and advertising banner. Will the media format that provides rise to online publicity and advertising industry evolve to survive in these new conditions, or will something new emerge from additional source?
Robin Farewell has published his article on “Web banner advertisements fit in new marketing mix” in Business Journal Serving Southern Tier, CNY.

This article indicates that the Web has a huge potential for building consumer relationships, measurability and speed each and every one the way through banner advertisements. The majority of advertisers like the Web medium for advertisement because it allows advertisers to see how well their advertisement is doing on a daily basis. The real advantage of Web publicity and advertising is the interactive nature. It make obtainable and provides a new and virtually limitless prospect to reach existing and new addressees. Efficient and effectively utilizing this strength requires a precise definition of each target addressee’s wants & needs, and the design of ad with proper messages based on those needs. For the banner ad design colors, logos, business signatures and images should be considered so that it serves a purpose. The messages must be replaced more rapidly to keep the addressees coming back. Use the word “FREE” in banner ad has positive impact since it has power to attract the addressees.

This article explains that the Web has huge potential for building consumer relationship. It make obtainable and provides opportunities to reach existing and new addressees each and every one the way through banner advertisement.

Jeffrey Parsons, Katherine Gallagher and K. Dale Foster have published the article entitled “Messages in the Medium: An Experimental Investigation of Web Publicity and advertising Efficient and effectiveness and Attitudes toward web Content” in Proceedings of the 33rd Hawaii International conference on system sciences.

This paper reports a laboratory experiment that examines the impact of advertisement format (less or intrusive), medium (print or web) and Web content structure (Linear or non-linear) on a board range of measures of publicity and advertising efficient and effectiveness and evaluation of Web content.

The results show that publicity and advertising efficient and effectiveness is constant across publicity and advertising formats media, and web content structures. Evaluation of content was found to be unaffected by medium or Web content.
structures. Evaluation of content was found to be unaffected by medium or Web content structures, but positive related to the presence of publicity and advertising and negatively associated with the level of intrusiveness of publicity and advertising format.

The findings with respect to Web publicity and advertising efficient and effectiveness suggest that advertisers should consider publicity and advertising on the Web. Notwithstanding the low click each and every one the way through rate, Web publicity and advertising is efficient and effective. Moreover, advertisers may not need to be concerned about evaluating the interactive quality of Websites in which they advertise- focusing on the exposure to the target market obtainable each and every one the way through the website may be more important. Finally, there does not seem to be any advantage in developing more intrusive forms of Web publicity and advertising.

From a Web content make obtainable and provider’s point of View, the publicity and advertising efficient and effectiveness findings in this study may be useful in helping persuade potential advertisers to engage in Web Publicity and advertising. The study may loss help alleviate potential content make obtainable and providers concerns that selling publicity and advertising may lead to less use of their content by Web users- publicity and advertising may in fact improve evaluation of content (Particularly where there is a strong relationship between the content and the advertised goods & services). Finally, content make obtainable and providers may want to discourage ever more intrusive forms of Web publicity and advertising, not only for selfish, reasons, but from the perspective that higher levels of intrusiveness do not improve publicity and advertising efficient and effectiveness.

This article explains web publicity and advertising efficient and effectiveness and evaluation of web content. The findings of this research suggest that advertiser should use web for publicity and advertising their product.
Jean Louis Chandon, Mohamed Saber Chtourou, David R. Fortin have published the article entitled “Effects of Configuration and Exposure Levels on Responses to Web Advertisements” in Journal of Publicity and Advertising Research.

This article reviews the measures currently used to measure efficient and effectiveness in web publicity and advertising. It also determines the factors that might contribute to observed variations in click-each and every one the way through rates based on an actual sample of publicity and advertising promotion and campaigns. The study examined the complete set of each and every one publicity and advertising insertions of 77 consumers of a large publicity and advertising agency over a one-year period. A sample of 1,258 placements was used to study the effect of banner formats. The other factors such as size of the advertisement, motion, and use of “click here” & “online only type of announcers each and every one have a significant impact on click – each and every one the way through rates.

The click-each and every one the way through rate is an original and interesting measure of publicity and advertising efficient and effectiveness. It can be seen from two points a view: an immediate response to an advertisement and a behavioral action to request for further information. The study would suggest that the internet can be considered as a high involvement media for advertisement.

This article draw an attention the various facets of click each and every one the way through rates such as size of the advertisement, motion, images, animation, use of “click here” word, etc. The limit of this study is click each and every one the way through rates measures only for short term effects & also each and every one facets of publicity and advertising efficient and effectiveness cannot be measure by click each and every one the way through rates.

**4.6 Literature Review on Research Work on Web Publicity and Advertising**

The researcher has ascertained two research studies on this topic. The details are as below.

Gavin Lees and Benjamin Heal have published the research article entitled “A Test of the Efficient and effectiveness of a Mouse Pointer Image in Increasing Click
The objective of this research was to test the effect on click-each and every one the way through rates of a variation in the design of a web banner advertisement placed on a number of high profile New Zealand websites. The variation involved the addition of a mouse pointer image next to the ‘click here’ message on the last frame of the advertisement. Previous studies had found that including a ‘click here’ instruction amplifies and raised response to banner advertisements but in this study no such effect was found. Nevertheless, click-each and every one the way through rates for the advertisement varied significantly across the websites examined. More research is therefore called for not only to identify whether a pointer image is able to amplify and raise click-each and every one the way through rates in combination with other design elements, but also to further investigate the relationship between website content, visitor ship and click-each and every one the way through rates.

The click-each and every one the way through rate is used to measure efficient and effectiveness of web publicity and advertising and this article has explained the effect of click-each and every one the way through rates of a variation in the design of a web banner advertisement and this facet is consider in this research.

Nathan Rae and Mike Brennon have published research note entitled “The Relative Efficient and effectiveness of Sound and Animation in Web Banner Advertisements”.

The research paper explains the most common form of Web publicity and advertising – banner publicity and advertising. Banner advertisements take the form of a rectangle standardized to 468 pixels wide by 60 pixels high, typically placed at either the top or bottom of a Web page (IAB 1996). By clicking on the banner, the viewer can access the advertiser’s website or generate more information. Banner advertisements have two main functions one is to generate a click-each and every one the way through that is, get populace to visit the advertiser’s website, the second is to amplify and raise awareness.
The purpose of this research note is to report findings of two web based study and surveys; the first study and survey was to test the relative efficient and effectiveness of four versions of a banner ad, incorporating sound and/or animation. And the second study was to extend the experiment with these elements. The two studies used a similar experimental design, but different in the way respondents were recruited.

The results of this study are obviously limited as the samples were small, and only a single as was tested. Nevertheless the steadiness of the results across the two studies suggested that, at least in some situations, “Click-each and every one the way through” and both unprompted and prompted recall can be improved by making simple adjustments to a banner ad design. The use of sound and the use of a “click here ➔” message did tend to improve the efficient and effectiveness of the ad, whereas the animation did not. The relative inefficient and effectiveness of the animation was unexpected. Nevertheless, in this as the animation involved text, not graphics. Perhaps the animated text distracted the viewers from realizing that the ad was a clickable link. Further research into the relative efficient and effectiveness of textual versus graphical animation in banner advertisements is required.

This article compares alternative banner ad designs and it draw an attentions a set of general principles that could be used to ensure the construction of the efficient and effective banner advertisements. In this research paper for banner ad designs the sound and / or animation facets are considered, but the size facet and the impression (how several times ad is displayed on the website) are not considered.

Dr. Rajesh Mahajan and Prof. Sunil Kumar have published their research paper entitled "Organizational Participation in Web Based E-markets" in Indian Journal of Marketing.

“The present research work on “Organizational Participation in Web Based E-markets” is an attempt to know the level and nature of participation by the industrial units located in Punjab, primarily dealing in Hand Tools and Sports goods. Web penetration is surprisingly helping this organization to exploit the markets globally."
Measurements/Discover and Locating:

1. The use of Internet penetration is growing rapidly because of the cost factor. The cost of accessing Internet is about Rs.1400 per month, which is quite low as compared to the incomparable benefits of the Internet.

2. Web publicity and advertising is quite popular in the industrial units of Punjab. Further the big organization is tremendous by exploiting the e-markets by launching attractive websites. The use of web publicity and advertising is influenced by the size of the organization.

3. Web publicity and advertising enables organizations to amplify and raise the turnover. The Big companies are exploiting e-markets. 80 percent industrial units are processing orders online. Public companies are gaining about 95 percent as compared to small organizations which get only 50 percent.

4. User’s interest in web publicity and advertising depends upon the size of organization and number of order processed by respective organization. About 60 percent industrial units showed high interest in web publicity and advertising. Whereas more than 80 percent companies shows very high interest and that of sole trader 30 percent shows high interest.

5. Web make obtainable and provides vast coverage. More than 60 percent industrial units are currently using it to attract foreign buyers.

6. Shopping each and every one the way through popular websites is quite common and is influenced by the nature of organization.”

This research work draws an attention that the organization in Punjab is actively participating in Web Based E-Markets and there is scope for the organization to exploit the markets globally in the future. Since Web publicity and advertising is growing very rapidly and it has more scope in the market. But at the same time it is needed to reinforce the Information Technology.
4.7 Literature Review on Consumer Attitude Towards Web Ad

Dr. Gurmeet Sing and Mr. Harish Gautam have published their research article entitled “Consumer Attitude towards Web Publicity and advertising in Urban Panjab“ in Indian Journal of Marketing.

The study revealed that web publicity and advertising and Internet Marketing in Punjab is still in its infancy. Only a few populace use net and those who use it are least interested in purchasing each and every one the way through net. Some of them don’t have credit card and some of them are fear sharing the number with the web-website because of hackers. Bu the most drastic thing is that those who have know-how the purchase each and every one the way through net are not satisfied with their purchases. Respondents have numerous complaints regarding advertisements on the Web and they are of the view that they are misleading. With the progress made in framing legal setup in the form of Cyber Laws consumer attitude towards web publicity and advertising is expected to have a positive impact and with the success of these Cyber Laws more and more populace will start conducting business each and every one the way through the net and thus web advertisements will become more meaningful for them. The study has revealed that 69 percent of the respondents will definitely go for internet marketing each and every one the way through websites make obtainable and provided the marketing and legal framework is mad foolproof. So there is no doubt that web publicity and advertising is an undiscovered goldmine yet to be explored. It needs lot of efforts on the part of infrastructure development and the efforts should be made to make it genuine so that consumers feel better served and satisfied.

This study explains the consumer behavior about the web advertising and the important point it is mentioned that the attitude of consumer in Punjab will change if Cyber Law related to framing the website defines properly.
4.8. Literature Review on Future Prospects for Web Marketing

Jaffrey Graham has published his article entitled “Web publicity and advertising’s future - eMarketing strategy”.

While comparing cost of Web publicity and advertising with cost of conventional, customary & traditional publicity and advertising the author has stated that “There is a sense of urgency among Web publishers to replace the revenue lost since dot-com advertisers started hitting hard times. And they are looking at an obvious source - conventional, customary & traditional advertisers that thus far have devoted only a small share of their publicity and advertising budgets to the Internet. Wall Street has even started to judge the strength of public Web companies that rely on publicity and advertising by the percentage of their revenue that comes from conventional, customary & traditional advertisers. Consequently, Websites have refocused their sales staff toward building relationships with these advertisers, and some have even formed SWAT teams devoted solely to this task”.

Conventional, customary & traditional advertisers spend most of their capital trying to change or reinforce the way populace think about their goods & services, not trying to induce them to make immediate purchases.

Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and publicity and advertising industry. The report studies research from dozens of companies and calculate the cost and efficient and effectiveness of publicity and advertising across various media.

The analysts’ conclusions are good news for the industry and should sharpen its focus on providing branding solutions for conventional, customary & traditional advertisers. Here is what the analysts reported:

Branding concept on the internet works successfully. For existing brands, the Internet is more efficient and effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.
The top six advertisers spend less than one percent of their publicity and advertising dollars on the Web.

Two unpublished studies show a direct correlation between Web branding and purchase. One, from Avenue A, shows that exposure to Web advertisements amplify and raises website visits and purchase, regardless of click-each and every one the way through. Additional, from Double-Click, shows that exposure to banner advertisements amplify and raises offline purchase 19 percent.

4.9 Observations of Researcher and Usefulness of Review of Literature

From these above articles and research studies, the researcher is benefited.

This material is useful for the background of this research. In this research study researcher has considered twelve technical facets. The economic facets covered in this study focuses essentially on the online consumer behavior with reference to these technical facets.

The twelve Technical facets are as follows:

1. Contrast between Traditional Marketing & eMarketing
2. Demographic and Geographical Impact on Internet Usages
3. Consumers Online & Offline Purchasing Preferences
4. E-buying Frequency
5. Internet Accessibility, Availability & Usefulness
6. Buying Factors like Convenience, Easiness, Price Transparency etc.
8. Importance of E-Commerce & Web Facilities
9. Tangible & Intangible Buying Cost Factors
10. E-catalog, Web Ads, Web Information Richness
11. Use of “Click here” or “Free” word in Web ad
12. Trust on Online Transactions
For this study researcher has taking views of Web ad users (consumers), Web ad agencies (who designs the Web ad) and companies / organizations (who uses Web ad for their goods & services).