Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC)

Muhammad Awais (Assistant Professor)
Department of Computer Science, NFC Institute of Engineering & Fertilizer Research
Faisalabad, Pakistan, 38000

Tanzila Samin (Lecturer)
School of Business Management, NFC Institute of Engineering &Fertilizer Research
**Faisalabad, Pakistan, 38000**

Muhammad Bilal
Faisalabad, Pakistan, 38000
University of Engineering & Technology Lahore, Pakistan.

Abstract

Now-a-days it is very important for the business persons to attract their target customers towards their products through valuable mode of promotion and communication. Increasing use of World Wide Web has completely changed the scenario of business sector. Customized products and services, customers preferences, @ and dot com craze have elevated the importance of internet advertising. This research paper investigates valuable internet advertising which will help to enhance the value of internet advertising. In this research we have compared internet advertising with television advertising and found advertising will survive and grow if it focuses on being valuable. This research paper concentrates that the business objectives can be achieved if it has strong attractive, informative and valuable internet advertising. The basic purpose of VIACSC is to identify the latent need of the customer through advertisement and inform him/her about a product which will help to retain business image, customer satisfaction and then loyalty. We have introduced certain steps in valuable internet advertising, and then customer satisfaction cycle through valuable internet advertising and finally 5A's which enhance further customers attraction towards the internet advertising.

Key words: Marketing Mix, Promotion Mix, Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC)

1. Introduction
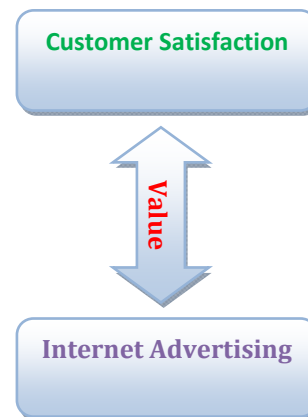
Internet advertising is developed to promote information about products and services to target customers in an optimistic approach of making them agree to buy products and services. Now- a- days it is rarely possible for a business firm to become successful without involving in advertising efforts specifically valuable internet advertising in which customers can easily search about their required products and services because it saves their time and money. Valuable internet advertising is a key factor in the success of any product and service, and in this competitive era companies are ready to invest whole heartedly in their internet advertising campaign not only to make their products and services successful but also to achieve customer retention. Generally internet advertising is working to achieve four goals *(1)* detail but to the point information about the products and services *(2)* increase sales *(3)* business

image, and *(4)* customer retention. In simpler words effective internet advertising attempts to inform, convince and retain the customers. The major goal of a business is to bring out the latent needs of the customers through their products and services by advertising them in an effective manner and to make the customer ready to buy them. Once the business reputation is established, the products and services are positioned in the market; company willingly keeps on investing on advertising to persuade customers every time differently to buy their products and services. According to business directory customer satisfaction means "The degree of satisfaction provided by goods and services of a company as measured by the number of repeating customers "Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with the product or service, an experience, a purchase decision, a sales advertisement, a web site or any attribute of any of these. Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to "concentrate on a goal that's more closely linked to customer equity" Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable. At the same time let us see the value which plays an intermediary role between internet advertising and customer satisfaction and it stands for the qualitative goals which a company wants to achieve through internet advertising by providing customer satisfaction and at the end company and business seek to grow or maintain their performance.

2. Literature Review

Nothing attracts people and businesses more than money. These spent dollars are the driving force for advertising online. The philosophy is that companies will be able to target audiences with pinpoint accuracy. It will allow companies to track who is seeing their advertising? What action will be taken after they see it? And in some cases, tailor the advertising to the consumer. (Savitz, 1999). In order to make money businesses need to establish themselves with consumers. Moreover, to get consumers, businesses must advertise. "Old-line merchants no longer insist, as they did not long ago, that they can do without an Internet presence.

Everyone is coming online" (Offline stores are moving, 1999). Advertising is a way of life and maybe the only life for some one. If the WWW were thought of as broadcast television, then 100 percent of the revenue would come from advertising (Zeff and Aronson, 1997). Along with this colorful landscape, came the world of electronic commerce (EC) which is the transaction online. Evidence from market research firms, such as Odyssey, suggested that more American households are making purchases over the Internet (Lohr, 1999). Hyland (1998) had briefly described how the Internet had become an accepted Communication medium in just five short years? A case study had compared the Internet to television. Everett-Thorp (1997) had detailed how being online has not changed the basic concept of advertising, but had put a whole new spin on it. Her article had stated why it is important to advertise online? Where the audience was? And how the competition for advertisements was getting fiercer all the time? Sterne (1997) was one of the best resources for this topic. He had explored the world of online advertising in depth. In some respects, it had gone further than the requirements set forth in this project. Tedeschi (1998) had briefly described direct marketing, which was advertising by email. His article had detailed different case studies of companies who used this method and had success. He also had talked about how this advertising model was used in the early Internet day? Hofacker (1999) had briefly described classified advertisements and Oikle (1997) had detailed newsgroups and Newsletters. Hofacker (1999) had treated advertising in a different way. He had detailed Internet marketing and how to create a Web site? How it should look? And the communication aspect of it.Oikle (1997) had detailed the power of email marketing with newsgroups and newsletters.

And now take a look to customer satisfaction Despite extensive research in the years since Cardozo's (1965) classic article, researchers have yet to develop a consensual definition of consumer satisfaction. Oliver (1997) addresses this definitional issue by paraphrasing the emotion literature, noting that "everyone knows what [satisfaction] is until asked to give a definition. Then it seems, nobody knows" (p. 13). Based on the perception that satisfaction has been defined, most research focuses on testing models of consumer satisfaction (e.g., Mano and Oliver 1993; Oliver 1993;while definitional considerations have received little attention. As Peterson and Wilson (1992) suggest, "Studies of customer satisfaction are perhaps best characterized by their lack of definitional and methodological standardization" (p. 62).

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3. Promotion Mix

Promotion mix is an important tool in marketing and is used to create a message and information about a product and to disseminate it. And it can be done only through advertising and internet advertising. In advertising we include print media (news papers, magazines, directories, yellow pages, etc), electronic media (radio, television, etc) and now online or internet advertising (www- world wide web, banners, e-mail, skyscrapers, mini sites and pop ups) which is more effective, efficient, valuable, cost effective and time saving; and it can communicate the message to a large mass. Here we will discuss two important tools of promotion mix and they are internet advertising and television advertising.

4. Internet Advertising vs Television Advertising

In this comparison we will discuss various factors/parameters and try to prove how internet advertising is better than television advertising.

Let us compare both advertising techniques:

Factors/ Parameters	Internet Advertising	Television Advertising
Time Constraint	Products and services can be browsed at any time	Specific telecast/broad cast timing
Accessibility	24 hours/7days a week access	Limited accessibility
Features	Variety of features	Limited features
Price Comparison	Prices can be compared	Usually price is not mentioned
Comparison of features	Features can be compared	No features comparison can be made
Feedback	Quick feedback of the customer	Feedback cannot be quick
Privacy	Customer privacy policy	Privacy cannot be maintained
Choices	Multiple choices	Limited choices
Review by customer	Can be checked and browsed repeatedly	Cannot be rewind by the customer

Table 1

In the above table it is mentioned that through internet advertising we can browse any product and service while sitting anywhere, any time and even repeatedly we can check the required information. While in television advertising specific timings are for telecasting, we cannot see the product according to our own wish and demand, we will have to wait for that to be advertised because here we cannot rewind the transmission. Another important point in internet advertising is that variety of features of the products are available, we can compare products of different brands at the same time and even their prices can be compared and decision can be made according to one's own affordability. For every type of business customer feedback does matter a lot, through internet customer give quick feedback where as in television we have to wait for a long time for customer's feedback. With the help of above comparison we can say that internet advertising is more valuable, effective, efficient, innovative, time saving and cost effective than advertising through television.

5. Steps in developing Valuable Internet Advertising (VIA)

1

Identify Latent Need

2

Focus Target Audience

3

Hit Potential Market

4

Define Advertising Strategy

5

Advertising Goals/Objectives

6

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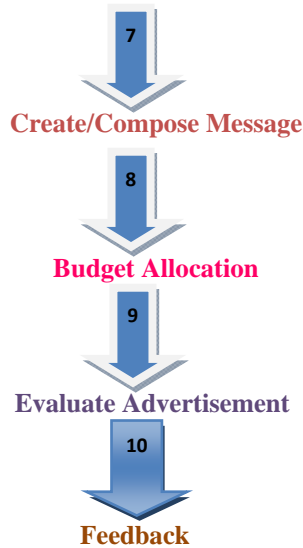ISSN (Online): 1694-0814
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Fig 1

5.1 Identify latent need:

Latent needs are hidden requirements of humans. These are to be identified in order to create products that the customers don't even know they desire or, in some cases, solutions that customers have difficulty envisioning due to lack of familiarity with the possibilities offered by new technologies or because locked in an old mindset.

5.2 Focus target audience:

The target audience is a specific group of people within the target market at which the marketing message is aimed. Target Audiences are formed from different groups, for example: Adults, teens, children, mid-teens, pre-schoolers.

5.3 Hit potential market:

It is essential to become familiar with potential market; their habits, behaviors, likes, and dislikes. Markets differ in size, assortment, geographic scale, locality, types of communities, and in the different types of merchandise sold.

5.4 Define advertising strategy:

An advertising strategy is a campaign developed to communicate ideas about products and services to prospect customers for convincing them to buy the product.

5.5 Advertising goals/objectives:

Advertising must be goal oriented but for every advertisement three elements are important
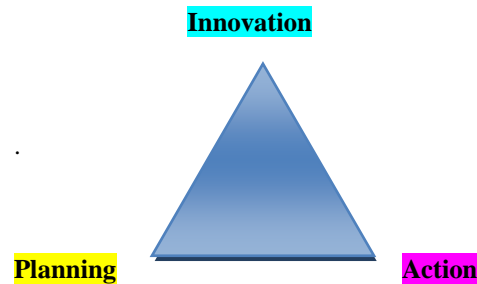
5.6 Advertisement SWOT analysis:

The complete evaluation of an advertisement's strength, weakness, opportunities and threats is called SWOT analysis.

5.7 Create/Compose Message:

Before creating a message some points must be considered.

 - What is the position of the product in the market?
 - Who is our target audience?
 - What is their cultural background?
 - Either message will be based on serious thinking, humor, romance, and/or emotion?
 - Which mode of communication is to be chosen?

5.8 Budget allocation:

A businessman knows better that he/she has a certain amount of money for advertisement and allocated budget will tend to dictate what advertisement is to be developed?

5.9 Evaluate advertisement:

Finally evaluate by rapid prototyping so it should not hurt anyone by religious, cultural, social, moral and ethical point of view.

5.10 Feedback:

Customer feedback is the best judge. Their feedback and response will give actual results of effectiveness.

6. Five A's in VALUABLE INTERNET ADVERTISING (VIA)
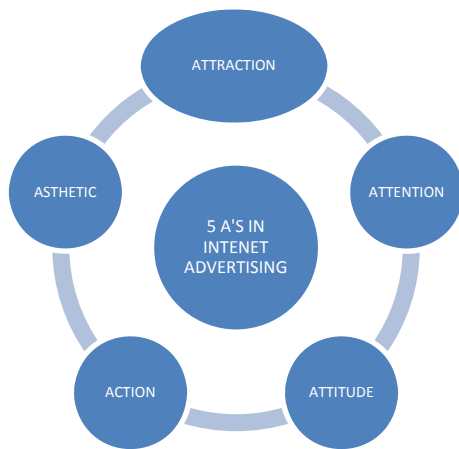

Fig 2

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

7. VALUABLE INTERNET ADVERTISING AND CUSTOMER SATISFACTION CYCLE (VIACSC)

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

human being that he/she practically always desires something new.

Fig 3

In Fig 3 we introduced VIACSC that deals with different phases of effectiveness of Internet Advertising as there is always a latent need of customer about a product/service, about which he/she wants to gather information but is not able due to many hindrances. The customer is privacy conscious as he/she come to know about a product or service through internet advertising and is ready to browse because privacy will not be disturbed now the concern will increase about gathering information and willingly search starts by making comparison of required product or service. While gathering information about different products he/she will be passionate and at the time of placing order, gratification level will be achieved and will place order, and finally purchase; then again a latent need will arise and customer will start working on it and the same cycle continues.

Conclusion:

This research paper concludes that internet advertising becomes valuable when identifies customer's latent need, and deal with customer issue of privacy seems to be the main proponent in driving a new advertising concept. Apart from all above discussion main point of valuable advertising is to boost the product or service by identifying customer need and to satisfy them. By comparing two electronic mode of advertising we concluded that

internet is better form of advertising a product or service as compare to television.

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