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An analytical study of online advertising and its co-relationship with green marketing for facilitating sustainable marketing effectiveness

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Abstract

Today the impact of the green marketing is highly in lime light and people are so much aware to use the products which are healthy and harmless for them whether they are purchasing it from the shops or by the online medium. The stimulus to carry out this research is the impact of online advertising to facilitate the effectiveness of the green marketing. The purpose of my research is to find out that search advertisement has strong positive relationship and it generates positive influence for the E-commerce sales as compared to the classified advertisement and display advertisement. Firms and marketers which are investing in online advertising and promoting the safe environment, will find these results useful as they can get better sales and can these features of online advertisement in order to maximize the sales of their products and services. As far as it's not a simple task to grow and sustain customers, and it's even harder to have customers that stay highly engaged with your product or service. There are several pieces that really help solve this puzzle, and one of them is online advertising. Online advertising can be incredibly impactful in helping new startups and businesses that have been around for years. The results show that environmental advertisement had the most significant effect on consumer behavior and eco-brand had the least effect.

Keywords: Online advertising, green marketing, e-commerce, sustainability, promotion.

1. Introduction

Advertising on the Internet has the dual benefit of being generally more efficient and effective compared to other media channels. The effectiveness of Internet advertising, which can be measured using a variety of tracking methods. An advertiser can tell, for example, who clicked on an Internet ad and even who bought a product or service during an internet session. Companies such as Google and Yahoo! have leveraged the measure-ability of the Internet to charge advertisers for clicks rather than impressions, further attracting advertisers with its pay-for-performance model. On the other hand, it is extremely difficult to measure how effectively television, newspaper, radio or magazine ads drive sales and gives satisfaction while purchasing the product. It should be ensured that the product efficiency could be digestive and not harmful for the human being as well as animals. It is obvious that if the customers are purchasing the organic product they are willing to pay higher price because of the quality product. But sometimes it is myth. Advertising is a one of the best method adopted by the business houses to communicate with the outside world. In traditional marketing trends the objective was achieved within restricted frontiers wherein people could see the flex or advertisement on television. With the change in time and advancements in technology business houses started aiming to not only attract the appropriate audience but also across the frontiers of a region, state or country.

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The concept of advertising is traced as old as in 4000 B. C. When out of home advertising and billboards were prominent. Thomas J Barrat, father of advertising introduced advertising while working with pears soap in early 19th century. French Newspaper La Presse initiated advertisement in 1836 to increase its profitability. Soon in 1840, first advertising agency was developed by Volney B Palmer in Philadelphia. It is designed to occupy a space in the mind of customers. Traditionally radio, T.V, newspaper etc were common media or advertisement but the urge for latest news, music shifted consumers closer to internet and hence online advertisement. Digital signage commonly seen in hospitality areas like restaurants and mall has ability to attract large audiences for less money has a unique ability to attract more target audience. Technological advances enabled the messages to be relevant to the target audience at any given time and location which in turn, gets more response. In the Internet world, there are proper etiquette rules that must be followed. For example one of the rules is discussion forums are not to be used to post blatantly commercial materials that have nothing to do with the subject of the discussion group (Sterne, 1997). This is labeled as just a plain bad marketing. "Annoying 95 percent of your audience in order to reel in one percent of them does not make sense" (Sterne, 1997).

2. Literature Review

1. A Web site gives direct contact between the organization and the consumer. However, product characteristics play an important role in whether the organization benefits from utilizing the Web as a means of direct sales.
2. Research attempted to place empirical evidence upon the theoretical views that suggest that the Internet enhances business performance, in terms of sales performance and efficiency, affecting both the "top line" (total sales) and the "bottom line" (net profit margin). Studies show that the Internet facilitates product management activities that lead to product customization and innovations' acceleration. Additionally, the findings show that market-driven product management activities are highly affected by the sales force's use of the Internet. The benefits of interactivity in sales management activities are highly reflected upon customized product strategies.
3. There are several reasons why academic research should be done in the area of business models and e-business models. First of all, even though many people talk about them, rare are the business model concepts and nonexistent a common understanding of what is meant by a business models. The second reason why the e business model idea is Interesting to study is because it can be an adequate methodology and foundation for managerial tools and IS requirement engineering to react to the increasingly dynamic business environment.
4. Internet is playing a more and more important role in the field of marketing. Understanding Internet marketing will continue to be significant for at least three reasons. From an academicians' perspective, it not only helps gain new ideas about the Internet, but also enhances our understanding as to whether existing marketing theories can be applied to this new phenomenon.
5. From a practitioner's perspective, Internet marketing research provides knowledge about the online consumer's beliefs and behaviors, thus enhancing the online firm's opportunities to succeed. From a public policy maker's perspective, there are a number of topics that need to be addressed, such as security, consumer protection, and tax.

Future investigations can be targeted at each of these three perspectives.

Attitude toward the online advertising is the consumers' view toward online advertisements. According to Olney, *et al.* (1991), consumers' attitude toward online advertising is the direct human reflection toward the online advertising, which comprise the web content and format. These include hedonics, utilitarian, and interesting content of online advertising. After exposing and attending to online advertising, consumers could either form positive or negative attitude towards the ad. Ducoffe (1996) in his research found that entertainment, information and irritation influenced attitudes toward online advertising. Entertainment and irritation were affective and information was cognitive that influenced consumer's judgement on online advertising. Other researchers brought on another important factor which was behavioural experiences that would influenced consumers' attitude toward online advertising (Eagly and Chaiken, 1993). Cho and Leckenby, (1999) measured consumer response whether cognitive or affective through interactivity, involvement and trust that consumers have towards online advertising. Consumers believe that interactivity take place when online users are willingly exposed to the online advertising by clicking on the online ads (Cho and Leckenby, 1999).

3. Research Objective

- To create awareness about the Ecological process, Environmental, Sustainable, Green Marketing process by the online advertising.
- To determine the effects of online green advertising towards consumers' green purchasing behavior.
- To facilitate the effect of green marketing in the world of online advertising.

4. Research Methodology

The research methodology will comprise of mainly secondary data which includes, existing literature, different scholars' and researchers' published books, articles published in different journals, periodicals, conference paper, working paper, magazines, newspaper, central & state government website. The secondary data and information will analyze for preparing the paper extensively.

5. Findings

On the basis of my research the study becomes different when disaggregating advertising spends by channel. While TV, direct mail and newspapers account for nearly three-fourths of all advertising spending combined, the Internet channel has grown the fastest since 2001, taking share away from most traditional channels. Internet advertising grew at an annual clip of 18% from 2001-2006 and only cable TV (10%) was close to a double digit growth rate. Other channels basically growth (about 3%), with newspapers (1%) and radio (2%) most negatively affected. The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant impact on their actual purchase behavior through online shopping. The result or finding is that the main focus is to save the environment by the promotional activity or to grab the harmless product by the consumers.

6. Suggestions

The effectiveness of online advertising that is centered on the promotion of factors of green having to do with the environment. The role of media in order to make the

consumers awareness for the effects of green advertisement on the society. Green advertising industry has developed as population concerns over the impact of environment degradation, which results in a significant sale of green products. The twenty- first century has seen significant increases in environmental awareness and activism which has ultimate developed into a pro-environmental trend. Similar to previous societal trends such as Cigarette Smoking and fashion fads, environmentalism has recently entered the advertising world under the term “Green advertising”.

7. Conclusion

I have concluded on the basis of my research study that the online advertising and its co-relationship with Green Marketing for facilitating sustainable marketing effectiveness requires applying good marketing principles to make green products desirable for consumers. Green Marketing is still in its infancy and lot of reformation is to be done with a view to explore its full potential. Green Marketing should never be considered as just one more addition to approach to marketing, but has to be pursued with much great vigor, as it both environmental and social dimensions Consumer awareness must be created by corporate by transmitting the message among consumers about the benefits of environmental-friendly products and services. In green marketing consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to emphasizing on minimize the negative effects on the environment-friendly.

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