

# A Study of the Effectiveness of Various Tools and Techniques across Industries was Conducted on Online Marketing through Consumers

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**Abstract:** *This study examines how various online marketing methods, including Word of Mouth (WOM), online chat support, and email advertising, have an impact on customers' opinions of brands and their choice to buy them. Its goal was to investigate the interactions between various online marketing tools and strategies, including WOM, online chat, and email, and their impacts on customer perception of brands and purchase behaviour. There are many other influencing aspects that go into a customer's choice to buy something and form an opinion about a certain brand, but WOM is the most crucial component and is dependent on these three variables in order to change consumer brand perception and purchase decisions. Our findings indicate that Karachi people who use the internet often prefer WOM above the other two factors, email advertising and online chat. Various businesses use the WOM service as part of their internet marketing strategies to draw in new consumers, influence their purchase behaviour, and shape how they see their brands. In Karachi, there are no universal characteristics that influence consumers' decisions to buy or form an opinion of a brand. WOM is generated by customers, and it's one of the least expensive forms of web marketing that many businesses use because it works.*

**Keywords:** Marketing, Email Advertising, Karachi.

## I. INTRODUCTION

### 1.1 Overview

With the rise of internet marketing, which has branched out into many various areas including social media, blogs, chat forums, and general assistance forums, conventional marketing is vanishing in the modern day. The speed at which information is shared has never been as quick as it is now, and internet marketing may help to support this flood of constantly-evolving new information. Online marketing gives customers the power to advertise the goods they believe are worth buying while also providing in-depth analyses of the characteristics, quality, durability, design, and functioning of diverse goods across sectors.

Due to a number of factors, including the removal of geographic restrictions, accessibility, the condensing of a large volume of information into a small online website, the high degree of customizability, and the intensity of reach to potential and actual consumers worldwide, marketing managers are increasingly using online marketing.

Online marketing has the power to change brand views of various items from various sectors as well as customer purchase decisions. The goal of this research is to examine the many methods and strategies that marketing managers may employ to affect customer brand perception and purchase decisions by using people as their marketing asset.

Problem Statement:

Employing a variety of tools and methodologies from different sectors, to research how customers react to internet marketing.

### 1.2 Hypothesis

- H1: The impact of user-generated internet word-of-mouth advertising on consumer purchase behaviour and brand perception across sectors.
- H2: How consumer-generated emails affect customer purchase decisions and brand impression across sectors.

- H3: How consumers across sectors perceive brands and make purchase decisions as a result of online discussion sections.

### 1.3 Definitions

1. Customer Purchasing Choice: The ultimate decision a consumer makes to pay for a product after taking into account all relevant aspects, such as the person's income, the product's quality, the company's brand equity, etc., to make the purchase official.
2. Brand Perception: This is the collection of qualities that a prospective customer associates with a certain good, service, or brand in order to form associations. The marketing of a specific brand, social campaigns run by that company, customer satisfaction with that brand after using it, and the reputation that brand has built via word of mouth are some examples of the elements that may affect how that brand is seen.
3. Email Advertising: This is the process through which businesses prompt consumer-to-consumer email exchanges of product opinions, conversations, and testimonials.
4. Online word-of-mouth advertising: To promote viral advertising, the product is advertised online using a variety of methods, including social media sites like Facebook and Twitter and consumer blogs.
5. Chat section: One-on-one or very frequent online talks on chat forums that have been set up to enable comments, problem-solving, ideas, and recommendations for one or more items

## II. LITERATURE REVIEW:

Consumers today not only purchase goods but also actively promote them. They provide information about features such product calibre, dependability, cost, usability, and warranty claim processes verbally, online, and through social media. In order to assist marketing managers in many sectors create new tools and approaches to fully utilise consumers' marketing potential, this research intends to thoroughly investigate the elements that influence consumers' capacity to promote items online.

According to Chaffee (1986), the more individuals communicate with one another through the media, the more likely it is that they will share knowledge that will lead to a shift in public opinion and subsequent societal change. This implies that indirect actors, in this case the customers themselves, are less successful than direct agents. The trustworthiness of the communicated message is increased by encouraging customers to participate in the marketing process.

Additionally, consumers' attitudes of direct-to-consumer marketing, which are impacted by media integrity, might have a significant impact on it (Huh, Delorme and Reid, 2004). When using consumers as promotional agents, it's also crucial to take pharmaceutical firms' ethical issues into account because poor attempts might have unfavourable outcomes. For instance, Merck's reckless actions with regard to Vioxx resulted in significant patient harm and financial loss.

Apple Consumers of this specific product want to utilise vigilante marketing as a tool to alter, repair, and improve Newton, a device that was discontinued more than nine years ago. How we view Newton trade name population "homebrew advertising" (Kahney, 2004), "Folk advertising" (O'Guinn, 2003), open source "branding" (which has various labels, including the current upsurge in customer evangelising with a beautiful dovetails Garfiel, 2005), and "vigilante marketing" (Ives, 2004).

In this century, online chatting has established itself as a powerful hub for marketing and promotion. Teenage Research Unlimited estimates that 81% of young people use the Internet, with chatting being their most popular activity (Brown, 1999; Porterfield, 1999). Although the study in this field is still in its early stages, the outlook is positive since there are so many bright young minds congregated in one location who have a wealth of knowledge to give, including their experiences with various goods.

Making a product that meets the demands of the consumer while adhering to several ethical standards and ideals is only one aspect of creating ethical customer value. Instead, it refers to encouraging customers to compare their product usage experiences to those of rivals' products and then publishing these informational chunks online in social blogs or other appropriate venues, which will enable businesses with a competitive advantage to stand out. (Jerry Lin and Grace Tyng-Ruu Lin, 2006) David Godes and Dina Mayzlin (Fall, 2004) assert that the survival of a pool of seeming interactions that may be freely controlled is unrivalled. This analysis proves that there is evidence of these interactions, and it also

shows how to get it for the least amount of money. Studying the differences between quantity plus diffusion and sales is necessary. Furthermore, the motivational factor is the problem of addressing dispersion, if the association exists.

In addition, he added that additional investigation is necessary to provide a better suitable root for the computation of distribution. The connection between word-of-mouth in the offline and online worlds is another important problem in this respect. This study looked at how well online communities can correct offline developments in basic sales. In other words, either a) people make offline decisions after analysing online information, or b) online interactions can lead to real interactions. Customers voluntarily provide information online without realising that other firms may be analysing it at the same time and drawing different conclusions from it. In conventional market research measurement, when participants provide their approval for such usage of their information, this is not the case. It is typical for a dynamic medium like the internet to independently produce new methods of communication interfaces and new applications to aid in the establishment of an online language, according to Alan L. Montgomery Interfaces (Mar. - Apr., 2001). For instance, Icono cast (16th December 1998) claimed that the new vocabulary in web marketing is viral marketing. However, several new terms related to viral marketing are being developed, which might lead some people to understand it incorrectly. Individuals with parallel comforts are joined via collective filtering through huddling techniques. Such techniques help etch websites. Ungar and Foster [1998] highlight a collaborative filtering technique employed by CD Now to contact their existing customers with recommendations for up-and-coming musicians. [Chavez and Maes, 1996] indicated that computer agents may create online bazaars for the purchasing and selling of items. These agents have a significant impact on emarketing efficacy, according to Pazgal (1999).

Further stating, "We investigate rewriting processes at Amazon.com and bn.com and found that customer evaluations tend to be positive at both sites and that they are more thorough at Amazon.com, Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki, and Sarah J.S. Wilner (2010). This evidence demonstrates that consumer purchase behaviour at two Internet retail sites is influenced by customer recommendation. For variations in customer content prominence to have any effect on variations in revenues or profitability between merchants, it is necessary to assume that customer content influences sales. Examining if improving a client's satisfaction with his or her purchases influences subsequent customer loyalty would be an intriguing addition to this research.

This article by Chrysanthos Dellarocas (October 2003) connects and discusses how online feedback mechanisms and their capacity to develop into significant information exchange hubs where customers may voice their opinions on various items. Consumers across sectors are being significantly impacted by the penetration of internet marketing in their decision-making processes in a subtle but important way. Evidence exists to support the idea that consumers today heavily depend on internet views and opinions when making decisions about everything from investment alternatives to what entertainment to enjoy. (2000) (Guernsey).

The unfamiliarity of those who publish or share material on the web with those who watch and/or access it presents a new problem for internet marketing in the modern day. It generates a fragile online identity, comparable to that of a stranger, because each person is allowed to freely write, discuss, and remark on his or her ideas and views on various things on the internet without fully inputting any personal information. The target audience may develop trust concerns as a result, which will lessen the effect of the information that has been delivered.

However, Dellarocas (2003) illustrates how an unknown identity might produce the best results if information exchange is objective rather than subjective. As there is less distortion and fluctuation in objective data than in subjective data, sharing and exchanging objective information might result in a better comprehension of the context than subjective information. But it's crucial to remember that the nature of the good or service will also affect how well the information is spread.

An important determinant of the market's potential is its growth rate. (1990) Gatignon, Weitz, and Bansal Strongly expanding markets often offer greater profit potential than markets that are stagnant or declining. A strong growth rate, however, may not always translate into a high profit potential (Aaker and Day 1985). This is because businesses may be trying to corner the market by keeping profit margins low. As a result, businesses may maintain high profit margins while experiencing rapid development merely because of the market's potential.

In most circumstances, competition reduces the profit margins of the already-existing companies since there is less money to play with when there are more competitors. This also implies that in order to safeguard their profit margins, highly concentrated corporations frequently create formidable entry obstacles. (Ross and Scherer 1990). Although a

company's anti-competitive character may be detrimental to customers over the long term, it may be highly advantageous for the company in the short term.

Product standardisation is another feature of marketplaces. Consumers often compare items in straightforward ways in marketplaces with high levels of product uniformity. As a result, the market for these items is extremely competitive, and price wars frequently occur there unless tacit collaboration is already established. Due to the fact that the items themselves are essentially the same, businesses are forced to differentiate their offerings (Kotler 1991).

#### IV. RESEARCH METHODS

- **Method of data collection:** The only primary data utilised in this study was information gathered directly from respondents. Personal surveys were carried out, and forms were required to be completed.
- **Sampling Technique:** Unrestricted, non-probability sampling is the sampling technique and process.
- **Sample Size:** 75 people responded, including people from offices and retail centres, around Karachi.
- **Instrument of Data Collection:** Questionnaires using a likert scale, multiple choice, and closed-ended questions.
- **Statistical Technique:** To compare the reliance in the hypothesis, one sample T-test was performed.

#### V. RESULTS

Findings and Interpretation of the results:

Through consumers, different tools and tactics used in internet marketing from different sectors will be analysed and compared. We utilised the One-Sample T-test for this.

**Table 4.1**

Question: Do you think a brand's existence in social media is essential for its growth?

**One-Sample Statistics**

In the contemporary era, do you think a brand's existence on social media is essential for its growth?		N	Mean	Std. Deviation	Std. Error Mean
Strongly Agree	Chat Section	30	2.2667	.69149	.12625
	Word of Mouth	30	4.4000	.81368	.14856
	Email Advertising	30	2.1000	.75886	.13855
Agree	Chat Section	32	2.3438	.82733	.14625
	Word of Mouth	32	4.2813	.81258	.14364
	Email Advertising	32	1.9063	.64053	.11323
Neutral	Chat Section	13	2.3846	.86972	.24122
	Word of Mouth	13	4.1538	.89872	.24926
	Email Advertising	13	1.9231	.75955	.21066

**Table 4.2**  
**One-Sample Test <sup>a</sup>**

		Test Value = 4					
						95% Interval Difference	Confidence of the
In the contemporary era, do you think a brand's existence on social media is essential for its growth?		t	Df	Sig. (2- tailed)	Mean Difference	Lower	Upper
Strongly Agree	Chat Section	-13.730	29	.000	-1.73333	-1.9915	-1.4751
	Word of Mouth	2.693	29	.012	.40000	.0962	.7038
	Email Advertising	-13.714	29	.000	-1.90000	-2.1834	-1.6166
Agree	Chat Section	-11.325	31	.000	-1.65625	-1.9545	-1.3580
	Word of Mouth	1.958	31	.059	.28125	-.0117	.5742
	Email Advertising	-18.491	31	.000	-2.09375	-2.3247	-1.8628
Neutral	Chat Section	-6.697	12	.000	-1.61538	-2.1410	-1.0898
	Word of Mouth	.617	12	.549	.15385	-.3892	.6969
	Email Advertising	-9.859	12	.000	-2.07692	-2.5359	-1.6179

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	Email Advertising	-13.714	29	.000	-1.90000	-2.1834	-1.6166
Agree	Chat Section	-11.325	31	.000	-1.65625	-1.9545	-1.3580
	Word of Mouth	1.958	31	.059	.28125	-.0117	.5742
	Email Advertising	-18.491	31	.000	-2.09375	-2.3247	-1.8628
Neutral	Chat Section	-6.697	12	.000	-1.61538	-2.1410	-1.0898
	Word of Mouth	.617	12	.549	.15385	-.3892	.6969
	Email Advertising	-9.859	12	.000	-2.07692	-2.5359	-1.6179

<sup>a</sup> No statistics are computed for one or more split files

One-Sample Test was used to analyse the data, with a Test Value of 4, where 1 denotes strongly disagree, 2 indicates disagreement, 3 indicates neutrality, and 4 indicates agreement. During the investigation, three key internet marketing techniques were discovered: the discussion area, email marketing, and word-of-mouth. The conclusion was universal and consistent across all four alternatives across the sample. In contrast to email advertising and the chat area, all respondents agreed that online word-of-mouth marketing through customers is the most successful strategy across industries. The average word-of-mouth score in three categories is either the same as the test score, which is 4, or higher than 4, demonstrating that respondents agree with word-of-mouth. The respondents disagree, as evidenced by the fact that the mean value of the chat section and email advertising is less than 3 across three categories. As a result, the two-tailed value of word-of-mouth may be significant or not. If it's significant, the finding is supported by the positive mean difference. However, the (two-tailed) results for the chat section and email advertising are all significant and have a negative mean difference, showing that there was a disagreement.



#### 4.2 Hypothesis assessment summary ( Table 4.3)

Hypothesis	Representation	Result
The effect of online word of mouth marketing through consumers on consumer purchasing decision and brand perception.	H1	Accepted
The effect of email advertising through consumers on consumer purchasing decision and brand perception.	H2	Rejected
The effect of chat section on consumer purchasing decision and brand perception.	H3	Rejected

### VI. CONCLUSION

We discovered that there is no direct relationship between the researched variables (Consumer Purchasing Decision, Brand Perception, and Online Marketing via Consumers) based on research with a sample size of 75 respondents. Customers either strongly agree with or agree that a brand's social media presence is crucial for growth. Nearly all managers concur that word-of-mouth marketing has a greater impact than doing it through chat or email advertising. Word-of-mouth advertising is a popular choice among consumers for internet marketing. Additionally, this study adds to the work of other theorists who have studied the same topic. The paper's conclusion also supports the findings of Sheth (1971). The study adds to the work of other theorists who have studied the same topic. WOM is a superior marketing method to all others, probably due to the perception of personal sources as being more reliable (Murray, 1991).

### VII. DISCUSSIONS

Word of mouth is a highly useful strategy for getting firsthand information about the different kinds and levels of possibilities and risks that consumers are facing. Customers freely communicate their issues and opinions about a particular product through word-of-mouth. The power of word-of-mouth marketing has also been shown to be a very successful tool for influencing consumer behaviour and purchasing decisions. Additionally, word of mouth has grown to be a tool that competes with traditional advertising methods in terms of price, duration, and reach. Customers rely on reviews from previous customers and professional judgement. In the short term, this dependency is usually static. Once an impression of a product has been formed, it is difficult to reverse it overnight, which affects the effectiveness of other channels like chat rooms and email advertisements. Therefore, from the beginning of a product's life cycle on, it is important to develop and sustain favourable word of mouth about that product.

Implications:

According to the research, internet marketing through word-of-mouth platforms used by customers has shown to be the most successful method across sectors for influencing consumer purchase decisions and brand perception.

Future Research:

Future studies in the field of social media online marketing, particularly Facebook as it has the largest target audience, are conceivable. Additional research on internet and wireless networking connectivity in urban and rural regions can be done to enhance this field of study.

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