

**The effect of virtual banner advertising on the Internet training products shopping****(Islamic Azad University of Zanajan)**<sup>1</sup>Mehrdad Alipour, <sup>\*2</sup>Seyed Mahdi Moniri, <sup>3</sup>Afsane Taheri, <sup>3</sup>Seyed Vahid Ataei<sup>1</sup> Management Department, Zanjan Branch, Islamic Azad University, Zanjan, Iran<sup>2</sup> Young Researcher Club, Ardabil Branch, Islamic Azad University, Ardabil, Iran.<sup>3</sup> Management Department, Ardabil Branch, Islamic Azad University, Ardabil, Iran**\*Corresponding other:** Seyed Mahdi Moniri, E-mail: Moniri\_Mehdi@yahoo.com

**Abstract:** Business which is the foundation of economic life undoubtedly needs the audience and consumer. In recent years which are known as communication era, a new form of the life for the people has been shaped. Internet means the worldwide network of multiple computers which are connected together. Assigned to the nineties with the applications of private sector has become commercial, and then entering through the network has deep impact on how business gets done. There are many audiences in cyberspace, but these audiences' opportunities are very small. It is difficult to make them for a few moments to understand what we do. Internet is one of the most used media that is faster than traditional media and Internet advertising banners have the most effective role in increasing advertising video capabilities. This paper examines the factors that affect the virtual banners that will increase the uptake of paid audiences. These include the outward form of advertising banners, a fascinating mess, graphics and animation and other visual effects, reduce costs and access the banner, allowing precise targeting of customers. The statistical society of this research is Islamic Azad University of Zanjan, which are selected using stratified random sampling and field of data collection method is through a questionnaire. Variables validity was calculated through reliability of the content validity by using Cronbach's alpha. The findings show direct positive relationship between the factors that impact on the advertising banners and purchase training products is increasing.

[Mehrdad Alipour, Seyed Mahdi Moniri, Afsane Taheri, Seyed Vahid Ataei. **The effect of virtual banner advertising on the Internet training products shopping(Islamic Azad University of Zanajan)**. Life Sci J 2012;9(4):5075-5081]. (ISSN: 1097-8135). <http://www.lifesciencesite.com>. 757

**Key words:** Internet, advertising, virtual banners, Internet advertising, Internet shopping

**Introduction:** In today's world which is the world of costs and benefits, advertising are required to work in a suitable way to be correct while effectiveness of an institution with the costs expended for the benefit, however, long-term outcome on given the importance of performance effects in the advertising, promotional media rankings used in the organization has a special place and prevent inappropriate spending on advertising. False advertising can actually reduce a company's sales. One of the biggest challenges in Internet marketing is trying to attract and capture the audience. This caused a whole new advertising industry on the web. Internet advertising has referred to the Internet as a communication channel and device on the web environment in which the effective ways to attract audiences is the usage of virtual banners. Internet users in Iran increasingly are growing. Need for advertise in the media

depends on having a reasonable number of contacts in the media and a media will have an acceptable number of audiences when the business model and function is specified and increase the site traffic. Generally any promotional activities has two main purposes in the first is that any advertising is done to create and deliver the message. Second the aim of promoting is production sales. E-Commerce disappeared all trade barriers and problems that for a long time have been in the way of the old conventional method of sale. As the geographic restrictions which hereby from every corner of the world users can buy your services and products through your site and no need to have stores all around the world. The most important and most difficult issue of e-commerce sites are E-COMMERCE programs. This program can be money makers and earn income for the site if it is

selected correct and if it is the wrong choice will result in losses.

### Theoretical Principles of study

Internet can be very wide and high media, but relatively few companies have been able to use it successfully in order to operate their own propaganda purposes. Internet attraction is primarily because of its direct style that individually can communicate to consumers. E-commerce refers to any transaction in which the goods or services dealing take place through the Internet or lead to import and export of goods or services. Since 1970, when large companies provide a private network among themselves to exchange information between the partners and suppliers, E-commerce has been emerged. This became known as EDI electronic data interchange. The following list will give a summary of the attractions of e-commerce Low transaction cost, high volume purchase in a transaction, being adopted with business cycles.

### Types of e-commerce

C2B or CONSUMER-TO-BUSINESS, the Internet has made it possible for consumers to purchase their goods directly in a large scale without the need to a seller.

C2C or CONSUMER TO CONSUMER Internet access is provided in the context that both sides of the transaction can trade and be a consumer.

G2G or GOVERNMENT-TO-GOVERNMENT this service is used for contracts between the two countries in various areas.

B2A or BUSINESS TO ADMINISTRATION this business includes all commercial/ financial transactions companies and government organizations.

### C2A ½ CONSUMER TO ADMINISTRATION

Following the growth of B2A, B2C Governments are likely to expand the field of electronic transactions to some fields such as collecting taxes on income and every public assistance between the Government and people.

B2B or BUSINESS-TO-BUSINESS provides you some opportunities to reduce problems and costs related to the relationship with suppliers.

B2C or BUSINESS TO CONSUMER Internet will provide many opportunities for consumers that can develop their buying range.

### Internet Marketing

Since 1991 which the first website appeared Internet has changed marketing and the business. Research shows that over a billion Internet users are constantly and this number is to increase. This has affected both customers treatment that companies way for marketing. Internet marketing is the result of applying information technology in traditional marketing. Traditional marketing focuses on the concept of exchange (Harris 2003). We can say that electronic marketing which is formed from combining of marketing and information technology has advantages than traditional marketing. The following capabilities which come from applying information technology and computer networks support this idea (Darbi, 2003). Internet has changed core of marketing. In past bargaining between seller and buyer, or to participate in auctions determine prices But information and communication technology has led to access of customers to a competitive and real-time information. It is necessary for Internet marketing to provide a plan for Internet trade and its implementation. In Internet marketing categorizing consumers is very important. Some parts of Internet marketing are related to services which offer from companies' website. Internet helps us to be in touch with customers and answer their requirements. To improve Internet marketing, traffic of website which occurs by users and some other factors should be under control. We have to be aware of the quality of customers' accessibility to website. Internet marketing is a solution to increase effectiveness of work without any extra costs. Benefits of Internet marketing are:

1. Ability to change in time of Indices
2. To target specific audiences.
- 3 different marketing channels
4. Change the user to the customer without delay.

Definition of Internet Marketing "Looking for marketing purposes by the application of digital technologies". To establish marketing strategies, interaction and integration of regular and internet channels is essential. For this purpose we should pay attention to marketing based on target market and offer added value for internet marketing It is essential to know that the current level and status of

Internet users for different services and the factors that cause people take advantage of these services actively. Some parts of analysis is having an estimate of the situation of customer behavior in the Internet space. Two important aspects in internet marketing, primarily is marketing mix to customers and secondly Internet branding that is considering how on-line marketing channels are used to support the brands.

#### **Approaches to implementing relationship Electronic marketing:**

The following steps can be used to implement e-CRM:

Step 1: Attraction of current and new customers to the site

Step 2: motivation for visitors to process and collecting customer's information for maintaining Contact

Step 3: Maintain a dialogue using communication on line tools.

Step 4: Maintain a dialogue with non- linear communication tools

As existence of indicators to assess and improvement in CRM There are similar characteristics in e-CRM and can calculate customer's loyalty levels.

#### **Electronic markets**

A market is a network of interactions and relationships, in which products, services and payments are, exchanged (Scott, 2001). When the market is electronic, the business center was not a physical building rather it is an interactive web-based place which business takes shape one of the important impacts of information technology in the economy, its impact on the structure and competitiveness of the market. A market structure refers to its features which influence on behavior and performance characteristics of companies that are active in the industry. Electronic markets make new digital distribution channels that provide the immediate delivery of digital products with no financial cost and time lose. New electronic channels that are formed around the Internet, will lead. For e-business, companies must have business relationships with market components by using computer interaction and established in forms of b2b or b2c Formation.

#### **Internet advertising**

Internet advertising refers to use of internet as a channel and communication tool for advertising in

the Web environment (Gao and others 2002). Internet advertising for the first time and as a banner was showed on October 27, 1994, and in the hot wire 3 website. Jupiter communication that is one of the most prestigious institutions in providing Internet Statistics says Internet advertising spending in 2000, 2001, 2002 and 2003 was respectively 5/3, 7/3, 9/5 and 11/9 billion dollars. Internet advertising includes various aspects that following is a brief reference to them (Gao and others 2002).

1. Business model refers to a strategic plan and business idea on how to obtain money for a business.
2. Business model based on the content the main efforts of web masters should be focused on providing interesting information to increase site traffic.
3. This model is based on various online services in a variety of services for online publishers
4. This model provides ability to search among the various sites and also provide the model to classify those sites based on its content, services to those who are in search of a particular topic or subject.
5. Model-based advertising services. Companies in this group are those who wish to advertise on the Internet, offering the services. These services include designing ads and helping to find a suitable location for the ad
6. Model-based advertising network, companies in the group exposed areas of Internet Publishers and advertisers for buying.

System infrastructure is one of the essential parts of the Internet advertising. Advanced technologies play an important role in the development of Internet advertising. Technologies used in this area include Internet presenting technology (such as SVG and Flash), 22 client technologies (such as HTML Java and JavaScript), Intermediary Technology 23 (such as Java and J2E), and communication protocols. The relatively Inclusive Internet in Iran has been used since 1376 and increasingly in recent years the number of users has increased too. Despite the growing number of Persian sites, but the number of Internet advertising on these sites is very low and negligible. This has caused Arising of financial problems because one of the most important sources of revenue for Web sites in the world is the revenue derived from

advertising. Financial problems of Iranian sites cause closure of many of them after a while, and it means the loss of job opportunities for some. Internet advertising still has not found a suitable place in the basket (portfolio) companies, advertising- Which in many cases can be as a consultant to advertisers, and will provide services to them. After a decade of the emergence of internet advertising phenomenon, different methods and models for Internet advertising has been developed and used that one of the most widely used form of Internet advertising are banners. Virtual Banner (BANNER) consists of a small graphic image and usually rectangular which is connected to the other website and has several dimensions but the average length is 460 pixels (2) and the width is 60 pixels (NOVAK AND HOFFMAN, 1996). Banners because of low cost and design are the most common forms of internet advertising. (Liang et al. 2004). Generally banners are in two forms, the fixed banner which ads are in form of an image in fixed size and the dynamic Banners which use animation technology in designing and manufacture. Another type of Banners is interactive banners that allow two-way communication between users and advertisers. Banners were the first form of advertising, which were widely used in Internet And now are the best known and most widely used forms of Internet advertising (MOHAMMED ET AL, 2001, P.386) Banners are usually in the format (3GIF), and are built on top of Web pages. User by clicking on a banner transmitted to the page which gives more description about it or directly to the advertiser's company website. Banners are different and have different types and they can be categorized as follows:

- A) Fixed banners:** These banners are usually provided in GIF format, and contain images and texts that are fixed and do not move. Because of this point of view that these banners are not interesting for visitors, was less used, but now research has shown that some users prefer this type of banners and their use has increased recently (MINNICK AND MINNICK, 2001).
- B) Moving banners (animated):** These derive from a combination of fixed and several banners by using of special software designed like GIF Builder and the similar to animated cartoons have property of variability. Usually size of these banners is bigger than fixed one. The advantages of this type of banners that you can use them to design more sophisticated advertising messages and they are more

interesting to users. From these , but due to high volume and large size reduce the speed of loading web pages (MINNICK AND MINNICK, 2001)

### **C) Interactive banners (with enriched media):**

Banners of this type use multimedia technologies (such as audio, video and animation) to deliver advertising messages. Their main purpose is attraction of target audience. Enriched media banners not only provide rich media banners with animation, sound and image but also by inviting users to interact with advertisers gives more information about the desired product or service offer. In this type by using a variety of software and technology features and functions are added to banners derive ability to interact in a so certain quality (PASTORE, 2001). For example There are banners which for the first show few options for user queries (e.g., male or female) And if any of the options selected by the user, certain advertisements displayed. In fact, animated banners are more advanced type of interactive banners and have more features. Despite of the difficulties and higher costs for them, but based on a research, This type is more effective than other types (MORGAN, 2001) therefore Some companies prefer to use FLASH more. Shock Wave is the most common software for designing the interactive banners. Recently proceedings have been carried out for effectiveness of banners. According to the estimates, click rates by members on banners have been 10% in 1994. In recent years there have been approximately 3% and sometimes below 1 percent. (Blakeley 1998, Flynn 1999, Chen 2000). Some of the reasons for the reduction are: too much advertisement in the internet (users' attraction in advertising) and also reduction of researches and users' wandering in the internet. This is why; advertising agencies have been trying to increase the rate through using the interactive banners with interesting and entertaining features (Kranhold 1999). Banners are still most used type of internet advertising and its number will increase in internet each day. There is other explanation of internal advertising as below: showing the names and trademarks, advertising slogans and images on popular websites, in a way that is helpful for achieving the advertising goals. The active members in providing and delivering the advertisements include: advertising companies, internet publishers, organization advertisers and manufacturing companies.

### **Research methods**

"Y" internet purchasing has been used according to the index theories for measuring increased purchasing. That is based on Rinses Liker range

which is the most common forms of ordinal variables, responses will answer through one of the five metrics "completely agree, and agree, I don't know, disagree, completely disagree." (Brayfield and Rothe 1951, Miller 1977:368-379). Recent research has been tried to use the sampling according to inability to interview the entire community. Indeed, we select the small size of the community and do the study on it, then generalize its result to the entire community. In this study the statistical society includes all the Azad Zanzan University students who are grouped on the different features such as "the method requirement, nature of data, type of gathering them and structure of statistical community. So it has been used, in this study, possible sampling to select the number of equal groups and random sampling in proportion to each group. The presented numbers are estimated since the exact number of people covered has not been announced by authorities. Finally, determination of sample size are estimated through using the Cochran with 95%, 99% confidence intervals. Current research is a kind of applied research that its method is survey method. Hence, interviews or written questionnaires techniques are the best in gathering the data and information in order to measure the influence of advertising banners on increasing the university students desire to purchase. Questionnaire reliability test has been

done through the Cornbrash's alpha test. According to the appendix tables, the value of this static is over 70%, so it has been used two important income validity in this study as below:

1. **Face validity:** research is to identify valid indicators or reagent, through jury, in terms overview agreement of experts about a case related with index.  
In order to use this same standard questionnaire in this study, as a tool to assess and collect, designed questionnaires have been used after reviewing by professors and weather experts and eliminating of defects.
2. **Constructed validity:** it is made of the relationship between scales with theoretical framework in order to identify it, is there relationship between research tools or concepts and theoretical assumptions?  
Received questionnaires are encoded after getting the data and according to its nature, structure and hypotheses form, then data is reflected in Data Sheet. Now received information is ready to be processed by computer.

#### STATISTIC:

VALUE	D f	Pearson Chi-Square	Likelihood Ratio	Linear-by-Linear Association	Asymp. Sig. (2-sided)
HYPHOSIS					
HYPO1	16	409.071 <sup>a</sup>	475.061	172.410	.000
HYPO2	16	509.372 <sup>a</sup>	565.479	195.654	.000
HYPO3	16	958.071 <sup>a</sup>	798.292	205.486	.000
HYPO4	16	1011.225 <sup>a</sup>	906.528	353.127	.000

#### Causal Analysis (multivariate- hypothesis test)

1. Through banner ads will increase the purchasing.

#### Discussion and conclusion

Conclusion includes the final stage of the research process. Indeed, according to the findings of this study can be said:

#### Research hypotheses

**Hypotheses number 1:** it seems there is a relationship between virtual banner advertising and increased purchasing.

The result of testing this hypothesis confirms it, the relationship between advertising through the virtual banners with increased purchasing (H1)

**Hypotheses number 2:** it seems there is a relationship between reductions of the advantages of being through the internet access costs with increased purchasing.



The result of testing this hypothesis confirms it, the relationship between reductions of the advantages of buying through the internet access costs with increased purchasing. (H1)

**Hypotheses number 3:** it seems there is a relationship between accurate targeting customers of internet advertising banners and increased purchasing.

The result of testing this hypothesis confirms it, the relationship between accurate targeting customers of internet advertising banners.

**Hypotheses number 4:** It seems there is a relationship between attract the audiences through the graphics and animation and the other visual effects and increased purchasing.

The result of testing this hypothesis confirms it, the relationship between attracts the audiences through the graphics and animation and the other visual effects and increased purchasing.

We live in a century in which there is the huge development in media and we can't expect there is no influence on people. Media revolution is considered as human being revolution. In industrial century, media was one-sided but now it is bilateral and interactive. It provides people with opportunity to use it in order to their benefits. Advertising through the banners, based on international statistics, is 47% of online advertising. The total number of ads was 8/2 million dollars in this year which is referred to the importance of advertising banners. There are some conditions:

1. The appearance of virtual advertising banners: These ads should attract the audiences in short term. It should convey its message whether is located in the up, down, or middle of the page. Why the short message has more affection.
2. Selecting the short and attractive messages for virtual advertising banners: smooth and beautiful prose, it means to choose a word and image for advertising to deliver the messages beautifully.
3. Graphic and animation: composition of color and light and background music has significant effect on the audience's attention and virtual banners success.
4. Targeting the advertising to get sure they guide properly the delivering the message to people: the goal of these ads is this to

deliver the messages to people who have the same interests, job, specialty, sport ,.... This group can be divided through the different sites. Sale proposal can be adjusted in a way to consistent with their characters and interests then the good conclusion appear.

5. Assign part of overall strategy to advertising banners: Advertising will have the best result if it uses different media to convey its messages.
6. Testing some groups with the cheap virtual ads: the cost of advertising banner is not significant but it is important for advertising. If you don't have sufficient funds you can use online advertising,

#### Reference:

- Brayfield, A.H. & Rothe, H.F. (1951). An index of job satisfaction. *Journal of Applied Psychology*, 35, 307-311.
- Darby R, et.al, (2003) e-commerce marketing: fad or fiction? *Management competency in mastering emerging technology .an international case analysis in the UAE.logistics information management volume 16.number 2.pp.106-113*
- Fox, Robert. 1999. News Tracks. *Communications of the ACM* 42(5) 9-10.
- Gao, J, et. al. (2002). Online Advertising: Engineering Perspectives and a Taxonomy, Submitted for publication in *Quarterly Journal of E-Commerce*.
- Gao, Jerry, ET. Al. 2002. Online Advertising: Engineering Perspectives and A Taxonomy.
- Harris, L. Cohen, G. (2003). Marketing in the Internet age: what can we learn from the past? *Management decision* 41/9 (2003) 944-956.
- Hoffman, Donna L., William .D. Kalsbeek and Thomas .P. Novak (1996), "Internet and Web Use in the United States: Baselines for Commercial Development," Special Section on

- "Internet in the Home," *Communications of the ACM*, 39 (December), 36-46.
- KRANHOLD,(1999). Kranhold, Kathryn (1999)" Enron to Unveil Pact Involving Real Networks". The Wall Street Journal, January 21
- Liang, X.-Z., H. Choi, K.E. Kunkel, Y. Dai, E. Joseph, J.X.L. Wang, and P. Kumar, (2004): Development of the regional climate-weather research and forecasting model (CWRf). Part A: Surface boundary conditions. *J. Climate* (submitted).
- Miller, M. H. (1977). Debt and Taxes. *Journal of Finance*, 32, 261-75.
- MINNICK and MINNICK, (2001). Bill Brogden and Chris Minnick. 2001 "Java Developer's guide to Ecommerce with XML and JSP". Sybex, USA
- Mohamed ZA. 2001. Accumulation of cyanobacterial hepatotoxins by *Daphnia* in some Egyptian irrigation canals. *Ecotoxicol Environ Saf* 50(1):4–8.
- Morgan Stanley (2001). Message from Phil Purcell. [Online]. Available: <http://www.morganstanley.com/search/index.html>
- Pastore, M. (2001), "Ad Spending to Rebound,Digital Marketing to Soar", Cyberatlas, Available online [HREF5]
- Scott, D (2001). Value creation in a network economy, translation: Hossein Hosseinian, upon publication, Tehran.