# STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON
# INTEGRATED MARKETING COMMUNICATION

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## Abstract

*Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together. At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony. Promotion is one of the Ps in the marketing mix. Promotion has its own mix of communication tools. All of these communication tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time. Integrated Marketing Communication is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation. It makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing , direct marketing in order to generate maximum impact on the target audience at the minimum cost. According to William Stanton, "IMC is an element in organization's marketing mix that is used to inform, persuade and remind the market regarding the organization and / or its products." My this paper is basically target to the online marketing and their impact on product and Market.*

## Introduction to Integrated Marketing Communication

*"At the heart of any business strategy is a marketing  strategy;*
*Businesses exist to deliver products that satisfy customers".*

Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation.

*According to William Stanton, "IMC is an element in organisation's marketing mix that is used to inform, persuade and remind the market regarding the organisation and / or its products."*

*Koekemoer & Bird, (2004) defines Integrated Marketing Communication as the collective activities, materials and media used by a marketer to inform or remind*
*prospective customers about a particular product offering and to attempt to persuade them*
*to purchase or use it.*

IMC blends various promotional tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity. Effective IMC messages and images are meaningful and useful to consumers, messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

**History of IMC:**

First defined by the American Association of Advertising Agencies in 1989, IMC was developed mainly to address the need for businesses to offer clients more than just standard advertising. The 4As originally coined the term the "new advertising", however this title did not appropriately incorporate many other aspects included in the term "IMC" - most notably, those beyond traditional advertising process aside from simply advertising.

Overall, an influx of new marketplace trends in the late 20th century spurred organizations to shift from the standard advertising approach to the IMC approach:

- **Decreasing message impact and credibility**: The growing number of commercial messaging made it increasingly more difficult for a single message to have a noteworthy effect.

- **Decreasing costs of databases**: The cost of storing and retrieving names, addresses and information from databases significantly declined. This decline allowed marketers to reach consumers more effectively.

- **Increasing client expertise**: Clients of marketing and public relations firms became more educated regarding advertising policies, procedures and tactics. Clients began to realize that television advertising was not the only way to reach consumers.

- **Increasing mergers and acquisitions of agencies**: Many top public relations firms and advertising agencies became partners or partnered with other communication firms. These mergers allowed for more creativity, and the expansion of communication from only advertising, to other disciplines such as event planning and promotion.

- **Increasing global marketing**: There was a rapid influx in advertising competition from foreign countries. Companies quickly realized that even if they did not conduct business outside their own country, they were now competing in global marketing.

- **Increasing media and audience fragmentation**: With the exception of the decline of newspapers, media outlets, such as magazines and television stations, increased from 1980 to 1990. Additionally, companies could use new technologies and computers to target specialized audiences based on factors such as ethnic background or place of residence.

- **Increasing number of overall products**: Manufacturers flooded retailers with a plethora of new products, many of which were identical to products that already existed. Therefore, a unique marketing and branding approach was crucial to attract customer attention and increase sales.

**The Shift from Fragmented to Integrated Marketing Communication**

Prior to the emergence of integrated marketing communication during the 1990s, mass communication – the practice of relaying information to large segments of the population through television, radio, and other media – dominated marketing strategy. Marketing was once used as a one-way feed. Advertisers broadcasted their offerings and value proposition with little regard for the diverse needs, tastes, and values of consumers.

Often, this "one size fits all" approach was costly and ineffective due to its general inability to measure results in terms of sales. As methods for collecting and analyzing consumer data through single-source technology such as store scanners improved, marketers were able to correlate promotional activities with consumer purchasing patterns. Companies also began downsizing their operations and expanding marketing tasks within their organizations. Advertising agencies were also expected to understand and provide all marketing functions – not just advertising – for their clients.

Today, corporate marketing budgets are allocated towards trade promotions, consumer promotions, branding, public relations, and advertising. The allocation of communication budgets away from mass media and traditional advertising has raised IMC's importance for effective marketing. Now,

marketing is viewed more as a two-way conversation between marketers and consumers. This transition in the advertising and media industries can be summarized by the following market trends:

- A shift from mass media advertising to multiple forms of communication.

- The growing popularity of more specialized (niche) media, which considers individualized patterns of consumption and increased segmentation of consumer tastes and preferences.

- The move from a manufacturer-dominated market to a retailer-dominated, consumer-controlled market.

- The growing use of data-based marketing versus general-focus advertising and marketing.

- Greater business accountability, particularly in advertising.

- Performance-based compensation within organizations, which helps increase sales and benefits in companies.

- Unlimited Internet access and greater availability of online goods and services.

- A larger focus on developing marketing communication activities that produce value for target audiences, while raising benefits and reducing costs.

**Benefits of IMC**

1) IMC helps to create Top of Mind (TOM) awareness with the aid of various marketing tools.

2) IMC not only creates awareness, but, evokes the purchase action. IMC persuades the customers to buy the product or service through creative messages, free gifts, trial offers etc.

3) IMC helps to develop brand loyalty that results in repeat purchase and favourable recommendations to others by existing customers.

4) By using various techniques of promotion, IMC may help expanding the market from local to regional, regional to national, national to international.

5) Different marketing tools may be aggressively used to block the

competitor's marketing efforts.

6) All the above benefits of IMC lead to develop the brand image as well as

the corporate image in the mind of customers.

### Limitations of IMC

1) Lack of coordination within various departments within the large agencies over areas such as sales promotion, advertising, public relation. This may also lead to internal conflict.

2) It limits client's ability to take advantage of specialists in various IMC areas.

3) Synergy and economies of scale are not achieved by a single agency handling all communication areas.

### Future of IMC

The conception of integrated marketing communication (IMC) is fairly new. The IMC tools allows marketing manager to plan and then execute his marketing communication programs, which create and maintain mutually beneficial, long-term relationships with the target market by satisfying their needs and wants. This means that promotion tools are used to create loyalty.

The future trends of IMC are discussed in the following:

### 1. Competitive Advantage:

The Various tools that organization has can be used as a competitive edge against the competitors. Competitive advantage is the edge and the ability of firm to provide superior value to its target market as compared to competitors. As IMC components are designed as a whole, the organization is able to focus its efforts in all the communication elements that create single, powerful brand equity by speaking with

one voice. This single brand message provides a competitive advantage to the company as the target clearly understand that what the company is communicating.

## 2. Brand Equity

IMC strategies are essential to the company's strategic brand management because IMC strengthens the interface between the organization's strategy of brand identity and the target market's brand equity. The organization that uses IMC strategies will be able to measure the brand awareness and brand image of its various offerings. Specifically IMC strategies and brand identity are the most vital parts of the company's overall brand equity strategy. The brand identity strategy of the organization serves as a foundation for its overall IMC initiative and, for this reason, accounts for to the firm's brand equity.

## 3. Online Advertising:

Online Advertising is becoming powerful IMC tool for advertisers and organization can use online advertisement as people are now spending more time online; the Internet became another channel via which companies can market their offerings successfully. (Google 2007)

Because of the Internet's versatility, it will give an organization the opportunity to reach and interact with its target market. Companies can now produce an IMC campaigns that exclusively target the desired customer more successfully with less cost as compared to traditional communication efforts. Online campaigns will give organization new abilities to the organization due to the following reasons:

• Reach: The Internet used by more than 170 million people only in the United States.

• Relevance: Online Advertising shows ads to potential customers who are actively

searching for what businesses have to offer.

• Return on investment (ROI): Using analytical tools, companies can understand more about the effectiveness and efficiency of their ads. (Google 2007)

## 4. Viral marketing:

Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasing acknowledging viral marketing as an important IMC tool because it offers the traditions benefits and effectiveness of advertising. In viral marketing the organization promotes its product using Word of Mouth Marketing (WOMM), utilizing individual's communication networks, and relying on their individual recommendations to sell the product. Companies actively seek viral marketing, by fueling discussion on their offerings. (Groucutt, J. et al 2004).

## a. Multi-Channel Promotion:

As multichannel media increases in reputation, the problem of IMC is to make sure that the IMC campaign reaches its planned audience. According Perkin (2003) "as media-blitzed, ad-cynical, time-poor, channel-flicking audience living in a fast-paced, attention-challenged world" The fact is that due to fast pace of technology, and globalization of the world, consumer behavior around the world is changing. Today customer have more control over what to see, and read and therefore IMC need to tailor the organization campaign as per the requirements of the market.

**b. Media Selection**

There are a huge number of magazines, each having its own focus, allowing segmented audience to the organization. The owner of these Magazines not only offers media planners a place to get the target audience, but also provide insights regarding audience and how to connect with them in the most excellent manner. Companies can use these magazines in there IMC efforts by effectively marketing their product and to utilize and ensure correct targeting, positioning and promoting the company offerings. (Perkin, N. 2003).

**c. Sponsorship Campaign**

Sponsorship of sporting events like football, cricket, or even horse race is recognized as a strong medium of promotion due to its focus of providing target audience on one platform event and the capability to attach with company target market by adding value to their behavior and interests.

The finding of the response that how a particular customer or a group of customers will reveal some interesting aspects about the company sponsorship and will also reveal the form of sponsorship appropriate for the company products. Although sponsorship, like other form of promotional mix, has to prove its value in IMC, consumers are inner to a sponsorship strategy. Targeting the accurate event will take a lot of research on behalf of the organization while the exposure created by sponsorship is very short lived (Crow 2003).

**d. Market Positioning**

The art of targeting customer to portray a product in a certain desired manner in known as positioning is the one of the most important factor while launching a new product and/or service for any organization. With the entire media overloaded, the consumer has closed mind to the new products, therefore, the company offerings should be exceptional, and supported by original, relevant, creative and really inspired IMC efforts. Advertising diffusion is exceptional and media fragmentation is growing now a days. In order to get a desired level of recall and brand awareness marketer need to target several medium. This is due to fact that consumer media habits are diverse and had led to higher IMC budgets and also waste of the precious organizational resources.

# Introduction to Online Marketing

**Online Marketing** is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks.

The art of online marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually translate into sales.

The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies.

**Online marketing** uses internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad

copy, an ad server who technologely delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

# World Internet Users and 2017 Population Stats

| WORLD INTERNET USAGE AND POPULATION STATISTICS<br>MARCH 31, 2017 - Update | | | | | | |
|---|---|---|---|---|---|---|
| World Regions | Population ( 2017 Est.) | Population % of World | Internet Users 31 Mar 2017 | Penetration Rate (% Pop.) | Growth 2000-2017 | Internet Users % |
| Africa | 1,246,504,865 | 16.6 % | 353,121,578 | 28.3 % | 7,722.1% | 9.4 % |
| Asia | 4,148,177,672 | 55.2 % | 1,874,136,654 | 45.2 % | 1,539.6% | 50.1 % |
| Europe | 822,710,362 | 10.9 % | 636,971,824 | 77.4 % | 506.1% | 17.0 % |
| Latin America / Caribbean | 647,604,645 | 8.6 % | 385,919,382 | 59.6 % | 2,035.8% | 10.3 % |
| Middle East | 250,327,574 | 3.3 % | 141,931,765 | 56.7 % | 4,220.9% | 3.8 % |
| North America | 363,224,006 | 4.8 % | 320,068,243 | 88.1 % | 196.1% | 8.6 % |
| Oceania / Australia | 40,479,846 | 0.5 % | 27,549,054 | 68.1 % | 261.5% | 0.7 % |
| WORLD TOTAL | 7,519,028,970 | 100.0 % | 3,739,698,500 | 49.7 % | 936.0% | 100.0 % |

Online marketing is becoming increasingly important to small businesses of all types. In the past, marketing online was something that local bricks-and-mortar businesses could justifiably ignore. It didn't make sense to waste time and money on online marketing when all your business was local.

## Literature Review

This chapter aims at exploring detailed information on major domains of the dissertation topic by reviewing past research, books and related articles. Modern studies and past theories concerning these domains are presented. These theories will be the foundation for the dissertation.

Since the major domains of research topic are – Integrated Marketing Communication & Online Marketing. The review of literature will revolve around these.

### Literature on Integrated Marketing Communication

*Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education, 2006, pg. no. 52*

Integrated marketing communication can produce stronger message consistency and greater sales impact. It forces management to think about every way the customer comes in contact with the company, how the company communicates its positioning the relative importance of each vehicle and timing issues. It gives some responsibility to unify the company's brand image and messages as they come through thousands of company activities. IMC should improve the company's ability to

reach right customers, with the right message, at right time in the right place. Thus personal and non-personal communication channels should be combined to achieve maximum impact.

*Warren J. Keeyan, Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., 2002, pg. no. 3*

A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective – from profit to consumer benefits. There is a growing recognition that profits are a reward for performance (defined as satisfying customers in socially responsible or acceptable ways). To compete in today's market, it is necessary to have an employee team committed to continuing innovation and to producing quality products. In other words, marketing must focus on the customers and deliver value by creating consumer benefits. This change is revolutionary idea that is accepted today by a vanguard minority marketing practitioners.

The idea of integrated marketing communication (IMC) is to create consistency and synergy by combining marketing communication elements so that they support and enhance each other, to promote potential communication understandings (Duncan and Everett, 1993).

*Integrating Online & offline marketing together, Fitzpatrick Michele, Direct marketing, Oct 2003, pg no. 50.*

The concept of integrating online & offline marketing to build success is one who time has come. While many companies still view their online & offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand-accessibility, choice & convenience.

Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasing acknowledging Viral marketing as an important IMC tool because it offers the traditions benefits and effectiveness of advertising. In viral marketing the organization promotes its product using Word of Mouth Marketing (WOMM), utilizing individual's communication networks, and relying on their individual recommendations to sell the product. Companies actively seek viral marketing, by fueling discussion on their offerings. (Groucutt, J. et al 2004).

As per Don Schultz (2008), ―IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. The key difference in this definition of IMC from that of simple Marketing Communication is highlighted by use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of marketing communication mix in such a way that it is strategically designed to achieve certain objectives, measured to enforce accountability over marketers and are evaluated over time. These elements are also stressed on by various IMC authors (Schultz, 1996; Duncan & Caywood, 1996), who believe that although the concept of IMC is not new, but the fact that previously marketing communication was not coordinated strategically and strategy is now believed critical, gives this concept a new look.

# Research Objectives & Methodology

### Scope of the research

The study aims to understand the massive contribution of Online marketing as a part of Integrated Marketing Communication and to know its splendid efforts towards promotion in practice and also to find out some challenges in using online marketing as a tool of integrated marketing communication. The recommendations of this research can be used to frame an appropriate Integrated Marketing Communication strategy in which companies can give special consideration to online marketing along with the other traditional tools of IMC.

### Research problem

This study focuses on following problems –

- Should companies integrate various marketing tools to communicate about its brand?

- How do consumers get awareness about different brands?

- How online marketing plays important role in companies' marketing strategy?

- What are the reasons for growing popularity of online marketing among consumers?

- How is online marketing advantageous over traditional marketing?

- What are the loopholes in online marketing?

### Research objectives :

Based on the above research problems, the research objectives are as follows,

i. To understand the importance of Integrated Marketing Communication.

ii. To understand the importance of Online advertising in changing market scenario.

iii. To understand the reasons for growing popularity of online marketing.

iv. To analyze the effectiveness of online marketing as compared to traditional marketing tools.

v. To identify the limitations of online marketing as IMC tool.

### Research Methodology

The first step is to formulate a research design. This means planning a strategy of conducting research. It is a detailed plan of how the goals of research will be achieved. Research design is exploratory, descriptive and/or experimental in nature. It is helping the investigator in providing answers to various kinds of social/economic questions. After collecting and analysis of the data, the researcher has to accomplish the task of drawing inferences. Only through interpretation researcher can expose relations and processes that underlie his findings and ultimately conclusions. Interpretation refers to the task of drawing inferences from the collected facts after an analytical study.

### Survey Method:

The survey method is the technique of gathering data by asking questions from people who are thought to have the desired information. Every effort should be made to state the objectives in specific terms.

The survey design can be defined as: "gathering information about a large number of people by interviewing a few of them."(BACKSTROM & HURSH P3)

### Data Collection:

Data collection means to a purposive gathering of information relevant to the subject matter of the study from the units under research.

Primary data are empirical observations gathered by the researcher or his associates for the first time for any research and used by them in statistical analysis. There are several methods of collecting **primary data** particularly in descriptive researches.

➢ Telephone enquiries

➢ Postal/mail questionnaire

➢ Personal interviewing

➢ Panel research

➢ Special survey techniques.

Telephonic inquiries and mailing questionnaires are the best's method for gathering quickly needed information at the cheapest way.

### Questionnaire:

The questionnaire has a list of questions to be asked and spaces in which the respondents record the answer. It is either printed or typed in definite order on a form or set of forms. Each question is worded exactly as it is to be asked; also the questions are listed in an established sequence.

### Sampling methods:

Sample selection is undertaken for practical impossibility to survey entire population by applying rationality in selection of samples we generalize the findings of our research. A complete enumeration of all items of the population is known as census enquiry. But practically considerations of time and cost almost invariably lead to a selection of respondents called sampling techniques.

A sample design is a definite plan for obtaining a sample from a given population.

➢ **Area covered – MEERUT REGION**

## Data Analysis & Interpretation

**Descriptive Analysis:**

Descriptive statistics is the term given to the analysis of data that helps describe, show or summarize data in a meaningful way such that, for example, patterns might emerge from the data. Descriptive statistics are simply a way to describe our data.

**Table no.1**
**Respondent's profile**

| Age | Occupation | | | | Gender | | |
|---|---|---|---|---|---|---|---|
| | **Student** | **Service** | **Self employed** | **Total** | **Male** | **Female** | **Total** |
| **18 to 25 years** | 81 | 0 | 0 | 81 | 38 | 43 | 81 |
| **25 to 35 years** | 19 | 41 | 3 | 63 | 31 | 32 | 63 |
| **35 to 45 years** | 0 | 47 | 9 | 56 | 29 | 27 | 56 |
| **Total** | 100 | 88 | 12 | 200 | 98 | 102 | 200 |

As seen in table no.7.1, Out of 200 respondents - 100 are students out of which 81 are between the age 18 to 25 years & 19 are between the age 25 to 35 years. There are 88 respondents who are jobber out of which 41 are between the age 25 to 35 years & 47 are between the age 35 to 45 years. Also there are total 12 respondents who are self employed out of which 3 are between the 25 to 35 years & 9 are between the age 35 to 45 years.

**Table no. 2**

**Do consumers rely on just one medium to get knowledge about any brand?**

| | Frequency | Percent |
|---|---|---|
| No | 82 | 41.0 |
| Somewhat | 47 | 23.5 |

| | | |
|---|---|---|
| Yes | 71 | 35.5 |
| Total | 200 | 100.0 |

**Interpretation:**

41% have given negative response. 35.5% respondents have given complete positive response while only, 23.5% responded that they rely partially.

**Table no.3**

**Sources of awareness for various brands**

| Sources of awareness | Frequency | Percent |
|---|---|---|
| Print ads | 22 | 11.0 |
| Television commercials | 53 | 26.5 |
| In-store promotion | 37 | 18.5 |
| Outdoor media | 18 | 9.0 |
| Online media | 70 | 35.0 |
| Total | 200 | 100.0 |

**Interpretation:**

11% have chosen print ads, 26.5% respondents have chosen Television commercial,  18.5% have chosen In-store promotion, Only 9% have chosen Outdoor media, 35 % respondents have chosen Online media, which is the higher of all.

**Table no. 4**

**Details for information and time spend to take purchase of any commodity**

| | Do not require much information to take purchase decision | | Do not prefer to spend much of my time in purchase of any commodity | |
|---|---|---|---|---|
| | Frequency | Percent | Frequency | Percent |
| **Strongly Disagree** | 33 | 16.5 | 27 | 13.5 |
| **Disagree** | 80 | 40.0 | 38 | 19.0 |
| **No opinion** | 36 | 18.0 | 34 | 17.0 |

| Agree | 28 | 14.0 | 68 | 34.0 |
| Strongly agree | 23 | 11.5 | 33 | 16.5 |
| Total | 200 | 100.0 | 200 | 100.0 |

**Interpretation:**

16.5% respondents shown strong disagreement to the first question and 13.5% to second question, 40% respondents were disagree to the first question and 19% to second question, 18% were neutral for first question and 17% to second question, 14% respondents were agreed to first question and 34% were to second question, whereas, 11.5% respondents have shown strong agreement to first question and 16.5% to second question.

**Table no. 5**

**Descriptive statistic scores for information and time spend to take purchase of any commodity**

| Parameter | Do not require much information to take purchase decision | Do not prefer to spend much of my time in purchase of any commodity |
|---|---|---|
| Mean | 2.6400 | 3.2100 |
| Median | 2.0000 | 4.0000 |
| Mode | 2.00 | 4.00 |
| Std. Deviation | 1.24020 | 1.30168 |
| Skewness | 0.553 | -0.314 |
| Kurtosis | -0.721 | -1.078 |

Mean value scores for parameter much information to take purchase decision is not required is 2.64 with positive skewness 0.553 indicates respondent disagreement. It means they really required much information to take purchase decision. Median and mode values are equal to 2 also support this result. Mean value scores for parameter much time is required to spend to take purchase of any commodity is 3.21 with negative skewness -0.314 indicates respondent agreement. It means they do not prefer to spend much of their time in purchase of any commodity.

## Table no. 6

### Knowledge about the use of internet

| Code | Response | Frequency | Percent |
|------|----------|-----------|---------|
| 1 | Not knowledgeable about | 14 | 7.0 |
| 2 | Somewhat knowledgeable about | 28 | 14.0 |
| 3 | Knowledgeable about | 67 | 33.5 |
| 4 | Very well knowledgeable about | 91 | 45.5 |
| | Total | 200 | 100.0 |

## Interpretation:

7% were not knowledgeable about internet. 14% were somewhat knowledgeable about internet. 33.5% were knowledgeable about internet. 5.5% were very well knowledgeable about internet.

### Table no.7

### Frequency of being online

| Code | Response | Frequency | Percent |
|------|----------|-----------|---------|
| 1 | Very Low | 16 | 8.0 |
| 2 | Low | 25 | 12.5 |
| 3 | Moderate | 44 | 22.0 |
| 4 | High | 60 | 30.0 |
| 5 | Very high | 55 | 27.5 |
| | Total | 200 | 100.0 |

## Interpretation:

8% chosen very low frequency, 12.5% chosen low frequency, 22% chosen moderate frequency, 30% chosen high frequency, 27.5% chosen very high frequency

## Table no. 8

### Descriptive statistic scores for knowledge about the use of internet and

### frequency of being online

|  | Are you convergent with the use of Internet? | Frequency of being Online |
|---|---|---|
| **Mean** | 3.1750 | 3.5650 |
| **Median** | 3.0000 | 4.0000 |
| **Mode** | 4.00 | 4.00 |
| **Std. Deviation** | .92120 | 1.23832 |
| **Skewness** | -.901 | -.551 |
| **Kurtosis** | -.105 | -.662 |

**Interpretation:**

Mean value scores for parameter their convergence with internet is 3.17 with negative skewness -0.901 indicates respondent agreement of being convergent with internet. It means they are well versed with the use of internet. Median and mode values are 3 & 4 respectively, close to each other, support this result. Mean value scores for parameter frequency of being online is 3.56 with negative skewness -0.551 indicates respondent agreement of being online. It means they use internet heavily for one or the other purpose.

**Table no. 9**

**Purpose for using internet**

|  | Social networks | | Media sharing sites | | Blogs | | Podcasts & RSS | | Collaborative websites | | Other content sharing websites | | Online shopping | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | F | % | F | % | F | % | F | % | F | % | F | % | F | % |
| Most important | 73 | 36.5 | 50 | 25 | 26 | 13 | 33 | 16.5 | 32 | 16.0 | 43 | 21.5 | 60 | 30.0 |
| 2.00 | 65 | 32.5 | 48 | 24 | 42 | 21 | 32 | 16.0 | 43 | 21.5 | 43 | 21.5 | 42 | 21.0 |
| 3.00 | 20 | 10 | 22 | 11 | 45 | 22.5 | 25 | 12.5 | 25 | 12.5 | 29 | 14.5 | 21 | 10.5 |
| 4.00 | 20 | 10 | 34 | 17 | 40 | 20 | 47 | 23.5 | 38 | 19.0 | 37 | 18.5 | 40 | 20.0 |
| Least important | 22 | 11 | 46 | 23 | 47 | 23.5 | 63 | 31.5 | 62 | 31.0 | 48 | 24.0 | 37 | 18.5 |
| Total | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 |

**Interpretation:**

Social networks are considered most important 36.5% respondents and least important by 11% respondents. Media sharing sites are considered most important 25% respondents and least important by 23% respondents. Blogs are considered most important 13% respondents and least important by 23.5% respondents. Podcast & RSS are considered most important 16.5% respondents and least important by 31.5% respondents. Collaborative websites are considered most important 16% respondents and least important by 31% respondents. Content sharing sites are considered most important 21.5% respondents and least important by 24% respondents. Online shopping is considered most important 30% respondents and least important by 18.5% respondents.

### Table no. 10

### Descriptive statistic scores Purpose for using internet

| | | Social Networks | Media sharing sites | Blogs | Podcasts & RSS | Collaborative websites | Other content sharing websites | Online shopping |
|---|---|---|---|---|---|---|---|---|
| N | | 200 | 200 | 200 | 200 | 200 | 200 | 200 |
| Median | | 2.00 | 3.00 | 3.00 | 4.00 | 3.50 | 3.00 | 2.00 |
| Mode | | 1.00 | 1.00 | 5.00 | 5.00 | 5.00 | 5.00 | 1.00 |
| Percentiles | 25 | 1.00 | 1.25 | 2.00 | 2.00 | 2.00 | 2.00 | 1.00 |
| | 50 | 2.00 | 3.00 | 3.00 | 4.00 | 3.50 | 3.00 | 2.00 |
| | 75 | 3.00 | 4.00 | 4.00 | 5.00 | 5.00 | 4.00 | 4.00 |

### Interpretation:

Modal value for Social networks, Media sharing sites, online shopping is 1 indicates that majority of respondents feels that these three are the most important purposes for using internet. Modal value for Blogs, Podcasts & RSS, Collaborative websites and other content sharing websites is 5 indicates that majority of respondents feels that these four are the least important purposes for using internet. Median values and percentile values also support above interpretations.

### Table no.11

### Do companies include online activities in their marketing strategy?

| Code | Response | Frequency | Percent |
|---|---|---|---|
| 1 | Strongly disagree | 32 | 16.0 |
| 2 | Disagree | 41 | 20.5 |
| 3 | No opinion | 22 | 11.0 |

| 4 | Agree | 43 | 21.5 |
| 5 | Strongly agree | 62 | 31.0 |
|   | Total | 200 | 100.0 |

**Interpretation:**

16% were strongly disagreed. 20.5% shown disagreement. 11% had no opinion on this question. 21.5% shown agreement and, 31% were strongly agreed. It means majority of respondents are completely agreed that companies should use online activities in their marketing efforts. Since online activities facilitate good access and higher reach to the customers; companies must take this advantage by incorporating online advertising in their marketing strategy.

**Table no.12**

**Descriptive statistic scores for Use of online activities in their marketing**

**Strategy**

| Parameter | | Value |
| --- | --- | --- |
| N | | 200 |
| Mean | | 3.3100 |
| Median | | 4.0000 |
| Mode | | 5.00 |
| Std. Deviation | | 1.48828 |
| Skewness | | -.268 |
| Kurtosis | | -1.412 |
| Percentiles | 25 | 2.0000 |
| | 50 | 4.0000 |
| | 75 | 5.0000 |

**Interpretation:**

From table no. 7.12, it is observed that

Mean value scores for parameter companies should use online activities in marketing efforts is 3.31 with negative skewness -0.268 indicates **r**espondent's agreement. It means they strongly feel that companies must incorporate online activities in their marketing efforts. Median and mode values are 4 & 5 i.e. closed to each other also support this result.

**Table no.13**

**Importance of factors motivating respondents to like the brand on internet**

|  | Discount | | Stay informed about the activities of company | | Get updates on brands and its future extensions | | For fun, entertain-ment | | Get access to the exclusive content | | Interaction | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | F | % | F | % | F | % | F | % | F | % | F | % |
| Most important | 49 | 24.5 | 52 | 26.0 | 36 | 18.0 | 33 | 16.5 | 53 | 26.5 | 48 | 24.0 |
| important | 66 | 33.0 | 52 | 26.0 | 49 | 24.5 | 56 | 28.0 | 59 | 29.5 | 61 | 30.5 |
| Least important | 44 | 22.0 | 42 | 21.0 | 61 | 30.5 | 45 | 22.5 | 42 | 21.0 | 36 | 18.0 |
| Not important | 41 | 20.5 | 54 | 27.0 | 54 | 27.0 | 66 | 33.0 | 46 | 23.0 | 55 | 27.5 |
| Total | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 |

**Interpretation:**

24.4% respondents consider discount factor as most important and 20.5% respondents do not consider it as important. 26% respondents consider other factor 'to stay informed about company's activities' as most important and 27% respondents do not consider it as important. 8% respondents consider other factor 'to get updates on brands and its future extension' and 27% respondents do not consider it as important. 16.5% respondents consider other factor 'Fun & entertainment' and 33% respondents do not consider it as important. 26.5% respondents consider other factor 'to get access to exclusive content' as most important and 23% respondents do not consider it as important. 24% respondents consider interaction factor as most important and 27.5% respondents do not consider it as important.

**Table no. 14**

**Descriptive statistic scores for Importance of factors motivating respondents**

**to like the brand on internet**

|  | Discount | Stay informed about the activities of company | Get updates on brands and its future extensions | For fun, entertain-ments | Get excess to the exclusive content | Interaction |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |

| | | | | | | |
|---|---|---|---|---|---|---|
| N | 200 | 200 | 200 | 200 | 200 | 200 |
| Median | 2.00 | 2.00 | 3.00 | 3.00 | 2.00 | 2.00 |
| Mode | 2.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| Percentiles | 25 | 2.00 | 1.00 | 2.00 | 2.00 | 1.00 | 2.00 |
| | 50 | 2.00 | 2.00 | 3.00 | 3.00 | 2.00 | 2.00 |
| | 75 | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 |

**Interpretation:**

Modal value for discounts, get access to exclusive content and interaction is 2 indicates that majority of respondents feels that these three are the most important factors. Modal value for Stay informed about the activities of company, for fun & entertainment is 4 indicates that majority of respondents feels that these two are the least important factors. Median values and percentile values also support above interpretations.

**Table no. 15**

**Preference for the print ads or television commercials**

| | Frequency | Percent |
|---|---|---|
| Strongly disagree | 23 | 11.5 |
| Disagree | 41 | 20.5 |
| No opinion | 19 | 9.5 |
| Agree | 79 | 39.5 |
| Strongly agree | 38 | 19.0 |
| Total | 200 | 100.0 |

**Interpretation:**

11.5% respondents have shown strong, 20.5% respondents were disagree, 9.5% were neutral, 39.5% respondents were agreed whereas, 19 % respondents have shown strong agreement.

## Table no. 16

## Benefits of online marketing over traditional marketing

|  | Frequency | Percent |
|---|---|---|
| Wide range of information | 48 | 24.0 |
| Ease of shopping | 46 | 23.0 |
| Time saving | 31 | 15.5 |
| Low cost | 24 | 12.0 |
| Interactive medium | 51 | 25.5 |
| Total | 200 | 100.0 |

**Interpretation:**

24% of respondents find online marketing advantageous as it offers wide range of information about the brand, 23% of respondents find online marketing advantageous as it offers ease of shopping, 15.5% of respondents find online marketing advantageous as it saves consumer's time, 12% of respondents find online marketing advantageous as it involves low cost in purchase, 25.5% of respondents find online marketing advantageous as it is an interactive medium.

# Conclusion

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising.

Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly.

The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online.

Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online
marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser .

With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing.

But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

# **Recommendation**

➢ Companies should mix & match various mediums to reach their desired target audience. This will help to spread awareness among

them and to influence buyers behavior thus companies must formulate an effective Integrated Marketing Communication plan where they can combine various tools to grasp maximum prospects.

➢ Every company big or small should grab this advantage and include online marketing in their marketing efforts. Online marketing forms

can be mainly web marketing, E-commerce, social media marketing.

➢ Consumers find certain benefits in online marketing over traditional marketing; therefore companies can spend more on online media

rather than the traditional tools.

➢ Companies should not rely entirely on online marketing; they must make it a part of Integrated Marketing Communication strategy. As a

result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This credibility will generate trust among consumers towards the brand.

## Appendix I

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## RESEARCH QUESTIONNAIRE

**Respondent's details**

**Name**            :        _____(optional)

**Gender**          :        **Male** ☐                          **Female** ☐

**Occupation**      :        **Student** ☐                       **Service** ☐

                             **Self employed** ☐

**Age**             :        **Between   18 to 25** ☐

                             **Between   25 to 35** ☐

                             **Between   35 to 45** ☐

**Contact details**    :        _____(optional)

**(Please tick √ in the box besides option/s matching your response)**

1. I rely on just one medium to get knowledge about any brand.

   Yes ☐                    Somewhat ☐                          No ☐

2. Which source do you refer the most to get awareness of various brands?
   Print ads ☐

   Television commercials ☐

   In-store promotion ☐

   Outdoor media ☐

   Online media ☐

3. I do not require much information to take purchase decision.

Strongly agree ☐                Agree ☐

No opinion ☐                Disagree ☐

Strongly disagree ☐

4. I do not prefer to spend much of my time in purchase of any commodity.

Strongly agree ☐                Agree ☐

No opinion ☐                Disagree ☐

Strongly disagree ☐

5. Are you knowledgeable about the use of Internet?

☐ Not knowledgeable about

☐ Somewhat knowledgeable about

☐ Knowledgeable about

☐ Very well knowledgeable about

6. What is your frequency of being online?

Very Low ☐                Low ☐                Moderate ☐

High ☐                Very high ☐

7. Please indicate your purpose for using internet by ranking each purpose between the scale of 1 to 5 (where, 1 is the most important and 5 is least important)

a. Social networks ☐

b.  Media sharing sites                    ☐

   (Video, photo, music sharing & Gaming)

c.  Blogs                                   ☐

d.  Podcasts & RSS                          ☐

e.  Collaborative websites                  ☐

f. Other content sharing                    ☐
websites g. Online
shopping                                    ☐

8.  Companies should use online activities in their marketing efforts.

Strongly agree          ☐          Agree          ☐
No opinion              ☐          Disagree        ☐
Strongly disagree       ☐

9.  How important following factors are to motivate you to like the brand on internet?

|  | Most important | Important | Least important | Not important |
|---|---|---|---|---|
| • To receive discount | ☐ | ☐ | ☐ | ☐ |
| • To stay informed about activities of company | ☐ | ☐ | ☐ | ☐ |
| • To get updates on brands and its future extensions | ☐ | ☐ | ☐ | ☐ |
| • For fun, entertainments | ☐ | ☐ | ☐ | ☐ |
| • To get excess to the exclusive content | ☐ | ☐ | ☐ | ☐ |
| • To interact (share ideas, provide feedback) | ☐ | ☐ | ☐ | ☐ |

10. I don't prefer the print ads or Television commercials much to get the brand awareness.

| | | | |
|---|---|---|---|
| Strongly agree | ☐ | Agree | ☐ |
| No opinion | ☐ | Disagree | ☐ |
| Strongly disagree | ☐ | | |

11. What benefits does online marketing offer over the traditional marketing? (Tick only one, which is more prominent according to you)

| | | | |
|---|---|---|---|
| Wide range of information | ☐ | Low cost | ☐ |
| Ease of shopping | ☐ | Interactive medium | ☐ |
| Time saving | ☐ | | |

12. I prefer Online advertising as it is <u>SAFEST</u> to use.

| | | | |
|---|---|---|---|
| Strongly agree | ☐ | Agree | ☐ |
| No opinion | ☐ | Disagree | ☐ |
| Strongly disagree | ☐ | | |

13. What loopholes does online marketing carry over traditional marketing tools? (Tick only one, which is more prominent according to you)

| | | | |
|---|---|---|---|
| More Susceptible | ☐ | Privacy Issue | ☐ |
| More scope for fraudulent activities | ☐ | Often interrupting | ☐ |
| Lack demonstration | ☐ | | |