

Significance of Direct and Internet Marketing in Multi-Country Context

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Abstract

Marketing is a well-known phenomenon and it is an essential activity for every organization, which helps the organizations for promoting and selling of products or services. The marketing activities can be done through different methods and each one has its own advantages and disadvantages. Direct marketing is a method of marketing communication, which is being adopted in real-time from a very long period. Whereas the internet marketing is a new phenomenon listed under the marketing communication methods. This paper investigates the level of importance given for Direct and Internet marketing by the organizations with reference to multi-country context. The result states that the level of importance given for direct and internet marketing has found a significant difference among the selected countries.

Key Words: Direct marketing, internet marketing.

1. Introduction

Marketing is an essential activity for every organization and it helps to promote the organizations' products and to manage the services.

The direct marketing is a type of advertisement, which helps the organizations to communicate directly to their customers by various Media such as short message service, email, database marketing, promotional letters and newsletters. Similarly, the internet marketing on the other hand primarily uses digital technologies to advertise the product or services such as search engine optimization, search engine marketing, campaign marketing, social media marketing and ecommerce marketing.

Internet marketing, or online marketing, refers to advertising and marketing efforts that uses leads from Web sites or emails via electronic commerce for direct sales. Internet is a source used to promoting a brand, products or services; It also includes online marketing, electronic customer relationship management and any promotional actions with the help of wireless media. Moreover, the Internet Marketing also contracts with making and hiring ads in various stages of customer engagement cycle.

An interesting point on this paper is evaluating the level of importance given for direct and internet marketing by the organizations in the multi-country context. Since, every country has its own scope and limitations on the technologies and audiences. Therefore, this research is trying to investigate how well the advertising is functional and preferable on different countries. This article is arranged as follows; the section-2 discusses the review of related literature, section-3 discusses the statement of the problem and section-4 explains the hypothesis considered for evaluation. Similarly, section-5 reveals the methodology and section-6 describes the analysis and interpretation of data. Finally, the section-6 describes the conclusion of this study.

2. Literature Review

McDonald (1994) examined an innovative international marketing tool for understanding the decision making of consumer from various countries. Data were collected from United States and Germany. The outcomes of this paper show that consumers follow decision-making paths with definable features, and these paths differ within countries but not across countries, except by the proportion traversing particular paths.

Saxton (1996) studied about the building blocks for successful direct marketing strategy. The authors' finding states that relationship marketing is used to show the build in relationship, as opposed to communicating directly.

Grein and Gould (1996) studied the modified concept of globally integrated marketing communications. Three modified integrated marketing

communications are offered in that the horizontal (across countries) dimensions of marketing communications are the major extension. In communication perspective, the integrated marketing communications approach merge with the international marketing strategy. Global communication strategy decisions of the IMCs are incorporates with both horizontal (across countries) and vertical (across promotion disciplines) characteristics.

Duncan and Moriarty, 1997 explored the ways to use IMA(Integrated Marketing Audit) and to analyse the brand performance by connecting the measurement degree of IMC (Integrated Marketing Communication management). From this suggests how to manage the brand performance, with a higher degree of integration in marketing communications.

Peltier et al., (1997) examined the challenges towards the growth of direct marketing. Author states that the direct marketing firms target very specific groups of customers with the individualized marketing programs and segmentation analysis used to classify the target customers based on the needs underlying a purchase and buyer data

Palumbo et al., (1998) studied the factors which were influencing the international markets, marketing decisions and challenges through Internet.

Lituchy et al., (2000) examined the level of support provided by the internet to small and medium-sized enterprises in the global market. The survey was conducted at Canada and United States. It helps to determine the ways and technologies used by the selected organizations. Further, the author investigates the pros and cons of using the technologies.

Nakata et al., (2001) examined the process consists of complex, interdependent steps interpretation, adoption, and implementation of the marketing concept. Cultural morals shape the interpretation and facilitate. The overall context and outcomes can be used to guide institutionalization of the marketing concept across the structural area, in particular by anticipating culture-based reactions from international subsidiaries.

Wu (2002) proposed agenda for linking the participation construct's, previous circumstances of Internet marketing, measured involvement degree, related constructs and consequences of consumer behaviour. The research determined various the factors like the degree of Internet marketing involvement, and then the relationship among the influence factors, degree of Internet marketing involvement, and consequences of consumer behaviour was determined.

Reid (2002) examined the importance of Integrated Marketing Communications (IMC) due to the dynamic market conditions, and the impact of traditional marketing communications tools and forecasting methods. IMC relates to the management of marketing communications to achieve superior brand performance.

Eid et al., (2002) investigated to apply the same marketing strategies without making some modifications and to explain the International Internet Marketing (IIM) on the marketing mix for a new marketing pattern.

Christensen et al., (2005) demonstrated that under the ancient conditions, the market is too complex to be reacted with an IMC-framework. Re-establish the order and certainty in an progressively disordered and uneven world is understandable, such a mission may be misguided. Further, it seeks to discuss the possibility that such attempts instead precipitate the production of complexity of an even more unpredictable nature.

Tsai, S. P. (2005) analysed the two major perspectives such as strategic communications and strategic brand management of Integrated Marketing Communications (IMC). IMC is capable of enhancing the full consumer experience and creating a full brand value structure, which can unite the consumer's sensory, emotional, social, and intellectual experiences in positive and new way.

Camano (2006) explained the appropriate and effective use of branding as a important part of the communication process of an group. In addition, this paper will help to identify the issues to improve passion for the use of the brand, and help managers to become aware of brand loyalty, and express the effectiveness of the brand.

Pitta et al., (2006) studied the developments of integrated marketing communication and the varying significance of its element processes that the implications for marketing managers.

Holm (2006), analysed the development of Integrated Marketing Communications (IMC) has a significant example in the marketing discipline. It has influenced intellectual and acting among the various companies.

Mallin et al., (2007), examined the link between the risks and costs associated with the direct marketing for non-profit organizations. While implementing a direct marketing program industrialists should manage these two uncertainty factors.

Agnihotri (2013) studied the brand building from a marketing perspective for ages. Through this case study, he explains about the brand strategy and not a marketing strategy for its successful improvement. Further, he explained that it was adequate to various human resources, operations, and marketing, finance and distribution strategies with cult brand strategy.

Songqing (2014) evaluated the given scheme from the theories of integrated marketing development, phonetics and branding strategy, and presents a set of new scheme such as Wei's phonetic alphabet method and unified brand identity. The purpose is to find better way of the translation about "China Time-

honoured Brand”.

3. Research Gap

Direct marketing exists for long-time, whereas the internet or digital marketing is a new approach compared to the direct marketing approach. In the recent era, many companies are transforming from direct marketing to internet marketing. Several studies existed on direct and internet marketing individually. Notably, Domazet, Ivana et al. (2012) were examined the importance of branding process and creating brand image with respect to direct and digital marketing in Serbia country context. As of now, none of the study existed with an aim of comparing the importance of direct and internet marketing in multi country context.

4. Materials and Methods

Statement of the Problem

Direct marketing is considered as a traditional marketing approach, whereas the internet marketing is considered as a new approach built using latest technologies. As of now, both the marketing strategies are in the existence for more than a decade. Thus it is assumed that some kind of implementation shifts may be happened from both sides. Especially in the multi-country context, the preferences of each marketing strategy might be differ with one another. Therefore, this paper is an attempt to explore the level of importance given for both strategies.

Objective

The main objective of this research is to validate the efficiency of direct and internet marketing in a multi country perspective.

5. Hypotheses

The hypothesis is a common assumption put forth in a research and this paper is mainly trying to address the following hypothesis for evaluation.

Hypothesis: There is no significant difference between the mean level of importance given for direct and internet marketing activities by the organizations in the selected countries.

6. Methodology

This research is a descriptive study and it uses stratified purposive sampling method. The sources of data's are from primary. This method is a fusion of stratified and purposive samples. In this study stratified is used to determine the quote of population whereas the purposive sample method helps to decide irrespective sample. The data were collected from India and selected foreign countries such as Bangladesh, Germany, Indonesia and Sri Lanka. In this case,

India is the host country and the researcher is officially connected with four foreign countries. Thus, 50% (100 samples) of the samples are collected from India and remaining 50% (total 100 samples and each country 25 samples) of the samples are collected from four countries with equal proportionate.

7. Data Analysis and Interpretation

This section discuss about the analysis and interpretation of the factors considered for evaluation.

Five different countries were involved in this research, namely Sri Lanka, Bangladesh, Indonesia, Germany and India. The data were analysed using three statistical tools known as weighted average score analysis, analysis of variance and t-test analysis. The following table shows the weighted average score analysis result of the customer preferences.

Table 1: Country-wide Average Score on Direct Marketing Activities

Direct Marketing Activities	Sri Lanka	Bangladesh	Indonesia	Germany	India
Telemarketing	3.12	1.24	2.84	2.92	3.52
Direct mail marketing	2.24	1.36	1.84	2.28	2.70
Mobile SMS marketing	2.88	1.36	3.56	3.20	4.08
Flierdistribution marketing	1.56	1.32	2.52	2.04	2.08
Cross selling marketing	2.08	1.24	2.56	1.80	1.62
Door-to-door marketing	3.80	1.40	4.40	3.40	2.98
Community marketing	3.20	1.28	2.88	3.08	2.85

Table-1 depicts the weighted average score analysis between county and the direct marketing activities.

The result states that India has obtained the high score on telemarketing activities (3.52), direct mail marketing (2.70) and mobile SMS marketing (4.08). Similarly, Indonesia has obtained the high score on flier distribution marketing (2.52), cross-selling marketing (2.56) and door-to-door marketing (4.40). In the similar fashion, Sri Lanka has obtained a high score on community marketing (3.20).

Key finding states that India and Indonesia were potentially using the direct marketing features considered for this study.

Among the list of countries, India has obtained highest score on direct marketing activities. Further the result states that India is getting high impact on mobile SMS marketing and Indonesia is getting high impact on door-to-door marketing feature. Hence, the result clearly depicts the country-wide difference on the marketing activities.

The following table shows the country-wide weighted average score analysis of internet marketing activities.

Table 2: Country-wide Average Score on Internet Marketing Activities

Internet Marketing Activities	Sri Lanka	Bangladesh	Indonesia	Germany	India
Search Engine Optimization (SEO) marketing	3.00	2.04	2.88	3.00	3.85
Search Engine Marketing (SEM) marketing	2.84	1.84	2.76	3.00	3.31
Bulk E-mail marketing	2.00	1.72	2.44	2.52	3.09
Content marketing	1.88	1.72	2.08	2.28	2.58
Social media marketing	3.28	1.72	3.00	3.08	3.73
Online remarketing	2.64	1.72	2.52	2.64	3.49
Online shopping channels	3.16	1.76	3.12	3.48	3.81

The above table depicts the weighted average score analysis between country and the internet marketing activities. The result states that India has obtained the high score on search engine marketing (3.31), Bulk e-mail marketing (3.09), content marketing (2.58), social media marketing (3.73), online remarketing (3.49) and online shopping channels (3.81). Key finding states that India is potentially using all the internet marketing features considered for this study. Among the list of countries, India has obtained highest score on all internet marketing activities. Since, India has more potential compared to the other countries considered in this research.

The following table shows the analysis of variance between the countries and the mean level of importance given for direct and internet marketing activities.

Hypothesis: There is no significant difference between the mean level of importance given for direct and internet marketing activities by the organizations in the selected countries.

Table 3: ANOVA – Countries Versus Mean Level of Importance given for Direct and Internet Marketing Activities

Countries	N	Direct Marketing		Internet Marketing	
		Mean	SD	Mean	SD
Sri Lanka	25	3.17	0.73	3.14	0.45
Bangladesh	25	3.06	0.44	2.59	0.62
Indonesia	25	3.30	0.50	3.31	0.34
Germany	25	3.86	0.83	4.21	0.83
India	100	4.46	0.61	3.92	0.75
Total	200	3.38	0.80	3.04	0.86
F-Value		31.654		31.746	
P-Value		0.000		0.000	

The above table illustrates the analysis of variance between countries and its mean score towards the level of involvement in direct, internet marketing activities by the organization. The direct marketing result depicts the F-value as 31.654 and its p-value as 0.000. Similarly, internet marketing result depicts the F-value as 31.746 and its p-value as 0.000. This analysis is tested at 5% level of significance and noticed that both p-values are less than the level of significance. Key finding states that the countries have found significant

difference on the level of importance given for direct and internet marketing activities.

The subsequent table describes the independent t-test analysis on overall mean score between direct marketing and internet marketing activities.

Hypothesis: There is no significant difference on mean score between direct marketing and internet marketing activities.

Table 4: t-test Analysis between Types of Marketing

Types of Marketing	Mean	SD	t-value	p-value
Direct Marketing	3.38	0.80	4.046	0.000
Internet Marketing	3.04	0.86		

SD – Standard Deviation

It is observed from the above table that the independent t-test analysis was performed on overall mean score between direct marketing and internet marketing activities. The result states that the direct marketing has the mean value of 3.38 and its standard deviation has 0.80. Similarly, the internet marketing has the mean value of 3.04 and its standard deviation has 0.86. The calculated t-value is 4.046 and its p-value is 0.000, which is less than the level of significance 0.05. Hence, the hypothesis confirmed the existence of the difference on mean score. Key finding states that the mean direct marketing score has found significant difference on mean internet marketing score. The result depicts the intensity of marketing strategies considered in this research. Therefore, it is suggested to carefully evaluate the product line and the consumer attitude to select the best marketing strategy. Thereby, the organization can obtain the best result out of the action carried out.

8. Findings

1. India and Indonesia countries were potentially using the direct marketing features considered for this study. Among the list of countries, India has obtained the highest score on direct marketing activities. Further the result states that India is getting high impact on mobile SMS marketing and Indonesia is getting high impact on door-to-door marketing feature. Hence, the result clearly depicts the country-wide difference on the marketing activities.
2. India is potentially using all the internet marketing features considered for this study. Among the list of countries, India has obtained highest score on all internet marketing activities. Since, India has more potential compared to the other countries considered in this research.
3. Countries have found a significant difference on the level of importance given for direct and internet marketing activities.

4. The mean direct marketing score has found a significant difference on mean internet marketing score. The result depicts the intensity of marketing strategies considered in this research.

9. Suggestion

Among the list of countries, India has obtained the highest score on all the internet marketing activities. Therefore it is suggested that the marketing and promotional strategies should be carefully designed for each country. Such kind of attentions will provide a decent victory of the promotional campaign. Result depicts the significant difference on direct and internet marketing activities. Therefore, it is suggested to carefully evaluate the product line and the consumer attitude to select the best marketing strategy. Thereby, the organization can obtain the best result out of the action carried out.

10. Limitation

The promotion is the art of marketing strategy, which helps to enhance the sales volume and brand value.

This research is specially focuses on validating the marketing strategies followed by the textile machinery manufacturers from India, Bangladesh, Germany, Indonesia and Sri Lanka. Therefore, the geographical location and the target respondents are limited for this study. Further, the findings cannot be generalized for other locations.

11. Conclusion

Direct marketing and internet marketing are the important strategies under marketing communications. The direct marketing is in existence for a long period and it has a proven record of success, whereas the other part of internet marketing comparatively new approach built using technologies. Popularity of the internet marketing is rapid, due to the robustness, simplicity, cost-effective structure and reaching wide audiences. The data used in this investigation is observed from the various textile machinery manufacturers in the selected countries.

The overall picture of this result exhibits as a direct marketing is still dominant, whereas the country-wide result illustrates that Germany and Indonesia are given more preferences for internet marketing.

Further, it is concluded that there is a significant difference found among the countries on both the marketing strategies. The growth of internet-linked marketing strategies goes viral, therefore great marketing paradigm shifts can be expected in near future.

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