STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION

Dissertation submitted to

D.Y. Patil University, Navi Mumbai,

School of Management

in partial fulfillment of the requirements for the award of

the degree of

Master of Philosophy (Business Management)

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November, 2014

STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION

DECLARATION

I hereby declare that the dissertation titled “Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication” Submitted for the Award of Master of Philosophy (M. Phil) in Business Management at D. Y. Patil University, School of Management, Navi Mumbai; is my original work and the dissertation has not formed the basis for the award of any degree, associateship, fellowship or any other.

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CERTIFICATE

This is to certify that the dissertation titled **—Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication** is the bona-fide research work carried out by Ms. Amruta Vijay Pawar, student of M.Phil., at D.Y. Patil University, School of Management, Navi Mumbai, in partial fulfillment of the requirements for the award of the Degree of M. Phil. and that the dissertation has not formed the basis for the award previously of any degree, diploma, associateship, fellowship or any other similar title.

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ACKNOWLEDGEMENT

I am thankful to D.Y. Patil University's School of Management for giving me an opportunity to pursue M Phil.

I would also like to thank my guide and my perpetual source of inspiration Prof. Dr. R.Gopal for his valuable mentoring and inputs. His constant support and invaluable advice has always guided me towards the right direction. He helped me to know various phenomenons related to the research practices which further gave an impetus to channelize my study in an appropriate way. I sincerely thank him for his treasured guidance without which this dissertation would have never been possible.

I am also grateful to Dr. Madhukar Dalvi for helping me with his valuable guidance in constructing software programs for my dissertation.

I won't miss this opportunity to give credit to the sources both primary & secondary for adding valuable inputs to my dissertation. I also thank the administrative staff, the library staff & the computer lab staff of D.Y. Patil University, School of Management for providing reference material required in my research work.

Lastly, I express my deep sense of gratitude to the almighty, my family, friends & colleagues who have directly and indirectly helped me in this dissertation.

Signature of Student

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LIST OF ABBRIVIATIONS & ACRONYMS

IMC	**:**	**Integrated Marketing Communication**
WWW	**:**	**World Wide Web**
SEO	**:**	**Search Engine Optimization**
SEM	**:**	**Search Engine Marketing**
PR	**:**	**Public Relations**
SERP	**:**	**Search Engine Result Pages**
IP	**:**	**Internet Protocol**
PPC	**:**	**Pay per Click**
CPC	**:**	**Click per Cost**
CTR	**:**	**Click through Rate**
RSS	**:**	**Really Simple Syndication**
VM	**:**	**Viral Marketing**
WOM	**:**	**Word of Mouth**
SP	**:**	**Sales Promotion**
AIDA	**:**	**Attention-Interest-Desire-Action**
TA	**:**	**Target audience**
UGC	**:**	**User Generated Content**

EXECUTIVE SUMMARY

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.”

It 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, and messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

Tools of IMC :

Advertising refers to "the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost". Kotler and Armstrong (2003), provide an alternative definition: "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor".

Sales Promotion is the Demand-stimulating activity designed to boost the sales of a product or service. It may include an advertising campaign, increased PR activity, a free-sample campaign, offering free gifts or trading stamps, arranging demonstrations or exhibitions, setting up competitions with attractive prizes, temporary price reductions, door-to-door calling, telemarketing, and personal letters on other methods. More than any other element of the promotional mix, sales promotion is about action.

Public Relations programs are a planned communication effort by an organization to contribute to generally favorable attitudes and opinions toward an organization and its products. It is a communication function that seeks to build good relationships with consumers, stockholders, and legislators. The advantages of publicity are low cost, and credibility (particularly if the publicity is aired in between news stories like on evening TV news casts). New technologies such as weblogs, web cameras, web affiliates, and convergence (phone-camera posting of pictures and videos to websites) are changing the cost structure.

Personal Selling is oral communication with potential buyers of a product with the intention of making a sale. The personal selling may focus initially on developing a relationship with the potential buyer, but will always ultimately end with an attempt to "close the sale. According to American Marketing Association, Personal selling is the personal or impersonal process of assisting or persuading a prospective customer to buy a product or service and to act favorable upon an idea that has commercial significance to the seller.

Apart from the above, a new tool is being emerged in the contemporary market scenario and that is named as online marketing.

Benefits of IMC:

- Although Integrated Marketing Communication requires a lot of effort, it delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress.
- IMC wraps communication around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage.
- IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear

message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day.

- IMC can boost sales by stretching messages across several communication tools to create more avenues for customers to become aware, aroused, an ultimately, to make a purchase.
- Carefully linked messages also help buyers by giving timely reminders, updated information and special offers which, when presented in a planned sequence, help them move comfortably through the stages of their buying process and this reduces their 'misery of choice' in a complex and busy world.
- IMC also makes messages more consistent and therefore more credible. This reduces risk in the mind of the buyer which, in turn, shortens the search process and helps to dictate the outcome of brand comparisons.
- Un-integrated communication conveys disjointed messages which dilute the impact of the message. This may also confuse, frustrate and arouse anxiety in customers. On the other hand, integrated communication present a reassuring sense of order.
- Consistent images and relevant, useful, messages help nurture long term relationships with customers. Here, customer databases can identify precisely which customers need what information when and throughout their whole buying life.
- Finally, IMC saves money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for all communication and even if there are several agencies, time is saved when meetings bring all the agencies together - for briefings,

creative sessions, tactical or strategic planning. This reduces workload and subsequent stress levels - one of the many benefits of IMC.

Limitations of IMC :

- In addition to the usual resistance to change and the special problems of communicating with a wide variety of target audiences, there are many other obstacles which restrict IMC. These include: Functional Silos; Stifled Creativity; Time Scale Conflicts and a lack of Management know-how.
- Some organizational structures isolate communication, data, and even managers from each other. For example the PR department often doesn't report to marketing. The sales force rarely meets the advertising or sales promotion people and so on.
- And all of this can be aggravated by turf wars or internal power battles where specific managers resist having some of their decisions (and budgets) determined or even influenced by someone from another department. It shouldn't matter whose creative idea it is, but often, it does. An advertising agency may not be so enthusiastic about developing a creative idea generated by, say, a PR or a direct marketing consultant.
- IMC can restrict creativity. No more wild and wacky sales promotions unless they fit into the overall marketing communication strategy. The joy of rampant creativity may be stifled, but the creative challenge may be greater and ultimately more satisfying when operating within a tighter, integrated, creative brief.
- A survey in 1995 revealed that most managers lack expertise in IMC. Not just managers but also agencies. There is a proliferation of single discipline

agencies. There appear to be very few people who have real experience of all the marketing communication disciplines. This lack of know how is then compounded by a lack of commitment.

Understanding these limitations is the first step in successfully implementing IMC.

The advances in technology have led to one of the most dynamic and revolutionary changes in the history of marketing, the dramatic changes in communication using interactive media such as Internet. Interactive media allows communication on a two way form instead of one way communication. And a two way communication plays vital role in IMC.

Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy.

It uses the 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 technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Tools of Online marketing :

Display advertising - Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

Web banner advertising - Web banners or banner ads typically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

Frame ad (traditional banner) - Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page.

Pop-ups/pop-unders - A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

Floating ad - A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

Expanding ad - An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

Interstitial ad - An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

Text ads - A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.

Search Engine Marketing (SEM) - Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

Search Engine Optimization (SEO) -Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

Sponsored search - Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords.

Social media marketing - Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

Mobile Advertising - Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship).

Email Advertising - Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Benefits of Online marketing :

- Internet gives you a wide access of your potential customers. It has been estimated that a couple of billion people around the world use the Internet, and more are becoming aware of Internet with each passing day. So, marketing your business to such a large group of people is only possible through Internet.
- Internet is the only medium that is able to cross geographic and national boundaries.

- The cost of promoting your business on the Internet is cheaper than other mediums of marketing. This makes it easy for small and mid-sized businesses to advertise their products.
- Internet allows the ability to stay connected with customers on a real-time basis. If any discount going on, then it is easier to send an email to customers and they can buy the product instantly. Internet also allows to send multiple messages at the same time, which saves the tedious task of sending a newsletter to every client.
- Internet marketing facilitates an instant feedback from the customers. Customers can share about their experience after using the product.
- Internet marketing saves a lot of time and effort. Instead of having a customer service representative to answer the queries of customers, one can put all the information about the product or service on the Internet so that customers can go through it. The most common way of doing it is to have a section dedicated to frequently asked questions (FAQs) about the product so that customers get all the required information about the product or the service.
- Internet marketing allows your business to be available 24/7, which means increased sales and profits.

Limitations of Online marketing :

- Although, Internet marketing allows a wider reach, the start-up costs of a website can be high. This includes the cost of the required software and hardware, and maintenance costs.
- There are still a lot of customers who use the Internet just for having more information about a product and prefer to buy it in person. For example,

Internet marketing allows a customer to view how a phone looks like and its technical specifications, but customers prefer having a look at the phone in the store to get a hands-on experience.

- There are a lot of customers who are not proficient in using the Internet and focusing solely on Internet marketing can cause you to lose these customers.
- The rules of the trade change rapidly in Internet marketing, and it requires constant attention and monitoring to ensure that your marketing strategy does not look out-of-date.
- The biggest disadvantage of Internet marketing is its vulnerability to fraudulent activities. There are a lot of illegitimate websites out there which look similar to original websites and rob the customers of their money. Spamming is also one of the biggest challenges for Internet marketing and confidential data can be easily stolen by hackers.
- Internet marketing lacks the human touch that is involved when a customer buys a product from a salesperson. This hampers the prospects of relationship building which plays an important part in repeat sales and word-of mouth publicity.
- Internet marketing depends heavily on technology, which is vulnerable to technical faults. For example, if a customer clicks on your advertisement but due to a technical glitch, is unable to buy the product, he may easily become irate and take his business somewhere else.

Although, there are some challenges involved in Internet marketing, it can be safely said that Internet marketing has led to increased transparency and ease of buying products. The need of the hour is to counter the challenges so that Internet marketing proves to be truly beneficial for all.

This dissertation aims at identifying the importance of integrated marketing communication followed by the effectiveness of online marketing as a part of IMC strategy. Therefore the objective of the research is 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 advertising as a tool of Integrated Marketing Communication. The research objectives are -

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.

In order to attain these objectives, the methodology uses descriptive research design. Data is collected from secondary as well as primary sources. Secondary data provides necessary theoretical back up to the study which is collected from published or unpublished sources. Primary data is collected under Survey method using questionnaire as the main research instrument. Since "Customer`s inclination towards Online marketing" is the core focus of the study, a structured & closed ended questionnaire has been prepared for customers only.

The questionnaire incorporated questions related to customers' preference for online marketing and other traditional mediums for getting awareness on various brands and making purchase decision. The questionnaire is then distributed among the sample

selected for this study. Stratified probability sampling is used with sample size as 200 within Mumbai suburbs and sample frame as educational institutions & corporate offices.

Data collected is then analyzed with the help of statistical software SPSS 17.0 and Ms-Excel Add-In Data Analysis. Statistical tools used for the analysis are Mean, Median & mode, Standard deviation, Skewness & Kurtosis.

Statistical analysis of data put forward following conclusion –

- Consumers reckon upon more than one medium to get knowledge of any brand. Due to unlimited brand choices & price sensitivity, they undertake a detailed evaluation of various brands by referring more number of sources of information. So they may be using combination of various mediums such as print ads, television commercials, in-store promotion to know about different aspects of the brand.

- Consumers do refer various mediums to get awareness but highest preference is being given to the online media. Online media incorporates blogs, online PR, Window displays, banner ads etc. And consumers today are more exposed to these forms of online advertising as compared to advertising through other mediums.

- Consumers require more information to take purchase decision but they do not like to spend much of their time for purchasing any commodity.

- Consumers do require plenty of information to take purchase decision. This information may increase their knowledge and assurance on brands' attributes & benefits consumers are likely to gain that will eliminate their confusion in

choosing any particular brand. Once they obtain the required information on various brands, they take less time in the purchase of any commodity.

- Consumers are well knowledgeable about various usage, functions and benefits being offered by internet. The analysis reveals that there is high degree of literacy for internet usage.

- Due to its attribute of making life easier by allowing the users to have instant access with every informational, educational, interactive & entertaining material; Internet is heavily used medium today.

- The most important activities to be done through internet are social networking as it connects them with others, online shopping as it offers them convenience of shopping and media sharing site as it allows them to download their favorite enticing material such as songs, video, games etc.

- Majority of consumers believe 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.

- Consumers are motivated to use internet as it offers them products at discounted rates, gives access to exclusive content such as specific functional & emotional benefits of the brand, and allows them to give feedback about the brand directly to the company.

- Survey reveals that majority of consumers have stopped preferring television commercials or print ads to get brand awareness. Thus the popular traditional

mediums are no longer remained first preference for the consumers to receive ad messages.

- Consumers like interactive ability of online marketing which is not applied in case of traditional mediums like print ads, television commercials or outdoor media. Consumers like to exchange their views and share their feedback when it comes to evaluating the brand or for taking purchase decision.

- Though consumers are convinced with advantages of online activities majority of them still feel that online marketing is not safe as there is more scope of fraudulent activities followed by privacy issues. These may include cheating customers by offering them faulty items, giving wrong demonstrations, taking confidential information from them such as bank details, credit card details and misusing the same.

It is therefore suggested that companies should not only rely on online marketing but should incorporate it as a part of IMC strategy so that online marketing can have a wider reach to the customers and its limitations will be repaired with the help of other traditional tools. As these tools will help to create credibility and trust about the brand among the consumers so there will be no question of susceptibility about those brands being endorsed through online media.

The study is limited to Mumbai suburbs only but as a matter of future scope of the study; it can be extended to the other states of country. This will help to know more about the effectiveness of online marketing and its contribution in Integrated Marketing Communication.

Chapter 1

Introduction to Integrated Marketing Communication

1.1 What is 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.

1.2 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.

1.3 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.

1.4 Integrated Marketing Communication and its comparison with Simple Marketing Communication

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.

In another definition of IMC given by a well-known author on IMC literature, Kliatchko (2005) reflects the same concept. As per the author, IMC is the concept and process of strategically managing audience-focused, channel-centered and results-driven brand communication programmes over time. This definition is a bit more specific and along with strategy and accountability it emphasizes specifically on communication being channel-centered and audience-focused. Managing and coordinating the integration of company`s communication across different media and channels is an important aspect of IMC. IMC does involve a process/plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009).

Moreover, Kitchen and Schultz (1997) believe that integrated marketing communication has significant value for the organization, specifically in lowering costs and having greater control over the marketing communication program. This is supported by Duncan and Everett (1993) who extend the benefits to include gaining competitive advantage through IMC.

The common point, however, in almost every definition of IMC is the fact that it enforces accountability over marketers and hence more and more marketers feel the need of using mediums that offer better measures of performance. It can be generalized that the idea of IMC used in above theories/definitions revolve around a 360 degree marketing communication programs for any of the brand that is strategically designed to achieve desired objectives.

Hence, it would be fair to say that IMC includes all kind of communication programs that targeted for the same objective, regardless of the medium used, be it TV, Print, Radio, Street Marketing, Social Media Marketing, Internet Marketing, PR, Green Marketing, or any other thing.

1.5 IMC – The Changing trend

Media has undergone an extensive phase of development in the last ten years. Marketers were previously focusing on promoting their product/service through traditional mediums like TV, Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009).

Concepts like convergence have come in to bring more versatility in the communication mediums being used. Convergence represents a paradigm shift – a move from medium specific content towards content that flows across multiple media channels, towards the increased interdependence of communication systems, towards multiple ways of accessing media content, and towards ever more complex relations

between top-down corporate media and bottom-up participatory culture.‘ (Jenkins, 2006)

The concept certainly suggests about making the communication mix — interdependent bringing in more integration and moving towards having multiple ways of accessing media i.e. bringing in more versatility in the marketing mix by using a mix of traditional and new media. Moreover, it refers to the behavior of media audience as being migratory, i.e. shifting to the media that can provide them their desired experience. In such an environment, customers are actively involved in seeking new information and make connections among dispersed media content.

1.6 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.

1.7 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.

1.8 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.

Chapter 2

Introduction to Online Marketing

2.1 What is 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 technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

2.2 Importance of Online marketing

Growth of internet users must be credited for the growth of online marketing. With the advent of internet technology number of internet user is increasing at the greater extent across the world. India stands at forth place with 81 million internet users in 2010. *(www.internetwoldstats.com)*

Fig 2.1 Top 20 countries with highest number of internet users

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.

Now with increasing local search and people's new habit of searching on the Internet first, it matters.

Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Following are few specific contributed to the growth of online marketing -

- Online marketing can deliver several benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communication
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

- Offline and online work together

If you have a brick-and-mortar store, you know creating an image is key to bringing in customers. That’s why online branding is vital.

Com Score reports the average American spends 32 hours online every month. 42% of Americans report watching TV while browsing the Internet. Having

consistent messaging across different mediums reinforces your values and brand. Offline tactics will often result in larger online results.

- E-commerce is not the future…it's the present

Forbes Magazine reports retail is down and e-commerce is up. One clear example of the power of e-commerce comes from Macy's recent returns. Forbes reports the 154 year old retail chain saw online sales rise 40% in 2011 while same-stores sales grew just 5.3%. Maybe you're not a billion-dollar business like Macy's, but the numbers don't lie. Online sales are overtaking retail sales.

Safe to say e-commerce is trending upward more and more each year. It's not too late to jump onboard the e-commerce train.

- Online marketing is cost-effective with measurable results

In the old days, buying a newspaper ad was one way to reach potential customers, but now, newspaper circulation is decreasing dramatically. However a full or even half-page ad in a local paper could still run you thousands of dollars and may not reach your target audience.

Web analytics tools allow you to track meaningful metrics and offer you the opportunity to make informed business decisions on data and not just assumptions. Based on data, one can determine the actual ROI of the online campaigns. If these are not meeting expectations then the data provides with the rationale to terminate the campaign.

- Online business never sleeps

The Internet has no “business” hours. It’s open 24/7/365. That gives you the ability to promote, to engage and, most importantly, to sell around the clock. As mentioned above, traditional media advertising (like newspaper and television) may cast a wide net but is limited in scope. Online marketing is also a time and money saver in other ways.

The proliferation of web-enabled smartphones has done nothing, but accelerates this development. It’s no longer even required that you be at a desk to access the internet. Whether customers are sitting in traffic, jogging in the park or eating at the dinner table, they have access to company’s website and the online advertising.

2.3 The Steady Rise of the Dot Coms in Business

Business wasn't the fastest to embrace change, when it came over a computer screen and thorough an online modem. Back in the Clinton days of the 1990s, the internet was used by the public mostly as a means of communicating in chatrooms and most of that was hosted by America Online.

Business began to see a future in e-commerce selling goods and services online, but that was before Amazon, and ebay was still an outback where (very) small sellers sold goods that were hard to find elsewhere, and waited for checks and money orders to arrive by snail mail. This clearly was not the most efficient way to do business, and larger brick- and- mortar ventures didn't see much use in establishing an online presence.

There wasn't any way to easily take credit card payments online - this was before the heady rise of paypal - so why bother? Who even heard of a checkout much less

cart for purchases on computer screen? There were free websites where one might set up a store, but most of the business was done the old fashioned way, by the customer calling in their credit card number, or by sending out a check or money order.

The rise of the dot coms, though, was just around the bend, and when they came; business changed...forever.

2.4 History of Online Marketing

Considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of internet marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. In 1994, spending for internet marketing totaled nearly nothing, but increased to over $300 million in 1995. Now, little more than a decade later, marketing spending and internet marketing business has exploded to nearly $200 billion (according to Forrester Research). Today, it's hard to believe in having an organization which doesn't have some kind of online presence.

When the internet was first introduced in the early 90s, it wasn't considered to be an advertising medium at all. Instead, the internet was treated as a tool for exchanging emails and digital information, but wasn't yet considered valuable for reaching customers. However, it wasn't long before marketing pioneers began to see the potential for internet marketing business as millions of web surfers logging on each day to find valuable and relevant information. Within just a few years, informative and educational marketing, as well as graphically enticing banner ads

began to be show up. It wasn't long before results began to flood in which proved the value of the internet marketplace to even the most skeptical advertisers.

Most importantly, companies which had been spending huge chunks of their marketing budget on offline list building, begin to realize that they could accomplish the same thing via email and for much less. It wasn't long before everyone from industry giants such as Microsoft Corp. to small businesses began to build company sites and spend marketing dollars to attract qualified traffic. Next, search engine companies like Yahoo! began to create significant profits from advertising alone.

Then came the great internet marketing business bust around the year of 2000, which marked the beginning of the end for interruptive marketing such as flashing banner ads. As interactive features were added to web pages, consumers were given the option of turning off marketing messages at will and they did. Then entered the age of education based invitational marketing, which crystallized with the creation of web 2.0 technologies. Suddenly, billions of "voices" began to rise all over the world, as the internet marketplace became as much a global community as it was an advertising medium. This led to a relational based marketing approach which has led to one of the most lucrative opportunities for solo entrepreneurs and small start ups alike to make a small fortune working from their spare bedroom. Who knows where the internet marketing revolution will lead us, but one this is for sure: Those who understand the principles upon which the thriving internet marketplace is built will most likely never want for opportunities to create internet marketing business success and to earn solid income.

2.5 Advantages of Online Marketing

One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.

1. It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.
2. The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
3. Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
4. On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested in their products, from what cities or countries are they, etc.

2.6 Disadvantages of Online Marketing:

1. Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.

2. The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
3. Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this.
4. One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.
5. Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

2.7 India E-Commerce Readiness

In the latest couple of years, there has been a quantum growth in the number of internet users and the awareness towards the World Wide Web has increased in India. The various opportunities that it presents have been recognized and companies have started making plans to include internet, e-commerce and e-business in their scheme of things. The awareness and interest in the web related activities have been fueled by some factors, those are -

1) Easy Access to the Internet.

2) Reduction in the cost of procuring a internet connection.

3) Reduction in the cost of Personal Computers.

4) Reduction in the cost of web site hosting.

5) Availability of tools that support the web site hosting effort.

Thus there has been a rapid jump in the number of internet users in India as well as the number of portals offering e-commerce facilities has also gone up. The portals have also launched massive advertising campaigns for their portals invariably spreading awareness towards the concept and the facilities offered by e-commerce.

Chapter 3

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.

3.1 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.

In another definition of IMC given by a well-known author on IMC literature, Kliatchko (2005) reflects the same concept. As per the author, IMC is the concept and process of strategically managing audience-focused, channel-centered and

results-driven brand communication programmes over time. This definition is a bit more specific and along with strategy and accountability it emphasizes specifically on communication being channel-centered and audience-focused. Managing and coordinating the integration of company‘s communication across different media and channels is an important aspect of IMC. IMC does involve a process/plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009).

Kitchen and Schultz (1997) believe that integrated marketing communication has significant value for the organization, specifically in lowering costs and having greater control over the marketing communication program. This is supported by Duncan and Everett (1993) who extend the benefits to include gaining competitive advantage through IMC.

Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009).
Concepts like convergence have come in to bring more versatility in the communication mediums being used. Convergence represents a paradigm shift – a move from medium specific content towards content that flows across multiple media channels, towards the increased interdependence of communication systems, towards multiple ways of accessing media content, and towards ever more complex relations between top-down corporate media and bottom-up participatory culture.(Jenkins, 2006)

According to Kotler & Armstrong (2003), there are five traditional IMC elements quoted as Advertising, Sales Promotion, Direct marketing, Personal selling and Publicity/Public relations. According to Institute of Practitioners in Advertising (IPA), Advertising refers to "the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost". Kotler and Armstrong (2003), provide an alternative definition: "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor".

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 customers 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.

IMC tries to maximize the positive message and minimize the negative once and communicate them using the proper tools. A successful IMC program uses the combination of the right tools, define their role and coordinate their use. The company should use the contact method that offers the best way of delivering the message to the target audience. (Duncan, 2002)

IMC supports the AIDA model where in it helps to gain attention of consumers, generate interest, create desire, and result in purchase action.

AIDA model developed by Elmo Levis is the set of stair –step stages, describes the stages through which every potential customer passes till the act of purchase.

This basic model guides the copywriters in writing persuasive copy. AIDA is an acronym of

Attention – grab the attention of target audience and attract them towards ad message. It leads to generate -

Interest – in the central theme of the ad that presents a forceful selling point, which arouses –

Desire – to give positive response and act in a favourable manner that ultimately leads to –

Action – of purchasing product or making an inquiry for the product.

Tools of IMC

As stated earlier, more and more resources are allocated away from the traditional mass media advertising and used on other communication tools. This allocation of communication budgets is deeply connected to the appearance of, and is the major part of IMC. (Holm, 2006)

The classic tools –

It is very seldom that companies use one tool of marketing communication. Companies have used a mix of tools for a long time but that does not mean that they are practicing IMC. The difference when using IMC is the strategy behind the use and how the mix is coordinated. Duccan (2002) lists the different tools or functions as advertising, public relations, sales promotion, the personal connection

(direct response & personal sales) and experimental contacts (events & sponsorships).

Advertising

Mass media advertising, or the awareness builder, consists of "non-personal, one way, planned messages paid for by an identified sponsor and disseminated to a broad audience in order to influence their attitudes and behavior." (Duncan, 2002, p. 506). Advertising is the most common of all the IMC tools and this is equal to marketing for many people. It is a very broad tool and primary objective is to create awareness.

Personal selling

Personal selling is defined as "Two way communication in which a seller interprets brand features in terms of buyer benefits." (Duncan, 2002, p. 617). Also called the face-to face function, it involves one-to-one marketing using face to face communication. Before, personal selling was focused primarily on sales, but now has to focus on salving problems and adding value.

Public relations

Also called as credibility builder, public relations seek to affect the public opinion as well as company stakeholder. It can be a concept, a profession, and a management as well as a practice. Public relation can create a goodwill and a positive understanding between an organization and its stakeholders. Marketing PR is defines as non-paid media to deliver positive brand information designed to positively influence costumers & prospects." (Duncan, 2002, p. 543)

Sales promotion

Sales promotion [SP] and the value added communication, is a communication tool that encourages people to action by adding value. It is “a short term, added- value offer designed to encourage and accelerate a response” (Duncan, 2002, p. 569). SP can be coupons, price reductions, rebates to name a few and is used to persuade the customers to buy or motivate in other stages of the decision process. Important to know is that it works in the short term.

Events & sponsorship

Event marketing & sponsorship are not the same but they overlap and have many things in common. They are designed to create involvement and are effective to bond customers to a brand or company. Event marketing a used to involve, increase awareness, reach audience and gain publicity. Sponsorships have increased over the year and both differentiate and add value. The definition is the “the financial support of an organization, person or an activity in exchange of brand publicity and association.” (Duncan, 2002, p. 640)

Internet (the contemporary tool of marketing)

The advances in technology has led to one of the most dynamic and revolutionary changes in the history of marketing, the dramatic changes in communication using interactive media such as Internet. Interactive media allows communication on a two way form instead of one way communication. And a two way communication plays vital role in IMC. (Belch, Belch, 2001)

Mohammed Bin Afif (2012) believes that the power of ideas; integration across all media: The P's of the marketing mix are argued by some to be the four C's, with communication replacing promotion. This article champions communication as an effective tool in marketing. Within the marketing sphere there are many mediums by which advertising messages can be conveyed to consumers. The marketing manager must utilize all of the mediums in their thinking in order to determine the right mix of mediums to use and in the right frequency in each to best convey their message to the selected target market.

This article argues that mediums must work together for a unified message to be conveyed to consumers with a feedback mechanism in place for consumers and the organization to be involved in two-way communication. Also stated is the importance of word-of-mouth communication, which is often overlooked by marketing managers. This ties in closely with integrated marketing communication as the mediums must come under one umbrella, or message to be communicated, that covers all the mediums used to ensure a single clear message is communicated to consumers.

The marketing manager must therefore be creative in their planning to not only differentiate their marketing from the clutter that exists in the advertising world but also to create the most effective and cost efficient marketing mix as possible. The brand must engage with the consumer to facilitate its success and one means of achieving this is to advertise in a setting or context that the brand can borrow the interest from or that compliments the brand.

3.2 Literature on Online Marketing

Online marketing users in One to one marketing, Fosket, Sally, Direct marketing; Nov 1996, pg no 38

Online services will drive marketing to the opposite end of the spectrum from "mass" marketing to customized "one-to-one" marketing. Online marketers communicate instantly and directly with the prospective customers and can provide instant fulfillment as well. Marketers with carefully designed World Wide Web sites are already interacting computer to computer, with prospective customers or an individual basis, much as ATM does in very primitive fashion. Online one to one approaches while innovative and still glamorous in their pioneering aspects, offer significant new challenges. The significant aspect is the access with the customers. Communication and information technology development has encouraged the emergence of new communication channels that have increased the options available to organizations for building relationships with clients.

How important is Internet marketing to the success of an organization?

There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc… However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website.

Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely

important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which "defines how different marketing channels should integrate and support each other in terms of their proposition development and communication based on their relative merits for the customer and the company." (Chaffey *et al*. 2006, 5)

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term ―social media can mean to their businesses. But how much it has been given importance, as an IMC tool, varies from region to region (PricewaterhouseCoopers (PwC), 2009; BuddeComm & Chiltern Magazine Services Ltd. (BCMSL), 2009).

According to research conducted by Nielsen, we know that 92% of consumers report that "word-of-mouth and recommendations from people [they] know" are the leading influence on their purchase behavior. Only 37% trust search engine ads, and just 24% trust online banner ads. They trust their friends and family the most when looking for brand recommendations. But what types of recommendations carry the most weight? Brands are eager to tap into the power of

recommendations, and many companies measure an "NPS," or Net Promoter Score, which illustrates how likely someone is to recommend a specific brand or company. According to a U.K. study by Fred Reichheld, "a 7% increase in word of-mouth advocacy unlocks 1% additional company growth." His research also shows that "a 12% increase in brand advocacy, on average, generates a 2x increase in revenue growth rate plus boosts market share" and, conversely, "a 2% reduction in negative word-of-mouth boosts sales growth by 1%."

It is important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication model in digital media like blogs, social networks, wikis and other social media (Chaffey, 2003).

The increased fragmentation of media and customers, as well as the revolution in mass communication by the new communication channels – internet and mobile communication technologies – has created the need for a new approach to marketing communication that can ensure centralized management and a consistency of communication messages sent towards various audiences (McArthur and Griffin, 1997; Semenik, 2002; Smith, 2002).

Foux (2006) suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix.

Johnson and Greco (2003) explain that desires and different hopes from different clients can sometime require certain unique information and contact strategies. Communication channels and strategies now differ broadly from the ones in former times or offline times.

Online marketing is today seen by many practitioners as the new arena for market communication and on top of the list of users of the different mediums is Facebook, Blogs, Twitter, YouTube and LinkedIn (Steltzner, 2009).

Kaplan and Haenlein (2010) define social media as ―a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which facilitates the creation and exchange of user-generated content. It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds. Russell S. Winer (2009) affirms that many companies today are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media.

Mangold & Faulds (2009) argue that marketing managers should comprise social media in the communication mix when developing and executing their Integrated Marketing Communication strategies and they presented the social media as a new hybrid element of promotion mix.

Even as organizations realize the need to engage customers at as many touch points as possible, there is still a need to stay ahead of the rapidly shifting marketing and communication landscape by integrating social media into traditional strategies to reach out to B2B and B2C audiences. Online opportunities and their future impact on traditional marketing are as expensive as your imagination can provide. (Pownall, 2011).

The role of exigencies in marketing: a rhetorical analysis of Three online social networks, thesis presented to the graduate school of Clemson university, By Greg Brian Martin, May 2007, pg no. 99.

Traditional marketing efforts have focused on determining exactly what channel to advertise through, in order to properly segment the potential audience, but users of online social networks have often times segmented themselves. Users of Joga, for instance, are soccer fans, users of the Communities are interested in Adobe, and users of MySpace have the option to supply whatever information about themselves that they wish. Marketers can spend more effort focusing on the messages that they will use, and less time on proper audience segmentation.

Another benefit to marketing in a virtual community is that once the audience enters the network, they may be able to ignore advertising messages, but they cannot avoid them (immersion). Consider the Adobe Communities, for instance, which uses no outside advertisements or popup ads (that the typical user can avoid easily), but rather advertise through immersion in that the entire network is the respective marketing effort.

The structure of online marketing communication channels, Robert Owen Texas A&M University-Texarkana; Patricia Humphrey, Texas A&M University-Texarkana; Journal of Management and Marketing Research, pg no. 4

Online marketing communication are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers. It is now possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. The social networking that allows the quick and easy dissemination of information and mis-information is in part a product of changes in online communication channels, but these communication channels are in part enabled by such social networking.

From a marketing perspective, we are at a pioneering stage in understanding how these work. The emergence and popularity of *social networking* websites and *social media* has made it just as easy for an individual to communicate in real time with thousands of total strangers as with a single close friend. Social networking websites have also been a great equalizer, making it just as easy for an individual to build or break a marketing brand as for a large corporation – as well as making it easy for a large corporation to mimic a sincere "grassroots" individual who lacks corporate motives. A social networking website is defined here as "one that allows internet users the ability to add user-generated content such as: comments, feedback, ratings, or their own dedicated pages" (iProspect, 2007, p. 3). Websites such as epinions.com, for example, allow product users to post ratings, comments, opinions, and full reviews about products. Wikipedia.com makes it possible for

anyone to edit information about an organization or person, enabling a view that is not necessarily the official whitewashed company version.

The distribution of products, information and promotional benefits to target customers through interactive communication in a way that allows response to be measured. It accounts for direct connections with carefully targeted individual customers to obtain an immediate response and cultivate lasting customer relationship. (Jobber, 2007)

Forbes Magazine reports retail is down and e-commerce is up. One clear example of the power of e-commerce comes from Macy's recent returns. Forbes reports the 154-year-old retail chain saw online sales rise 40% in 2011 while same-stores sales grew just 5.3%. Maybe you're not a billion-dollar business like Macy's, but the numbers don't lie. Online sales are overtaking retail sales. Safe to say e-commerce is trending upward more and more each year. It's not too late to jump onboard the e-commerce train.

According to Forrester research, considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of internet marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. In 1994, spending for internet marketing totaled nearly nothing, but increased to over $300 million in 1995. Now, little more than a decade later, marketing spending and internet marketing business has exploded to nearly $200 billion.

Quiroga & Kamila (2010) in their research- Marketing and Facebook, describe how fashion companies promote themselves on social media platforms such as Facebook. This study took 34 Swedish companies into consideration. Nida, Sadaf, Sanya & Umair (2010) in their research-Evolution of Digital Media as an IMC tool and its relevance for Pakistan aim to analyze the trends of digital media within IMC over the years in Pakistan, the factors that have contributed to the change and explore the importance of digital media in the marketing mix in future. Chen et al. (2007, pp.1047) notes that ―from both theoretical and practical perspectives, it is worth studying what makes marketing communication introduce and promote products effectively, especially in high-tech industries.

User Generated Content

User generated content (UGC) includes online blogs, contributions to wikis, comments in forums, and pictures and status updates on social networking sites. It‘s also called consumer generated media‘, or consumer created media, and is a core component of the so-called second generation web or Web 2.0. (Chris Grannell, 2009).

According to Constantinides and Fountain (2009), the power structure has changed due to fact that customers have access to information which previously was not available for them. As a result, the consumer attitudes changes leading to new consumer needs, values and buying behavior. Also Hearn, Foth and Grey (2009) acknowledge that the participatory culture, enabled by recent technological innovations, shifts the communication flows away from a central business-to-consumer model. The development is towards consumer-to-consumer flows of

communication as customers start to create content on their own by using new media applications and services. (Hearn, Foth and Grey 2009, pp.49.)

Mangold and Faulds (2009) point out that the popular business press and academic literature offers marketing managers very little guidance for incorporating social media into their marketing communication strategies. Social media should be included in the promotion mix when developing and executing their integrated marketing communication strategies. It is a hybrid element of the promotion mix because it combines characteristics of the traditional integrated marketing communication tools with a highly magnified social media influence whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid due to it springs from mixed technology and media origins that enable instantaneous, real-time communication. Is also utilizes multi-media formats and numerous delivery platforms, with global reach capabilities. (Mangold and Faulds 2009, 359.)

The internet has become a mass media vehicle for consumer sponsored communication. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Lempert, 2006; Vollmer & Precourt, 2008).

The internet and the marketing mix

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During eight years, from 2000 to 2008, the number of Internet users has increased by 4 times from about 361 millions to more than 1, 46 billion (http://www.internetworldstats.com/stats.htm), in which, Asia, the continent with the biggest population accounts for 39.5% of World Internet Users.

In Finland, nearly four out of five Finns aged 15 to 74, or over three million persons, used the Internet in Spring 2007 (www.stat.fi). To understand precisely how the Internet offers new opportunities to traditional marketing model, it is necessary to examine it based on the marketing mix which is traditional but still applicable.

In 1960, Jerome McCarthy introduced the marketing mix - widely referred as the 4 Ps of Product, Price, Place and Promotion. Until now, it still plays an important role in formulating and implementing marketing strategy. The 4 Ps have been developed and extended to the 7 Ps with the appearance of People, Process and Physical evidence (Booms and Bitner, 1981). It provides an effective strategic framework for changing different elements of a company's product offering to influence the demand for products within target market (Chaffey *et al*. 2006, 215).

However, the researchers only focus on the first main and traditional 4 Ps in this paper due to some limitations.

According to Philip Kotler (2003), **Product** is the solution to customers wants or/and needs. It refers to the characteristics of a product, service or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research online, velocity of new product development and velocity of new product diffusion (Chaffey *et al*. 2006, 217 - 222). Many digital products now can be purchased easily over the Internet via providers' website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when staying at home. Besides that, for some companies, it is possible for buyers to customize products. Dell is a typical example. Through its websites, a customer can build a laptop or a desktop with the desired functions and features. Besides that, companies also can supply more extended product user guides, packaging, warranty, after sales services in a new method. For example, new drivers or updated package for a computer or software are easily downloaded via producers' websites. It brings conveniences for both of buyer and seller/ producers. In addition, it is obvious that the Internet provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly.

Price is the most flexible element comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand.

Companies can use the Internet to build differential price for different customers in different countries, based on IP (Internet Protocol) analytic technologies. For buyers, they are able to find out the price differences by visiting companies' websites or price comparison sites. In addition to this, the Internet also reduces costs and price per product by reducing operating costs of stores and number of staffs. Therefore, the Internet is considered as the most effective marketing tool.

(P S Verma *et al.* 2003, 135-156). Together with these advances, many new payment methods are created. The online payment method using credit cards is the most popular, efficient, convenient and flexible way for companies and customers. Bills can be paid at any time and in anywhere. Moreover, companies can cut costs by reducing paper works since the customers fill all the necessary information such as their own private information and credit cards information by themselves.

Beside these conveniences, online customers still have to worry about securities and privacy matters. Hence, some third parties provide services to protect consumer privacy and to secure transactions. PayPal is one of the most successful companies in this business sector.

Place in the marketing mix refers to how the product is distributed to customers.

New method of distributing goods through online selling is offered by the improvement of the Internet. It is possible for customers to make their purchasing decisions anywhere at any time. The Internet has the greatest implications for the Place in the marketing mix because it has a large market place (Allen and Fjermestad 2001, 14-23). Companies now can expand their business from local areas to the whole country even to international market. They also can use the Internet to exploit new markets with low cost international advertising since they

do not have to establish sales infrastructure in different countries (Chaffey, 2006, 237-243).

The **Promotion** element of the marketing mix refers to how marketing communication are used to inform customers and other stakeholders about an organization and its products (Chaffey, 2006, 243). The Internet can be used to review new ways of applying each of elements of communication mix such as advertising, sales promotions, PR and direct marketing; assess how the Internet can be used at different stages of the buying process; and assist in different stages of customers relationship management from customer acquisition to retention (Chaffey, 2006, 243 - 245).

Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. (Rowley, 2001)

Sales promotion: Thanks to the Internet, sales promotions such as competitions or price reductions can be provided to visitors of the company's website in a cost-reduced way. Not only encourage the customers to visit the company website again, this also provides the means for the company to build a long term relationship with their customers (Chaffey, 2006, 243-245).

Public relations: The Internet is a new medium for Public Relations (PR). Blogs, Podcasts / Internet radio shows, online newsrooms and media kits offer companies a new opportunity to publish the news directly while in traditional marketing they would wait for periodical publications (Chaffey, 2006, 243-245).

Direct marketing: Thanks to the Internet, companies nowadays have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using e-mail addresses, the company can establish a two way communication method with customers (Chaffey, 2006, 243-245).

The 21st century is predicted to be a century of technologies when everyone, every company, every organization apply them to make their works become much easier and more effective. The popularity of using the Internet, together with the improvement of computer hardware and software industries, completely boost the development of e-marketing in the whole process of buying from pre-sale to sale to post-sale and further development of customer relationship. New comers in this area have to consider very carefully the use of these modern channels. Since, the role of Internet marketing is to support the multi-channel marketing which is the combination of digital and traditional channels at different points in the buying cycle (Chaffey *et al*. 2006, xiv - xv). They have to understand which the main marketing channel is and which the supportive marketing channel is. Below is some results drawn from different articles and researches which touch upon different parameters that make many companies pursue Internet marketing.

Consumer privacy

In an effort to understand New Zealand consumers more, Chung W. and Paynter J.(2002, 2402-2411), based on their work, drew a conclusion that it was a must for companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customers' information cannot be misused. Some solutions were also discussed in this study to protect customers' privacy. For the authors, solutions such as legislation, self-regulation and technical solutions had be combined together to maximize its effectiveness.

According to Liebermann Yehoshua and Stashevsky Shmuel (2002, 291-300), the factors which can prevent customers from using and believing in e-commerce include: Internet credit card stealing, fear of supplying personal information, pornography and violence, vast Internet advertising, information reliability, lack of physical contact, not receiving Internet products purchased, missing the human factor when Internet purchases are made, Internet usage addiction. The participants for this study come from different genders, group ages, high/low education background, and different marital status. Other variables are also examined for example Internet user/non user, bought online/not bought online and heavy/light Internet user.

According to Chaffey *et al*. (2006, 381), Paid search listings or sponsored links are very important for any company to be visible in all search engines. To achieve highest positions and regularly appear, websites should take bid strategy and click through rate into consideration very carefully. Bid strategy helps advertisers maximize their exposure on PPC search engines such as Google, Yahoo or MSN.

In cases when using Google, setting a maximum bid in the Adwords platform means how much an advertiser is willing to pay for a click on a specific keyword. Based on what other advertisers are bidding for the same keyword, you may be charged less but will never be charged higher than your set limit. The maximum bid you set will be one of the main factor determines what your rank number in sponsored links list. If for a same term, you bid higher than other advertisers, your ad will probably appear in the top three positions. If you bid too low, your ad may not be listed on the first page of result or even will not appear at all. Meanwhile, the click through rate refers to the 27 number of persons who click on the link. Google also takes click through rate into account to rank the sponsored links. When the click through rate of a link is low or a zero, the link will be dropped down or taken away from sponsored link list.

Google Adwords is not the only choice for PPC advertising. Yahoo Publishers or Microsoft's MSN are main competitors of Google in this market. Any company must be careful in calculating the advertising costs which relate to the actual purchase or lifetime value they can get from the average customer. As well as examining the cost-per-click (CPC), companies also have to take into account the conversion rate when visitors come to their websites.

Interactive marketing refers to place ad banners on other websites. If ad site visitors click on ad banners, visitors will be redirected to destination sites. In some aspects, it is quite similar with Pay-per-click search engine. The main difference between these two types of marketing activities is: there is no interference of the third parties or search engine providers. Besides traditional banner ads (468 by 68 pixel), there are now many different forms of interactive advertising such as

popups/ layer, video ads, or new large-format ad spaces (button 2, skyscrapers, wide skyscrapers, Leaderboards). The main purposes of interactive advertising for example are: delivering detailed information of a destination site's offer, leading to a sale, and brand awareness.

The foundation of interactive advertising results in the appearance of many new different terms, for instance page impression (occurs when an Internet user views a webpage), ad impression (occurs when a person views an advertisement on the webpage), reach (a number of unique individuals view an advertisement), Click through (occurs each time a webpage visitor clicks on an ad banner which leads them to destination website) and click through rate (CTR) (is the number of clicks your ad receives divided by the number of times your ad is shown (impressions) in ad sites (http://adwords.google.com)). According to an ADTECH research (2007), in Europe, the click through rate has fallen from 0.33% in 2004 to 0.18% in 2007. Compared to other countries, the CTR in Finland is the lowest one, only 0.09%. Dirk Freytag, CEO, ADTECH, said: "The decreasing numbers overall in my opinion are due to the fact that the users have increasingly gotten used to online advertising during the last years. Banners are now commonplace on the Internet. New formats, such as video ads are needed to draw attention and generate clicks. Layer and Leaderboards in contrast have a high reminder potential even beyond the Web." (http://www.adtech.info/archive2007_1/pr-070510.htm)

What is Viral Marketing?

Viral marketing [VM] is a mix of marketing techniques that use pre-existing social networks to increases brand awareness or to achieve other marketing objectives of

a business. Viral marketing helps to increase product sales with help of various processes and modules that resemble viruses. Video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages are some of the forms of viral marketing services to add to the promotion of a website/business. Sometimes, WOM [word-of-mouth] communication and network effects of the Internet also work as a tool of viral marketing.

Viral Marketing is any marketing technique that encourages web site, Internet, email or wireless users to pass on a message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. Viral Marketing is extremely attractive to businesses because it can deliver astounding results in a relatively short period of time. Advertising and marketing budgets no longer stretch as far as they used to, and the iperceived savings by using viral web promotion techniques are too attractive to ignore.

A well known example of successful viral email marketing is Hotmail, a company, now owned by Microsoft that promotes its email service and its own advertisers' messages at the end of every Hotmail user's e-mail notes. longer stretch as far as they used to, and the iperceived savings by using viral web promotion techniques are too attractive to ignore. Viral Marketing methods include email marketing, "refer-a-friend", "pass-it-on", "send-an-article", ecards, ebook distribution, video email, and many more. Internet experts at ViralBuzz can implement web promotion strategy to virtually any web site or promotional campaign. A well - known example of successful viral email marketing is Hotmail, a company, now

owned by Microsoft that promotes its email service and its own advertisers' messages at the end of every Hotmail user's e-mail notes.

E-mail marketing

According to the Double click website, there are three key measures for email marketing: delivery rate (non-bounce rate), open rate and click through rate (click rate). Delivery rate simply shows the percentage of delivered emails. Emails will bounce when the email addresses is no longer exist or blocked by a spam filter. Open rate indicates how many emails are opened, however these figures are not accurate. It can be explained that a number of users have preview panes in their email reading programs which load the image even though it is deleted without reading. Besides that, some email readers such as Window Live Mail block images by default. It results to the open rate decline gradually through time. Click through rate or click rate refers to the number of delivered emails are clicked through by readers.

Online PR

PR stands for “public relations”. In some cases, it is also used as an acronym for “press release” or “press relations”. According to Chaffey *et al.* (2006, 384 - 388), online PR refers to maximizing favorable mentions of an organization, its brands, products or websites on third-party websites which are likely to be visited by its target audience. Online reputation management, which controls the reputation of an organization through monitoring and controlling messages placed about the organization, is another aspect of online PR,

There are many activities which belong to Online PR. Communicating with media (journalists) online is one of Online PR activities. It uses the Internet to spread out press releases via email and on-site. A company can create a press-release area on its webpage or send email alerts about news those journalists and other third parties can sign up to. It also can choose to submit its news stories or releases to online new feeds. Link building is another activity of Online PR since it aims to make your brand visible on third parties' webpage.

Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months.

1. A surge in 'second screen' value: By second screen I'm referring to mobile. With more than 75 percent of the world having access to mobile devices, today's marketer can't ignore the value of offering second screen value for their brands and clients.

Last year we were tasked with making our websites mobile-friendly - meaning responsive and easy to use on mobile devices but this year will be all about offering value in mobile app form. What value can your brand or client offer a mobile device user? It goes beyond ease of use and searching ability. This type of

value will be in new information, new formats for consumption and entirely new resources.

2. The evolution of 'attribution modeling': Last year was one heck of a year for analytics. We saw the rise of analytics packages and solutions, breaking down channel silos and marketers taking a more holistic approach to what's called attribution tracking -- the process of assigning a specific value to a marketing action that results in a conversion.

3. The rise of gamification: Applying game-design thinking to non-game applications to make them more fun and engaging has been growing steadily, but expect it to reach a tipping point in 2013. Big brands, new startups and every company in-between will be spending more money and resources on "gamifying" their products and services this year. The rise of easy-to-use platforms, such as BigDoor and PunchTab, and the inherent value of an engaged user, have made this a must-consider marketing strategy.

4. An increased focus on 'inbound marketing': With the growth of social marketing, marketers now must invest in adding a new kind of value. Enter "inbound marketing," a type of marketing in which brands spend resources to create content, conversations and valuable resources that draw customers to their products or websites without paid marketing.

5. Improved data visualizations: It is believed that there will be a renewed focus on beautiful data visualizations in 2013, which is the way we visualize complex data sets in easy to understand formats that are worth sharing. Last year we saw big data catch fire, but this year we will need to make that data accessible to everyone.

6. More loyalty marketing: By now, we are all pretty aware that it is more costly to acquire a new customer than to retain an existing one. Add to that how consumers have never before been so connected and willing to share opinions of purchases and experience. Guess what you get? Marketers` brainstorming creative ways to make customers feel appreciated and satisfied. What was once an afterthought should now find its way into the early stages of marketing roadmaps.

7. Brands as social influencers: Thanks to platforms such as Pinterest, Facebook and Foursquare, we've seen brands build followings of unparalleled size, which has left them with legitimate influence over consumers. In 2013 we will see brands continue to grow their communities and the reach of their voice, opinions and products.

8. More analytics: As we see more marketing channels in play and an improved ability to understand how they all touch, it is predicted that marketers will be seeking out new ways to prioritize their many opportunities. Unlike traditional web analytics -- the measurement of how your website is performing -- marketing analytics is the measurement and optimization of your marketing activities.

9. Design is king: Piggybacking the growing importance of inbound marketing and the trend in improved data visualizations comes a rising of the bar around web design. With designer community sites like dribbble and forrst, we’ve seen the design community grow in leaps and bounds. Beautiful design has never been so affordable and in demand. To stand out in 2013, strengthen your in-house resources or contract a team to get your website design up-to-speed.

10. Local marketing goes mainstream: Local companies have never before had so many tools available to understand how to improve local search results, engage with customers and measure their success. Sites like GetListed have made local marketing easy to track and manage, at a price small businesses can afford. This New Year will only bring more, and improvements to those already out there. That is why It is believed that everyone will see local marketing demystified for the masses, and more successful small businesses as a result.

Krishan Kant (2005) states that Integrated Marketing Communication is a term used to describe a holistic approach to marketing communication. It aims to ensure consistency of message and the complementary use of media. The concept includes online and offline marketing channels. Online marketing channels include any e-marketing campaigns or programs, from search engine optimization (SEO), pay-per-click, and affiliate, and email, banner to latest web related channels for webinar, blog, micro-blogging, RSS, podcast, and Internet TV. Offline marketing channels are traditional print (newspaper, magazine), mail order, public relations, industry relations, billboard, radio, and television. A company develops its integrated marketing communication program using all the elements of the marketing mix (product, price, place, and promotion).

Jerry Ihejirika (2009) believes that Marketing on the internet have become the best and most widely accepted form of global communication. Internet marketing communication consists of the global sharing of ideas, concepts, and information about products and services.

Online marketing communication is initiated through the use of marketing media vehicles such as social media networks, forums, e-mail, ads, blogs, press release, RSS distribution, and other promotional tools.

If you have a website selling products or services, it can help you generate traffic of visitors to your website and before you know it, you are getting leads and making sales. Generating traffic to your website is very important, but of course, your website needs to look unique, well-structured, rich contents, and search engine optimized. This will make you stand out and above your competitors. However, those new visitors will help in word-of-mouth communication by telling others about your unique and rich content website.

The internet marketplace is getting flooded on a daily basis. These have resulted to several large companies hiring online marketing specialists to do a great job in promoting their web businesses. It is the small- and medium-sized enterprises who are looking for cost effective solutions. Of course, if a company does not have the money to hire a services provider and they are willing to learn as much as they can about marketing on the internet, they could do a great job of promoting their website.

Chapter 4

Research Objectives & Methodology

4.1 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.

4.2 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?

4.3 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.

4.4 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.

It is a search for broader meaning and research findings. It is the device through which factors that seem to explain what has been observed by researcher in the course can be better understood and provides theoretical conception which serve

as a guide for further researches. It is essential because it will lead towards findings of the study and proper effective conclusions of the study.

In the present study, researcher has followed Descriptive research. Descriptive research is usually a fact finding approach generalizing a cross - sectional study of present situation. The major goal of descriptive research is to describe events, phenomenon and situations on the basis of observation and other sources.

4.5 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)

The definition can be modified by stating that collecting information with other data collection alternatives available to survey researcher in addition to interviewing i.e. questionnaire, personal observation etc.

Surveys are conducted in case of descriptive research studies with the help of questionnaire techniques in most appropriate manner. Survey type of research studies usually have larger sample. It is concerned with conditions or relationships that exists, opinion that are held, processes that are going on effects that are

evident or trends that are developing. Thus in surveys variables that exist or have already occurred are selected and observed. It is the example of field research.

4.6 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.

Generally it is mailed to respondents who are expected to reply in the space provided in itself or may be approached personally to explain the purpose and meaning of questions in the questionnaire, they are conducted by enumerators. Often questionnaire is considered as heart of a survey operation hence should be drafted carefully. Hence structured questionnaire ensures easy quantifications.

In present study, the required data was collected through Sample survey using structured questionnaire. Since 'Customer`s inclination towards Online marketing' is the core focus of the study, a structured & closed ended questionnaire was prepared for customers only. (covering various demographic parameters).

The questionnaire incorporated questions related to customers' preference for online marketing and other traditional mediums for getting awareness on various brands and making purchase decision.

Though questionnaire is an economic tool for data collection, non-response or incomplete response is high in this case. However, proper follow up was taken to overcome this barrier by making sure that each questionnaire is completely filled.

Secondary data is the data collected by others in the past and used by others. It may be either being published or unpublished data. It includes the following:

1. Various publications of central, state and local governments.
2. Various publications of foreign governments or international bodies.
3. Technical and trade journals
4. Books, magazines, and new paper.
5. Reports prepared by research scholars, university economists etc.

6. Reports publications of various associations connected with business and industry, bank, university, economists etc.

Sources of unpublished data are mainly diaries, letters, unpublished biographies; autobiographies etc. before using secondary sources the researcher must ensure reliability sustainability and adequacy of data.

In present study, researcher has used published and unpublished sources of secondary data.

Secondary data was collected to provide the dissertation with necessary theoretical back up. Information related to IMC, online marketing & its implication etc. was collected through various secondary sources such as research journals, reference books, business magazines and content sharing websites.

4.7 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.

Sampling process:

1. Define the population: the population is said to be completely defined if at least the following terms are specified i.e. elements, sampling units, extent, and time. In this research such terms may be defined as follows:

- Elements
- Sampling units
- Extent
- Time

2. Identifying the sampling frame: a complete list of population units is the sampling frame it should be so selected which consist of almost all the sampling units. Popularly known sampling frames are census reports, electoral register, list of account holders, etc.
3. Specifying sampling unit: it is the basis unit containing the elements of target population.
4. Specify the sample method: it indicates how the sample units are selected, whether probability or non-probability samples are to be taken.
5. Determine the sample size: the decisions about the number of elements to be chosen i.e. number of observations in each sample of the target.
6. Parameters of interest: one must consider the questions of specific population parameter which are of the interest.
7. Select the sample: final step in the selection of sample process where a good deal of field work and office work is introduced in the actual selection of sample elements:

Descriptive type of study generally used probability sampling design (random sampling) and requires structured or well, thought out instruments for collection of data like questionnaire.

In present study researcher has used stratified probability sampling with -

- **Sample size : 200 (Sample size is selected on the basis of discussion with the research expert)**

- **Area covered – Mumbai suburbs**
- **Sample frame – Educational institutions & corporate offices.**

4.8 Data analysis tools for research :

To analyze data collected through structured questionnaire researcher used statistical software SPSS 17.0 and Ms-Excel Add-In Data Analysis. Statistical tools used for the analysis are Mean, Median & mode, Standard deviation, Skewness & Kurtosis.

4.9 Validity of the data:

The approach of **content validity** was used in order to verify whether the context of measure covers the full domain of the content. It helped to assess how items used in the survey represent their context domain and how clear they are. Verification made to assess whether questions asked to the respondents covers all the necessary details related to dissertation topic.

Thus, the present study adopts descriptive research design and undertakes the survey method with questionnaire as a research instrument in order to collect primary data required in the research. Stratified probability sampling is the sampling technique used to select the appropriate sample. And content validity is used for the verification of data.

Chapter 5

Conceptual Framework

5.1 Integrated Marketing Communication

"It is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumer and other end users at a minimal cost."

Generally marketing starts from "Marketing Mix". Promotion is one element of Marketing Mix. Promotional activities include Advertising (by using different medium), sales promotion (sales and trades promotion), and personal selling activities. It also includes internet marketing, sponsorship marketing, direct marketing, database marketing and public relations. And integration of all these promotional tools along with other components of marketing mix to gain edge over competitor is called Integrated Marketing Communication.

There are other levels of integration such as Horizontal, Vertical, Internal, External and Data integration. Here is how they help to strengthen Integrated Communication.

Horizontal Integration occurs across the marketing mix and across business functions – for example, production, finance, distribution and communication should work together and be conscious that their decisions and actions send messages to customers.

Vertical Integration means marketing and communication objectives must support the higher level corporate objectives and corporate missions.

Internal Integration requires internal marketing – keeping all staff informed and motivated about any new developments from new advertisements, to new corporate identities, new service standards, new strategic partners and so on.

External Integration, on the other hand, requires external partners such as advertising and PR agencies to work closely together to deliver a single seamless solution – a cohesive message – an integrated message.

5.1.1 The Tools for Integrated Marketing Communication

Each communication tools has its own unique characteristics & costs. The tools that marketers commonly use to achieve their communication objectives are:

1. Advertising:

Advertising can be used to build up a long term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. Certain forms of advertising (TV) can require a large budget, whereas other forms (newspaper) do not. Just the presence of advertising might have an effect on sales; consumers might believe that a heavily advertised brand must offer good value. Because of the many forms & uses of advertising it is difficult to make generalization. Yet the following qualities can be noted:

a. *Pervasiveness*: Advertising permits the seller to repeat a message many times. It allows the buyer to receive & compare the messages of various

competitors. Large scale advertising says something positive about the seller's size, power & success.

b. *Amplified Expressiveness*: Advertising provides opportunities for dramatizing the company & its product through the artful use of print, sound & color.

c. *Impersonality*: The audience does not feel obligated to pay attention or respond to advertising. Advertising is a monologue in front of, not a dialogue with, the audience.

2. Personal Selling:

Personal selling is the most effective tool at later stage of the buying process, particularly in building up buyer preference, conviction & action. Personal selling has three distinctive qualities:

1. *Personal Interaction*: Personal selling involves an immediate & interactive relationship between two or more persons. Each party is able to observe the others reactions.
2. *Cultivation*: Personal selling permits all kinds of relationship to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship.
3. *Response*: Personal selling makes the buyers feel under some obligation for having listened to the sales talk.

3. Sales Promotion:

Companies use sales promotion tools – coupons, contests, premiums etc. to draw a stronger & quicker buyer response. Sales promotion can be used for short run effects such as to highlight product offers & boost sagging sales. Sales promotion tools offer three distinctive benefits:

a. Communication: They gain attention & may lead the consumer to the product.

b. Incentive: They incorporate some concession, inducement or contribution that gives value to the consumer.

c. Invitation: They include a distinct invitation to engage in the transaction now.

4. Public Relations:

Marketers tend to underuse public relations, yet a well-thought-out program co-ordinate with the other communication mix elements can be extremely effective. The appeal for public relations & publicity is based on three distinctive qualities:

a. *High Credibility*: News stories & features are more authentic & credible to readers than ads.

b. *Ability to catch buyers off guard*: Public relations can reach prospects that prefer to avoid salespeople & advertisements.

c. *Dramatization*: Public relations have potential for dramatizing a company or product.

5. Direct Marketing:

The forms of direct marketing – direct mail, telemarketing, internet marketing – share three distinctive characteristics. Those are:

a. *Customized*: The message can prepare to appeal to the addressed individual.

b. *Up-to-date*: A message can be prepared very quickly.

c. *Interactive*: The message can be changed depending on the person's response.

5.1.2 Steps Involved in Developing Effective Communication

In order to develop an effective integrated communication & promotion programme, following steps must be followed -

Step 1- Identify the target audience:

The process must start with a clear target audience in mind: potential buyers of the company's product, current users, deciders or influencers, individuals, groups, particular publics, or the general public. The target audience is a critical influence on the communicators decision o what to say, when to say, where to say & whom to say it.

The target audience can potentially be profiled in terms of any of the market segments. It is often useful to define target audience in terms of usage & loyalty. Is the target new to the category or a current user? Is the target loyal to the brand, loyal to a competitor, or someone who switches between brands? If the target is a brand user, is he or she a heavy or light user? Communication strategy will differ

depending on the answer. Image analysis can be conducted to profile the target audience in terms of brand knowledge to provide further insight.

Images are “sticky”: they persist long after the organization has changed. Image persistence is explained by the fact that once people have a certain image, they perceive what consistent with that image. It will take highly disconfirming information to raise doubts & open their minds, especially when people do not have continuous or new first hand experiences with the changed object.

Step 2- Determine the communication objective:

As showed with the example of a new brand to remove the problem of cracked heels, marketers can set communication objectives. Rossiter & Percy identify four possible objectives, as follows:

a. *Category need*: Establishing a product or service category as necessary to remove or satisfy a perceived discrepancy between a current motivational state & desired emotional state. A new-to-the-world product such as electric cars would always begin with a communication objective of establishing category need.

b. *Brand Awareness*: Ability to identify (recognize or recall) the brand within the category, in sufficient detail to make a purchase. Recognition is easier to achieve than recall-consumers are more likely to recognize the distinctive red-and-white packages of Colgate Dental Cream than recall the brand if asked to think of a brand of toothpaste. Brand recall is important outside the store, brand reorganization is important inside the store. Brand awareness provides a foundation for brand equity.

c. *Brand Attitude*: Evaluation of the brand with respect to its perceived ability to meet a currently relevant need. Relevant brand needs may be negatively oriented (problem removal, problem avoidance, incomplete satisfaction, normal depletion) or positively oriented (sensory gratification, intellectual stimulation, or social approval). Household cleaning product often use problem solution: food products, on the other hand, often use sensory-oriented ads emphasizing appetite appeal.

d. *Brand Purchase Intention*: Self instruction to purchase the brand or to take purchase related action. Promotional offers in the form of coupons or two-for-one deals encourage consumers to make a mental commitment to buy a product. But many consumers do not have an expressed category need & may not be in the market when exposed to an ad, making intentions less likely to be formed.

Step 3- Designing a message:

An effective message should get attention, hold interest, arouse desire, & obtain action (AIDA model). In practice, few messages take the consumer all the way from awareness to purchase, but the AIDA framework suggests the desirable qualities of a good message. In putting the message together, the marketing communicator must decide what to say & how to say it.

According to 'AIDA' model, a marketer should begin by winning attention or gaining awareness, creating interest, inspiring desire and precipitating the action for purchase, in the prospects in order to enable its product to be adopted by the target public.

(a) *Message Content*: The communicator has to figure out an appeal or a theme that will produce the desired response. There are three types of appeals:

i. *Rational Appeals*: It relate to the audiences' self interest. Be sure that the product will produce the desired benefits, for an example message showing a product quality, economy, value or performance.

ii. *Emotional Appeals*: It attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use positive emotional appeals such as love, pride, joy & humor. Humorous messages claim that they attract more attention and create more linking and belief in the sponsor.

iii. *Moral Appeals*: It is directed to the audience's sense of what is right & proper. They are often used to urge people to support social causes such as cleaner environment, better race, relations, and equal rights for women, and aid to the disadvantaged.

(b) *Message structure***:**

The effectiveness depends upon the structure as well as the content of the message. The first is whether to draw a conclusion oriented to the audience. Research showed that drawing a conclusion was usually more effective. The second message structure issue is whether to present a one sided argument or two sided argument. The third message structure is whether to present the strongest argument first or last. Presenting them first may get strong attention.

(c) Message format:

The communicator must develop a strong message format. In the print ad, the communicator has to decide on headline, copy, illustrations & color. If the message is to be carried over the radio, the communicator has to choose words, voice qualities & vocalizations. The sound often announcer promoting banking services should be different from one promoting quality furniture. If the message is carried on the product or its package the communicator has to watch texture, scent, color, size & shape.

Step 4- Choose the Media through which to send the message:

There are two broad types of communication channels – Personal and Non personal.

a. *Personal Communication Channels*: In personal Communication channels, two or more people communicate directly with each other. They might communicate face-to-face, over the telephone, through the mail or even through an internet chat. Personal Communication channels are effective because they are allowed for personal addressing the feedback. Personal influence carries great weight for expensive, risky or highly visible products. For example, buyers of automobiles often go beyond mass media sources to seek the opinions of knowledgeable people.

b. *Non Personal Communication Channels*: Non personal communication channels include media at most year-end events. Media consists of:

1. Print media –newspapers, magazines, direct mail etc.

2. Broadcast media-radio, television etc.

3. Electronic media-audiotapes, videotapes, CD-ROM, web page etc.

4. Display media-billboards, signs, posters, banners, hoardings etc.

Most of the non-personal messages come through paid media.

Atmospheres are package environments that create or reinforce the buyer's leanings towards buying a product. E.g.: A luxury hotel will use elegant chandeliers, and other tangible signs of luxury to communicate audience.

Step 5- Selecting the message source:

In personal or non-personal communication, the messages impact on the target audience is also affected by how the audience views the communicator.

Messages if delivered by highly creditable sources are more persuasive. Thus, marketers hire celebrity endorsers; well known athletes, actors, and even cartoon characters- to deliver their messages. Many food companies hire doctors, dentists and other health care providers to motivate and recommend their products to the patients. For E.g. Boost is being endorsed by sport personalities like Sachin Tendulkar and Sehwag, Lux by Priyanka chopra, Vivel by kareena kapoor etc.

Internationally, Avon concentrates its promotional fund on personal selling, whereas Revlon spends heavily on advertising. Electrolux spends heavily on door-to-door sales forces, whereas Hoover relies more on advertising.

Step 6- Collecting feedback:

After sending the message, the communicator must find its effect on the target audience with the help of DAGMAR (Defining advertising goals for measuring advertising results) which was given by Russell Colley in the year 1961. This involves asking the target audience members whether they remember the message, how many times they saw it, what points they recall, how they felt about the message, and the past and the present attitudes towards the product and the company. The communicator would also like to measure the behavior resulting from the message how many people bought a product, talk to others about it or visited the store.

Feedback on marketing communication may suggest changes in the promotion programme or in the product offer itself. For E.g. Indian Airlines uses television and newspaper advertising to inform area consumers about the airline, its routes and fares.

5.1.3 Participants in the Integrated Marketing Communication Process

1. Advertiser or Client: They have the product, service or causes to be marketed and they provide the funds that pay for the advertising and promotions.

2. Advertising Agency: This is an outside firm that specializes in the creation, production, and/or placement of the communication message and that may provide other services to facilitate the marketing and promotions process. Many large advertisers retain the services of a number of agencies when they market a number of products.

3. Media Organizations: The primary function of media organizations is to provide information or entertainment to their subscribers, viewers or readers but from the point of view of the promotion planner, the purpose of the media is to provide an environment for the firm's marketing communication programs.

4. Specialist Marketing Communication Specialist organizations are of different categories:

i. Direct-response agencies.

ii. Sales Promotion agencies.

iii. Interactive Agencies.

iv. Public Relation firms.

5.1.4 Reasons for the Growing Importance of Integrated Marketing Communication

Several shifts in the advertising and media industry have caused IMC to develop into a primary strategy for marketers:

1. From media advertising to multiple forms of communication.

2. From mass media to more specialized (niche) media, which are centered around specific target audiences.

3. From a manufacturer-dominated market to a retailer-dominated, consumer-controlled market.

4. From general-focus advertising and marketing to data-based marketing.

5. From low agency accountability to greater agency accountability, particularly in advertising.

6. From traditional compensation to performance-based compensation.

7. From limited Internet access to 24/7 Internet availability and access to goods and services.

8. Shift from media advertising to other forms of marketing communication

9. Movement away from advertising focused- approaches that emphasize mass media.

10. Shift in power from manufacturers to retailers.

11. Rapid growth of database marketing and Internet.

12. Demands for greater ad agency accountability.

13. Changes in agency compensation.

Integrated Marketing is here to stay and to develop. The name might change, but the concept will not. It is a way of thinking and operating that enhances value for customers, employees and the organization and leads to the resolution of many of the current frustrations within the marketing industry.

Communication is an act of involving transmission of information, ideas, and emotions by the use of verbal and non-verbal means of communication. A concept

of marketing communication planning 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.

Integrated Marketing is a comprehensive approach to internal and external organizational communication. In IMC general advertising, sales promotion, direct response provide clarity, consistency and maximum communication impact.

IMC is a concerned with the strategic coordination of all the messages and media used by an organization to influence the prospectus. In the IMC approach the different communication are in the form of arcs making up a 360- degree circle, at the center of which lies the customer.

IMC is concerned with the 4c's and 4p's i.e.,

1. Not PROUCT But CONSUMER

2. Not PRICE But COST

3. Not PLACE But CONVENIENCE

4. Not PROMOTION But COMMUNICATION

The heart of IMC lies in the FIVE POWER CONCEPTS that makes the communication efficient and effective i.e.,

1. Consumer focus

2. Customer empowerment

3. Immersive marketing

4. Brand resonance

5. Emotional bonding

Lastly, “Integrated Marketing Communication” is like a band. The different communication instruments. Advertising, public relations, data base, marketing, media specialist, sponsorship, interactive, even marketing and the rest are just like the different musical instruments: piano, trumped, trombone, violin, clarinet, percussion and the rest. This analogy is neither as silly nor as simple as it sounds.

The corporate focus of integrated marketing must be on relationship marketing must be on relationships and on more audiences than just customers. Only in this way an organization can have a unified brand image and eliminate the fragmentation that can destroy its brand corporate reputation.

For companies that currently embrace IMC, the new economy mega trends translate into opportunities. Placing the customer and other key stakeholders at the center of your business strategy has never been more important. The highly competitive market place has made relationship building paramount in the quest for success. For companies who do not see IMC as vital, it is time to reconsider.

5.2 Online Marketing

Today, virtually every aspect of our culture has an Internet counterpart; people work online, bank online, check mail online, even make friends online, So it only makes sense that, online shopping has become an increasingly integral part of our society, exceeding $200 billion in sales are expanding by leaps and bounds at a rate of 20% to

25% growth each year, indicating a momentous shift in consumer spending habits. Those who don't change with the time will become obsolete.

Shoppers are turning to the internet rather that phone directories for convenience, product reviews, and up-to-the-date information. A business owner simply cannot rely on an advertisement in a phone book. In fact, customers are fifteen times more likely to look on the Internet that they are to flip through a phone book to call a company. Research consistently shows that, consumers place less credibility in t business that does not have a web site as opposed to one that does.

The more personal the service (haircut, tattoo, financial, counseling, legal etc.), the more research customers want to do to ensure they are comfortable with the service provider. The more potentially expensive the service (legal, medical, automotive, travel, construction, real estate, etc.), the more comparisons customers want to make sure they get the best value for their dollar.

In order for a business to stay successful it is imperative that, selling habits are adjusted to match the change in consumer buying habits. More simply expressed business must sell the way their customers shop or they will buy elsewhere. Even some of the more elaborate websites that allow customers to make purchases online can cost less annually that a typical monthly phonebook ad; therefore, making perfect sense for businesses to evolve with the times. Every business is different, but each is going to require the power if the Internet to stay competitive.

In the long run, the net operating costs of a website become insignificant compared to the return on the investment that the advertisement delivers. No other form of marketing compounds value and spreads like an effective Website.

5.2.1 Phases in E-Commerce :

The concept of e-commerce has evolved over the period and we can define the phase of its growth, what initially started off as a sapling has now grown by leaps and bounds no one can really predict the way it will move all are wild guesses, but one thing for sure the future is e-commerce. We have divided the development of e-commerce into three phases, they are as under :

1) The Website Phase (1994-1997):

We could practically call this as the beginning of e-commerce. Companies started getting the feeling that, they should have a presence on the internet by way of a Website. Though they felt the need regarding the online presence they were really not sure about the kind of outcome or the results that it would generate.

2) The Transaction/E-commerce Phase (1997-2000)

The next step in e-commerce was when people started transacting online. Buying and selling over the web marked this transaction phase. Deals took place between such buyers and sellers who had not been the web would never have found each other, while in other cases. This buying and selling could have been done by the regular purchase procedure, but as the web was involved was labeled as an e-commerce transaction. The emphasis in this phase was more on the order flow at any cost and gross revenue generation.

The business models used in this phase were not customer-centric and the companies which have still stuck to these types of give-it-away models are now in the red due to their myopic point of view.

3) The E-Business Phase (2000-2010)

We have seen that, in the previous phase the emphasis was more on the generation of gross revenue, but in this phase the emphasis was on increasing the margins of gross revenue. Increasing the profitability through better business models ones which enabled the company to service the business transaction better is the objective of this phase. As this phase encompassed more than the e-commerce transactions it was called e-business. E-business includes both the front and the back office applications A radical shift in the way business was carried out over the web was designed by each of the companies. The business models were innovative and the main objective was to provide value to the customer and increase the profit of the company.

5.2.2 Functions of E-commerce

Whenever we visit any e-commerce site, we will understand that, the function of any e-commerce site can be divided into four basic functions.

Communication Function:

The basic purpose of the communication function is to enable the interaction to take place. Information regarding the product or the services should be passed on the customer.

Process Function :

The basic purpose of the process function is to manage the process involved in the transaction, the automations the networking of the two computers involved in the transaction.

Service Function :

Improvement in the service provided to the customer is what really binds the customer to the company. To manage the service provided to the customer is the purpose of the service function.

Transaction Function:

To enable the transaction of buying and selling to go through is one the main purpose of the transaction function

5.2.3 Forms of online marketing

- **Display advertising**

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited.

- **Web banner advertising**

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

- **Frame ad (traditional banner)**

Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

- **Pop-ups/pop-unders**

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

- **Floating ad**

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

- **Expanding ad**

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

- **Trick banners**

A trick banner is a banner ad where the ad copy imitates some screen element users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them.

- **Interstitial ads**

An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

- **Text ads**

A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlink individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing. Text-based ads

often render faster than graphical ads and can be harder for ad-blocking software to block.

- **Search Engine Marketing (SEM)**

Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

- **Search Engine Optimization (SEO)**

Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

- **Sponsored search**

Sponsored search (also called sponsored links, search ads, or paid search) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords. In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. Search engines originally sold listings in order of highest bids. Modern search engines rank

sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy and site quality.

- **Social media marketing**

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

- **Mobile Advertising**

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB's efforts for general online advertising.

Mobile advertising is growing rapidly for several reasons. There are more mobile devices in the field, connectivity speeds have improved (which, among other things, allows for richer media ads to be served quickly), screen resolutions have advanced, mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively. The Interactive Advertising Bureau predicts continued growth in mobile advertising with the adoption of location-based targeting and other technological features not available

or relevant on personal computers. In July 2014 Facebook reported advertising revenue for the June 2014 quarter of $2.68 billion, an increase of 67 per cent over the second quarter of 2013. Of that, mobile advertising revenue accounted for around 62 per cent, an increase of 41 per cent on the previous year.

- **Email Advertising**

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

- **Chat advertising**

As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

- **Online classified advertising**

Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based listings. Craigslist and eBay are two prominent providers of online classified listings.

- **Adware**

Adware is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user, or in pop-ups/pop-unders. Adware installed without the user's permission is a type of malware.

- **Affiliate Marketing**

Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion.

5.2.4 E-Commerce scenario in India

With the second wave of e-commerce in India surging, Indian internet-driven companies seem to have learnt from their experiences and have evolved in their approach to online business models. Not many old companies of the 1999 era remain in 2010, but those who exist have set high standards and benchmarks for the new crop of start ups. It is from the learning and experiences of those old companies that, the industry today appears mature in overcoming serious infrastructural challenges in India. Although many differ on whether the current trends in online businesses indicate a significant turning point in the industry, nevertheless the panel on E-commerce in India approved to be an insightful analysis on the challenges and opportunities in the sector.

5.2.5 E-commerce challenges for India

As compared to the west, E-commerce is relatively a new concept, but is catching up fast and Indian companies are learning new ways to approach and please their clients. E-commerce is a boom for the Indian Industry as it has opened up new markets and opportunities which earlier had not existed. Along with the opportunities e-commerce has also thrown some challenges which have to be addressed to before we could say, that e-commerce is now completely established in India.

Connectivity: Videsh Sanchar Nigam limited enjoys a virtual monopoly in submarine cables and all other Internet Service Providers have to go through them to provide fiber optic link. In order to improve on the service provided by the ISP, there needs to be better international connectivity. E-commerce thrives on better connectivity and therefore we need more players who are offering international connectivity through submarine cables.

Penetration: Though the number of internet users are high in India but comparatively lagging behind the western countries. PC penetration is low and is mostly concentrated in the urban areas. Awareness of e-commerce is not there and there are certain apprehensions towards it, these problems needed to be addressed to immediately.

Legal Framework: Though the Information Bill is in force, there is very low awareness towards its implication Cyber crime is on the rise and unless and until the IT Bill is taken up seriously, people are going to stay away from e-commerce.

Taxation: Another major challenge is the way the deal will be taxed. Clarity as to the taxation method needs to be made.

Electronic Payment: Though there are many banks and online payment modules, the issue of safety and security needs to look into. The methods of electronic payment need to be refined and stabilized as they are the backbone of e-commerce People need to divulge private information on the internet which may attract the attention of criminals so care needs to be taken to ensure that safety and security are utmost when the payment are being made.

Logistics: The deal has been made online, but the goods need to be finally delivered and considering the vast expanse of the market great thought and arrangements need to be made. In a country, where there are problems of transportation on has to make elaborate arrangements before going in for e-commerce as one of the prime requirements of e-commerce is prompt delivery. So, for a country like India Logistics and Shipment pose a major problem for e-commerce activities.

Acceptability: The mindset of Indian people poses one of the greatest challenges. In India, shopping is considered a festival where the family gets together and goes for shopping. So to get them to shop online for their needs is a major challenge. The use of credit cards one of the prerequisites for online payments is very low in India this poses another problem. Though Information Technology Bill has been implemented, it needs to be strictly adhered to and awareness towards it needs to built up. The mindset of Indians is that, if they use their credit card for online purchase cybercriminals will hack into their information and misuse it. These are some of the psychological challenges that e-commerce faces in India.

Online Marketing is growing in India; it has only touched a few sections.

The reason for the numbers not being as large as the businesses wish it to be is the lack of certain key elements in the existing business models. These customer propositions are: Convenience and Value.

Chapter 6

Case Studies on IMC & Online Marketing

6.1 Use of IMC by *Red bull*

Inspired by functional drinks from the Far East, Dietrich Mateschitz founded Red Bull in the mid 1980's. He created the formula of Red Bull Energy Drink and developed the unique marketing concept of Red Bull. In 1987, on April 1, Red Bull Energy Drink was sold for the very first time in its home market Austria. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category. Today Red Bull is available in more than 166 countries and around 40 billion cans of Red Bull have been consumed so far.

In terms of further expansion, Red Bull is targeting the core markets of Western Europe and the USA and growth markets in the Far East, while also focusing on the ongoing world-wide roll-out of the Red Bull Editions.

In spite of the still uncertain financial and global economic climate, our plans for growth and investment in 2014 remain very ambitious, envisage a continued upward trend, and – as always at Red Bull – will be financed from the operative cash flow.

1. Public Relations

Red Bull is successful in their public relations field because they plan accordingly through:

- Generating extensive publicity across all mediums, such as: TV, radio, print, flyers, drinks, towels, stickers, cars, etc.
- Launching parties, activities, events, press releases, and commercials that clearly communicate the meaning of their product.
- Attracting spectators through fun and exciting projects. They make their product look interesting, intriguing, engaging to participate in and watch to the general public, as well as, the extreme. Also, Red Bull hits international frontiers.

2. Advertising

Red Bull mainly markets through creative advertising, targeted sponsorships and events, and sampling to consumers, in order to receive their product.

Media Advertising:

- Red Bull uses media channels, such as: cinema, TV, radio, press, and the most important, the Internet.
- Their focused advertisements are towards young people.

Sports and Events Sponsoring:

- Company's concentration is on supporting the image, credibility, and visibility of their product.
- They do this by sponsoring extreme athletes and events, as well as, with logos and stickers.

Sampling:

- Sampling the drink is a major purpose of Red Bull because Red Bull is all about being in the right place and the right time.

3. Social Media

Red Bull invests in online platforms that will give them a better marketing ROI in the long run.

Social Media Press Release -

Red Bull Merges with Apple to Expand its Web TV Channel

INNSBRUCK, AUS., Aug. 7, 2012-- In April of 2010, the Red Bull company launched its own Red Bull Web TV showing extreme sports competitions and following athletes such as Travis Pastrana and Felix Baumgartner all over the world.

In early January of 2012, however, Red Bull has extended this online network to Apple's iTunes and app store for complete mobile access. By downloading the Red Bull TV app along with many others, Red Bull Web TV brings you a selection of international shows ranging from Red Bull Air Races to Red Bull Mountain biking Chronicles every hour on the hour.

By having the web series available at iTunes and the Apple app store, these amazingly rare video clips are ready to watch at the palm of your hands. The shows can stream live on your iPhone, iPod, or iPad, with just a simple download and there are even breakdancing and music apps you can download from the Red

Bull record label app. From the Red Bull website, you can click “share” to post the link of the shows onto other social media websites like Twitter and Facebook.

Many celebrity athletes associated with Red Bull use the Web TV shows to allow their fans to follow their everyday lives. One of these entertainers is Ryan Sheckler, an American professional skateboarder, and three-time X-Games gold medalist. “I want to make a huge contribution to skateboarding…the only way I will know that I have achieved legendary status is when my peers say I have. There is no other way,” he says. He makes his contribution through at least six shows on the Red Bull Web TV.

Red Bull, known for its sensational digital marketing strategies, has truly “upped the anti” with its Red Bull Web TV series. It has especially made a lasting impression in its home-base country, Austria. Red Bull’s new mission at this time is to carry this social media movement to the United States. The plan is to more actively promote their international hardcore sport video clips and shows from their website on the YouTube homepage, Facebook advertisements, tweets, and other blog sites like Tumblr and Stumble Upon.

6.2 Cadbury Manages a crisis with Integrated Marketing Communication (IMC)

Understanding Integration: Cadbury had a crisis on their hands; worms were found in Cadbury chocolate bars in India. A swift response was needed to mitigate the damage caused.

The problems were not caused by Cadbury but their distribution channels. Cadbury needed to get a number of messages across to its customers, distributors and retailers. The most efficient way was through an integrated marketing communication approach.

The same message, although tailored to each specific party, was developed and put into action.

The use of an IMC strategy helped Cadbury by making the advertising more efficient, all intended recipients of the advertising were targeted in a unique way that would generate the best results for Cadbury in terms of those recipients. The overall aim of the IMC strategy was to get safe product to retailers, have the retailers handle the product to a higher standard and for customers to have faith in the product once again and to start purchasing it.

We can see that the IMC strategy by Cadbury had different messages for the different parties it focused on however the overall aim was the same for Cadbury, to reverse the damage caused by the worms. Specifically Cadbury launched 0800 number, did a monthly press ad, displayed posters and dropped off leaflets and started an education and monitoring program for retail outlets and wholesalers. All with the focus of the aforementioned aim.

6.3 Case study on IPL : use of online marketing

For cricket enthusiasts or recent IPL converts, the latest season of the IPL has been a rollercoaster living up to the twists and turns and the instant exhilaration that the format promises. While the novelty of the IPL format is often spoken about in

context of the growth in cricket viewership patterns it has contributed to, it's also interesting to see how the adoption of social media tools has enabled the viewers/fans to extend their involvement beyond viewing and help the format gain a cult following.

The recent study by CISCO (about India topping the list of nations with most restrictive policies towards social media tools usage among enterprises) notwithstanding, the success of IPL on YouTube has shown how consumption over internet is becoming mainstream. Watching the IPL through live streaming is also quite a departure from the days when one would go to Rediff / Yahoo to catch the latest scores.

This story shares some whopping statistics about the number of subscribers/views of the IPL YouTube channel. It is also interesting to see this in context of the recent media reports about the IPL screenings on big screen not taking off. There may be a surge at the big screens during the finals but with fans and their peers present online for the most part, the internet now provides a unique community experience to these fans. Move beyond the post match mortem over the watercooler, it's the age of Twittercooler

One of the most favourite phrases that unite Indians in transit across class, caste, region, religion is – "Score kya hua hai" (What is the score?) With Twitter, one no longer has to worry about being on top of the score, with friends sharing a ball-by-ball update. If radio commentary was 1.0 and sms alerts 2.0, then twitter is definitely is 3.0 for all those looking for updates. More importantly however, no longer does one need to wait for that session in college canteen the next day or by

the office watercooler, Twitter gives the perfect opportunity to broadcast why Sachin Tendulkar is the best and how Kings XI could have stood a chance if Yuvraj would have focused more on his game. A recent study by Nielsen shows how Twitter is the third most popular platform for IPL related discussions on social media.

The Cricket pitch comes to Facebook

As this title of a recent post on Facebook blog shows, there is a whole new world that has opened up for IPL fans on Facebook. Most of the teams such as Deccan Chargers, Mumbai Indians and Rajasthan Royals have their own fan pages where fans "can engage with other fans and get exclusive behind-the-scenes looks at your favorite teams and players". With IPL online games to live chats with team captains, the experience truly extends from a few hours of mere sport to an-all pervasive lifestyle.

Here are some of the other interesting resources we came across about the IPL –

- The State of Indian Premiere League (IPL 3) on Social Media in 2010 – an interesting analysis around the growing IPL social media pie
- If IPL was played on the Web 2.0 – a humorous take on a fantasy league on social media comprising FB Super Kings, LinkedIn Chargers, Knight Writers among others

6.4 Case study on 7 up : use of social media

Introduction

7 UP Lemon Pattalam Online Championship was an interesting and unique cricket game which was made on the lines of the on-ground version of the championship. The innovative and exciting online cricket tournament, which has 7 players a side, 7 balls per over and 7 overs an innings saw an enthusiastic participation from Facebook fans. With a total number 10015 teams, total number of fans who joined the Facebook page via the game: 61,760 – a growth of 52% in just 45 days.

7UP Lemon Pattalam was on Facebook in the form of an interactive application based game. Fans can create or join a team and play the game wherein they have to score maximum runs in 7 overs. The winner will get the opportunity to meet the Chennai Super Kings.

Objectives

The prima objective was to increase the consumer engagement and interaction on the 7 UP Facebook page while acquiring new fans. The on-ground Lemon Pattalam Championship activity gave the perfect chance to leverage on the same through the social media channels.

Strategy and Planning

The strategy was to combine the viral effect of a multiplayer game format with the online version of the Lemon Pattalam championship, an on-ground open format cricket championship. The online version of the project was to extend the exact

replica of the format from the offline version giving it to the 7UP's Facebook page. This was to give it an instant connect with an activity the target audience was well aware of.

Stakeholders

The entire audience active on the social networking scene was targeted. Lemon Pattalam is a cricket tournament which was happening on-ground. The company wanted to create an online version of the same and promote it on Facebook page of 7UP to increase engagement and also increase the number of fans.

Choice of channel/s

Facebook was the channel of choice in this case as it is the location which houses the maximum number of 7UP fans who are active online.

Implementation

The 7UP Lemon Pattalam game is an online application which was ported on Facebook. Here, the user needs to install the application and then log on, to play the game. The user can then either create his own team or join any other team (for which he needs to get invited) that's been already formed.

However, if the user creates his own team, he is asked to invite 6 of his friends (from his list) to form a team and then give it a name as per his choice.

The game was designed in such a way that of all the friends who will receive invitations in form of FEEDS on their profile, only the first-six friends who accept the invitation will be part of the team (first come first serve basis). Moreover, the

users can also be a part of multiple teams at the same time giving then the opportunity to perform at various places and having their best score acknowledged.

Since the entire campaign was built with the South Indian essence and zest for cricket, company added a tinge of South Indian flavor by having cheerleaders dressed in their regional garb, performing various jigs to cheer the player.

Within the game play there was a 7UP Float designed to hang around the boundary region, which awarded 7 runs to the batsman if he managed to hit it with the ball.

In-game branding was carried out by using 7UP Drinks Trolley which would appear at random intervals.

Further, fun bonus factors like “Double Up with 7up” and “Bonus Ball” were added where runs scored in the last delivery would get doubled in the former case and in the later case the user would get a special Lemon Bonus Ball.

Impact and Outcome

The activity got an overwhelming response from the online audience who managed to form over 10015 teams within the span of time. Also, the game drew attention of 61,760 new prospects that joined the fan page through the game. This pronounced a growth of 52% of the fan base in just 45days.

6.5 Case study on HDFC : use of Social media network

Indian banking industry is booming & is on expansion spree. Indian banks contributed 1.7 per cent to the total global brand value at US$ 14.74 billion and grew by 19 per cent in 2011 as per the annual international ranking conducted by

UK-based Brand Finance Plc. According to a recent study done by Buzzom.com, Indian banks whether government or private have started using social media to stay in touch with their customers but HDFC stands out as far as leveraging social media is concerned both in terms of number of channels being used as well as engaging with their customers.

As per the graph above HDFC Bank has presence across 8 social media channels out of which the prominent presence is on Facebook, LinkedIn, Twitter, Youtube & their official blog. Important aspect is the engagement which they do on all these channels.

- **Facebook**

HDFC's page on facebook generates admirable feedback from users which serves as a ground for them to understand their fans as well as promote their banking products. They have a money matters section where they provide interesting recent financial news of interest to their fans. Also they keep on engaging the users with interesting puzzles/jigsaws based upon financial terms.

- **Twitter**

HDFC's twitter approach is build upon again like their facebook approach on sharing interesting & relevant information with their followers, asking them interesting puzzles, sharing new products & deals from their stable and so on. No wonder that they have a healthy follower count of 1300+ which is growing on the daily basis.

- **Youtube**

HDFC lacks on its Youtube marketing aspect and needs to learn from other banks like ICICI which is the second most active bank on social media in India. Although HDFC has created some great commercials for their television audience which have found their way on Youtube also and these commercials have large

viewership on Youtube too but they need to leverage Youtube by posting such videos regularly on their channel & promoting it further.

HDFC Bank's company page on LinkedIn has more than 13,000 followers. They haven't leveraged this platform to its full potential yet like they can display their products on their page on which they can get recommendation from the users which will serve as a live testimonial but still having a presence on LinkedIn is being helpful to them as the company stats & employees list can be browsed through to get interesting information about them.

Here's a very good graph showing the comparison of different Indian banks on social media which clearly out states the leadership of HDFC bank in this domain:

Banks	No of Channels	Social Grades
HDFC BANK	8	3.06
ICICI BANK	8	2.81
AXIS BANK	5	2.28
CITI BANK	5	2.02
YES BANK	6	1.97
KOTAK MAHINDRA	5	1.62
STANDARD CHARETERED	4	1.8
INDUS IND BANK	4	1.24
ING VYSYA BANK	3	0.79
SOUTH INDIAN BANK	3	0.72
KARNATAKA BANK	3	0.57
BANK OF PUNJAB	2	0.36

The Social Media Grades shows how active the banks are in the social media space

Calculated on a scale of 5, the interactivity level of the banks in Facebook, Twitter, LinkedIn, YouTube and Blogs are taken into consideration

No of channels represents the bank's presence in any social networking sites

Social Media Grades for the Private Sector Banks in India

6.6 Case study on Fujifilm : Online marketing efforts

Introduction

Fujifilm India launched its range of High Zoom cameras (S Series) with a series of high impact campaigns on some of the top portals like Times of India, IBN Live, Google and Rediff.

Fujifilm wanted to compliment this launch with an engaging campaign in the social media space especially on Twitter in order to create a buzz and acquire relevant target audience as new followers.

Objectives

1. Create Awareness
2. Engagement and excitement about Fujifilm High Zoom cameras.
3. Drive traffic to their main webpage, blog and YouTube channel.

Fuji High Zoom Twitter Contest:

- A 5 day trivia contest using the hash tag #FujiHighZoom
- 2 questions asked every day.
- Questions on different product models and their features.
- Users were given a hint to find the answers to the questions by visiting their different sites of FujiFilm India
- The contest was live for 3 hours each morning from 11 am to 1 pm.
- To create awareness, numerous tweets were posted an hour before the contest began.

Results

- Fuji High Zoom trended for all 5 weekdays
- New followers added in the duration of the contest: 230+
- Total Number of Tweets: 3000+
- Total Number of Retweets: 500+

The entire campaign and its success were totally dependent on the contest theme, type of questions that resulted in an unexpected vitality, engagement and reach.

6.7 Case study : Flipkart.com – success story

It was meant to be a portal that compared different e-commerce websites, only there weren't enough of them in the first place to be compared. Thus was born Flipkart, making sure that online shopping would never be the same again in India.

From a two-member embryonic idea to a 4,500-member company, the Flipkart story is not just about stupendous success and mind-numbing numbers. Much more than that, it's about redefining customer experience and breaking online shopping inertia.

Started in 2007 by Sachin Bansal and Binny Bansal, the Bangalore-based firm ships close to 30,000 items per day, in other words, 20 products per minute. Online group shopping catches bargain hunters' fancy.

The interesting part is that around 60 per cent of Flipkart's orders are cash or card on delivery.

Fashion stores go online to lure buyers

Indian consumers are much more cautious about shopping online as compared to the West. They are reluctant to divulge credit card details. The cash on delivery service has helped a lot of traditional consumers turn to online shopping.

Also, the model has unbolted the lock to a whole new customer base which hasn't been exposed to the benefits of plastic money as yet or those with a default technological handicap.

The superior customer service notwithstanding, Flipkart's biggest draw has probably been the huge discount it offers - much to the envy of offline stores. Though all bookstores get up to 50-60 per cent discounts from publishers, the low overheads - one of the numerous virtues of online stores - enables Flipkart to pass on the savings in the form of discounts.

Flipkart started with books, but now deals in 12 product categories. The company stocks nearly 11.5 million titles, "making us the largest book retailer in India.

Already, there are players like Infibeam, Naaptol and Letsbuy in the market. According to an Associated Chambers of Commerce and Industry of India (Assocham) survey, the online retail market in India may grow to Rs 70 billion (over $1.30 billion) by 2015 from Rs 20 billion in 2011 as internet access improves.

Chapter 7

Data Analysis & Interpretation

7.1 Introduction:

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups.

The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis. Technically processing of data implies editing, coding, classification and tabulation of collected data so that they are available for analysis. Analysis particularly in case of surveys involves estimating the values of unknown parameters of the population and testing of hypothesis for drawing inferences.

"Thus in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should subject to statistical tests of significance in order to determine with what validity data can be said to indicate any conclusions."

Analysis therefore may be categories as descriptive analysis and inferential analysis which is often known as statistical analysis.

7.2 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.

"Descriptive analysis is largely the study of distribution of one variable. This study provides us with profiles of companies, work groups, persons and other subjects on any of a multiple characteristics such as size, compositions, efficiency, preferences etc."

Descriptive analysis is more specific in that they direct attention to particular aspects or dimensions of research target. Such studies reveal potential relationship between variables, thus setting the stage for more elaborate investigation later.

It is a search for broader meaning and research findings. It is the device through which the factors that seem to explain what has been observed by researcher in the course can be better understood and provides theoretical conception which serve as a guide for further researches. It is essential because it will lead towards findings of the study and proper effective conclusions of the study.

Descriptive approach is one of the most popular approaches in these days. In this approach, a problem is described by the researcher using questionnaire or schedule. This approach enables a researcher to expose new ideas or areas of investigation.

Direct contact between respondents and researcher is brought through this descriptive approach.

7.3 Inferential Analysis:

Inferential analysis is used to generalize the results obtained from a random (probability) sample back to the population from which the sample was drawn. This analysis is only required when: a sample is drawn by a random procedure; and the response rate is very high. The methods of inferential statistics are (1) the estimation of parameter(s) and (2) testing of statistical hypotheses.

In the present study researcher used descriptive statistical tools. Primary data is used while analyzing and drawing inferences.

7.4 Descriptive Analysis of Primary Data:

This part of study is mainly focused on verifying main objectives of study. Researcher used statistical tools like mean, standard deviation and graphs for analysis of primary data.

7.4.1 Profile of Respondents

Survey for research work was conducted in the city of Mumbai keeping in mind that online marketing is still a metropolitan phenomenon in the developing country like India. Sample of 200 respondents was selected for survey. The questionnaire included a segment on customers profile as a classification of their demographic factors such as gender, age & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents.

The detailed respondent profile is as follows :

Table no. 7.1

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.

As far as gender wise segmentation is concerned, there are total 98 males out of which 38 are between the age 18 to 25 years, 31 are between the age 25 to 35 years & 29 are between the age 35 to 45 years. And there are total 102 males out of which 43 are between the age 18 to 25 years, 32 are between the age 25 to 35 years & 27 are between the age 35 to 45 years.

7.4.2 Importance of Integrated Marketing Communication:

Integrated Marketing Communication (IMC) is an approach used by organizations to create brand awareness 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. Marketing mix include the combination of various promotion tools such as print ads, outdoor ads, television commercials, direct mailers, public relations personal selling, sales promotion etc.

It is the guiding principle that organizations follow to communicate with their target markets. It is the most innovative function of marketing endorsed by advertising and marketing practitioners. To understand the importance of IMC researcher asked respondents about number of medium to get knowledge about any brand, sources of awareness of various brands, amount of information required to take purchase decision and time spent in purchase of any commodity. The details are discussed as below.

1. **Number of medium to get knowledge about any brand:**

In today's market scenario, due to wide number of small & large as well as local & global competitors; it has become difficult for the advertisers to reach their target audience exactly. Ever-changing likes & dislikes of consumers have also provided

the impetus to this market vulnerability. As a result of which, advertisers today, are using the maximum possible ways that will convey their ad message to the right prospects at the right time and through the right medium which will further create brand awareness and influence customers' purchase decision.

Mediums used for creating awareness comprise of a number of traditional as well as contemporary media vehicles such as print media, television commercials, outdoor ads, advertising through internet etc. Each medium contributes to mass communication depending upon how target audience [TA] likes to prefer each medium. When combinations of these mediums (more than two mediums) are incorporated in marketing strategy, the phenomenon termed as Integrated Marketing Communication [IMC]. IMC is applied with the aim of having maximum coverage of TA so as to spread more & more brand awareness, to share information about the brand, to improve brand image, subsequently to boost the sale.

The details of responses given regarding the medium to get knowledge are given in the following table.

Table no. 7.2

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:

From table no. 7.2, it is observed that when respondents were asked if they rely on just one medium to get knowledge about any brand;

i. 41% have given negative response.

ii. 35.5% respondents have given complete positive response while only,

iii. 23.5% responded that they rely partially.

It means major percentage is with negative response. This reveals that consumers reckon upon more than one medium to get knowledge of any brand. Due to unlimited brand choices & price sensitivity, they undertake a detailed evaluation of various brands by referring more number of sources of information. So they may be using combination of various mediums such print ads, television commercials, in-store promotion to know about different aspects of the brand.

2. Sources of awareness of various brands:

Excessive competition, globalization, fluctuating wants of consumers and advent of technology are the major factors that encourage advertisers to make use of various sources available to reach their TA. These sources can be print media (through newspapers & magazines), electronic medium (like Television commercials, radio spots, Mobile marketing and online advertising), Outdoor media (like hoardings, banners, neon signs) and Point of Purchase (like in-store promotion, standees, merchandising racks & cases etc.) Many a times consumers may also rely on various sources to get product related information. Using IMC may help advertisers to convey this information to the customers wherever they go. So while reading newspapers or magazine, watching Television, halting at railway

station or on traffic junctions or while surfing internet; everywhere advertisers can drag the attention of their prospects towards their brand. The details of responses given regarding different sources of awareness of various brands are given below.

Table no. 7.3

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:

From table no. 7.3, it is observed that when respondents were asked about which source do they refer the most to get awareness of various brands;

i. 11% have chosen print ads,

ii. 26.5% respondents have chosen Television commercial,

iii. 18.5% have chosen In-store promotion,

iv. Only 9% have chosen Outdoor media,

v. 35 % respondents have chosen Online media, which is the higher of all.

It means consumers do refer various mediums to get awareness but highest preference is being given to online media. Online media incorporates blogs, online

PR, Window displays, banner ads etc. And consumers today are more exposed to these forms of online advertising as compared to advertising through other mediums.

To analyze further we represent above data graphically. This is as follows,

Graph no. 7.1

Graphical representation of Sources of awareness of various brands

3. **Amount of information required to take purchase decision:**

Consumers may often get confused in making choice about which brand to purchase. In such case, they may require detailed information to evaluate and differentiate among various brands available. This information can be in the form of brand's attributes, its features, functional benefits etc. Sometimes just one medium cannot convey the maximum possible information to the consumers due to certain limitation of each medium. So advertisers can mix & match various

mediums by adopting IMC in order to spread awareness, educate & inform them about the brand. Once they get the required information, it becomes easier to take the purchase decision consequently saving their time in evaluation at the last moment of purchase. For example, blending print ads or TVC with in-store promotion may create positive impact of the brand and may increase confidence level of consumer in making purchase decision.

To analyze in detailed respondents were asked to give their view on agreement scale considering two different attributes. The responses were coded as below:

5. Strongly agree 4.Agree 3. No opinion 2. Disagree 1. Strongly disagree

The results of analysis are tabulated below.

Table no. 7.4

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:

From table no. 7.4, it is observed that when respondents were first asked whether they require much information to take purchase decision; secondly whether they spend much time for purchasing any commodity;

i. 16.5% respondents shown strong disagreement to the first question and 13.5% to second question,

ii. 40% respondents were disagree to the first question and 19% to second question,

iii. 18% were neutral for first question and 17% to second question,

iv. 14% respondents were agreed to first question and 34% were to second question, whereas,

v. 11.5% respondents have shown strong agreement to first question and 16.5% to second question.

Thus majority of consumers require more information to take purchase decision but they do not like to spend much of their time for purchasing any commodity.

It reveals that consumers do require plenty of information to take purchase decision. This information may increase their knowledge and assurance on brands' attributes & benefits consumers are likely to gain that will eliminate their confusion in choosing any particular brand. Once they obtain the required information on various brands, they take less time in the purchase of any commodity.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.2

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

Considering data of complete sample of all respondents descriptive statistics parameter scores are calculated and tabulated below.

Table no. 7.5

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

From table no. 7.5, it is observed that

1. 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.
2. 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.

This shows that consumers try to gain more information before they make purchase. They receive this information through various mediums; so integration of these mediums is required so as to feed the necessary information to the customers for brand evaluation which in turns will save their time & efforts while making an actual purchase.

7.4.3 Importance of Online advertising in changing market scenario:

Online Marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet. It connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing.

Online marketing synergistically combines the internet's creativity and technical tools, including design, development, sales advertising, while focusing on the primary business models such as E-commerce, Lead based websites, Local search etc.

Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet.

Online marketing can deliver several benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communication
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

To understand importance of online advertising in changing market scenario respondents were asked on their knowledge about use of Internet, online frequency, Purpose for using internet and Use of online activities by companies in their marketing efforts. Details of which are given below.

1. **Knowledge about the use of internet:**

Today, Internet is one of the most important parts of our daily lives. There are large numbers of activities that can be done using internet and so it is very important. Most of the traditional communication media including telephone, music, film, and television are being reshaped or redefined by the internet. It has enabled and accelerated new forms of human interactions through instant messaging, internet forums, and social networking. Online shopping has boomed both for major retail outlets, small artisans and traders. Prospects from almost every age group right from teenagers to adults make use of internet for their own respective purposes. Such uses can be social networking, media sharing (photo, songs & video), online shopping, local search etc. It allows greater flexibility in working hours and location, especially with the spread of unmetered high speed connections.

To understand whether respondents are convergent with the use of Internet; they were asked about their knowledge about use if internet. The details of which are tabulated below.

Table no. 7.6

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:

From table no. 7.6, it is observed that when respondents were asked about their convergence with internet;

i. 7% were not knowledgeable about internet.

ii. 14% were somewhat knowledgeable about internet.

iii. 33.5% were knowledgeable about internet.

iv. 45.5% were very well knowledgeable about internet.

It means major percentage of respondents is very well knowledgeable about internet. They are well convergent with various usage, functions and benefits being offered by internet. While out of 200 respondents, only few i.e. 7% are not knowledgeable about internet. So it reveals that there is high degree of literacy for internet usage.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.3

Graphical representation of responses related to knowledge about the use of Internet

2. **Frequency of being online:**

The number of people using internet has really gone up due to technological advancements. People use internet for a variety of reasons. However, major reasons why they use internet is to get access to information, social networking, communication, transferring files, entertainment, internet transactions, marketing, online education as well as to make money.

The internet allows greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections. The internet can be accessed almost anywhere by numerous means, including through mobile internet devices.

The low cost and nearly instantaneous sharing of ideas, knowledge, and skills has made collaborative work dramatically easier, with the help of collaborative software. Not only can a group cheaply communicate and share ideas but the wide reach of the internet allows such groups more easily to form.

The details of frequency of being online are tabulated below.

Table no. 7.7

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:

From table no. 7.7, it is observed that when respondents were asked about their frequency of being online;

i. 8% chosen very low frequency,

ii. 12.5% chosen low frequency,

iii. 22% chosen moderate frequency,

iv. 30% chosen high frequency,

v. 27.5% chosen very high frequency

It means majority of respondents i.e. 30% use internet with high frequency followed by 27.5 % respondents with very high frequency of using internet. So, due to its attribute of making life easier by allowing the users to have instant access with every informational, educational, interactive & entertaining material; Internet is heavily used medium today.

To analyze further we represent above data graphically. This is as follows.

Graph no.7.4

Graphical representation of responses related to Frequency of being online

To analyze in detailed, some important statistic (parameter) were calculated and the results of analysis are tabulated below.

Table no. 7.8

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:

From table no. 7.8, it is observed that

i. 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.

ii. 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.

Hence, most of the consumers are well versed with the usefulness of internet and they actually make maximum utilization of the various functions served by internet and therefore their tendency of being online is high.

3. **Purpose for using :**

Internet can be used for various purposes out of which the major purposes are social networking – Facebook, orkut, linkedin are few examples of social networking sites which help the users to enjoy their social life by allowing the scope to find new & old friends and share views with them; media sharing sites helps users to download the enticing material such as songs, photos, video clips etc.; blogs have introduced a new system of interaction. Blogs - It is a discussion informational site published on the World Wide Web. It can be proved as the best way to one's voice among online crowd; podcasts & RSS – Podcast is a digital medium consisting of an episodic series of audio, video, PDF files downloaded through web syndication to computer or mobile device, collaborative website can be developed by small or big businesses through web developers. It helps users to gain more information on various companies in terms of their history, product offers & features; content sharing websites such as google.com, Wikipedia etc. help users to gain wide range of information on wider variety of topics; online shopping offers the wide choices to the consumers while selection among different brands and also saves their efforts and time in travelling to shops.

To understand the real purpose for using internet respondents were asked to ranking each purpose between the scales of 1 to 5, where 1 is the most important and 5 is least important.

The details are tabulated in the following table.

Table no. 7.9

Purpose for using internet

	Social networks		**Media sharing sites**		**Blogs**		**Podcasts & RSS**		**Collaborat-ive 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:

From table no. 7.9, it is observed that

i. Social networks are considered most important 36.5% respondents and least important by 11% respondents.

ii. Media sharing sites are considered most important 25% respondents and least important by 23% respondents.

iii. Blogs are considered most important 13% respondents and least important by 23.5% respondents.

iv. Podcast & RSS are considered most important 16.5% respondents and least important by 31.5% respondents.

v. Collaborative websites are considered most important 16% respondents and least important by 31% respondents.

vi. Content sharing sites are considered most important 21.5% respondents and least important by 24% respondents.

vii. Online shopping is considered most important 30% respondents and least important by 18.5% respondents.

It means that Social networking is the foremost purpose for which majority of respondents use internet. Certain social networking sites such as Facebook, Orkut, Linkedin etc. have become popular in recent times, used to share the personal & professional views with known and unknown people who can be found out through these sites. After Social networking, second preference given to the online shopping. It allows flexibility to the consumers to view a wide range of products & brands, evaluate them online by reading their features and making an online purchase. Media sharing is at third place. It allows them to share media material such as photos, music, video, news etc.

To analyze in detailed, some important statistic (parameter) were calculated and the results of analysis are tabulated below.

Table no. 7.10

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:

From table no. 7.10, it is observed that

i. 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.

ii. 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.

iii. Median values and percentile values also support above interpretations.

Hence, respondents strongly feel that the most important activities to be done through internet are social networking as it connects them with others, online shopping as it offers them convenience of shopping and media sharing site as it allows them to download their favourite enticing material such as songs, video, games etc.

4. **Use of online activities by companies in their marketing efforts**:

Since in recent days, consumers rely more on the information shared by internet, they use this information for brand evaluation and for making purchase decision. This opportunity must be grabbed by both small & large scale businesses by having their online presence. For them online presence can be a tactic that involves use of internet as a medium to obtain website traffic and to target & deliver advertising messages to the right customers. Online advertising is geared towards defining markets through unique and useful applications. Having an online presence will first bring their business to the potential customer's attention. If online presence is complete with positive reviews and a professionally updated website; customers will see the reputation of the brand and will be more likely to choose those brands.

To analyze in detailed respondents were asked to give their view on agreement scale considering two different attributes.

The responses were coded as below:

5. Strongly agree 4.Agree 3. No opinion 2. Disagree 1. Strongly disagree

The results of analysis are tabulated below.

Table no.7.11

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:

From table no. 7.11, it is observed that when respondents were asked whether companies should use online activities in marketing efforts;

i. 16% were strongly disagreed.

ii. 20.5% shown disagreement.

iii. 11% had no opinion on this question.

iv. 21.5% shown agreement and,

v. 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.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.5

Graphical representation of responses related to Use of online activities by companies in their marketing efforts

To analyze in detailed, some important statistic (parameters) were calculated and the results of analysis are tabulated below.

Table no. 7.12

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

i. 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.

ii. Median and mode values are 4 & 5 i.e. closed to each other also support this result.

Hence, consumers are with the strong opinion that companies use online activities to spread awareness & sell their product.

7.4.4 The reasons for growing popularity of online marketing:

Internet has changed customer shopping habits and with rapid technological developments accessing the internet has become easier than ever. People can access the internet whenever and wherever they like. Listed below are some of the benefits of the internet for the customer.

a. Customers Stay Updated

Internet keeps customers updated through websites, emails, online adverts and social networking sites. Many customers can access the internet on the move through things technology such as smart phones and tablets. Manufacturers and retailers can instantly update their customers through the internet.

b. Customers Can Compare Online

One of the greatest advantages for the customer is that they can compare products or services they wish to purchase from the comfort of their own homes. Instead of having to visit a number of different retail outlets, the user simply has to open different internet window tabs to compare prices or features of the product/service they wish to purchase. There is also price comparison websites that customers can use to get the best possible price for their products.

c. Clear Product Information for the Customer

Websites offer clear and consistent product information to all internet users. There is little chance of misinterpretation or mishearing what the sales person said as in a retail store. The internet has comprehensive product information whereas in a shop the customer is reliant in the knowledge of their sales advisor.

d. Reduction in Personal Carbon Footprint

Looking after the environment and the world we live in is important for many customers. When consumers shop online they use their cars less and their personal carbon footprint is reduced. Retailers can support carbon reduction by sorting deliveries so that purchases by customers living close to each other can be delivered on the same day.

e. 24/7 Shopping

There is no time restriction on when a consumer can shop online; the internet is available all day. Many online sales now started at midnight on a particular day encouraging customers to shop all hours of the day.

To understand different reasons for growing popularity of online marketing researcher asked respondents about important factors motivating them to like the brand on internet, preference for the print ads or television commercials for awareness and Benefits of online marketing over traditional marketing.

The details are discussed as below.

1. **Important factors motivating respondents to like the brand on internet:**

There are various factors which motivate consumers to get inclined towards online marketing to like the brand. Out of which few prominent are -1) discount - marketers can offer products at discounted rates as they do not need to invest in expenses for rent, electricity & channel intermediaries when they are marketing their products through internet. 2) Through internet, consumers stay updated about various activities of companies. Companies develop their own websites wherein information related to their brand, its features & corporate identity readily available for consumers. 3) Through certain commercial websites like zomato.com, flipcart.com, myntra.com etc. consumers get knowledge about range of brands available in the market in given product category. 4) Good imagery & creative inputs make the brand more attractive, entertaining & interesting for consumers, 5) Internet allows getting access to the exclusive content which people do not obtain form any other medium. They can get access to various schemes related to the brand, description of specific benefits, they are likely to enjoy through brand 6) Internet is truly an interactive medium when it comes to purchase the brand, they can order online also they can share their feedback freely with the company on the strengths & weaknesses of any particular brand.

The details importance of responses is discussed as below.

Table no. 7.13

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:

From table no. 7.13, it is observed that when respondents asked about factors motivating to use internet;

i. 24.4% respondents consider discount factor as most important and 20.5% respondents do not consider it as important.

ii. 26% respondents consider other factor ‘to stay informed about company’s activities’ as most important and 27% respondents do not consider it as important.

iii. 18% respondents consider other factor ‘to get updates on brands and its future extension’ and 27% respondents do not consider it as important.

iv. 16.5% respondents consider other factor ‘Fun & entertainment’ and 33% respondents do not consider it as important.

v. 26.5% respondents consider other factor ‘to get access to exclusive content’ as most important and 23% respondents do not consider it as important.

vi. 24% respondents consider interaction factor as most important and 27.5% respondents do not consider it as important.

It means majority of respondents are motivated to use internet as it offers them products at discounted rates, gives access to exclusive content such as specific functional & emotional benefits of the brand and facilitates interaction about the brand directly with the company.

To analyze in detailed, some important statistic (parameter) were calculated and the results of analysis are tabulated below.

Table no. 7.14

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:

From table no. 7.14, it is observed that

i. 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.

ii. 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.

iii. Median values and percentile values also support above interpretations.

Hence, consumers use online marketing extensively as it offers discounts and access to exclusive content, and it facilitates interaction with the advertisers.

2. **Preference for the print ads or television commercials:**

Print ads are the advertisements which get published in print media such as newspapers, bulletins & magazines, whereas television commercials [TVCs] get telecasted through television. Both the forms incorporate the ad message and visuals but the major difference is print ad has the static images whereas TVC includes motion pictures and has more entertainment value than print ads. Print ads TVCs both have succeeded at a good extent in reach the masses and conveying advertiser's intent to the masses since longer time. But with the advent of new & innovative forms of advertising, these two mediums are loosing its popularity.

When the respondent were asked whether they don't prefer the print ads or Television commercials much to get the brand awareness, respondents have given following responses.

Table no. 7.15

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:

From table no. 7.15, it is observed that whether they don't prefer the print ads or Television commercials much to get the brand awareness,

i. 11.5% respondents have shown strong,

ii. 20.5% respondents were disagree,

iii. 9.5% were neutral,

iv. 39.5% respondents were agreed whereas,

v. 19 % respondents have shown strong agreement.

It means majority of respondents agreed that they do not prefer Television commercials or print ads to get brand related awareness. So these popular traditional mediums are no longer remained first preference for the consumers to receive ad messages.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.6

Graphical representation of Preference for the print ads or television commercials

To analyze in detailed, some important statistic (parameter) were calculated and the results of analysis are tabulated below.

Table no. 7.16

Descriptive statistic scores for Preference for the print ads or television commercials

Parameter	**Value**
N	200
Mean	3.3400
Median	4.0000

Mode		4.00
Std. Deviation		1.30880
Skewness		-.447
Kurtosis		-1.059
Percentiles	25	2.0000
	50	4.0000
	75	4.0000

Interpretation:

From table no. 7.16, it is observed that

i. Mean value scores for parameter do not prefer the print ads or a Television commercial to get brand awareness is 3.34 with negative skewness -0.447 indicates respondent agreement. It means they really do not rely on print ads & television commercials.

ii. Median and mode values are equal to 4 also support this result.

Hence, it reveals that today consumers do rely on print ads television commercials much to get awareness.

7.4.5 Benefits of online marketing offer over the traditional marketing:

Traditional marketing is a broad category that incorporates many forms of advertising and marketing. It is the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

a) **Print:** Includes advertisements in newspapers, newsletters, magazines, brochures, and other printed material for distribution
b) **Broadcast:** Includes radio and television commercials, as well as specialized forms like on-screen movie theater advertising
c) **Direct mail:** Includes fliers, postcards, brochures, letters, catalogs, and other material that is printed and mailed directly to consumers
d) **Telemarketing:** Includes requested calling and cold calling of consumers over the phone

Internet marketing is not a singular approach to raise interest and awareness in a product. Because of the vast number of platforms the Internet creates, the field encompasses several disciplines. It involves everything from email, to Search Engine Optimization (SEO), to website design, and much more to reach an ever-evolving, ever-growing audience. It offers certain advantages to consumers over traditional marketing.

The Internet is pervasive and ubiquitous. It has grown to encompass nearly every aspect of society, augmenting or outright replacing older methods of communication. This means that any organization, from the smallest non-profit, to the largest corporation, and even the individual, has an incentive to create a strong online presence. It allows great flexibility to choose wide range of brands demonstrated online without investing their efforts & time.

When respondents were asked about the benefits of online marketing over traditional marketing, respondents have given following responses.

Table no. 7.17

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:

From table no. 7.17, it is observed that

i. 24% of respondents find online marketing advantageous as it offers wide range of information about the brand,

ii. 23% of respondents find online marketing advantageous as it offers ease of shopping,

iii. 15.5% of respondents find online marketing advantageous as it saves consumer's time,

iv. 12% of respondents find online marketing advantageous as it involves low cost in purchase,

v. 25.5% of respondents find online marketing advantageous as it is an interactive medium.

It means majority of respondents favor for interactive ability of online marketing which is not applied in case of traditional mediums like print ads, television

commercials or outdoor media. Consumers like to exchange their views and share their feedback when it comes to evaluating the brand or for taking purchase decision.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.7

Graphical representation of Benefits of online marketing over traditional marketing

7.4.6 Limitations of online marketing as IMC tool

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry. Yet there are some limitations that make online marketing disadvantageous at certain extent. Those are;

1. Online Marketing is not free as the cost of hardware, software, wed site design, online distribution costs, maintenance of your site and yes time, all should be factored into the cost of providing your product and service.

2. Still, the internet is considered as a source just to gather product related information. Many people are there who still prefer the live interaction when they buy.

3. So many scams on the internet.

5. Timing of updates is critical so it's easy to have outdated information online.

6. Because of the fear of website's security, many of the visitors will not want to use their credit card to make a purchase if they don't know that the site is secure.

7. The majority of online marketers lack inquiry response programs and customer service. Also, the majority of sites have poor navigation that makes it tough for the visitor to find what they are looking for. Many sites were created without a customer service point of view.

The respondents were asked whether they prefer online advertising as it is SAFEST to use on an agreement scale. The responses were coded as below:

5. Strongly agree 4.Agree 3. No opinion 2. Disagree 1. Strongly disagree.

The results of analysis are tabulated below.

Table no. 7.18

Preference for Online advertising as it is SAFEST to use

	Frequency	Percent
Strongly disagree	40	20.0
Disagree	58	29.0
No opinion	33	16.5
Agree	34	17.0
Strongly agree	35	17.5
Total	200	100.0

Interpretation:

From table no. 7.18, it is observed that when respondents were asked whether they find online marketing safest to use;

- 20% were strongly disagreed.
- 29% shown disagreement.
- 16.5% had no opinion on this question.
- 17% shown agreement and,
- 17.5% were strongly agreed.

It means majority of respondent feel online marketing is not very safe. In order to know the reasons, respondents were being specifically asked to identify limitations.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.8

Graphical representation of Preference for Online advertising as it is SAFEST to use

To analyze in detailed, some important statistic (parameter) were calculated and the results of analysis are tabulated below.

Table no. 7.19

Descriptive statistic scores for Preference for Online advertising as it is SAFEST to use

Parameter		**Value**
N		200
Median		3.0000
Mode		2.00
Percentiles	25	2.0000
	50	3.0000
	75	4.0000

Interpretation:

From table no. 7.19, it is observed that

Modal value for parameter preference for online marketing as it is safest to use is 2, this indicates that majority of respondents feel online marketing is not safest to use.

Hence, though respondents prefer online marketing to salve their various purposes, they do not entirely believe that it is safest to use.

Loopholes in online marketing over traditional marketing tools:

Increasing techno-friendly attitude of consumers is encouraging them to use online marketing, but at the same time some limitations are refraining 100% acceptance of online marketing; these limitations can be 1) Susceptibility – consumers may

have vulnerable approach towards the use of internet, 2) fraudulent activities – there is a scope of providing wrong information, offering fake brands or overpromising, 3) Privacy issue – consumers may be reluctant to share their credit card number, bank details or any other sensitive information, 4) Lack of demonstration – at times, there may be creative visualization of products on the website in order to attract the consumers but in reality these may be different, this discrepancy may prevent them to prefer online purchase, 5) Often interrupting – frequent pop ups, spams or web banners may create an obstacle in web surfing which may lead to generate consumers' negative attitude towards online marketing

To understand loopholes that online marketing carry over traditional marketing tools, respondent's responses are tabulated below.

Table no. 7.20

Loopholes in online marketing over traditional marketing tools

	Frequency	**Percent**
More Susceptible	33	16.5
More scope for fraudulent activities	52	26.0
Lack demonstration	40	20.0
Privacy Issue	42	21.0
Often interrupting	33	16.5
Total	200	100.0

Interpretation:

From table no. 7.20, it is observed that

i. 16.5 % of respondents find online marketing is not safe as it is more susceptible.

ii. 26% of respondents find online marketing is not safe as there is more scope of fraudulent activities.

iii. 20% of respondents find online marketing is not safe as it lacks demonstrations.

iv. 21% of respondents find online marketing is not safe as it may result in some serious privacy issues.

v. 16.5% of respondents find online marketing is not safe as it is often interrupting.

It means majority of respondents feel that online marketing is not safe as there is more scope of fraudulent activities followed by privacy issues. These may include cheating customers by offering them faulty items, giving wrong demonstrations, taking confidential information such as bank details, credit card details and misusing the same.

To analyze further we represent above data graphically. This is as follows.

Graph no. 7.9

Graphical representation of Loopholes in online marketing over traditional marketing tools

This chapter makes detailed analysis of the data collected from respondents with the help of statistical tools. Analysis of data has been presented in tabular forms, graphical illustration and description thereafter. This systematic analysis has majorly helped to drag the final conclusions so as to achieve objectives of this study.

Final conclusions with recommendation are discussed in the next chapter.

Chapter 8

Conclusion, Recommendation &Limitations

This chapter gives a positive ending to the study by drawing conclusions based on interpretations and accordingly putting forward the recommendations. The chapter ends with limitations occurred while conducting research.

8.1 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.

8.2 Recommendation

Conclusion given above reveals that consumers use more than one medium to make brand choice, therefore it is recommended that

- **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.**

It is also revealed that consumers have good enough knowledge about internet technology and they are in favor of using online marketing, therefore it is recommended that

- **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.**

But along with its advantages, online marketing has certain limitations also, limitations like possibility of fraudulent activities or privacy issues are beyond control. Cyber crime can not be eradicated easily or completely therefore, it is recommended that

- **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.**

8.3 Limitations of the study

The study is limited to Mumbai suburbs.

8.4 Future scope of the study

The study could be extended; so as to cover all the states of India as the researcher believes that consumer buying behavior w.r.t online marketing may be at the variance in different states.

Appendix I

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APPENDIX II

CONSENT TO PARTICIPATE IN RESEARCH

You are invited to participate in a research study, entitled **"STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION"** The study is being conducted by Ms. Amruta Pawar, as her topic of dissertation in the partial fulfillment of requirement for M. Phil (management) from D. Y. Patil University, School of Management.

The purpose of this research is to explore about online marketing and its contribution towards promotion in practice as IMC tool. Your participation in the study will contribute to a better understanding of the above research study. The activity will take approximately 10-15 mins of your time to fill up the questionnaire attached with this consent form. Your name and contact details will be kept during the data collection phase for tracking purposes only. Identifying information will be stripped from the final dataset.

If you have any questions about the study; contact the researcher, **Ms. Amruta Pawar** on **9892235806** or send an email to **pr.amruta@gmail.com**

Thank you for your consideration. Your help is greatly appreciated.

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 SAFEST 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 ☐