

Project Report

“Study of the Effectiveness of online marketing on integrated marketing communication”

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Bachelor of Business Administration

**Submitted by
Preet Raut**

**Under the Guidance of
Dr. Pragati Pandey**

G.S. College Of Commerce & Economics, Nagpur

NAAC Reaccredited ‘A’- Grade Autonomous Institute

Academic Year 2021 – 22



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CERTIFICATE

This is to certify that “**Preet Raut**“ has submitted the project report titled “**Study of effectiveness of online marketing in integrated marketing communication**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Dr. Pragati Pandey
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place : Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

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Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title “**Study of effectiveness of online marketing in integrated marketing communication**” has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N. Y. Khandait**, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

PREET RAUT

Place: Nagpur

Date:

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INTRODUCTION

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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.

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
- Decreasing costs of databases
- Increasing client expertise
- Increasing mergers and acquisitions of agencies
- Increasing global marketing
- Increasing media and audience fragmentation

1.3 The Shift from Fragmented to Integrated Marketing Communication

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.

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.

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:

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.

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.

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)

Viral marketing: Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasingly acknowledging viral marketing as an important IMC tool because it offers the traditional 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.

Introduction to Online Marketing

1.2.1 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.

1.2.2 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 fourth place with 81 million internet users in 2010.

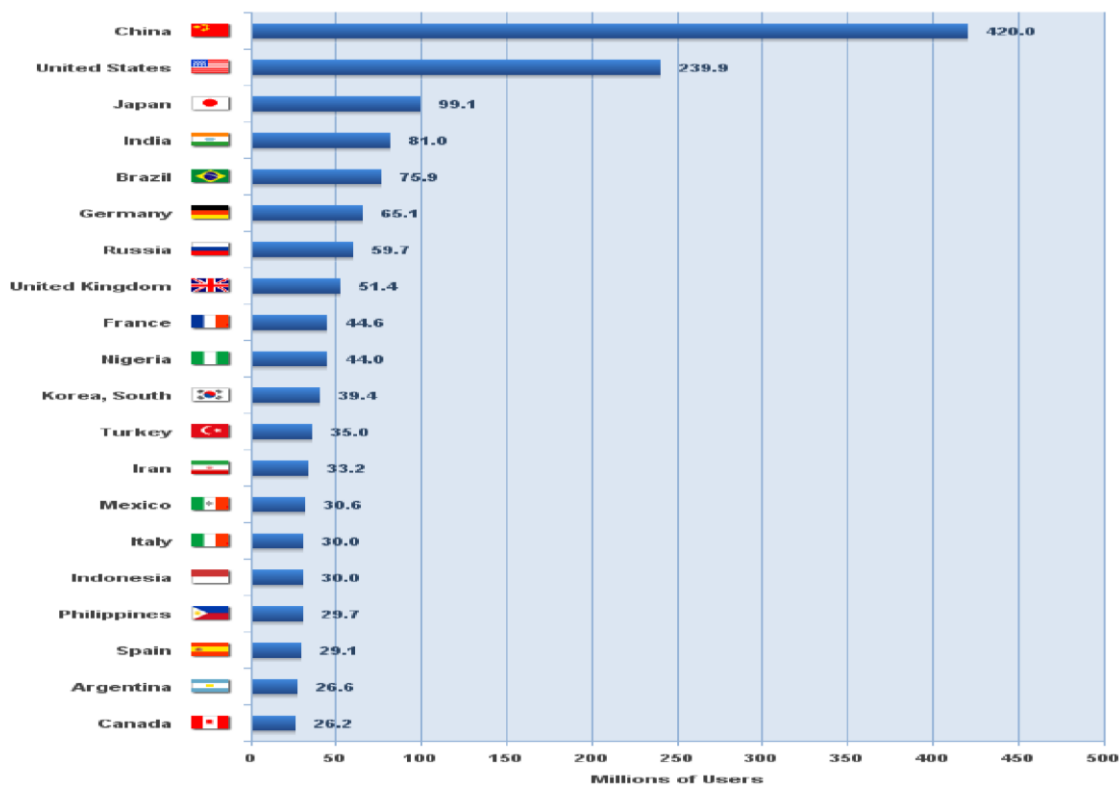


Fig 2.1 Top 20 countries with highest number of internet users as pf 2010-2020

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.

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

1.2.3 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 e-bay 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 pay-pal - 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.

1.2.4 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

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 thing 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.

1.2.5 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. 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.
3. 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

1.2.6 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.

1.2.7 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, ecommerce 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.

LITERATURE REVIEW

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.

2-1 Literature on Integrated Marketing Communication

Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education: 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.

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

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 increasingly acknowledging Viral marketing as an important IMC tool because it offers the traditional 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.

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.

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.

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.

2.2 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.

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 behaviour.” (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 solving 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.”

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 is 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 financial support of an organization, person or an activity in exchange of brand publicity and association.”

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.

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.

2.3 Literature on Online Marketing 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 on 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?

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 behaviour. 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.
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

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.

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 miss-information is in part a product of changes in online communication channels, but these communication channels are in part enabled by such social networking.

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.

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).

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. 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.

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. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. 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.

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. 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 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).

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.

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 costreduced 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

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. 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.

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, e-books, 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.

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 I perceived 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, e-book distribution, video email, and many more. Internet experts at Viral Buzz 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 favourable 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,

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.

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.

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 start ups and every company in-between will be spending more money and resources on "gamifying" their products and services this year.

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.

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.

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.

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.

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.

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.

RESEARCH STUDY

3.1 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.

3.2 Problem Definition

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?

3.3 Need and 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.

3.4 Hypothesis

H0: IMC dimensions helps to create Top of Mind awareness with the aid of various marketing tools.

H1: IMC dimensions do not help to create Top of Mind awareness with the aid of various marketing tools.

Hypothesis of this survey are examined by Pearson correlation test. The results show the effects of integrated marketing Communication on organization performance. In addition, there is a significant positive correlation relationship between integrated marketing communication with mission marketing, Cross functional Strategic Planning and Interactivity. Finally, there is a significant positive correlation relationship between dimensions of IMC.

3.5 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.

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.

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:

Various publications of central, state and local governments.

Various publications of foreign governments or international bodies.

Technical and trade journals Books, magazines, and new paper.

Reports prepared by research scholars, university economists etc.

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.

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 – Nagpur District**
- **Sample frame – Educational institutions & corporate offices.**

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.

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.

CASE STUDIES

Case Studies on IMC & Online Marketing

4.1 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.

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.

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.

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

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

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 break dancing 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.

4.2 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.

4.3 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 water cooler, it's the age of Twittercooler

One of the most favourite phrases that unite Indians in transit across class, caste, region, religion is – “**Score kyahuahai**” (What is the score?) With Twitter, one no longer has to worry about being on top of the score, with friends sharing a ball-byball 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.

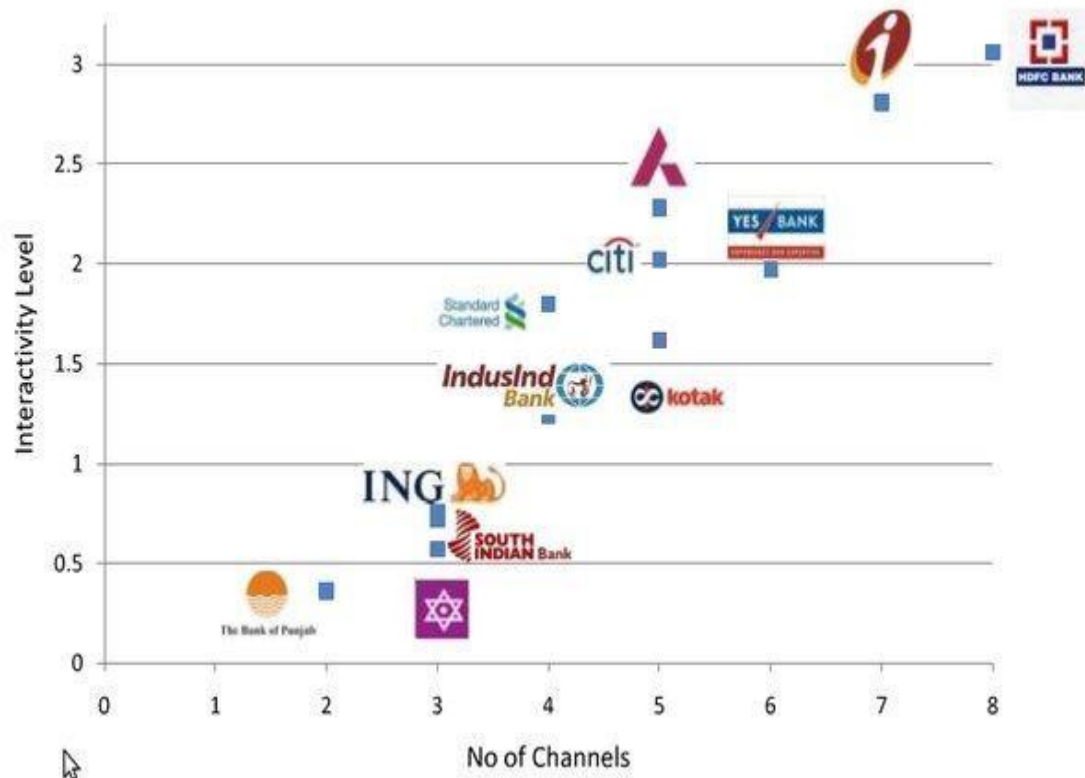
As this title of a recent post on Facebook blog shows, there is a whole new world that has opened up for IPL fans on Facebook. Most of the teams such as Deccan Chargers, Mumbai Indians and Rajasthan Royals have their own fan pages where fans “can engage with other fans and get exclusive behind-the-scenes looks at your favorite teams and players”. 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

3.5 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 2011-2015 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.

 **HDFC Bank** added 6 new photos to the album Which is your favourite cuisine?



Which is your favourite cuisine?
Relish an international spread! Pay Rs 480 for drinks & delicacies (a la carte) ...
[See More](#)

 June 3 at 3:32pm · [Share](#)

 23 people like this.

 [View all 4 comments](#)

 **HDFC Bank**

Money Matters: Recently, the prices of Silver tanked sharply! In case there is a fall in the prices of gold as well, RBI wants to ensure that the non-banking finance companies (NBFCs) involved in gold financing will be able to stand strong.

Do you know what is know-your-customer norms and are these companies following these norms?



RBI probes gold loan financiers on KYC adherence - The Economic Times
economictimes.indiatimes.com

Muthoot Finance and Manappuram General Finance & Leasing are the largest gold financiers that are listed on the Bombay Stock Exchange.

 June 3 at 11:57am · [Share](#)

 7 people like this.

 [View all 6 comments](#)

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 Youtubemarketing 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

4.4 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.

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.

DATA ANALYSIS AND INTERPRETATION

5.1 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.

5.2 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 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.

5.3 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 analysing and drawing inferences.

5.4 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.

Profile of Respondents

Survey for research work was conducted in the city of Nagpur keeping in mind that online marketing is still a metropolitan phenomenon in the developing country like India. Sample of 100 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 45 respondents who are jobber out of which 41 are between the age 25 to 35 years & 25 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 & 16 are between the age 35 to 45 years. And there are total 102 females out of which 43 are between the age 18 to 25 years, 32 are between the age 25 to 35 years & 18 are between the age 35 to 45 years.

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.

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.)

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; 11% have chosen print ads,

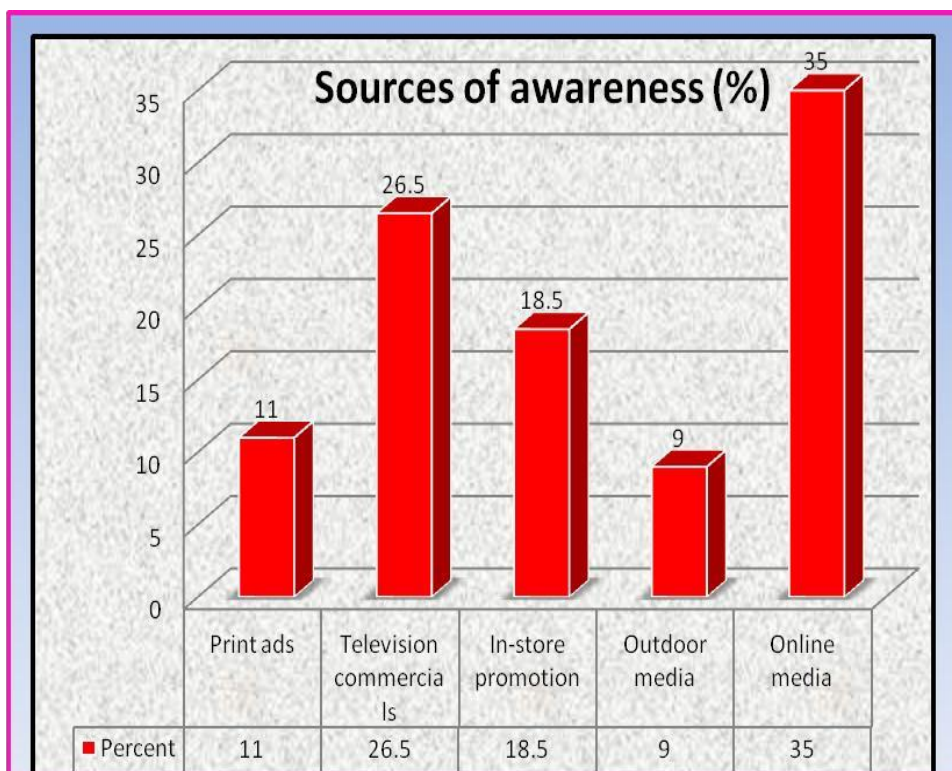
- i. 26.5% respondents have chosen Television commercial,
- ii. 18.5% have chosen In-store promotion,
- iii. Only 9% have chosen Outdoor media,
- iv. 35 % respondents have chosen Online media, which is the higher of all.

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:

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

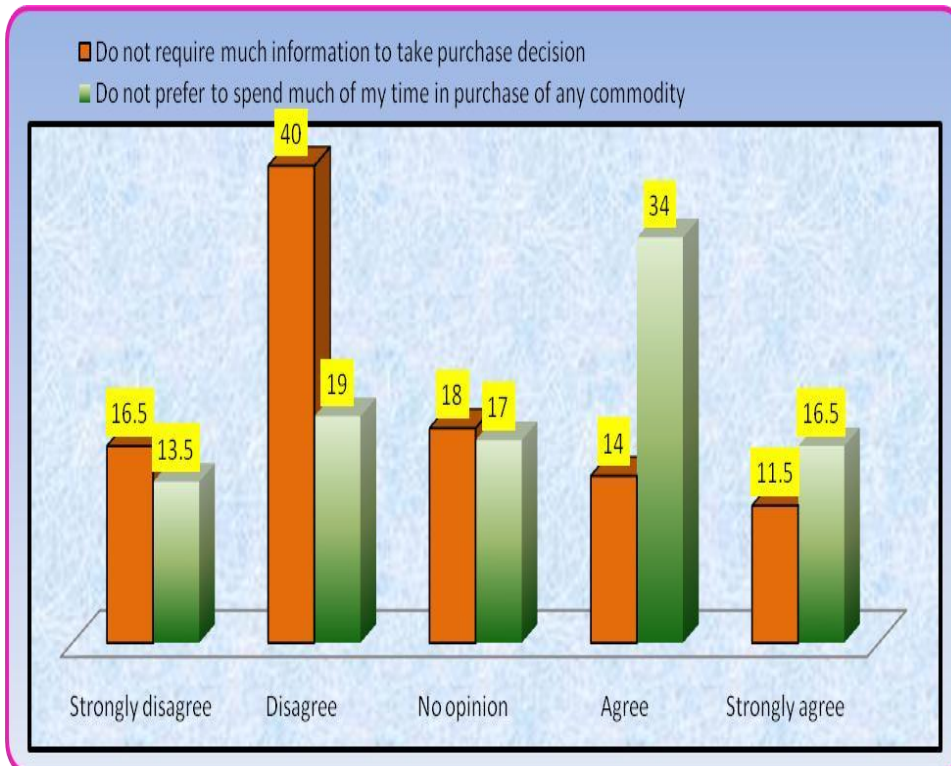
- i.** 16.5% respondents shown strong disagreement to the first question and 13.5% to second question,
- ii.** 40% respondents were disagree to the first question and 19% to second question
- iii.** 18% were neutral for first question and 17% to second question, 14% respondents were agreed to first question and 34% were to second question, whereas, 1.5% respondents have shown strong agreement to first question and
- iv.** 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.

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

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).

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.

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

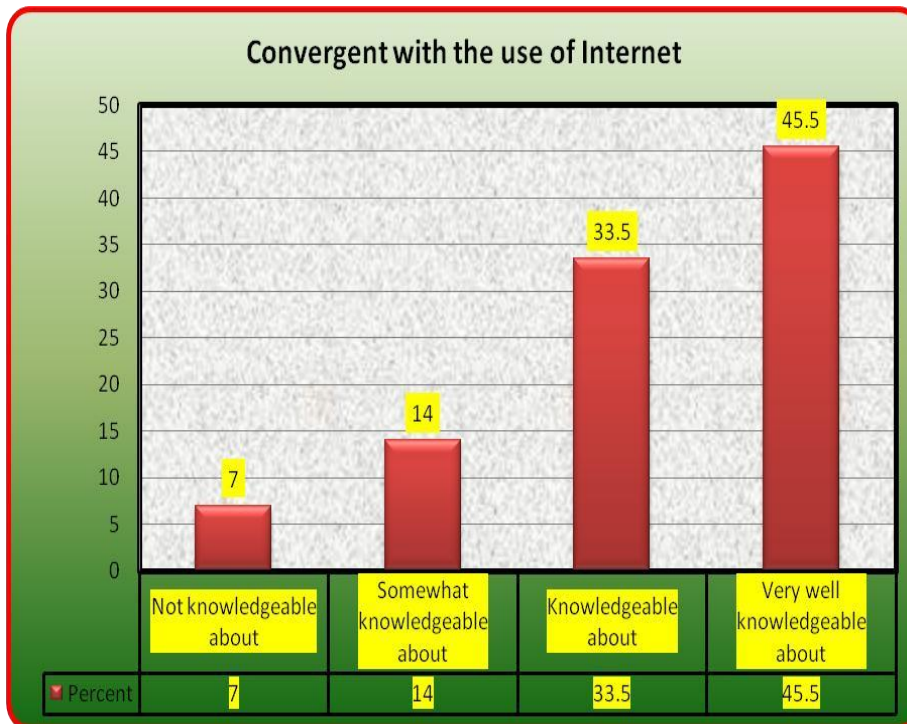
Interpretation:

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;

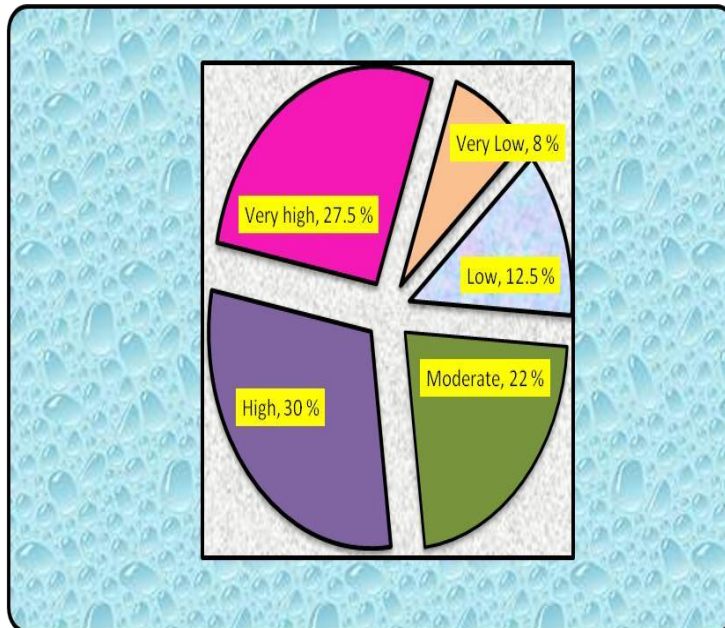
- i. 8% chosen very low frequency
- ii. 2.5% chosen low frequency,
- iii. 22% chosen moderate frequency
- iv. 30% chosen high frequency,
- v. 27.5% chosen very high frequency

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

Interpretation:

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.

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. 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:

- i. Strongly Agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. 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:

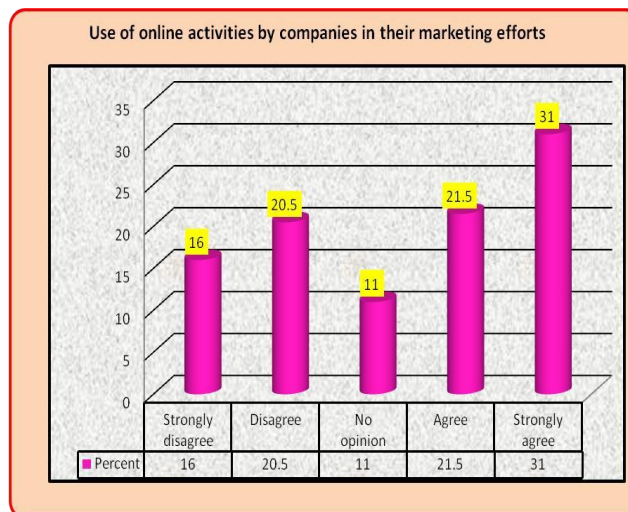
From table no. 7.11, it is observed that when respondents were asked whether companies should use online activities in marketing efforts;

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 respondent'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.

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.

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.

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.

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.

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.

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, entertainment		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, entertainments	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.

3. 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.

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,

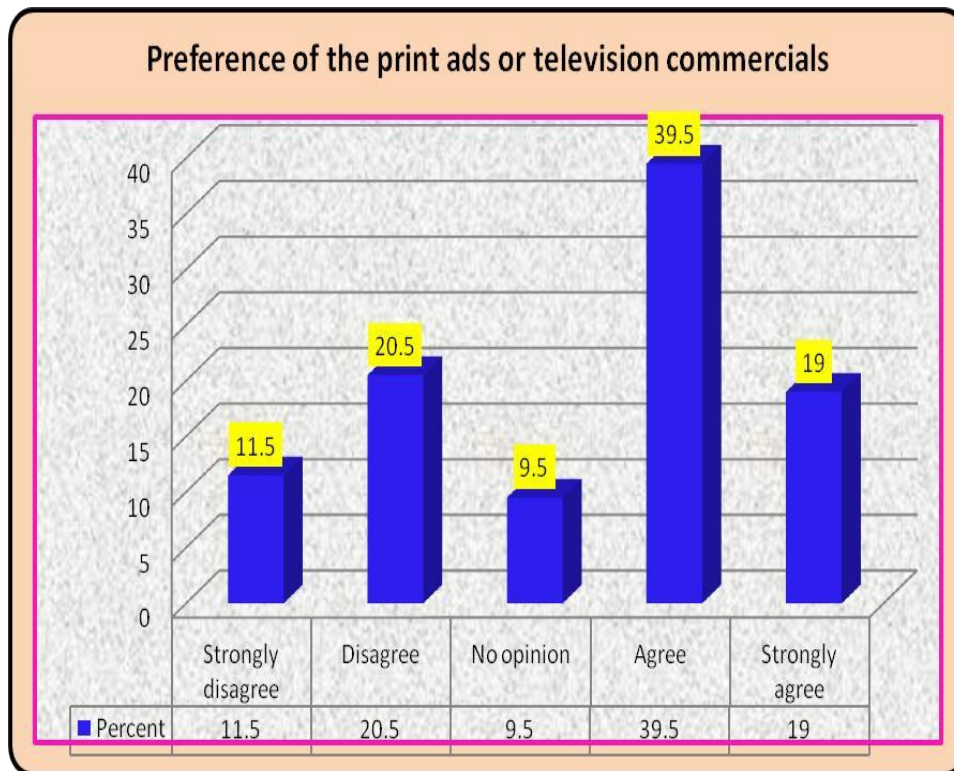
- i. 11.5% respondents have shown strong,
- ii. 20.5% respondents were disagree,
- iii. 9.5% were neutral,
- iv. 39.5% respondents were agreed whereas,
- v. 19 % respondents have shown strong agreement.

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.

Print: Includes advertisements in newspapers, newsletters, magazines, brochures, and other printed material for distribution

- a) **Broadcast:** Includes radio and television commercials, as well as specialized forms like on-screen movie theater advertising

- b) **Direct mail:** Includes fliers, postcards, brochures, letters, catalogs, and other material that is printed and mailed directly to consumers
- c) **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 everevolving, ever-growing audience. It offers certain advantages to consumers over traditional marketing.

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. ii.23% of respondents find online marketing advantageous as it offers ease of shopping,
- iii. 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 favour 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, web 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:

- i. Strongly disagree
- ii. Disagree
- iii. No opinion
- iv. Agree
- v. Strongly agree.

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.

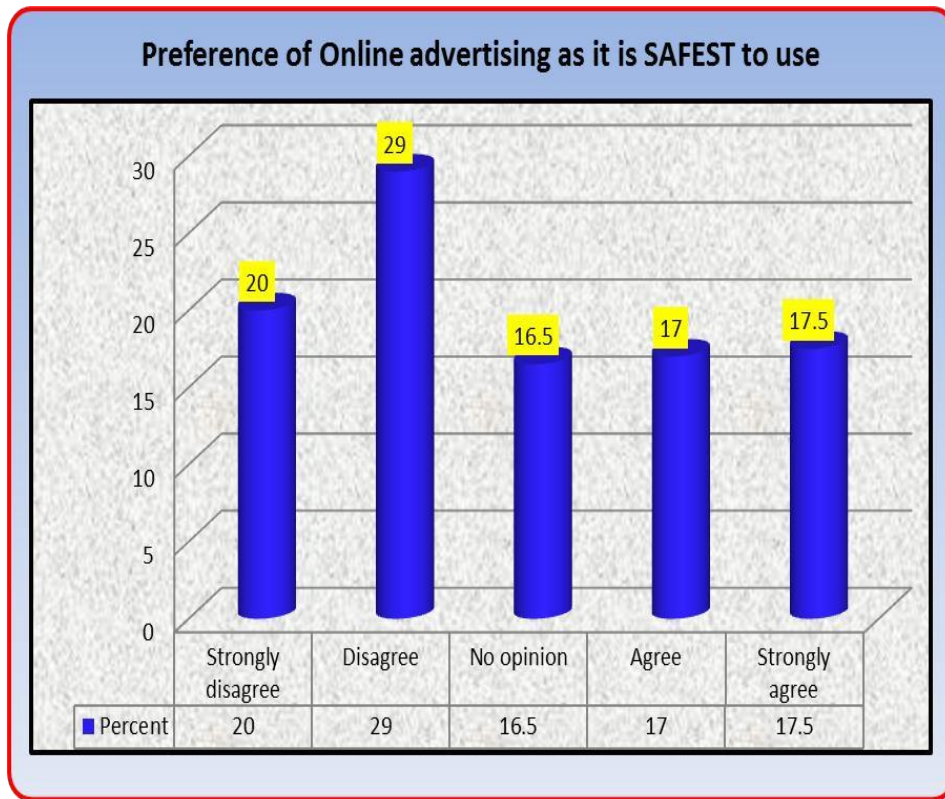
- 29% shown disagreement.
- 16.5% had no opinion on this question.
- 17% shown agreement and,
- 17.5% were strongly agreed.

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

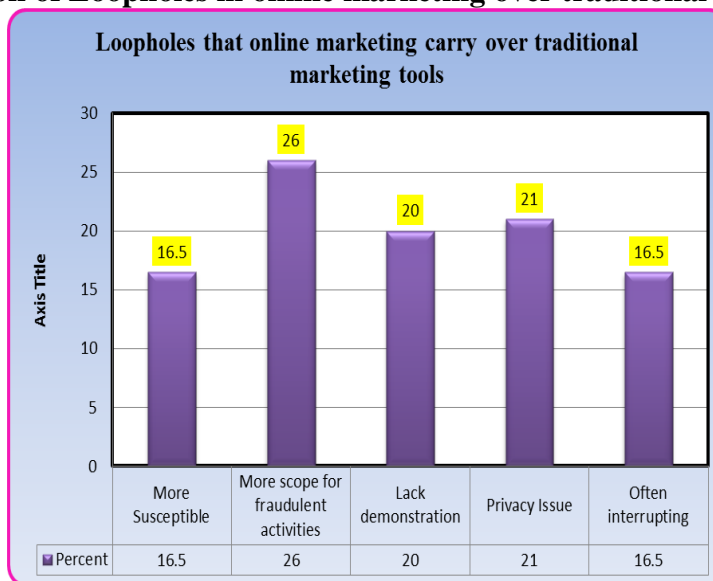
- i. 16.5 % of respondents find online marketing is not safe as it is more susceptible.
- ii. 26% of respondents find online marketing is not safe as there is more scope of fraudulent activities.
- iii. 20% of respondents find online marketing is not safe as it lacks demonstrations.
- iv. 21% of respondents 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

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 coming chapters.

CONCLUSION

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.

LIMITATION

Limitations of the study

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.

The study is limited to Nagpur .

Online marketing has outsold traditional advertising in recent years and continues to be a high- growth industry.

- Online Promotion is not allowed as the cost of hardware
- software, website design, online distribution costs, preservation of the concerned website and yes time, all should be issued into the rendering expenses of offerings and service.
- So many scams on the internet.
- Timing of updates is critical so it's easy to have out-of-dated data online.
- Fear of website's security.
- The majority of online markets lack inquiry response programs and customer service.

RECOMMENDATIONS AND SUGGESTIONS

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 behaviour 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 favour 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 cannot 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.**

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 behaviour w.r.t online marketing may be at the variance in different states.

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ANNEXURE

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. Companies should use online activities in their marketing efforts.

	<input type="checkbox"/>		<input type="checkbox"/>
Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
No opinion	<input type="checkbox"/>	Disagree	
Strongly disagree			

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

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
No opinion	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>		

9. What benefits does online marketing offer over the traditional marketing?

(Tick only one, which is more prominent according to you)

<input type="checkbox"/>		<input type="checkbox"/>
Wide range of information	<input type="checkbox"/>	Low cost
Ease of shopping	<input type="checkbox"/>	Interactive medium
Time saving		

10. I prefer Online advertising as it is SAFEST to use.

Strongly agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>
No opinion	<input type="checkbox"/>	Disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>		

11. What loopholes does online marketing carry over traditional marketing tools?

(Tick only one, which is more prominent according to you)

<input type="checkbox"/>		<input type="checkbox"/>
More Susceptible	<input type="checkbox"/>	Privacy Issue
	<input type="checkbox"/>	

More scope for fraudulent activities

Often interrupting

