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UNIVERSITY OF YAOUNDE I
HIGHER TECHNICAL TEACHER
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DEPARTMENT OF OF

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**Filière
Marketing**

**INTEGRATED MARKETING COMMUNICATION AND
ONLINE
MARKETING. CASE STUDY: EBOLOWA**

Mémoire de fin d'étude

En vue de l'obtention du Diplôme de Professeur d'Enseignement

Technique et

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Année Académique : 2019 - 2020



DEDICATION

MY FAMILY

THIS WORK IS PRESENTED BY: NGALA LOUIS MBUH

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DECLARATION

I hereby declare that the dissertation titled “Online Marketing and Integrated Marketing Communication” Submitted for the Award of Masters in Marketing at the University of Yaoundé ADVANCED TEACHER’S TRIANING COLLEGE FOR TECHNICAL EDUCATION OF EBOLOWA, is my original work and the dissertation has not formed the basis for the award of MASTERS, associate ship, fellowship or any other.

The material borrowed from similar titles other sources and incorporated in the dissertation has been duly acknowledged.

I understand that I myself could be held responsible and accountable for plagiarism, if any, detected later on.

The research papers published based on the research conducted out of the course of the study are also based on the study and not borrowed from other sources.

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

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I won't miss this opportunity to give credit to the sources both primary & secondary for adding valuable inputs to my dissertation.

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

LIST OF ABBREVIATIONS & ACRONYMS

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

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ABSTRACT

This topic entitled ONLINE MARKETING AND INTEGRATED MARKETING COMMUNICATION focuses on the role played by online marketing being a tool of integrated marketing communication. This study lays emphasis on the fact that companies and individuals should involve online marketing as one of the marketing strategies used to create awareness about their products and promote sales to increase profits at a lower cost. As part of the study a survey of 200 individuals was carried out in Ebolowa in the south region of Cameroon to better understand consumers' preferences and reason for using online as a main source of information about products and services offered by businesses who use the internet for advertising. The results gotten from the questionnaires was being analyzed using SPSS 20.0 software which permitted us to have descriptive statistics and the various calculations such as chi2, mean standard deviation and variance. The results gotten further prove that online marketing is very effective as an integrated marketing tool for both individual businesses and organizations

RESUME

Ce sujet intitulé ONLINE MARKETING AND INTEGRATED MARKETING COMMUNICATION focalises sur le rôle joué par marketing en ligne comme un outil de marketing communication intégrer. Cette étude met beaucoup emphases que les individus et les organisations lancer dans le marketing en ligne comme une stratégie de vent leur produits et services et augmenter les ventes et profit d'organisation a un prix bas. Les résultats on était analyser avec le logiciel SPSS qui a permis nous d'avoir lest statistiques descriptif et les différents calculs comme Variance, Mode, Mean. Les résultats qu'on a eu fais preuve que le marketing en ligne est très efficaces comme un outil de marketing communication intégrer. Le chapitre un commence avec l'intégration marketing communication, l'histoire et la définition de IMC, les différents outils de IMC et les avantages et désavantage de IMC. Le chapitre deux explique la notion de Marketing en ligne ou marketing digital, l'histoire et définition de Marketing enligné, les bénéfices et limitation de Marketing en ligne : Le chapitre trois focalises sur la méthodologie que j'utilise pour avoir les donnes and la méthodes d'analyse des données et aussi montre le lien entre les deux variables. Chapitre quatre focalises sur les résultats, interprétation et suggestion et conclusion de mon travail. Et dans l'annexe il y a les questionnaires qui compose les différentes questions que j'ai posez ou individuel d'Ebolawa.

GENERAL INTRODUCTION

In recent years there has been an accelerating discussion on the importance of strategic marketing related to organizational strategy making. Due to widely internationalized and technologically developed markets, companies are demanded, probably more than ever before, to have great visibility and better ability to respond quickly to competitors' actions.

Also the increasing number of operators has induced a market situation where products have become very similar between each other. This has been one of the reasons for many organizations to become realizing that focusing only on the physical product is insufficient strategy for being distinguished from the competitors. Therefore, concentrating on marketing communication has started to show in companies' strategy making more than before.

According to recent marketing studies this current has been anticipated to become a part of everyday life also in Cameroon. Organizations have started to be aware of how fast and extensively marketing communication methods have developed during the last decade. Medias have become even more visible and effective transmitters of the marketing communication. Also consumer's expertise on products (and prices) has also increased as a result of high information flow. Therefore, we can argue that it is not beneficial for modern company to rely only on the traditional sales and marketing processes to become advanced marketer, companies must find new ways to reach more demanding customers.

Internet and especially social media as a marketing channel are offering potential tools for this reformation. Even though the social Medias are rarely direct selling channels they are very effective tools to gain visibility for the company and its products. By using social media applications companies have ability to reach new and relatively large target groups faster than by using traditional marketing channels. Also the audience has already brought out its interest by responding to message.

Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, as well as via telemarketing or pamphlets. Usually the goal was to get a company- and or product name, a statement etc. communicated to as many people as possible for the smallest price possible.

When the Internet arose, a number of search options became available. Companies had the option to advertise themselves on a larger scale. Due to advertising perception at the time, many businesses were assumed to have great value, and thus traded on the stock exchange at

extraordinary high rates. This collapsed in 2001 at what is commonly known as the dot-com bubble.

After the dotcom collapse, the Internet was almost disregarded because of many failing website-based businesses that had expectations to the market and assumptions about consumers. However, both consumers and companies continued exploring online options. Soon more substantial business models emerged; search advertising and e-commerce were the new possibilities. Enhancements in targeting advertising, and understanding how websites maintain visitors, became relevant. Researching consumer's behavior and buying patterns online began to interest scholars.

The Internet is used in any and all industries, as a branding and marketing tool, as an internal communication tool, and as the start of most business transactions. Today companies use the Internet as one of the most powerful tools in a big number of ways. The Internet has unlocked a large number of search options and new ways of highlighting the important aspects of any item. Thus marketing has been redefined via the Internet, and given even small businesses a chance to promote and brand their products on a larger scale. The Internet has therefore experienced enormous growth in online advertising, since its inception in the early 1990'ies. It is still however executed in the usual one-way-communication, as it has always been done.

We live in a world of connectivity; the number of mobiles phones subscriptions in Cameroon Out numbers the number of inhabitants. The number of text messages increases year-by-year, email and instant messenger programs set records each year. All of which points out that people are in need of being in contact with others. When the Internet connects people across oceans and continents, dating services, networking pages and blogs, forums and chat rooms are increasing every minute, are the companies aware of the consumers' need to be connected and be part of a dialogue?

Getting the user to feel like part of the company will create not only happy customers, but ambassadors, that will promote the company and its products even further. Most people do not leave their home without their mobile phone, they are scared to miss anything, and want people to be able to reach them for an opinion. Customers are jumping on the chance to be heard in large audiences.

i. CONTEXT

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.

Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together.

At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony. Promotion is one of the Ps in the marketing mix. Promotion has its own mix of communication tools.

All of these communication tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time.

Integrated Marketing Communication is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation. It makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing, direct marketing in order to generate maximum impact on the target audience at the minimum cost. According to William Stanton, "IMC is an element in organization's marketing mix that is used to inform, persuade and remind the market regarding the organization and/or its products. It blends various promotional tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity.

Effective IMC messages and images are meaningful and useful to consumers, and messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

ii. Benefits of IMC

- Although Integrated Marketing Communication requires a lot of effort, it delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress.
- IMC wraps communication around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage.
- IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day.
- IMC can boost sales by stretching messages across several communication tools to create more avenues for customers to become aware, aroused, and ultimately, to make a purchase.
- Carefully linked messages also help buyers by giving timely reminders, updated information and special offers which, when presented in a planned sequence, help them move comfortably through the stages of their buying process and this reduces their 'misery of choice' in a complex and busy world.
- IMC also makes messages more consistent and therefore more credible. This reduces risk in the mind of the buyer which, in turn, shortens the search process and helps to dictate the outcome of brand comparisons.
- Un-integrated communication conveys disjointed messages which dilute the impact of the message. This may also confuse, frustrate and arouse anxiety in customers. On the other hand, integrated communication presents a reassuring sense of order.
- Consistent images and relevant, useful, messages help nurture long term relationships with customers. Here, customer databases can identify precisely which customers need

what information when and throughout their whole buying life.

- Finally, IMC saves money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for all communication and even if there are several agencies, time is saved when meetings bring all the agencies together - for briefings,

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

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

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

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

iii. Tools of Online marketing

- **Display advertising** - Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.
- **Web banner advertising** - Web banners or banner ads typically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.
- **Frame ad (traditional banner)** - Frame ads were the first form of web banners. The

colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page.

- **Pop-ups/pop-under** - A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.
- **Floating ad** - A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.
- **Expanding ad** - An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.
- **Interstitial ad** - An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.
- **Text ads** - A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyper linking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.
- **Search Engine Marketing (SEM)** - Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.
- **Search Engine Optimization (SEO)** - Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.
- **Sponsored search** - Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords.

Search ads are often sold via real-time auctions, where advertisers bid on keywords.

- **Social media marketing** - Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.
- **Mobile Advertising** - Mobile advertising is ad copy delivered through wireless mobile devices such as smart phones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, or application sponsorship).
- **Email Advertising** - Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Motivation

Online or Digital Marketing is the future of marketing and sales and it is very vital to be up to date with the latest digital marketing strategies in order for us to keep up with the constant advancement of technology. This is just one of the many factors that have motivated me to write on Digital Marketing in addition to the fact that I am personally involved in digital marketing as I have a Facebook page where I advertise and sell health and beauty products which generates constant income for me due to market targeting and increase in sales. This factor acts as a pull factor in choosing to make a study on online marketing and its various strategies and techniques so I can apply to my own business and teach to others who are interested and goal oriented like me.

Also, it would serve to assist other marketing practitioners as a guiding tool in marketing their products, taking into consideration the taste, their consumption habit or their target customers.

It shall serve to raise the appetite of other researchers in the same line to undertake further research on some areas not found in this research.

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 topics are – Integrated Marketing Communication & Online Marketing. The review of literature will revolve around these.

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

Integrated marketing communication can produce stronger message consistency and greater sales impact. It forces management to think about every way the customer comes in contact with the company, how the company communicates its positioning the relative importance of each vehicle and timing issues. It gives some responsibility to unify the company's brand image and messages as they come through thousands of company activities. IMC should improve the company's ability to reach right customers, with the right message, at right time in the right place. Thus personal and non-personal communication channels should be combined to achieve maximum impact.

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

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

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

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

The concept of integrating online & offline marketing to build success is one who time has come. While many companies still view their online & offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand- accessibility, choice & convenience. Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasing acknowledging viral marketing as an important IMC tool because it offers the traditions benefits and effectiveness of advertising. In viral marketing the organization promotes its product using Word of Mouth Marketing (WOMM), utilizing individual's communication networks, and relying on their individual recommendations to sell the product. Companies actively seek viral marketing, by fueling discussion on their offerings. (Groucutt, J. et al 2004).

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

In another definition of IMC given by a well-known author on IMC literature, Kliatchko (2005) reflects the same concept. As per the author, IMC is the concept and process of strategically managing audience-focused, channel-centered and results-driven brand communication program over time. This definition is a bit more specific and along with strategy and accountability it emphasizes specifically on communication being channel-centered and audience-focused. Managing and coordinating the integration of company 's communication across different media and channels is an important aspect of

IMC. IMC does involve a process/plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009).

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

Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009).

Concepts like convergence have come in to bring more versatility in the communication mediums being used. Convergence represents a paradigm shift – a move from medium specific content towards content that flows across multiple media channels, towards the increased interdependence of communication systems, towards multiple ways of accessing media content, and towards ever more complex relations between top-down corporate media and bottom-up participatory culture.(Jenkins, 2006)

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

According Perkin (2003) “as media-blitzed, ad-cynical, time-poor, channel- flicking audience living in a fast-paced, attention-challenged world” The fact is that due to fast pace of technology, and globalization of the world, consumer behavior around the world is changing. Today customers have more control over what to see, and read and therefore IMC need to tailor the organization campaign as per the requirements of the market.

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

Problem Statement.

Business enterprises are created to deliver goods and services to the target market. This can only be effective in situations where companies are prepared to produce product which are well designed to meet the needs and desires of the target market as well as making the target market to be aware and have knowledge of the product. It is at this point where companies could hope to achieve its organizational objectives.

In modern marketing companies and their brands are competing heavily to hold existing and to gain new market shares, in order to accomplish this, marketing communication is of great importance. However, during the 1980's and 90's, the cost of traditional mass media advertising increased substantially and it started to become increasingly difficult to reach specific target groups with mealy through traditional forms of promotion through the mass media due to the increased advertising buzz in newspapers, television and radio. Thus, this study focuses on the **EFFECTIVENESS OF ONLINE MARKETING AS A TOOL OF INTEGRATED MARKETING COMMUNICATION**. To better understand the problem statement, the following specific questions have been answered in the paragraphs ahead.

- i. What is the importance of Integrated Marketing Communication?
 - a. What are the various tools and techniques used in IMC?
 - b. What are the advantages and disadvantages of IMC?
- ii. How online marketing plays important role in companies' marketing strategy?
 - a. What are the strategies and technics of online marketing?
 - b. What is the role of social media in online marketing?
- iii. What is the effectiveness of online marketing as an effective marketing strategy?
- iv. How is online marketing advantageous over traditional marketing tools?

Research objectives:

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

- i. To understand the importance of Integrated Marketing Communication.
- ii. To understand the importance of Online advertising in changing market environment.
- iii. To understand the effectiveness of online marketing as an IMC tool.
- iv. To analyze the effectiveness of online marketing as compared to

traditional marketing tools

v.

Hypothesis of the study:

This study is worth researching so as to investigate the effect of online marketing on IMC and also to understand the importance of online advertising as an effective marketing strategy. Marketers will learn on which promotional mix is best suitable and how to use the websites, internet as an effective promotional tool and communication to a greater target audience.

This piece of work is important for academic purposes since it shall give a proper and practical understanding of promotional strategies and packaging of products.

For this study the researcher has put forth the following hypothesis:

H1: Integrated marketing communication is important.

H2: Online marketing is important.

H3: Online Marketing is effective as an integrated marketing communication.

H4: Online Marketing is effective as compared to traditional marketing tools.

Methodology:

The method used for the collection of data was questionnaires, I printed copies of the questionnaire and distributed to the inhabitants of Ebolowa SI II in the south region of Cameroon. To analyze data collected through structured questionnaire, the 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. Sample size : 200 (Sample size is selected on the basis of discussion with the research expert)

Area covered – Ebolowa si I et II Mvila Division South Region of Cameroon. Sample frame – Educational institutions, businesses & offices.

Primary data: 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.

Chapter 1

Introduction to Integrated Marketing Communication

I- 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 organization’s marketing mix that is used to inform, persuade and remind the market regarding the organization and / or its products.”

Koekemoer & Bird, (2004) defines Integrated Marketing Communication as the collective activities, materials and media used by a marketer to inform or remind.

prospective customers about a particular product offering and to attempt to persuade them to purchase or use it.

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

I-1. 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:

- i. **Decreasing message impact and credibility:** The growing number of commercial messaging made it increasingly more difficult for a single message to have a noteworthy effect.
- ii. **Decreasing costs of databases:** The cost of storing and retrieving names, addresses and information from databases significantly declined. This decline allowed marketers to reach consumers more effectively.
- iii. **Increasing client expertise:** Clients of marketing and public relations firms became more educated regarding advertising policies, procedures and tactics. Clients began to realize that television advertising was not the only way to reach consumers.
- iv. **Increasing mergers and acquisitions of agencies:** Many top public relations firms and advertising agencies became partners or partnered with other communication firms. These mergers allowed for more creativity, and the expansion of communication from only advertising, to other disciplines such as event planning and promotion.
- v. **Increasing global marketing:** There was a rapid influx in advertising competition from foreign countries. Companies quickly realized that even if they did not conduct business outside their own country, they were now competing in global marketing.
- vi. **Increasing media and audience fragmentation:** With the exception of the decline of newspapers, media outlets, such as magazines and television stations, increased from 1980 to 1990. Additionally, companies could use new technologies and computers to target specialized audiences based on factors such as ethnic background or place of residence.
- vii. **Increasing number of overall products:** Manufacturers flooded retailers with a plethora of new products, many of which were identical to products that already existed. Therefore, a unique marketing and branding approach was crucial to attract customer attention and increase sales.

I-2. Literature Review on Integrated Marketing Communication

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

Integrated marketing communication can produce stronger message consistency and greater sales impact. It forces management to think about every way the customer comes in contact with the company, how the company communicates its positioning the relative importance of each vehicle and timing issues. It gives some responsibility to unify the company's brand image and messages as they come through thousands of company activities. IMC should improve the company's ability to reach right customers, with the right message, at right time in the right place. Thus personal and non-personal communication channels should be combined to achieve maximum impact.

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

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

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

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

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

Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are

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

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

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

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

Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009).

Concepts like convergence have come in to bring more versatility in the communication mediums being used. Convergence represents a paradigm shift – a move from medium specific content towards content that flows across multiple media channels, towards the increased interdependence of communication systems, towards multiple ways of accessing media content, and towards ever more complex relations between top-down corporate media and bottom-up participatory culture.(Jenkins, 2006)

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

According Perkin (2003) “as media-blitzed, ad-cynical, time-poor, channel- flicking audience living in a fast-paced, attention-challenged world” The fact is that due to fast pace of technology, and globalization of the world, consumer behavior around the world is changing. Today customers have more control over what to see, and read and therefore IMC need to tailor the organization campaign as per the requirements of the market.

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

I-3. Tools of IMC

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

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).

i. Advertising

Mass media advertising, or the awareness builder, consists of “non-personal, one way, planned messages paid for by an identified sponsor and disseminated to a broad audience in order to influence their attitudes and behavior.” (Duncan, 2002). 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.

ii. Personal Selling

Personal selling is defined as “Two way communication in which a seller interprets brand features in terms of buyer benefits.” (Duncan, 2002). 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.

iii. 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 goodwill and a positive understanding between an organization and its stakeholders. Marketing PR is defined as non-paid media to deliver positive brand information designed to positively influence customers & prospects.” (Duncan, 2002)

iv. 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). 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.

v. 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 “the financial support of an organization, person or an activity in exchange of brand publicity and association.” (Duncan, 2002)

vi. Internet (the Contemporary Tool of Marketing)

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

II The Shift from Fragmented to Integrated Marketing Communication

Prior to the emergence of integrated marketing communication during the 1990s, mass communication the practice of relaying information to large segments of the population through television, radio, and other media dominated marketing strategy. Marketing was once used as a one-way feed. Advertisers broadcasted their offerings and value proposition with little regard for the diverse needs, tastes, and values of consumers. Often, this "one size fits all" approach was costly and ineffective due to its general inability to measure results in terms of sales. As methods for collecting and analyzing consumer data through single-source technology such as store scanners improved, marketers were able to correlate promotional activities with consumer purchasing patterns. Companies also began downsizing their operations and expanding marketing tasks within their organizations. Advertising agencies were also expected to understand and provide all marketing functions not just advertising for their clients.

Today, corporate marketing budgets are allocated towards trade promotions, consumer promotions, branding, public relations, and advertising. The allocation of communication budgets away from mass media and traditional advertising has raised IMC's importance for effective marketing. Now, marketing is viewed more as a two-way conversation between marketers and consumers. This transition in the advertising and media industries can be summarized by the following market trends:

- A shift from mass media advertising to multiple forms of communication.
- The growing popularity of more specialized (niche) media, which considers individualized patterns of consumption and increased segmentation of consumer tastes and preferences.
- The move from a manufacturer-dominated market to a retailer-dominated, consumer controlled market.
- The growing use of data-based marketing versus general-focus advertising and marketing.
- Greater business accountability, particularly in advertising.
- Performance-based compensation within organizations, which helps increase sales and benefits in companies.
- Unlimited Internet access and greater availability of online goods and services.

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

II.1 IMC – The Changing trend.

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

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

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

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

content.

a. Benefits of IMC

- i. IMC helps to create Top of Mind (TOM) awareness with the aid of various marketing tools.
- ii. 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.
- iii. IMC helps to develop brand loyalty that results in repeat purchase and favorable recommendations to others by existing customers.
- iv. By using various techniques of promotion, IMC may help expanding the market from local to regional, regional to national, national to international.
- v. Different marketing tools may be aggressively used to block the competitor's marketing efforts.

b. limitations

- 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.

II.2 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:

a- 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:

b- 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.

c- 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)

d- Viral marketing:

Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasing acknowledging viral marketing as an important IMC tool because it offers the traditions benefits and effectiveness of advertising. In viral marketing the organization promotes

its product using Word of Mouth Marketing (WOMM), utilizing individual's communication networks, and relying on their individual recommendations to sell the product. Companies actively seek viral marketing, by fueling discussion on their offerings. (Groucutt, J. et al 2004).

e- Multi-Channel Promotion:

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

f- Media Selection:

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

g- Sponsorship Campaign

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

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

h- Market Positioning:

The art of targeting customer to portray a product in a certain desired manner in known as positioning is the one of the most important factor while launching a new product and/or

service for any organization. With the entire media overloaded, the consumer has closed mind to the new products, therefore, the company offerings should be exceptional, and supported by original, relevant, creative and really inspired IMC efforts. Advertising diffusion is exceptional and media fragmentation is growing now a day. In order to get a desired level of recall and brand awareness marketer need to target several medium. This is due to fact that consumer media habits are diverse and had led to higher IMC budgets and also waste of the precious organizational resources.

Conclusion: To conclude Integrated Marketing communication has brought about enormous changes in the marketing environment despite the disadvantages listed above, Online marketing being one of the tools of IMC has greatly boosted the sales of goods and services online as compared to traditional marketing tools and mass media advertising in general. Therefore, companies continue to improve on their digital marketing strategies in order to augment their customer base and brand awareness which will go a long way to increase profits for the company at a lower cost.

Chapter 2

Introduction to Online Marketing

I- 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.

I-1. History of Online Marketing

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

When the internet was first introduced in the early 90s, it wasn't considered to be an advertising

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

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

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

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

I-2. Literature Review on Online Marketing

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

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

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

There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc... However, companies such as UPM, the world’s leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely

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

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex

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but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term —social media can mean to their businesses. But how much it has been given importance, as an IMC tool, varies from region to region (PricewaterhouseCoopers (PwC), 2009; BuddeComm & Chiltern Magazine Services Ltd. (BCMSL), 2009).

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

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

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

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

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

Johnson and Greco (2003) explain that desires and different hopes from different clients can

sometime require certain unique information and contact strategies. Communication channels and strategies now differ broadly from the ones in former times or offline times.

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

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

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

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

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

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

Another benefit to marketing in a virtual community is that once the audience enters the network, they may be able to ignore advertising messages, but they cannot avoid them

(immersion). Consider the Adobe Communities, for instance, which uses no outside advertisements or popup ads (that the typical user can avoid easily), but rather advertise through immersion in that the entire network is the respective marketing effort.

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

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

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

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

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

Forbes Magazine reports retail is down and e-commerce is up. One clear example of the power of e-commerce comes from Macy's recent returns. Forbes reports the 154-year-old retail

chain saw online sales rise 40% in 2011 while same-stores sales grew just 5.3%. Maybe you're not a billion-dollar business like Macy's, but the numbers don't lie. Online sales are overtaking retail sales. Safe to say e-commerce is trending upward more and more each year. It's not too late to jump onboard the e-commerce train.

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

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

II- 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. (www.internetworldstats.com)

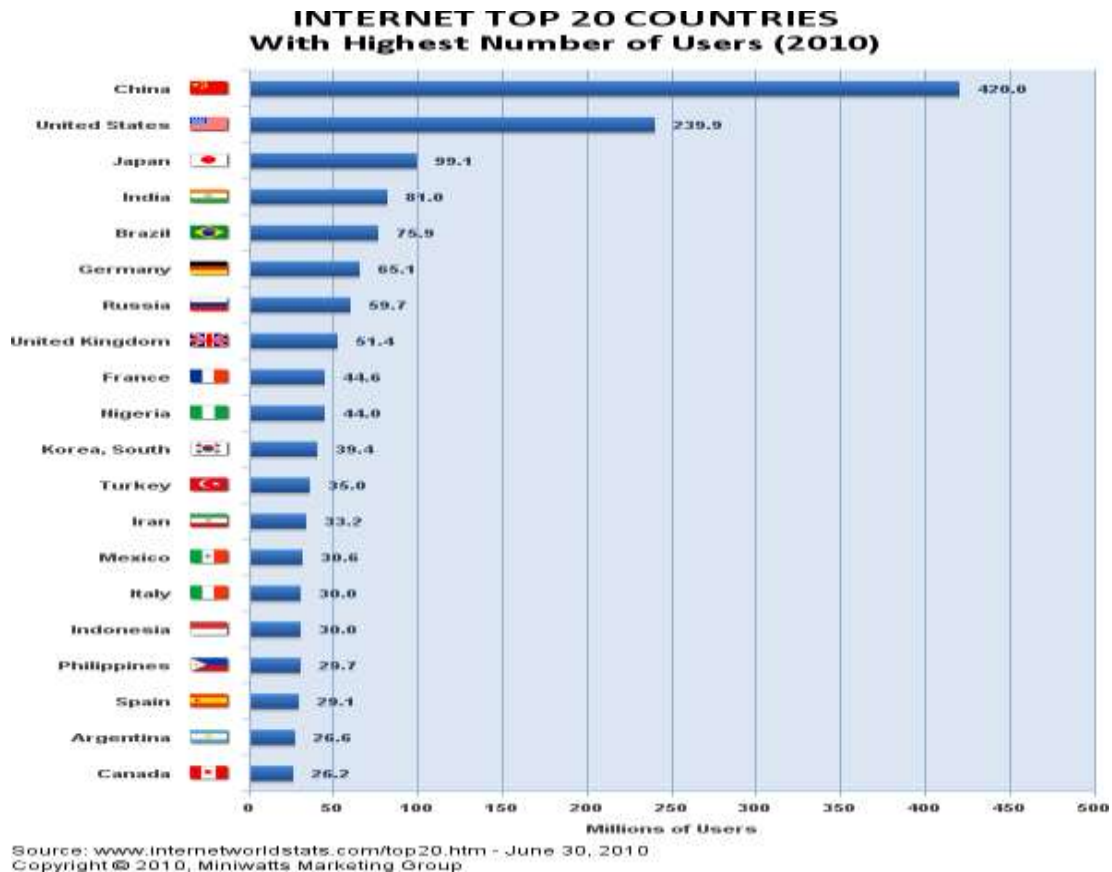


Figure 1: Top 20 countries with highest number of internet users

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

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

Online marketing refers to a set of powerful tools and methodologies used for promoting

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

Following are few specific contributed to the growth of online marketing

Online marketing can deliver several benefits such as:

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

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

1- 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.

2- E-commerce is not the future it's the present.

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

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

3- 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.

4- Online business never sleeps

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

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

5- 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 chat rooms and most of that was hosted by America Online.

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

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

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

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

II Internet marketing strategies and techniques

i. Banner

A banner is a graphic display, which is linked to advertisers Web site. When users “click” the banner, they are transferred to the advertiser’s site. There are several types of banners (e.g., pop-up banners). The major benefit of banner ads is that, by clicking on them, users are transferred to an advertiser’s site. (Turban et al., 2010.) When selling banner space to advertiser, web publisher typically chooses between two price regimes: cost-per-mille (CPM) (also called cost per impression, CPI) and cost-per-click (CPC) (also called pay-per-click, PPC) (Fjell, 2010). Usually banner ads are charged by CPM pricing arrangement (Rubinfeld & Ratliff, 2010) in which case the banner ads should be placed on specific high traffic websites to be able to reach the target groups (Found Agency, 2007).

However, display ads need not be sold on a purely per-impression basis. Display ads are typically clickable (so that clicking on the ad takes you to the advertiser’s web site) and some display ads aggressively encourage such interaction (Rubinfeld & Ratliff, 2010.) As an alternative method to above banner ads may be charged by pay-per-click (PPC) advertising. Search engines such as Google, Yahoo, and MSN have discovered that as intermediaries between users and firms, they are in a unique position to sell a form of advertisements where advertisements are based on customers’ own queries and are hence considered far less intrusive than online banner ads or pop-up ads (Ghose& Yang, 2009.)

It is quite possible for display ad charges to be made on a hybrid basis, paying both per impression and per click. Indeed, Google’s Ad Words customers can purchase ads to be displayed on the web sites of any of Google’s Ad Sense partners, and these display ads are charged either on a per-click or per-impression basis (Rubinfeld & Ratliff, 2010.) The difference between this model and standard banner advertising is that Google's image ads are precisely targeted to the content of a publisher's web page using the Ad Words contextual advertising technology. Advertisers are able to target their image ads by selecting keywords related to their product, which is then used to match the image ads to related content on web pages where the ads appear (Found Agency, 2007.)

Many consumers have been perceived banner ads as being annoying because traditionally they have had a negative connotation associated with them (Ghose & Yang, 2009). Nevertheless, Manchanda et al. (2006) found that banner advertising actually increases purchasing behavior.

Schimmel and Nicholls (2005) in turn argue that online consumers are no longer clicking on banners at the rate they once did. According to them, the rate for banner click through was less than 1%. However, they also state that even if the banner is not clicked on, it still fulfills a role in the marketing communications program, if the advertiser has adjusted the role of banners to convey a brand message.

Banner ads also seem to lose the power when advertising in online social networking communities. Previous literature shows also that social network users seems to be clicking on ads very rarely when compared to other Internet users. Same note seems to match also to users who clicked on an ad then made a purchase. There were more of nonusers of online communities who clicked on an ad then made a purchase, than those social network users who clicked on ads did the same (Zeng et al., 2009.)

ii. E-mail Advertising

Sending company or a product information, “The Newsletter”, to people that appear on mailing list has become a popular way to advertise on the Internet and it is an important source of traffic (Turban et al., 2010; Mangiaracina et al., 2009). Typically, this is done by asking the consumer to fill out a survey indicating interests when registering for a service. The marketer then matches advertising messages with the interests of consumers (Krishnamurthy, 2001.)

The advantage of this method is that e-mails are interactive medium that can combine advertising and customer service, low cost and ability to reach wide variety of targeted audiences. Most companies have database of customers to whom they can send e-mail messages (Turban et al., 2010.) This is called “permission marketing” or also “invitational marketing” (Krishnamurthy, 2001).

iii. Search Engine Advertising

Search engines are good mechanism to find information and, therefore, a good platform for online advertising (Turban et al., 2010). Search engine marketing is currently the most popular form of online advertising and market for search engine marketing continues to grow steadily throughout the world (Skiera et al., 2010). Google AdWords and Yahoo! Search Marketing are big players in search advertising. Yahoo! Search Marketing and Google AdWords sell text-based keyword targeted ads through their own search engines as well as through a network of other search engines (Sweeney et al., 2006.) Search ads are

typically sold on a per-click basis (Rubinfeld & Ratliff, 2010).

There are two major forms of search engine advertising.

(1) In keyword advertising advertisements appear on the screen along with the search results when the chosen keywords are searched. In sponsored search, firms that wish to advertise their products or services on the Internet submit their product information in the form of specific keyword listings to search engines (Ghose & Yang, 2009).

(2) Search engines allow companies to send Internet addresses for free so that these addresses can be searched electronically. After search engine spiders have crawled through each site and indexed its content and links, the site is then included as a candidate for future search. The major advantage is that everyone can submit a URL for search engine and be listed (Turban et al., 2010.)

Drawbacks are that,

(1) The chance that the specific site will be placed at the top of search engine display list is very thin and,

(2) Different search engines index their listings differently. Search engines may index the site using the “title” or “content description” in the Meta tag. Meta tag describes the content of Web site and is written in the HTML code (Turban et al., 2010.)

iv. Search Engine Optimization

When Google appeared in 1998, people found that it was providing much better search results than the other search engines. The reason for this in large part was due to the link popularity element in Google’s algorithm. Consequently, Internet marketers learned as much as they could about these algorithms and optimized pages of their Web sites accordingly. Methodologies for optimizing the sites for the search engines started to appear and these are still relevant (Sweeney et al., 2006.)

Search engine optimization (SEO) is the method to increase the site rank on search engine. To do so, optimizer needs to know the ranking algorithm of the search engine and the best search phrases, and then tailor the ads accordingly. Algorithms may be different for different search engines (Turban et al., 2010.)

II.1 Social Media in Marketing

Marketing has been traditionally targeted to everyone (the “masses”). For example, TV or newspaper adverts are one-way communication aimed to people who sees it. Such marketing can be still successful in brand recognition and for introducing new product or service (Turban et al., 2010.) Today Web 2.0 has the potential to deliver rich peer-to-peer interactions among users, enable collaborative value creation across business partners and create dynamic new services (Ganesh & Srinivash, 2007). One of the major benefits of advertising on a social networking site is that advertisers can take advantage of the user’s demographic information (Turban et al., 2010).

Social media is built of content, different communities and Web 2.0 technologies (Kangas et al., 2007). On the basis of this definition the Web 2.0 can be described along three main dimensions: the Application Types, the Social Effects and the Enabling Technologies. Bebensee et al. (2011) use the generic set of Web 2.0 principles proposed by Knol, Spruit and Scheper, that was based on comparison of the principles proposed by different authors. According to Bebensee and colleagues, Knol et al. refer to these principles as Social Computing principles. Bebensee et al. also identified a number of common Web 2.0 applications, services and techniques from a literature. Figure 3 describe the social computing principles, technically oriented principles, and various social media applications, though not in exhaustive manner.

i. Blogs

A blog is a diary-like personal website that others can comment on (Evans, 2008) and that is chronologically organized (O’Reilly, 2007). Typically, blog comprises multiple 'posts', which may contain text, images as well as links to other blogs, web pages or other media related to a central topic that the blog is focused on (Nath et al., 2010). The ability for readers to leave comments in an interactive format is an important part of many blogs (Turban et al., 2010, 113). Many blogs link to other blogs and create social interaction with other bloggers. Main purposes of the blogs are: (1) delivering and/or sharing information, (2) reader attraction, (3) self-expression and self-empowerment and (4) the fourth is social network building and social interaction (OECD, 2006.) Blogs can also be used for testing and finding ideas (Mustonen, 2009). Blogs are often combined with Podcast (i.e., audio or video) that can be streamed or downloaded to user’s computer or portable device (Constantinides, 2008).

Commercially blogs can bring publicity and personalize company’s relationship with its

customers and help to connect with more people (Mustonen, 2009; Turban et al., 2010). Blogs offer a variety of advertisement possibilities. Advertisements can be placed on individual blogs with a large readership or on blog networks either directly or via online advertisement service. Companies can include blogs on their Web pages to promote dialogue. However, it may be difficult to avoid credibility problem if a blog is included to company's Web page. Blogs dealing with a general topic but sponsored by a company are more credible as the content does not deal with a single product or service and as the blogger responsible usually has a private blog and a good reputation (OECD, 2006.)

ii. Discussion Forums

Discussion forums are the longest established form of online social media that usually exist around specific topics and interest. The growth of Web 2.0 is making web forums (also named bulletin or discussion board) an important data resource on the Web. The strong driving force behind web forums is the power of users and communities (Yang et al., 2009).

Discussion forums are often an additional part of a private or a company web site. The challenge of a discussion forum is to remain interesting to their members by being useful to them and providing services that are entertaining. A company's discussion forum is a good place to discuss or to try out new ideas and let the others to respond. Advertisers can subtly encourage the others to participate, ask to tell their personal opinions or success stories and ask for their opinion about a certain product or service. Discussion forums can be also used for gathering information for product innovation (Mustonen, 2009.)

iii. Social Networking Sites

Social networking sites (SNS) like Facebook and LinkedIn have gained great popularity in recent years. These are sites that facilitate peer-to-peer communication within a group or between individuals through providing facilities to developed user-generated-content (UGC) and to exchange messages and comments between different users (Chaffey et al., 2009.) In the context of E-commerce, social networks emerge since many websites help consumer's final purchase decision by sharing reviews written by previous customers and evaluated by potential customers.

Prior research has shown that WOM effectiveness depends on the strength of ties or the intensity of the relationship among consumers (Granovetter, 1973). Strong ties are perceived as more influential than weak ties, and they are more likely to be used as sources of information (Bansal

& Voyer, 2000). Because consumers often cannot determine the source's credibility in an online environment, tie strength online is typically weak (Mesch & Talmud, 2006). Neither is this exactly a social web, because the relationship between "review writer" and "review reader" is a weak one, with no direct interaction between them. However, an authoritative review, though not made by known writer, can be highly influential to customers buying decision (Kim & Srivastava, 2007.)

E-commerce companies have started to collect data about social influence by encouraging customers to write and rate reviews, because consumers are far more likely to believe information and opinions from trusted acquaintances and are convinced to buy by them (Kim & Srivastava, 2007.) Social network sites, such as Facebook, provide possibilities for sharing information and getting connected and most of the users also have integrated these sites into their daily practices. Facebook wall posts offer an opportunity for corporations to show they are responding to or engaging with customers, especially in the case with product issues. When a corporation does not respond to a complaint by a customer, then it appears unresponsive from a customer service standpoint (McCorkindale, 2010.)

WOM has also been found to be a major driver of the growth of an online social networking website. Trusov and colleagues argue that WOM referrals have substantially longer carryover effects than traditional marketing actions (Trusov et al., 2009.) Nonetheless, companies have to take in to account that social networks do not influence always to buy, but they sometimes influence not to buy (Rad & Benyoucef, 2011). According to Hitwise, quoted by Kim and Srivastava (2007), it has also been detected, that social networking sites are driving an increasing volume of traffic to retail sites and are thus becoming a starting point for Web users who are interested in e-commerce.

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 any time of the day.

- i. 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.

- ii. The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
- iii. 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.
- iv. 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.

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.

Conclusion

To conclude Online or digital marketing is an inevitable strategy for a company or individual to adopt in order to grow fast in his or her business and despite this necessity for an online shop for a company some traditional business still ignore digital marketing as a means of advertising and promotion. The number of companies offering e-commerce facilities has also gone up. The companies have also launched massive advertising campaigns for their products invariably spreading awareness towards the concept and the facilities offered by e-commerce

Chapter 3

METHODOLOGY

Introduction:

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 organization's marketing mix that is used to inform, persuade and remind the market regarding the organization and or its products."

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

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

The key idea behind IMC, is simply that advertising has various strengths and weaknesses but alone is not effective enough in order to get best results. Therefore, it's vital that companies combine the different elements of marketing communication in an integrated and consistent way. These different elements of the communications mix have to be used in a way that the strengths of one are used to offset the weakness of another. (Batra, Myers & Aaker 1996).

However, according to Rossiter and Bellman, despite these multiple channel and media options available companies use just one primary medium and perhaps one or two secondary media. Anyway this media and channel selection depends on the target audience and target audience

selection depends on the sales objective of the campaign and this is all a responsibility of marketing communications planning.

Managing and coordinating the integration of company 's communication across different media and channels is an important aspect of IMC. IMC does involve a process plan aimed at providing consistency and impact through integration of communication via different mediums (Larich & Lynagh, 2009).

Kitchen and Schultz (1997) believe that integrated marketing communication has significant value for the organization, specifically in lowering costs and having greater control over the marketing communication program. 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).

The fact is that due to fast pace of technology, and globalization of the world, consumer behavior around the world is changing. Today customers have more control over what to see, and read and therefore IMC need to tailor the organization campaign as per the requirements of the market. IMC tries to maximize the positive message and minimize the negative once and communicate them using the proper tools. A successful IMC program uses the combination of the right tools, define their role and coordinate their use. The company should use the contact method that offers the best way of delivering the message to the target audience. (Duncan, 2002)

I- Integrated Marketing Communication and online marketing

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

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

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

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

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

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

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

I-1. The Shift from Fragmented to Integrated Marketing Communication

Prior to the emergence of integrated marketing communication during the 1990s, mass communication the practice of relaying information to large segments of the population through television, radio, and other media dominated marketing strategy. Marketing was once used as a one-way feed. Advertisers broadcasted their offerings and value proposition with little regard for the diverse needs, tastes, and values of consumers. Often, this "one size fits all" approach was costly and ineffective due to its general inability to measure results in terms of sales. As methods for collecting and analyzing consumer data through single-source technology such as store scanners improved, marketers were able to correlate promotional activities with consumer purchasing patterns. Companies also began downsizing their operations and expanding marketing tasks within their organizations. Advertising agencies were also expected to understand and provide all marketing functions not just advertising for their clients.

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

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

- A shift from mass media advertising to multiple forms of communication.
- The growing popularity of more specialized (niche) media, which considers individualized patterns of consumption and increased segmentation of consumer tastes and preferences.
- The move from a manufacturer-dominated market to a retailer-dominated, consumer controlled market.
- The growing use of data-based marketing versus general-focus advertising and marketing.
- Greater business accountability, particularly in advertising.
- Performance-based compensation within organizations, which helps increase sales and benefits in companies.
- Unlimited Internet access and greater availability of online goods and services.

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

I-2. a Participants in the Integrated Marketing Communication Process

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

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

iii. Media Organizations: The primary function of media organizations is to

provide information or entertainment to their subscribers, viewers or readers but from the point of view of the promotion planner, the purpose of the media is to provide an environment for the firm's marketing communication programs.

II Online Marketing and the traditional marketing tools

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

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

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

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

According to Philip Kotler (2003),

Product: This refers to the characteristics of a product, service or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research online, velocity of new product development and velocity of new product diffusion

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

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

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

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

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

Place: In the marketing mix refers to how the product is distributed to customers. New method of distributing goods through online selling is offered by the improvement of the Internet. It is

possible for customers to make their purchasing decisions anywhere at any time. The Internet has the greatest implications for the Place in the marketing mix because it has a large market place (Allen and Fjermestad (2001, 14-23). Companies now can expand their business from local areas to the whole country even to international market. They also can use the Internet to exploit new markets with low cost international advertising since they do not have to establish sales infrastructure in different countries (Chaffey, 2006, 237-243).

Promotion: This 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 customer's relationship management from customer acquisition to retention (Chaffey, 2006, 243 - 245).

- ✓ **Internet Advertising:** It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. (Rowley, 2001)
- ✓ **Sales promotion:** Thanks to the Internet, sales promotions such as competitions or price reductions can be provided to visitors of the company's website in a cost- reduced way. Not only encourage the customers to visit the company website again, this also provides the means for the company to build a long term relationship with their customers (Chaffey, 2006, 243-245).
- **Public relations:** The Internet is a new medium for Public Relations (PR). Blogs, Podcasts / Internet radio shows, online newsrooms and media kits offer companies a new opportunity to publish the news directly while in traditional marketing they would wait for periodical publications (Chaffey, 2006, 243-245).
- **Direct marketing:** Thanks to the Internet, companies nowadays have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using e-mail addresses, the company can establish a two-way communication method with customers (Chaffey, 2006, 243- 245).

The 21st century is predicted to be a century of technologies when everyone, every company,

every organization apply them to make their works become much easier and more effective. The popularity of using the Internet, together with the improvement of computer hardware and software industries, completely boost the development of e-marketing in the whole process of buying from pre-sale to sale to post-sale and further development of customer relationship. New comers in this area have to consider very carefully the use of these modern channels. Since, the role of Internet marketing is to support the multi-channel marketing which is the combination of digital and traditional channels at different points in the buying cycle (Chaffey *et al.* 2006, xiv - xv).

II-1 Functions of E-commerce

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

i) Communication Function:

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

ii) Process Function:

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

iii) Service Function:

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

iv) Transaction Function:

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

II-2 Forms of online marketing

➤ Display advertising

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

➤ Web banner advertising

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

➤ Frame ad (traditional banner)

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

➤ Pop-ups/pop-under

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

➤ Floating ad

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

➤ **Text ads**

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

Text-based ads

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

➤ **Search Engine Marketing (SEM)**

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

➤ **Search Engine Optimization (SEO)**

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

➤ **Sponsored search**

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

➤ **Social media marketing**

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

➤ **Mobile Advertising**

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

Mobile advertising is growing rapidly for several reasons. There are more mobile devices in the field, connectivity speeds have improved (which, among other things, allows for richer media ads to be served quickly), screen resolutions have advanced, mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively. The Interactive Advertising Bureau predicts continued growth in mobile advertising with the adoption of location-based targeting and other technological features not available or relevant on personal computers. In July 2014 Facebook reported advertising revenue for the June 2014 quarter of \$2.68 billion, an increase of 67 per cent over the second quarter of 2013. Of that, mobile advertising revenue accounted for around 62 per cent, an increase of 41 per cent on the previous year.

➤ **Email Advertising**

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

➤ **Online classified advertising**

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

➤ **Affiliate Marketing**

Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third

parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion.

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 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.

a. 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 exist, 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.

b. 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. 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.

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.

a- 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.

b- 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.

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.

Conclusion: To conclude, Online marketing is very effective as a tool in integrated marketing communication as digital marketing has brought about an increase in exposure for individual business owners which has brought about an increase in sales and profits. In order for a business to stay successful it is imperative that, selling habits are adjusted to match the change in consumer buying habits. More simply expressed business must sell the way their customers shop or they will buy elsewhere. Even some of the more elaborate websites that allow customers to make purchases online can cost less annually than a typical monthly phonebook ad; therefore, making perfect sense for businesses to evolve with the times. Every business is different, but each is going to require the power of the Internet to stay competitive.

CHAPTER 4:

Data Analysis & Interpretation of Results

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.

Descriptive Analysis:

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

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

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

It is a search for broader meaning and research findings. It is the device through which the factors

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

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

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

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.

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.

Number of medium to get knowledge about any brand:

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

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

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

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

Tableau 1: 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

Calculated Using SPSS 200.0

1- Interpretation:

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

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

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

2. Sources of awareness of various brands:

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

information to the customers wherever they go. So while reading newspapers or magazine, watching Television, halting at railway station or on traffic junctions or while surfing internet; everywhere advertisers can drag the attention of their prospects towards their brand. The details of responses given regarding different sources of awareness of various brands are given below.

Tableau 2: Sources of awareness of 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

Calculated Using SPSS 200.0

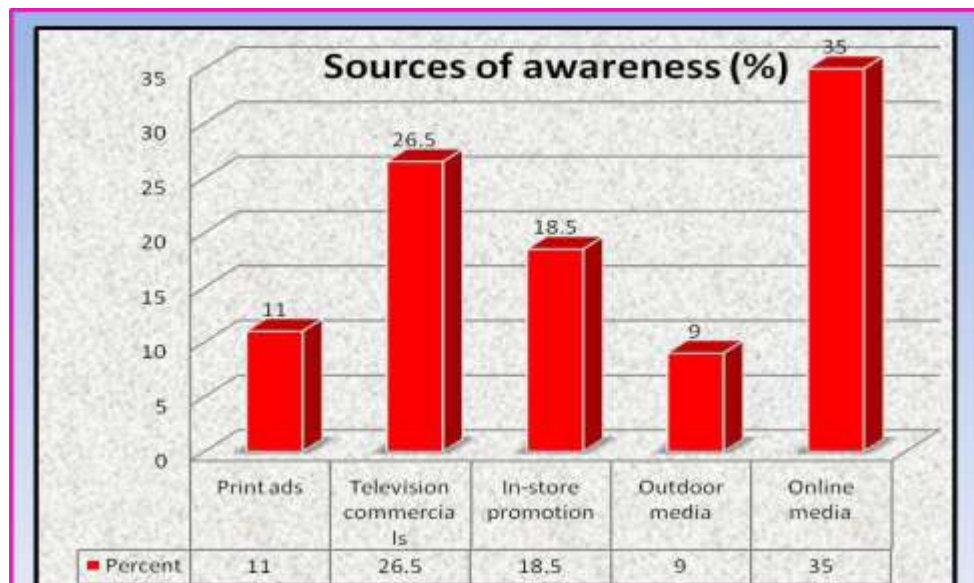


Figure 2: Graphical representation of Sources of awareness of various brands.

1- 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;

- a. 11% have chosen print ads,
- b. 26.5% respondents have chosen Television commercial,
- c. 18.5% have chosen In-store promotion,
- d. Only 9% have chosen Outdoor media,
- e. 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,

1. Knowledge about the use of internet:

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

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

Tableau 3: 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

Calculated Using SPSS 200.0

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.

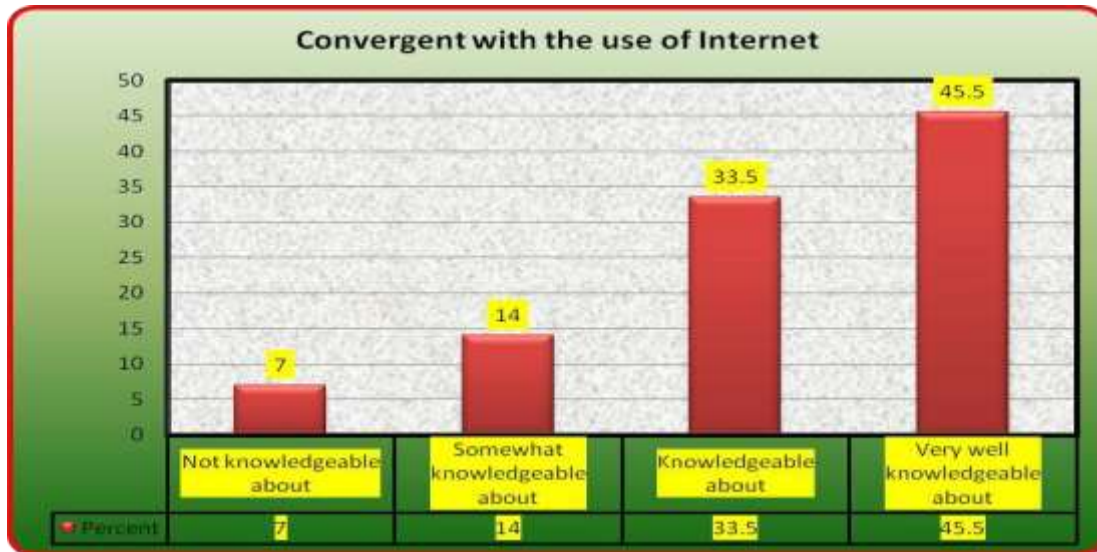


Figure 3: Graphical representation of responses related to knowledge about the use of Internet

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.

Tableau 4: 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

Calculated Using SPSS 200.0

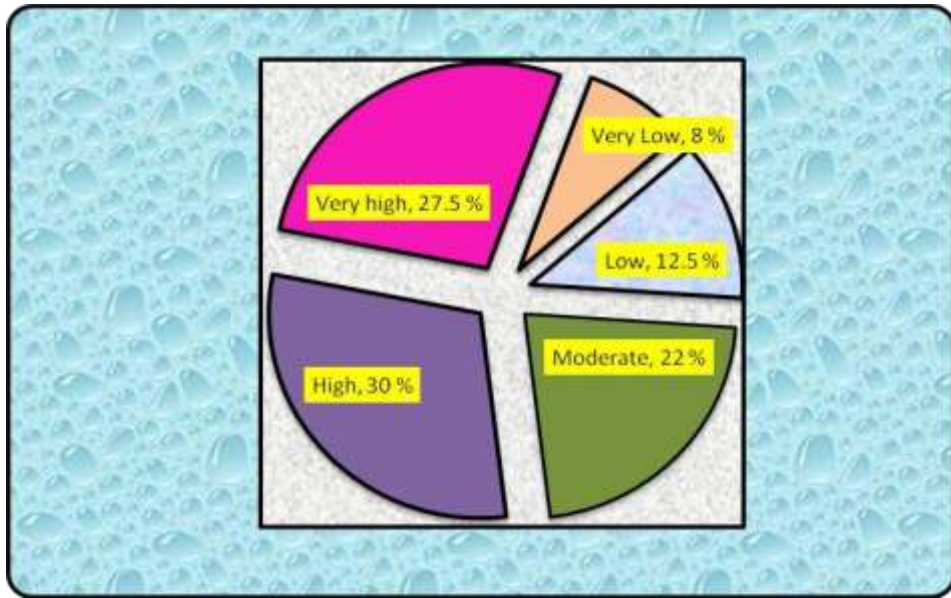
➤ **Interpretation:**

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

- i. 8% chosen very low frequency,
- ii. 12.5% chosen low frequency,
- iii. 22% chosen moderate frequency,
- iv. 30% chosen high frequency,
- v. 27.5% chosen very high frequency

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

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



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

Tableau 5: Descriptive statistic scores for knowledge about the use of internet and

Figure 4: Graphical representation of responses related to Frequency of being online

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

Calculated Using SPSS 200.0

➤ **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.

a- Purpose for using internet:

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

The details are tabulated in the following table.

Tableau 6: 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

Calculated Using SPSS 200.0

➤ **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.

Tableau 7: 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

Calculated Using SPSS 200.0

➤ **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 favorite enticing material such as songs, video, games etc.

i. The reasons for growing popularity of online marketing:

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

a. Customers Stay Updated

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

b. Customers Can Compare Online

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

c. Clear Product Information for the Customer

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

d. Reduction in Personal Carbon Footprint

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

e. 24/7 Shopping

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

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

The details are discussed as below

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

There are various factors which motivate consumers to get inclined towards online marketing to like the brand. Out of which few prominent are

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

interactive medium when it comes to purchase the brand, they can order online also they can share their feedback freely with the company on the strengths & weaknesses of any particular brand.

The details importance of responses is discussed as below.

Tableau 8: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

Calculated Using SPSS

➤ **Interpretation:**

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

- 24.4% respondents consider discount factor as most important and 20.5% respondents do not consider it as important.
- 26% respondents consider other factor 'to stay informed about company's

activities’ as most important and 27% respondents do not consider it as important.

- 18% respondents consider other factor ‘to get updates on brands and its future extension’ and 27% respondents do not consider it as important.
- 16.5% respondents consider other factor ‘Fun & entertainment’ and 33% respondents do not consider it as important.
- 26.5% respondents consider other factor ‘to get access to exclusive content’ as most important and 23% respondents do not consider it as important.
- 24% respondents consider interaction factor as most important and 27.5% respondents do not consider it as important.

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.

Tableau 9: Descriptive statistic scores for Importance of factors motivating respondents to like the brand on internet.

		Discount	Stay informed about the activities of company	Get updates on brands and its future extensions	For fun, entertain-ments	Get excess to the exclusive content	Interaction
N		200	200	200	200	200	200
Median		2.00	2.00	3.00	3.00	2.00	2.00
Mode		2.00	4.00	3.00	4.00	2.00	2.00
Percentiles	25	2.00	1.00	2.00	2.00	1.00	2.00
	50	2.00	2.00	3.00	3.00	2.00	2.00
	75	3.00	4.00	4.00	4.00	3.00	4.00

Calculated using SPSS 200.0

➤ 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.

- **Benefits of online marketing offer over the traditional marketing:**

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

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

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

consumers over traditional marketing.

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

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

Tableau 10: 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

Source: SPSS 200.0

Interpretation:

From table no. 7.17, it is observed that

- i. 24% of respondents find online marketing advantageous as it offers wide range of information about the brand,
- ii. 23% of respondents find online marketing advantageous as it offers ease of shopping,
- iii. 15.5% of respondents find online marketing advantageous as it saves consumer's time,
- iv. 12% of respondents find online marketing advantageous as it involves low cost in purchase,

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

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

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



Figure 5:Graphical representation of Benefits of online marketing over traditional marketing

Tableau 11: 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.

❖ **General Conclusion, Recommendation & Limitations**

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

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.

Appendix I

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APPENDIX II

CONSENT TO PARTICIPATE IN RESEARCH

You are invited to participate in a research study, entitled “**STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION**” The study is being conducted by NGALA Louis Mbuh, as his topic of dissertation.

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

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

RESEARCH QUESTIONNAIRE

Respondent's details

Name : _____ (optional)

Gender : Male Female

Occupation : Student Service

Self employed

Age : Between 18 to 25

Between 25 to 35

Between 35 to 45

Contact details : _____(optional)

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

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

Yes Somewhat No

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

Television

commercials

In-store

promotion

Outdoor media

Online media

3. I do not require much information to take purchase

decision. Strongly agree

Agree

No opinion

Disagree

Strongly disagree

4. I do not prefer to spend much of my time in purchase of any commodity. Strongly agree Agree
 No opinion Disagree
 Strongly disagree

5. Are you knowledgeable about the use of
 Internet? Not knowledgeable about
 Somewhat knowledgeable about
 Knowledgeable about
 Very well knowledgeable about

6. What is your frequency of being online?
 Very Low Low Moderate
 High Very high

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

- a. Social networks
- b. Media sharing sites
(Video, photo, music sharing & Gaming)
- c. Blogs
- d. Podcasts & RSS

- e. Collaborative websites
- f. Other content sharing websites
- g. Online shopping

8. Companies should use online activities in their marketing efforts. Strongly agree Agree
 No opinion Disagree
 Strongly disagree

9. I don't prefer the print ads or Television commercials much to get the brand awareness. Strongly agree Agree
 No opinion Disagree
 Strongly disagree

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

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

11. I prefer Online advertising as it is SAFEST to use. Strongly agree Agree

No opinion

Disagree

Strongly disagree

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

More Susceptible

Privacy Issue

More scope for fraudulent activities

Often

interrupting Lack demonstration

