

To Study the Influence of Online Marketing on Integrated Marketing Communication

Shubham Chaurasiya¹, Mr. Shivendra Singh Chaudhary²

¹Student, Galgotias University

²Assistant Professor, Galgotias University

Abstract:

It is study about the influencing the Online Integrated Marketing Communication. It is not only beneficial for organisation also for the consumer.it helps us given information about the product and make awareness of the brand. It's plays a crucial role in today competitive market.

How customer more aware about the product?

How can be improve the technology?

Objectives:

- To understand the importance of Online advertising in changing market scenario.
- To understand the reasons for growing popularity of online marketing.
- To analyze the effectiveness of online marketing as compared to traditional marketing tools.
- To identify the limitations of online marketing as IMC tool.

Research Design:

- Descriptive research
- Survey method is Questionnaire Techniques
- Data collection through Telephone, Personal interview
- Using primary and secondary data
- Sample size 200
- Area – DELHI NCR
- Sample frame – Educational Institutions, Public Places & Corporate Office

Major findings and conclusions

- Awareness about the various brand?
- How rely on just one medium to get knowledge about any brand?
- Which source do you refer the most to get awareness of various brands?
- How do not require much information to take purchase decision.
- Companies should use online activities in their marketing efforts.
- how prefer Online advertising as it is SAFEST to use.

The study concludes consumer should be focus on more than one medium to aware about the brands. In the modern and technology era should be literate about the internet among the people. There are many social networks such as Instagram, Facebook, online shopping apps, (photo, music, video) also post on the social sites.

Today consumer know their strength and weakness; how can save their time by allowing them to make their quick buy decision.

Internet helps to the customer buy a product in many offers, discounts and sharing their feedback. Traditional marketing day by day decreasing.

Recommendation

Companies needs to improve the technology to reach targeted audience. To help their awareness to the brand and also influence the consumer behaviour.

It is need to improve to their cyber security and data privacy of the consumers. Consumers is more expanding time on the social sites also get feedback easily to improve their system. It needs to be build trust and strong relationship to their customers. Consumer get more beneficial in online marketing as compare to traditional marketing.

RESEARCH QUESTIONNAIRE ONLINE INTEGRATED MARKETING COMMUNICATION

Respondent's details:

Name:

Gender: Male

Female

Occupation: Student

Service

Self employed

Age: Between 18 to 25

Between 25 to 35

Between 35 to 45

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

1. I rely on just one medium to get knowledge about any brand?
 - Yes
 - Somewhat
 - No

2. Which source do you refer the most to get awareness of various brands?
 - Print ads Television commercials
 - In-store promotion
 - Outdoor media
 - Online media

3. I do not require much information to take purchase decision.
 - Strongly agree
 - Agree
 - No opinion
 - Disagree Strongly
 - Disagree

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

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

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

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

8. I prefer Online advertising as it is SAFEST to use.
 - 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
 - Low cost
 - Ease of shopping
 - Interactive medium
 - Time saving

Purpose of Study Research Paper on influencing marketing communication

1) The purpose of study to aware about the brand equity.

- 2) It is help to how online marketing is more effective to traditional marketing.
- 3) To make awareness about the brand in the market.
- 4) To expand their business in international market.
- 5) Which type of communication influencing the customer.
- 6) To target their potential customer.

Introduction Of Integrated Marketing Communication

Integrated marketing communication (IMC) integrates various marketing tools to maximize customer experience and pace up revenue generation with minimum investments. Multiple advertisement mediums are perceived inappropriately by the consumers; IMC filters the messages and corrects the comprehension of the messages to its end users.

Integrated marketing communication is designed to unify the various marketing aspects instead of working in diverse and isolated ways. It assembles the messages and links them to one particular objective of the business. Integrated Marketing Communication monitors (IMC) the marketing strategies which use extensive customer information and act aggressively on the goals. Brand promotions communicate numerous information to their end-users. IMC integrates the various marketing communications as a whole to maximize cost-effectiveness. Foundations, CRM, corporate culture, customer experience, brand focus, and numerous tools for promotions and communications are the vital components of IMC.

By bringing all of the brand's message points together into one cohesive whole, integrated marketing strategies ensure that a brand's message is not disjointed and confusing. Especially in today's world, when customers are bombarded with news and information of all kinds, integrated marketing sends a single message across all channels.

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 organisations to shift from the standard advertising approach to the IMC approach:

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

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

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

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

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

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

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

Stages of Integrated Marketing Communication Process

Integrated marketing communications (IMC) is a procedure by which businesses and institutions align their marketing and communication objectives with their firm or institutional goals using a custom method.

Market Research - Thorough understanding of customer behaviour will outclass the demographic features of the market. The research will define the audience and the value of the product correctly.

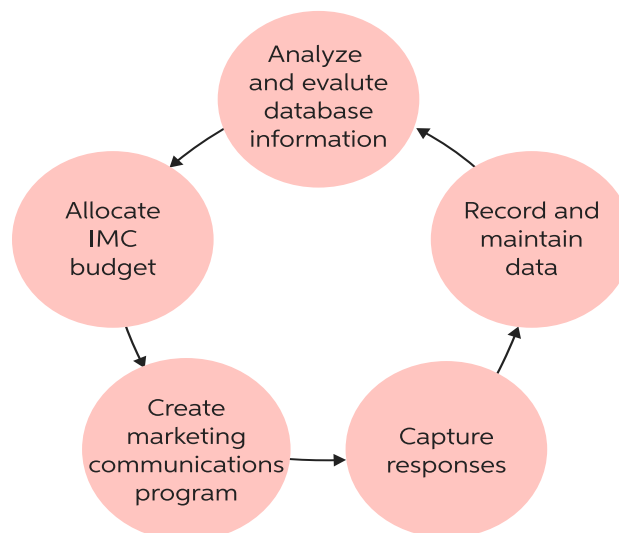
SWOT Analysis - Analysis using SWOT will comprehensively give an insight into external and internal factors. It will set a strong marketing strategy to drive the business to the optimum point.

Setting Goals - Determining marketing objectives towards customer experience, creating awareness regarding the product and services will improve the brand image.

Budget - As per the targets set, financial investments and ROI are crucial before initiating the marketing strategies. The SWOT analysis report will determine the funds for igniting the sales and revenue generation for the organization.

Execution- Delivering as per the strategies set according to the organization's objectives will ensure effective marketing.

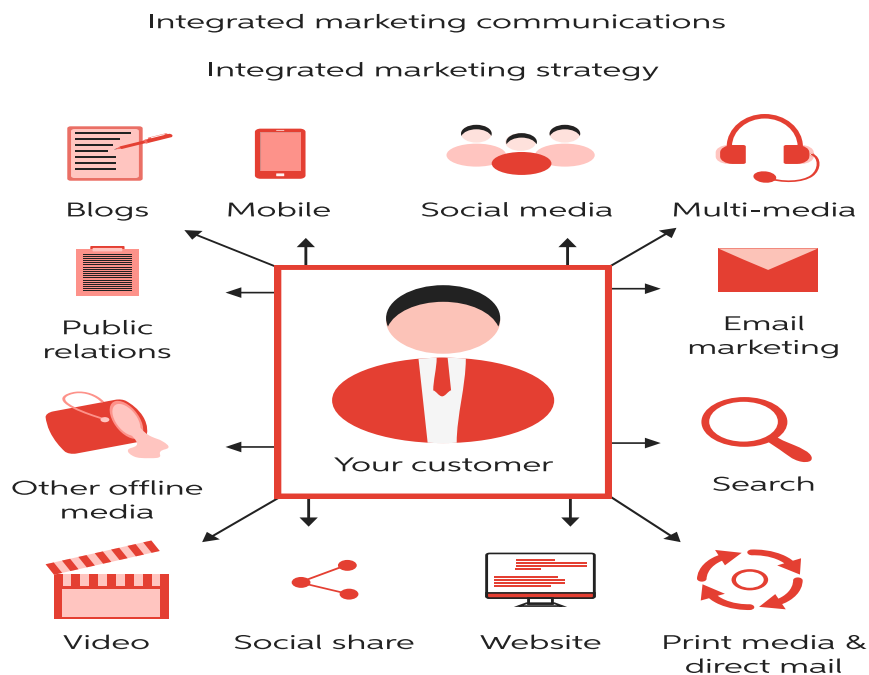
Evaluation-Traffic in the company's website and social networking sites, increase in the followers' count, high sales are all the metrics to evaluate the effectiveness of the marketing strategies.



Tools of Integrated Marketing Communication

For effective integrated marketing communication is important how the organizations communicate with the customers. A few of the tools are as follows:

- Advertising - Flyers, brochures, banner ads, pop-ups, and interstitials are conventional yet effective mediums of brand promotions. Commercials on radio, television and the internet make brand awareness effective to mass quickly.
- Online Marketing - Digital marketing tools like text messages, catalogs, brochures, promotional letters, and emails are the fastest growing means of communication between customers and organizations. It is the most effective way of interaction at this age. Electronic customer relationships and digital customer data are grouped in this tool.
- Public Relations Activities - Although advertisements are one-way communication, public relations is two-way communication between the organization and the customers or clients. Publicity is the primary and effective tool used by public relations practitioners.
- Sales Campaigns - Sales promotions through discounts, loyalty clubs, membership coupons, swags, and lucrative gifts boost the spirit of the loyal customers. These happy customers through word of mouth drive sales and work as brand ambassadors.



Changing trends of integrated marketing communications:

Global marketing changing, especially after outbreak of the covid -19 pandemic.

List of the trends and technologies that will shaping the marketing communication given as below:

1. Growth and improvement of conversational AI (chatbots and voicebots)
2. More omnichannel strategies (phone call, email, chat, text, help centre, facebook, native in -app chat, twitter, whatsapp)
3. Adaptation to a cookie -less world (chrome, google's web)
4. Social commerce (facebook)
5. Voice search and voice commerce
6. Push notifications

Benefits of Integrated marketing channel:

1. IMC helps to the awareness of the products through various marketing tools.
2. IMC not only creates the brand awareness but convert into actual purchase action.
3. IMC helps to build brand loyalty of the company which helps to repeat purchase of the product.
4. IMC helps to brand image as well as company image in the mind of the customers.
5. IMC helps to the promotion through tools for expanding their market from local to global (international market).

Limitations:

- 1) It is creating a conflict between the different departments in the organisations.
- 2) It is not possible to single agency to handle all communication areas.

Introduction to online marketing

Online marketing:

Online marketing is also known as internet marketing, web marketing ,digital marketing and search engine marketing.

It is refers to the leveraging the web based channels to spread message about a products and services through the digital networks. Online marketing uses internet to deliver the promotional marketing messages to consumers. It includes email marketing, social media, search engine etc.

Common online marketing tools:

There are a number of tools that can be used to build and maintain a robust digital marketing program:

- Email marketing or marketing automation
- Social media marketing
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Online events & webinars
- A/B testing & website optimization
- Content marketing
- Web analytics like Google Analytics 4
- Customer relationship management (CRM) like Salesforce
- Content management system (CMS)
- Pay-per-click (PPC) advertising like Google Ads or LinkedIn Ads
- Affiliate marketing

Importance of online Marketing:

Growth of the internet users increases in online marketing. With the advance technology of internet number of the internet user is increasing at the greater extent in the world. India is the second 692 millions internet users in 2023. (www.sttista.com)

Countries with the largest digital populations in the world as of January 2023

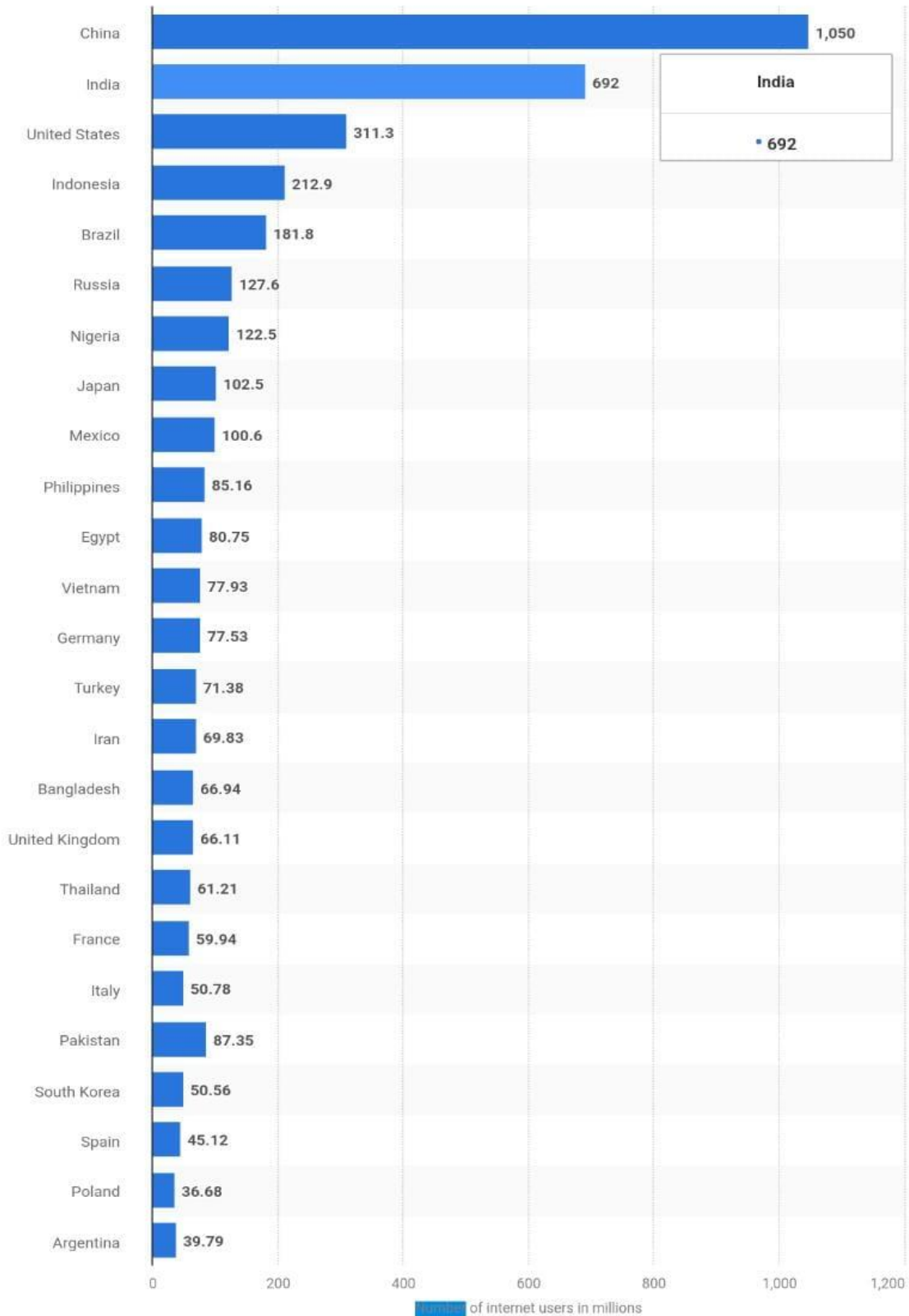
(in millions)



Characteristic	Number of internet users in millions
China	1,050
India	692
United States	311.3
Indonesia	212.9
Brazil	181.8
Russia	127.6
Nigeria	122.5
Japan	102.5
Mexico	100.6
Philippines	85.16
Egypt	80.75
Vietnam	77.93
Germany	77.53
Turkey	71.38
Iran	69.83
Bangladesh	66.94
United Kingdom	66.11
Thailand	61.21

2023

(in millions)



Online marketing is becoming increasingly important to small businesses.

It is most powerful tools for promoting products through internet to anywhere in the market.

E-commerce is not the future...it; the present, it is proved by today working on the meta verse facebook.

Online marketing is cost-effective and time saving.

Evolution of Online Marketing:

- 1990: The term “online Marketing” was first used. In that particular year, ‘Archie’ first search engine was launched.
- 1993: In this year first clickable web-ad banner was introduced.
- 1994: There was the launch of Yahoo and the first e-commerce transaction, over Net Market.
- 1996: In this year small search engines were introduced such as Hotbot, Looksmart, and Alexa.
- 1997: There was the launch of the first social media site which is SixDegree.com.
- 1998: This year was the changing year where there was the birth of Google, Microsoft launched MSN, and Yahoo! Introduced Yahoo! Web search.
- 2000: During this year Internet bubble burst, SixDegree.com shut down, and also smaller search engines were wiped out.
- 2001: This year’s first mobile marketing campaign was introduced such as Universal Music.
- 2002: This year is the birth year of LinkedIn.
- 2003: In this year WordPress was introduced and launched myspace
- 2004: This year was changing year when Gmail was launched, Google goes public and Facebook goes live.
- 2005: Youtube was introduced in this particular year.
- 2006: Microsoft launches MS Live Search, In this year Twitter was launched, moreover Amazon’s e-commerce sales crossed \$10 billion.
- 2007: Tumblr, Web streaming service: Hulu, and iPhone were launched.
- 2008: This year China take over America in terms of the number of users and even Spotify was introduced to listen to online songs
- 2009: Google launches Instant for real-time search engine results.
- 2010: In this year Whatsapp was introduced to make communication easier.
- 2011: In this year Google Buzz shut down and also web overtake the TV viewership among the youth generation.
- 2012: There was a progressive increment in Social Media Budget that is up to 64%.
- 2013: Yahoo acquired Tumblr in this particular year.
- 2014: In this year so many things happened like Mobile exceeds PC internet usage.
- 2015: In this era, Snapchat was launched and also there was the rise of predictive analytics.

Advantage of online marketing :

- 1) Cost effective in terms of advertising and other campaigns.
- 2) Effective global reach maximizing target audience.
- 3) Quick branding on a bigger scale.
- 4) Online marketing strategies easy to reach the target audience.
- 5) It’s brings greater profits for the company.

Disadvantage of online marketing:

- 1) Requires investment to keep up with the latest software for operate system properly.
- 2) Global reach invites global competition in the market.
- 3) Cyber -security and privacy is the biggest disadvantage.
- 4) It is easily copied of any brand which affects the profits.

Integrated marketing communication:

It is the coordination between all marketing communication tools to promote their brand and make awareness to the consumer.

Promotional activities include advertising, sales promotion and personal selling activities. It also include internet marketing ,sponsorship marketing, etc.

Approaches to integrated marketing communications:

This list of common approaches should give you an idea of the different ways it can apply:

- Consumer-oriented-This approach starts by seeking to understand consumers. Before creating content or messaging, the marketing team does research. They identify the target audience and use internal data or other tools to find out what customers need and value. The findings determine the shape of an integrated marketing communications plan.
- Outsourced-Requires external partners such as advertising and PR agencies to work together to deliver the right message to their target audience.
- Horizontal-A horizontal approach is a federation of departments working together on one initiative. Management might promote an initiative across departments, including sales, PR, and corporate communications, or they can create a team and assign a leader to the project. The process can form a workflow from planning to implementation to evaluation.
- Vertical-This top-down approach is not as focused on customers. A company might have a set-in-stone mission and message to convey. Marketing and communication objectives must support the higher level corporate mission and objective.

Steps involved in effective marketing communication

- Step 1: Know Your Audience -The IMC process starts with defining your target audience. To do the market research ,collect the behavioral and demographic data of your targeted your audience. Based on your target audience data, figure out what benefits you can provide to them and why they should choose your product or service.
- Step 2: Develop an Analysis (Situational analysis)
The next step is conducting a situational analysis to get details about internal and external factors that can affect your brand. It is also known as SWOT (strengths, weaknesses, opportunities, and threats) analysis. This analysis will help you to know what your brand's strengths and weaknesses.
- Step 3: Figure out Your Marketing Communications Objectives
Before starting a promotion campaign, ask yourself what is the goal behind your marketing communication. Once you have a clear marketing communication aim, then you can effectively target your potential customers. Here are some common marketing communications objectives:
 - 1) Category need
 - 2) Brand awareness
 - 3) Brand attitude

4) Brand purchase intention

- Step 4: Set Your Budget

The fourth step of the IMC process is to allocate a realistic budget. The budget can vary from company to company and it depends on various factors, such as sales percentage, profit percentage, size of the company, and affordability.

- Step 5: Define Your Marketing Strategies

The next step is developing your marketing strategy plan to achieve your defined marketing objectives. Also, decide which marketing tools you will use for promotion across different channels.

1) Personal communication channel-

face to face, telephone, internet chat, through mail etc

2) Non personal communication-

- a. Print media (newspaper, magazines, direct mail)
- b. Broadcast media -radio, television etc.
- c. Web page
- d. Display media-billboards, banners, hoardings etc.

- Step 6: Evaluate Performance

The last step of the IMC process is analyzing and evaluating the performance of your marketing strategies. You can use Google Analytics, sales, and social media tools to evaluate the effectiveness of your marketing efforts. Based on your marketing goals. Traffic numbers, Number of sales, Change in revenue, Social media marketing metrics such as engagement rate and increase in follower count.

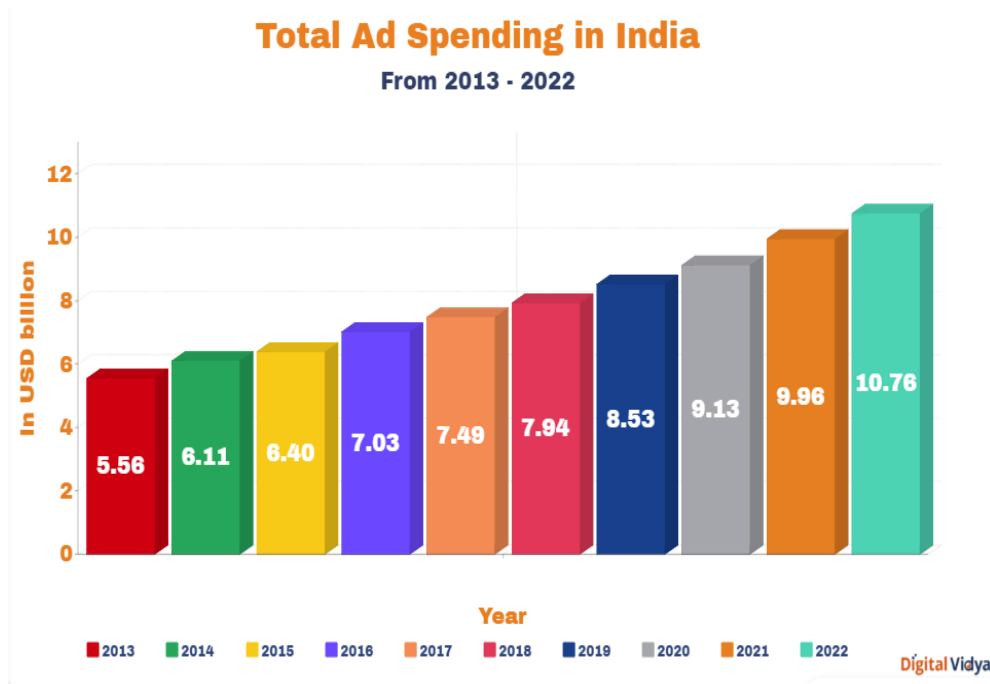
Reasons for growing importance of integrated marketing communication

1. Build brand recognition and trust.
2. Allows you to reach larger audience
3. Yields higher revenues
4. There are multiple communication channel
5. It can be access to anytime to anywhere through availability of the internet.
6. It can be access goods and services.
7. Rapid growth of the online marketing.

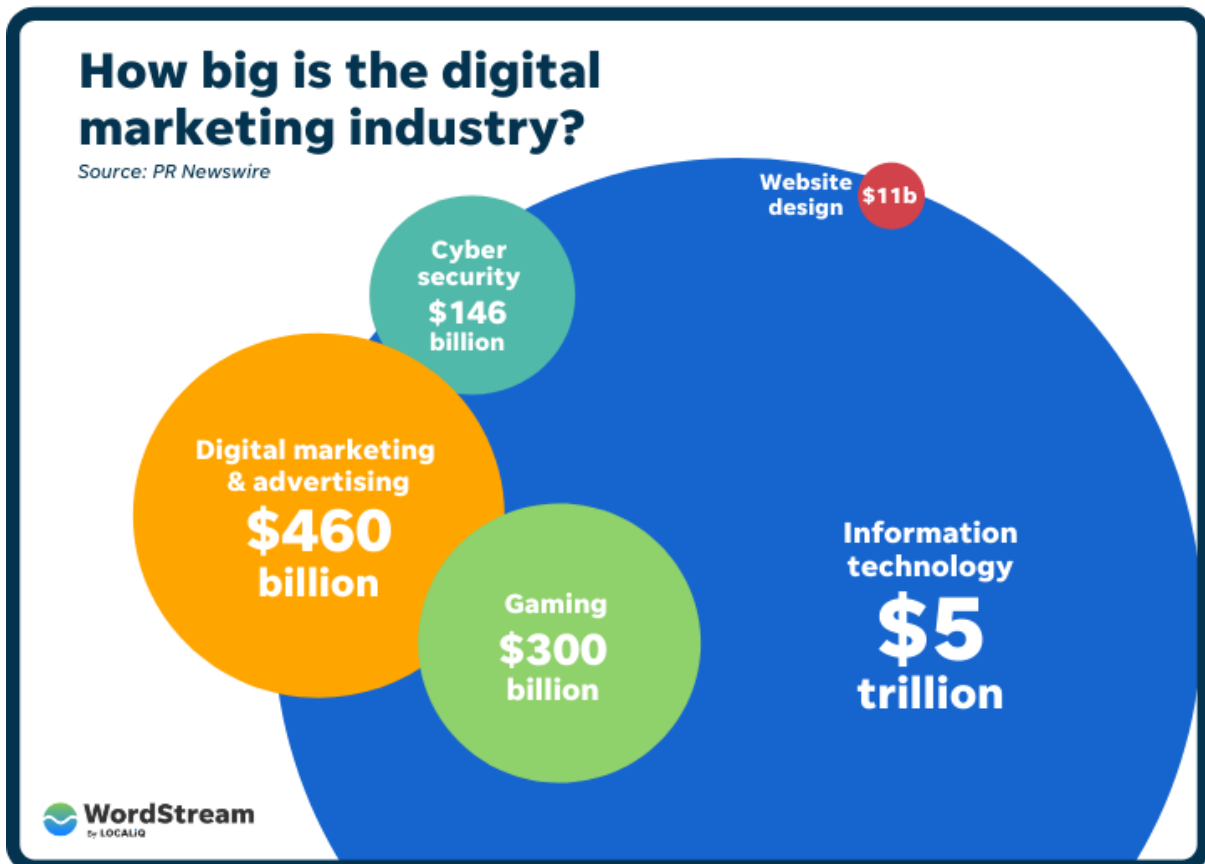
Online marketing

In 2011, the digital marketing industry in India report statistics revealed that advertising via mobile phones and tablets was 200% lower than in the following years. During this year, the net worth was \$2 billion.

The growth was geometric, as it rose to \$6 billion in 2014. In 2022 Indian advertising market reached \$11 billion and is expected to rise more and reach \$14 billion by 2024.



The global digital advertising and marketing market was estimated at \$350 billion in 2020 and is projected to reach \$786.2 billion by 2026. The U.S. digital advertising and marketing market is currently estimated at \$460 billion.



Google holds 92% of the total worldwide search engine market share. the International Journal of Advanced Research Foundation reveals the following stats on digital marketing in India-

Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

1979: Michael Aldrich demonstrates the first online shopping system.

1981: Thomson Holidays UK is the first business-to-business online shopping system to be installed.

1996: India MART B2B marketplace was established in India.

2007: Flipkart was established in India. Every E-marketing or commercial enterprise uses majorly digital means for their marketing purposes.

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Forms of online marketing

As per help on the internet given latest article (www.simplilearn.com)

1. Video Marketing-In today's fast-market scenario, short and quick videos are quicker than texts in attracting customers. Be it educational or entertaining, live or pre-recorded video content is a reliable digital marketing. Today, over 2 billion people look for something or the other per month on YouTube. It is a promising opportunity to reach new customers, and video marketing strategy.
2. 80% of customers opt for search engines and videos to learn about products and check reviews. 55% of consumers do it before buying.
3. Mobile marketing-As per Google research, 27% of people worldwide use mobile voice search. The mobile consumer journey is on an exponential rise. Digital marketing requires immediacy as much as loyalty, and smartphones are one of the most immediate problem-solving partners anywhere, anytime.
4. Audio marketing- Audio marketing is much broader as it includes podcasts and smart home assistants such as Google Home or Amazon Alexa.
5. Email Marketing-When someone visits your website or business, invite them to join an email subscriber list. With their permission, you can send emails about sales, special events, or product releases. Email marketing is often underestimated, and according to Lyfe Marketing, approximately \$40 of revenue is brought in for every dollar spent on email marketing.
6. Social Media Marketing-With social media marketing, social media platforms are used as a digital marketing channel. Ads can be bought to reach out to a new audience, or you can create a profile for your business on any social media platform and create posts to advertise new products, sales.
Example- Instagram , Facebook ,Whatsapp
7. Search Engine Marketing/Pay-per-Click-Search engine marketing, or SEM, refers to paid advertisements that appear at the top of the SERP. The cost of these ads typically depends on the number of clicks the link receives, hence "pay-per-click."
8. Search Engine Optimization-Search engine optimization, (SEO), is the strategy of creating content in such a way that search engines like Google will rank your page high on the search engine.
9. Content Marketing-Content marketing refers to informational, valuable content like blog posts, how-to videos, and other instructional materials. This type of marketing helps you connect with your audience and answer their questions. It can also help to generate leads and close sales.

GROWING DEMAND

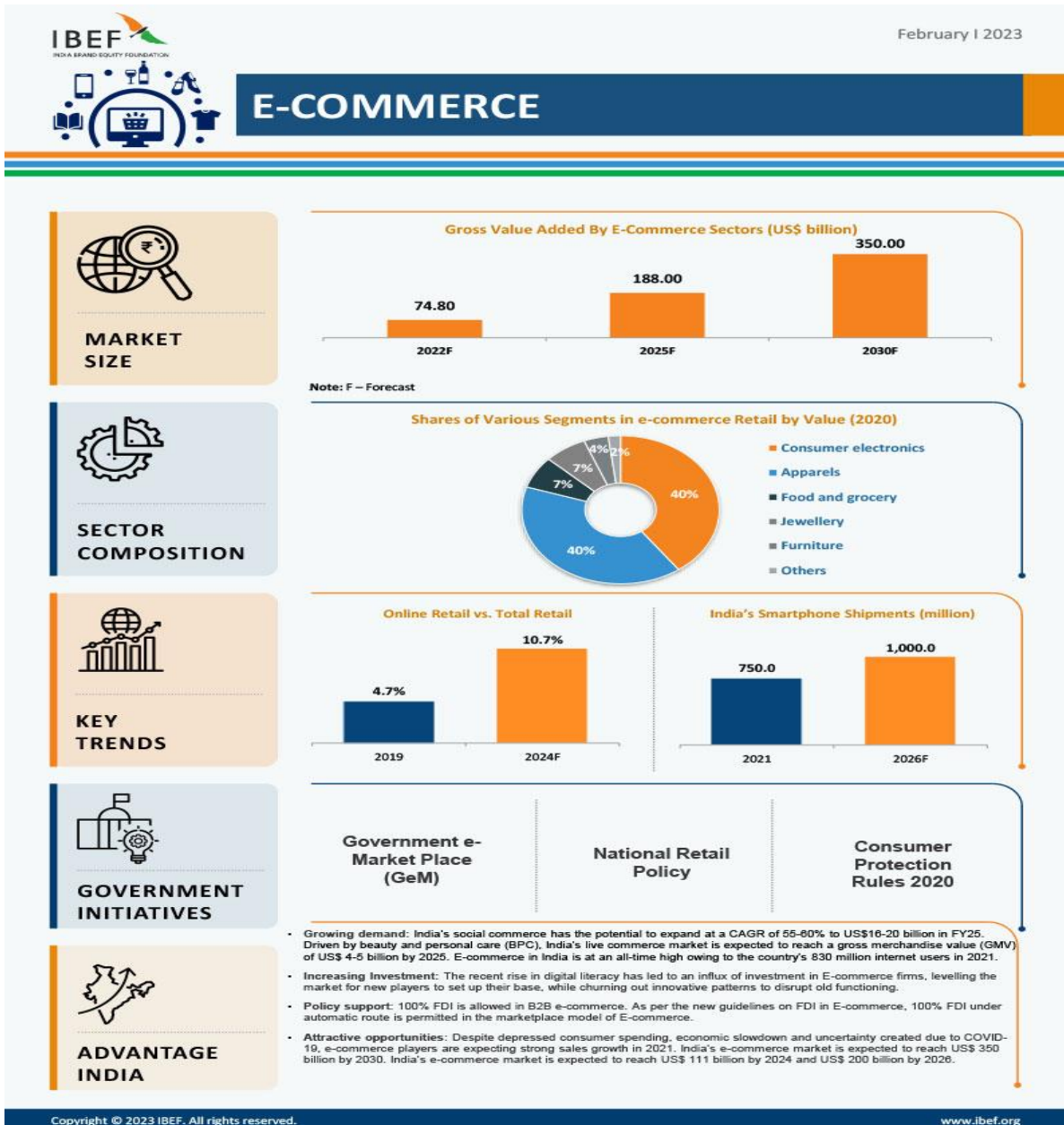
India's social commerce has the potential to expand to US\$16–20 billion in FY25, growing at a CAGR of 55-60%.

India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

ATTRACTIVE OPPORTUNITIES

In 2022, the Indian ecommerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.

India's e-commerce market is expected to reach US\$ 350 billion by 2030.



E-commerce challenges for India

- Cash on Delivery Is Still The Preferred Mode Of Payment

The first major and common challenge faced by e-commerce and online retailers is the preferred mode of payment. Most of the online consumer still paying on cash on delivery. Reason is given below.

- 1) Low credit card uses.

- 2) Low trust in online transactions
- 3) People not being aware of the convenience of e-wallets.

- Low Internet Penetration

Compared with the western nations such as the US, UK, France, Germany, and many others, internet penetration in India is quite low. Even if we compare the internet penetration in India to its population, the numbers are still quite low. Only a small percentage of the total population in the country can easily and readily access the internet.

- Incomplete Addresses

This problem is faced mostly by delivery companies & couriers and not e-commerce retailers. It is a huge problem as many times consumers forget or fail to mention their complete addresses due to which it can be difficult for delivery riders to deliver the order to the exact location.

- Delivery Issues

Delivery issues still most challenges in the country, even after the e-commerce industry became so popular. Timely delivery is a problem in the country because of incomplete poor infrastructure, roadblocks, and remote locations which can lead to consumers becoming angry & frustrated and canceling the order.

Literature review

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

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

As per Don Schultz (2008), —IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. The key difference in this definition of IMC from that of simple Marketing Communication is highlighted by use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of marketing communication mix in such a way that it is strategically designed to achieve certain objectives, measured to enforce accountability over marketer.

AIDA model developed by Elmo Levis is the set of steps describes the stages through which every potential customer passes till the act of purchase. This basic model guides the copywriters in writing persuasive copy. AIDA is an acronym of

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

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

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

Action-of purchasing product or making an inquiry

The popularization of the concept of integrated marketing communication has been confirmed by both growing number of publications on the subject and examples from business practice showing the efficiency and effectiveness of IMC programmes. In this area it is in particular the interest in professionalization of communication activities for the benefit of brand that has grown. According to G. Hajduk (2010), properly designed and efficient IMC should assure that all forms of contacts with clients and other target groups of a brand will be dedicated to a particular recipient, comprehensible and coherent in terms of the content of message. The author himself defines IMC as a "strategic business process used to plan, develop, execute and assess a coordinated, measurable, convincing programme of communication of a brand with consumers, potential clients and other target recipients, both internal and external ones".

The classical tools of IMC

- 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 abroad audience in order to influence their attitudes and behavior.” (Duncan, 2002, p. 506). It is a very broad tool and primary objective is to create awareness.
- Personal selling -Personal selling is defined as “Two way communication in which a seller interprets brand features in terms of buyer benefits.” (Duncan, 2002, p. 617). Also called the face-to face function.
- Public relations-. Public relation can create a goodwill and a positive understanding between an organization and its stakeholders. Marketing PRis defines as non-paid media to deliver positive brand information designed to positively influence costumers & prospects.” (Duncan, 2002, p.543)
- Sales promotion-Sales promotion and the value added communication, is a communication tool that encourages people to action by adding value. It is “a short term, added- value offer designed to encourage and accelerate a response” (Duncan, 2002, p. 569).
- Events & sponsorship-Event marketing & sponsorship are not the same but they overlap and have many things in common. They are designed to create involvement and are effective to bond customers to a brand or company. Event marketing a used to involve,I ncrease awareness, reach audience and gain publicity. Sponsorships have increased over the year and both differentiate and add value. The definition is the “the financial support of an organization, person or an activity in exchange of brand publicity and association.” (Duncan, 2002, p. 640).

Online marketing

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

E-mail Marketing

E-mail Marketing The study of (Dheeraj & Pars, 2017; Kaur & Singh, 2017) discussed about the top motivator factors of shopping online. Being of the main success factors of e-mail marketing is the

additive information by their clients to the list of subscribers, which allows you to remain in permanent connection and on a regular basis with them by the directorate of marketing and promotional campaigns.

Search -engine marketing

Viral marketing

Digital ads

More AI uses

AR, PR

Metaverse (2021 work in progress)

Research objective & Methodology

Scope of the research:

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

Research problem:

This study focuses on following problems

- Should companies integrate various marketing tools to communicate about its brand?
- How do consumers get awareness about different brands?
- How online marketing plays important role in companies' marketing strategy? • What are the reasons for growing popularity of online marketing among consumers?
- How is online marketing advantageous over traditional marketing?
- What are the loopholes in online marketing?

Research objectives:

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

- To understand the importance of Online advertising in changing market scenario.
- To understand the reasons for growing popularity of online marketing.
- To analyze the effectiveness of online marketing as compared to traditional marketing tools.
- To identify the limitations of online marketing as IMC tool

Research Methodology:

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

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

In the present study, researcher has followed Descriptive research. Descriptive research is usually a fact finding approach generalizing a cross -sectional study of present situation.

The major goal of descriptive research is to describe events, phenomenon and situations on the basis of observation and other sources.

Survey Method:

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

The survey design can be defined as: “gathering information about a large number of people by interviewing a few of them.”

The definition can be modified by stating that collecting information with other data collection alternatives available to survey researcher in addition interviewing such as questionnaire, personal observation etc. Surveys are conducted in descriptive research studies with the help of questionnaire techniques in most appropriate manner. Survey type of research studies usually have larger sample. It is concerned with conditions or relationships that exists, opinion that are held, processes that are going on effects that are evident or trends that are developing. Thus in surveys variables that exist or have already occurred are selected and observed.

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 researches. There are several methods of collecting primary data particularly in descriptive researches

- Telephone enquiries
- Personal interviewing

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

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.

- Technical and trade journals
- Books, magazines, and new paper.
- Reports prepared by research scholars etc

- Reports publications of various associations connected with business and industry, bank, university, economists etc.
- Sources of unpublished data are many diaries, letters etc.

Using secondary source the researcher must ensure reliability sustainability and adequacy of data.

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

Sampling methods:

Sample selection is undertaken for practical impossibility to survey entire population by applying rationality in selection of samples we generalize the findings of our research. A collection from all items of the population is known as census enquiry. But practically considerations of time and cost almost in

variably lead to a selection of respondents called sampling techniques. A sample design is a definite plan for obtaining a sample from a given population.

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

- Elements
- Sampling units
- Extent
- Time

1. Identifying the sampling frame: a complete list of population units is the sampling frame it should be so selected which consist of almost all the sampling units.

2. Specifying sampling unit: it is the basis unit containing the elements of target population. 3. Specify the sample method: it indicates how the sample units are selected, whether probability or non-probability samples are to be taken.

4. Determine the sample size: the decisions about the number of elements to be chosen i.e. number of observations in each sample of the target.

5. Parameters of interest: one must consider the questions of specific population parameter which are of the interest.

6. Select the sample: final step in the selection of sample process where a good deal of field work and office work is introduced in the actual selection of sample elements:

- Sample size :200 people
- Area covered: Delhi NCR
- Sample frame: Educational Institutions & Corporate offices.

Data analysis tools for research:

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

Validity of the data:

The approach of content valid it was used in order to verify whether the context of measure covers the full domain of the content. It helped to assess how items used in the survey represent their context domain and how clear they are.

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.

Limitations of the study:

- The study is limited to Delhi NCR

BEST CASE STUDIES ON INTEGRATED MARKETING COMMUNICATION

April 16.2019

Integrated marketing enables a unified and consistent experience for customers to interact with a brand or company.

Integrated marketing communications (IMC) is the coordination and integration of all marketing communications tools, avenues, and sources in a company into a seamless program designed to

maximize the impact on customers and other stakeholders. The program covers all of a firm’s business-to-business, market channel, and internally-directed communications - James G. Hutton.

Integrated marketing and IMC by evaluating case studies of companies that have taken an integrated marketing communication approach.

CASE STUDY1

Integrated Marketing Communication Case Study #1 - Microsoft

Microsoft Corporation is an American technology company. It develops, manufactures, licenses, supports and sells computer software, consumer electronics, personal computers, and related services. Their mission is to 'empower every person and every organization on the planet to achieve more.'

Microsoft's Integrated Marketing Communication Channels:

Print and media are a pivotal part of Microsoft's marketing strategy. Microsoft spends upwards of \$1.5 Billion for Print and media alone.



Microsoft print integrated marketing communication campaign. One of its ingenious print advertising campaigns for Microsoft's Office 365 software includes the WiFi-enabled promotion on the Forbes magazine.

Microsoft's Forbes Print Ad with a Wifi Router



A sleek router with a battery placed within the magazine gave its subscribers free wifi for 15 days. This gimmick ensured that readers had to retain the magazine him at all times and contributed multiple exposures of the ad to the reader.

Currently, Microsoft is undertaking a slow shift from traditional media to social media and other online platforms.

Microsoft's Integrated Marketing Communication Approach:

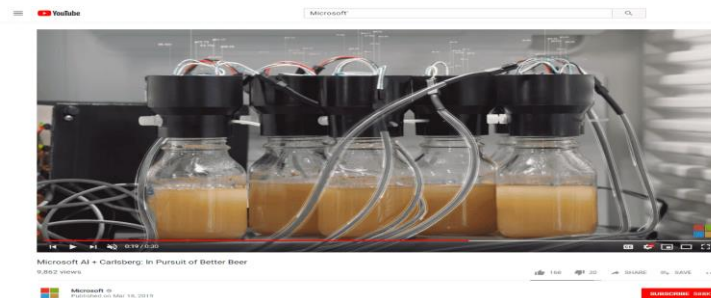
Microsoft has been continuously taking up several Artificial Intelligence (AI) projects and has placed AI high up in its product portfolio. To promote its AI offerings, Microsoft teamed up with Carlsberg to use AI to speed up the process of brewing new flavors of the beer.

The company has marketed this project using the integrated marketing approach using a multitude of channels.

Twitter



Video Promotions across - Facebook and Youtube



Carlsberg Microsoft AI Youtube integrated marketing communication campaign
Press releases in popular newspapers such as Financial Times.

Carlsberg turns to AI to help develop beers

Brewer sees potential applications beyond drinks and is debating creating rare spin-off



Carlsberg has teamed up with Microsoft and two universities for its 'beer fingerprinting project' © Bloomberg

Richard Milne, Nordic Correspondent DECEMBER 26, 2017

5

Carlsberg is investing millions of euros in research to try to detect aromas and flavours in beer far more rapidly than is currently possible in what it dubs the “beer fingerprinting project”.

The Danish brewer has teamed up with Microsoft and two universities for the initiative, which aims to use sensors and artificial intelligence to help develop new beers and improve quality control.

“It’s going to be extremely beneficial for us. It’s about reducing time and cost to develop new beers, especially for innovative beers with new flavours,” said Jochen Förster, director of yeast and fermentation at Carlsberg’s research laboratory.

The world’s fourth-largest brewer by sales sees potential applications well beyond beverages and is debating creating a rare spin-off to determine whether the same technique could work for industries such as food and pharmaceuticals.

Data Analysis& Interpretation

The term Analysis refers to the to study or examine something in detail in order to discover more about it.

The data collection has to be processed and analyzed accordingly with the outline of the research plan or research design. This is very essential for a scientific study and ensuring the relevant data to the study for the analysis and comparison. Technically processing of data implies editing, coding etc. available for analysis. Analysis in a particular survey involving the estimation of the unknown parameters of the population and testing for hypotheses.

There are using Statistical Analysis

- Descriptive analysis
- Inferential analysis

Descriptive Analysis:

It is the process of using the Statistical technique to describe and summarize the data. Which can be easier to use. It helps the study of distribution of one variable. this study provides several work group, person and other subjects with multiple characteristics.

Descriptive analysis is more specific for the dimensions research target. It is helpful for the researcher to observe, understand and provide concepts to apply it.

It is essential towards the findings of the study and Effective outcomes of the study.

It is the most common and effective approach for the researcher. The problem is described by the researcher through the questionnaire to help the direct contact with respondent. This approach helps to generate new ideas.

Inferential analysis

It is the process that helps to compare your sample data to other samples or to previous data. The method of inferential statistics are estimation of parameters 2 testing of hypothesis

Descriptive analysis of primary data:

This part of the study focuses on the main objective of the research. Researcher used statistical tools like mean, standard deviation and graphs for analysis of primary data.

Profile of Respondents:

Survey of research work was conducted in the Delhi NCR online marketing. sample of 200 respondents was selected for survey. The Questionnaire included a segment on customers profile as a classification of their demographic factors such as gender, age & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents. The detailed respondent profile is as follows:

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

Respondent’s profile- 200 respondents ,100 students which is age between 18 to 25, 19 students are age between 25 to 35, and 38 male students and 43 female students. 88 Service based 88 respondents, age between 25 to 35 ,41 respondent,35 to 45 between respondent are 47 total was 63,31 male and 32 female .12 respondent are self employed 25 to35 age between 3respondent, 35 to 45 age between 9 respondents, total 56 respondents,29 male respondents, and 27 female respondents.

Importance of integrated marketing communication:

Integrated marketing communication (IMC) is an approach used by the organizations to create brand awareness and to communicate to the target audience.

To understand the researcher asked respondents about number of medium to get knowledge about any brand , information related to the various products ,brands to take their decision according to their time spend on that product or services. The details given below:

Importance of Integrated Marketing Communication:

1-Number of medium to get knowledge about any brand :

In today’s market scenario, due to the wide number of competition in the local as well global market, it is difficult to how to advertise and target audience. There are many mediums to aware about the brand such as search engine ,social sites, holding banner ,television etc . modern marketing takes leads in the market of advertising as compare to traditional market. It has built brand image and boost sale .

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

Interpretation: as per observation when respondents were asked if they rely on just one medium to get knowledge about any brand;

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

It means major percentage is with negative response. that consumers more think upon more than one medium to get knowledge of any brand. Due to unlimited brand choices & price conscious , 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, online, social media etc.

2- Sources of awareness of various brands:

There are many sources to make awareness of various brands in the modern era. To use technology such as social sites, search google , electronic media and print media.

The details of responses given at the different sources of awareness of various brands are given below:

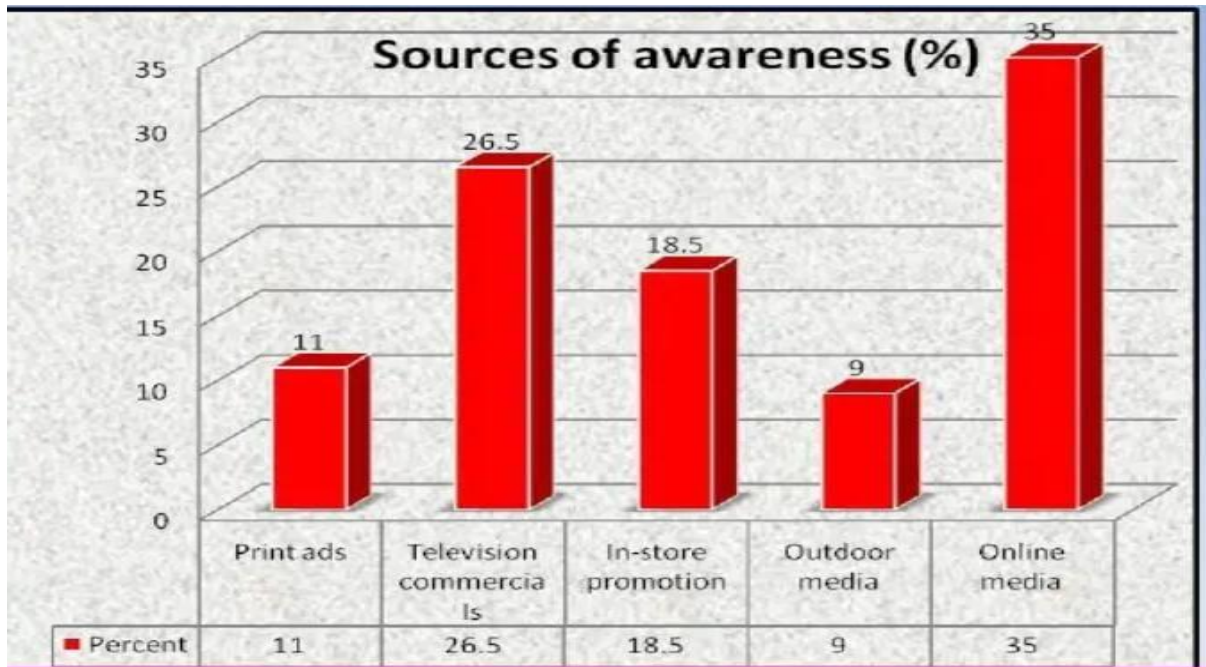
Sources of awareness	Frequency	Percent
Print ads	22	11.0
Television commercials	53	26.5
In – store promotion	37	18.5
Outdoor	18	9.0

Online media	70	35.0
Total	200	100

Interpretation: As per observation that when respondents were asked about which source do they refer the most to get awareness of various brands;

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

It means consumers do refer various mediums to get awareness but highest preference is being given to online media. Online media facebook , online PR, Window displays, banner ads etc. And consumers today are more prefer to online forms advertising as compared to advertising through other mediums.



3- Amount of information required to take purchase decision:

Consumers may be confused about the product and brand. They need to evaluate about their need and choice among different brands. IMC helps spread awareness, educate and inform them about the brand. It helps to easier to take purchase decision.

TO analyze in detailed respondents were asked to give their opinion on considering two different attributes.

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

	Do not require much information to take purchase decision		Do not prefer to spend much of my time in purchase of any commodity	
	Frequency	Percent	Frequency	Percent
Strongly disagree	33	16.5	27	13.5
Disagree	80	40.0	38	19.0
No opinion	36	18.0	34	17.0
Agree	28	14.0	68	34.0
Strongly agree	23	11.5	33	16.5
Total	200	100.0	200	100.0

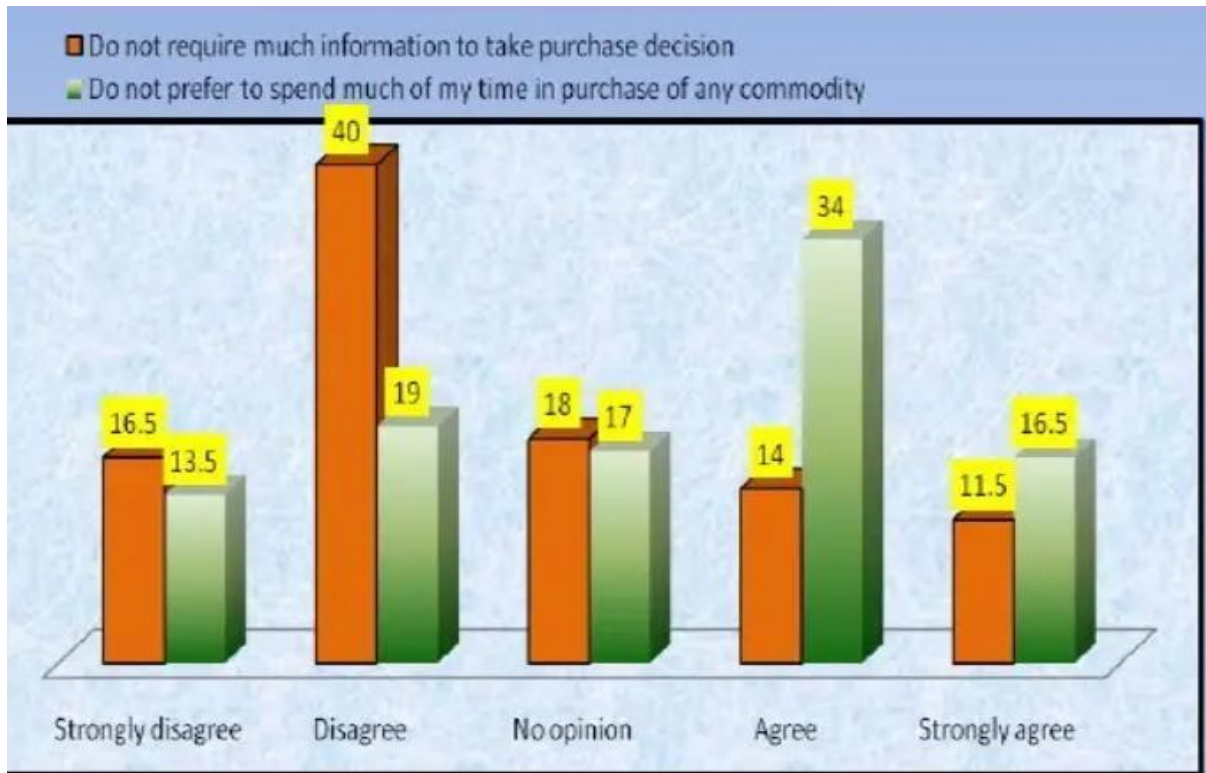
Interpretation: When respondents were first asked they require much information to take purchase decision; secondly they spend much time for purchasing any commodity;

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

Most of consumers require more information to take purchase decision but they do not like to spend much of their time for purchasing any commodity. It reveals that consumers do require plenty of information to take purchase decision. This information may increase their knowledge and trust on brands' attributes & benefits consumers are likely to gain that will eliminate their confusion in choosing any particular brand. Once they obtain the required information on various brands, they take less time in the purchase of any commodity.



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



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

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

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

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

Importance of Online advertising in changing market scenario

Online marketing refers to the powerful tool of promoting the products and services through the internet. It is very helpful for us. Today scenario is most effective to promote their brand across the world. It also based in AR,VR and AI.

After covid -19 online marketing to boosting. It has leading the traditional marketing.

It is depend on the connectivity of the internet. It is also known as internet marketing digital marketing, web marketing.

5- Knowledge about the use of internet:

Today, internet play a very important role in our daily life. The large number of activities can be done by the help of the internet. The current time most of the people know about how to use the online marketing through the internet. They are busy on social networking (sharing photos, videos and songs) , online shopping, online study, online gaming, route search. It is improve the internet speed.

The respondents are respond with the use of the internet; how they knowledge about use of internet.

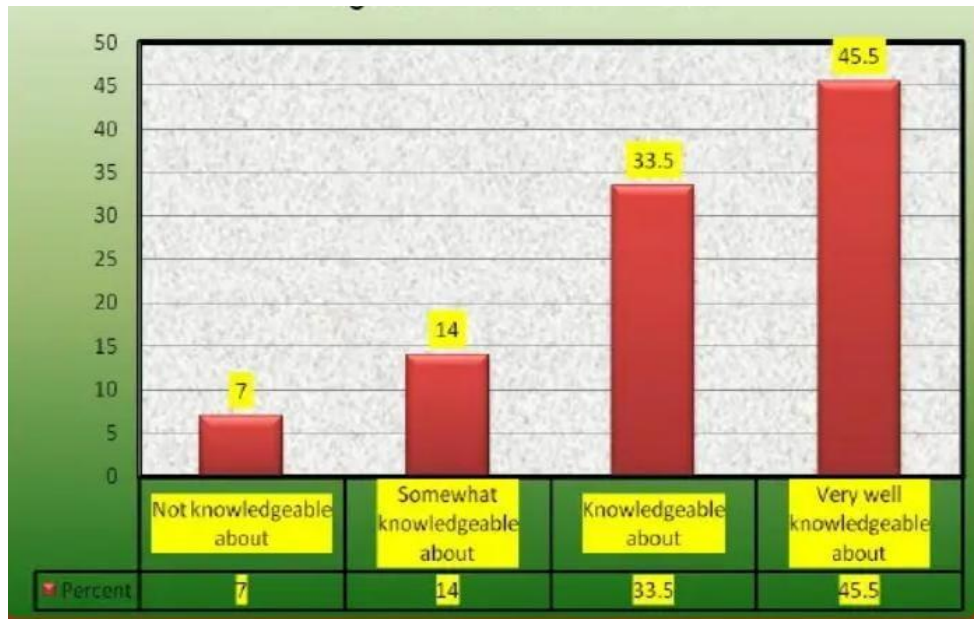
Code	Response	Frequency	Percent
1	Not knowledge about	14	7.0
2	Somewhat knowledge about	28	14.0
3	Knowledge about	67	33.5
4	Very well knowledgeable about	91	45.5
	Total	200	100.0

Interpretation:

As per observation, when respondents were asked about their convergence with internet;

- 7% were not knowledgeable about internet.
- 14% were somewhat knowledgeable about internet.
- 33.5% were knowledgeable about internet.
- 45.5% were very well knowledgeable about internet.

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



6-Frequency of being online:

The number of people using internet has really go up due to technological advancements. People use internet for a variety of reasons. ,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 transfer.

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 including through mobile internet devices.

Frequency of being online given below table.

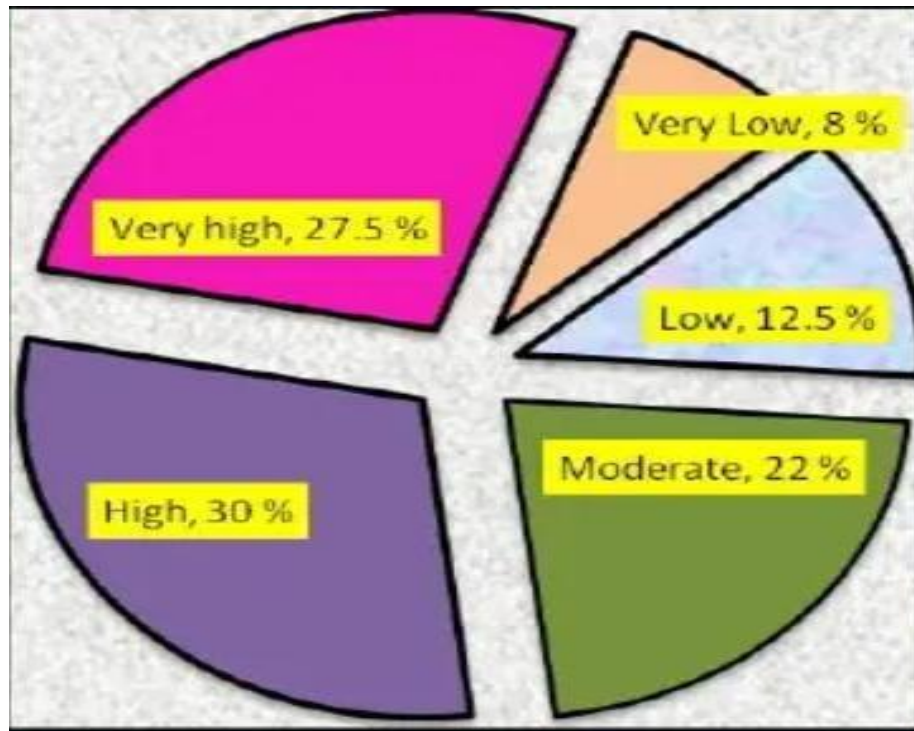
Code	Response	Frequency	Percent
1	Very low	16	8.0
2	Low	25	12.5
3	Moderate	44	22.0
4	High	60	30.0
5	Very high	55	27.5
	Total	200	100.0

Interpretation:

As per observations, when respondents were asked about their frequency of being online;

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



Graphical representation of response related to frequency of being online

7-Use of online activities by companies in their marketing efforts

:Since in recent days, consumers rely more on the information shared by internet, they use this information for brand evaluation and for making purchase decision. This opportunity must be grabbed by both small & large scale businesses by having their online presence. Heavy use of internet as a medium to obtain website traffic and to target & deliver advertising messages to the right customers.

If online presence is complete with positive reviews and a professionally updated website; customers will see the reputation of the brand and will be more likely to choose those brands.

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

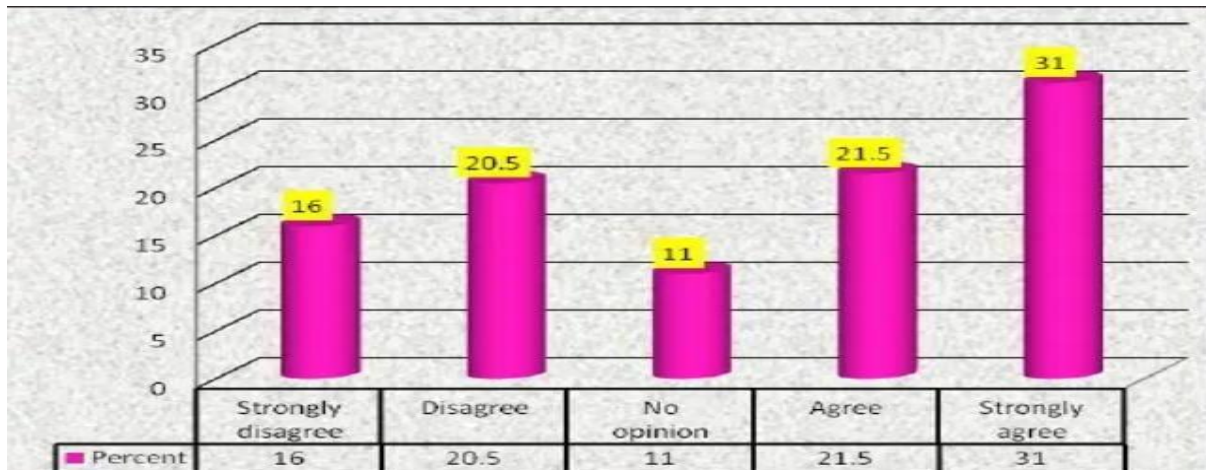
5. Strongly agree 4. Agree 3. No opinion 2. Disagree 1. Strongly disagree

Code	Response	Frequency	Percent
1	Strongly disagree	32	16.0
2	Disagree	41	20.5
3	No option	22	11.0
4	Agree	43	21.5
5	Strongly agree	62	31.5
	Total	200	100

Interpretation: As per observations, when respondents were asked companies should use online activities in marketing efforts;

- 16% were strongly disagreed.
- 20.5% shown disagreement
- 11% had no opinion on this question.

- 21.5% shown agreement and,
- 31% were strongly agreed.
- It means majority of respondents are completely agreed that companies should use online activities in their marketing efforts. Since online activities facilitate good access and higher reach to the customers; companies must take this advantage by incorporating online advertising in their marketing strategy. Response related to knowledge about the use of internet.



Use of online activities by companies in their marketing efforts

To analyze in statistic were calculated and analysis of data

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

Descriptive statistic scores for use of online activities in their marketing strategy

Intpretation: As per observation,

- Mean value scores for parameter companies should use online activities inmarketing efforts is 3.31 with negative skewness -0.268 indicates respondent’s agreement. It means they strongly feel that companies must incorporate online activities in their marketing efforts.

- Median and mode values are 4 & 5 therefore closed to each other also support this result.

8- Preference for online marketing as it is safest to use.

Online marketing is also harmful for us day by day increasing fraud activities. It needs to security of the data. Data can be misused by anyone. So many scams on the internet. time to time need to update their software and system.

Today so many fraud call, emails, messages coming. it needs to be strict rules and regulations related to the cyber security.

The respondents were prefer online advertising as it is safest to use :

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

Preference for online advertising as it is SAFEST to use

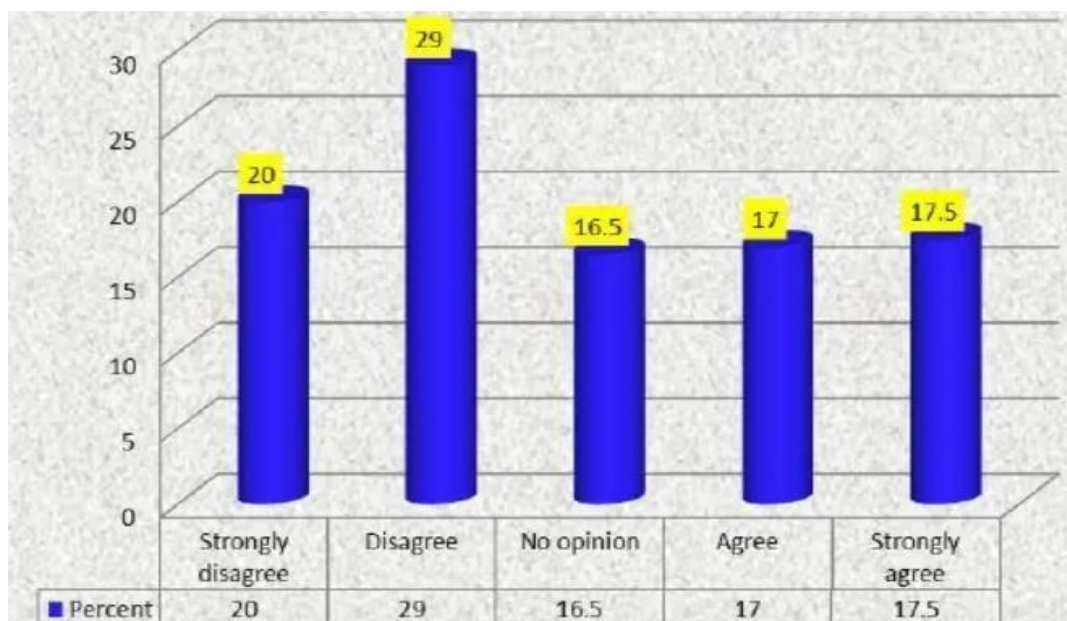
	Frequency	Percent
Strongly disagree	40	20.0
Disagree	58	29.0
No opinion	33	16.5
Agree	34	17.0
Strongly agree	35	17.5
Total	200	100.0

Interpretation:

As per observation, 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.



Graph representations of preference for online advertising as it is SAFEST to use
Descriptive statistic scores for preference for online advertising it is SAFEST to use

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

Descriptive statistic scores for Preference for Online advertising as it is SAFEST to use
 As per observations, that value for parameter preference for online marketing as it is safest to use is 2, it shows that majority of respondents feel online marketing is not safest to use.

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

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

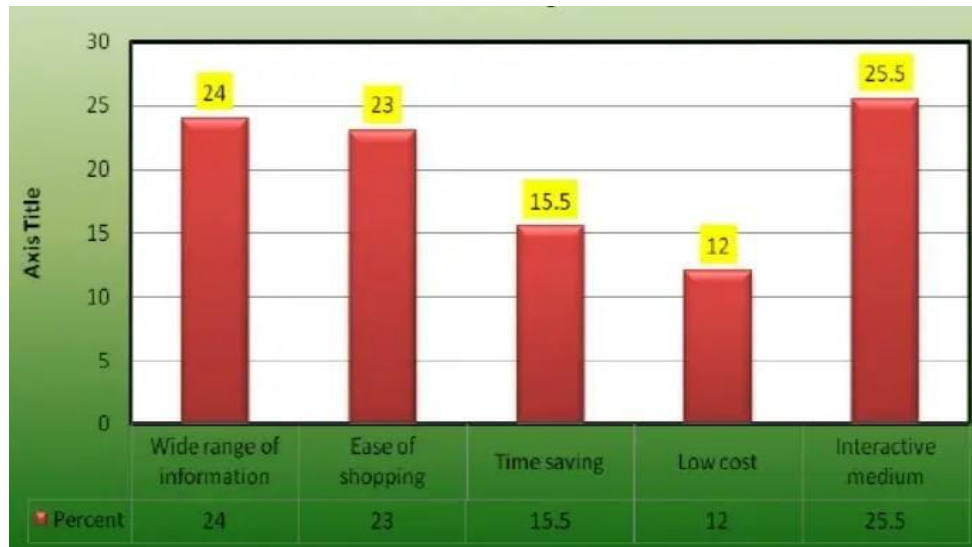
Traditional marketing is a broad category that incorporates many forms of advertising and marketing. It is the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast,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

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

Interpretation: As per observations that,

- 24% of respondents find online marketing advantageous as it offers widerange of information about the brand
- 23 % of respondents find online marketing advantageous as it offers ease to shopping.
- 15.5 % of respondents find online marketing advantages as it's serve consumer's time.
- 12% of respondents find online marketing advantageous as it involves lowcost in purchase.
- 25.5% of respondents find online marketing advantageous as it is an interactive medium.

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



Graphical representation of Benefits of online marketing over traditional marketing

10- Preference for the print ads or television commercials:

Print ads the advertisements which gets published in print media such as newspaper , magazines ,whereas television commercials (TVCs) gets telecast through television.

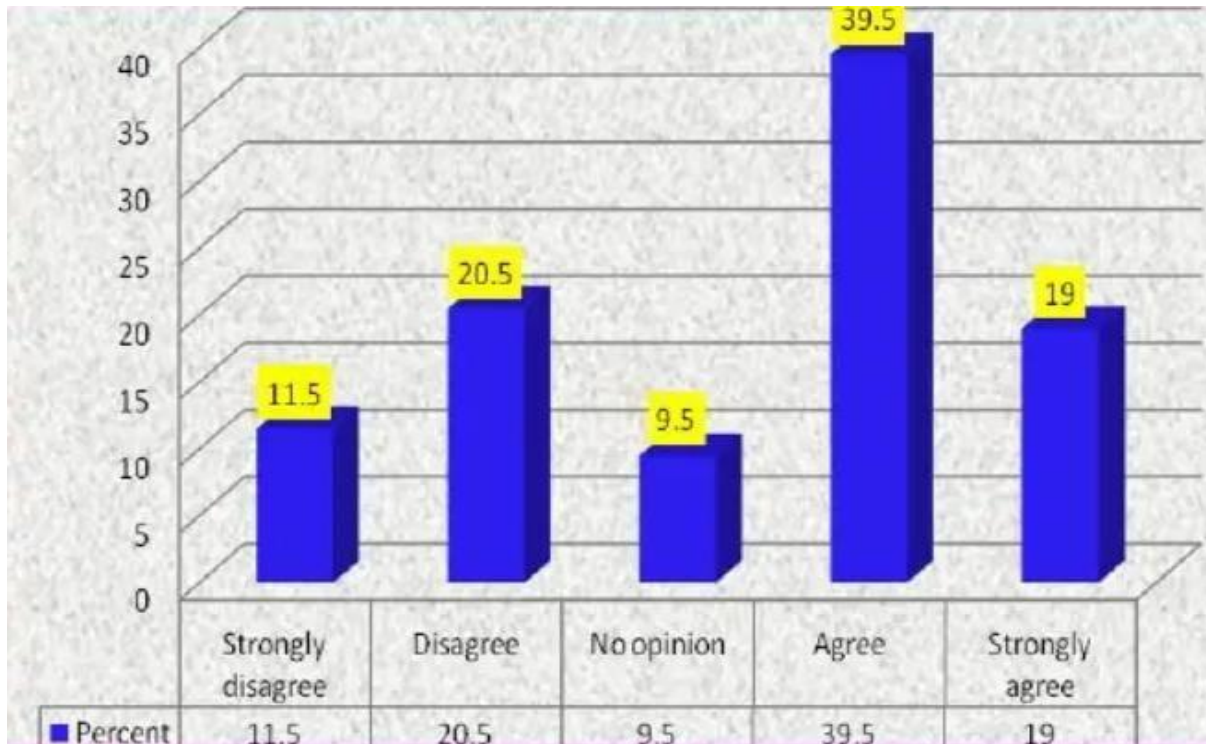
But today time change people prefer online advertisement. As per my research respondents don't prefer it print ads and tekevision commercials much get awareness ,respondents giving their response.

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

Interpretation: As per observations , that don't prefer the print ads orTelevision commercials much to get the brand awareness,

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

It means majority of respondents agreed that they do not prefer Televisioncommercials or print ads to get brand related awareness.



Graphical representation of preference for the print ads or television commercials

Parameter	Value
N	200
Mean	3.3400
Medium	4.0000
Mode	4.0
Std. deviation	1.30880
Skewness	-.447
Kurtosis	-1.059
Percentiles =25	2.0000
Percentiles =50	4.0000
Percentiles =75	4.0000

Interpretation: As per observations from the table,

- Mean value scores for parameter do not prefer the print ads or a Television commercial to get brand awareness is 3.34 with negative skewness -0.447 indicates respondent agreement. It means they really do not rely on print ads & television commercials.
- Median and mode values are equal to 4 also support this result.
Hence, it reveals that today consumers do rely on print ads television commercials much to get awareness.

Conclusion

The study concludes that consumers rely depends upon more than one medium to enhance their brand related information. They are using various sources to get their information and make purchase decision

final. Consumers are using traditional as well as modern marketing but after covid -19, heavily using the modern marketing tool such as online advertising, online shopping education, business etc.

This study help that how to more awareness about the brand and product knowledge.

To know the Strength, Weaknesses , Opportunity and Threats of the consumer as well as organisation.

Today's consumers strongly feeling well comfort in online education, shopping, business, gaming, transferring of money to save their time and work do effectively. It has reduces the traditional marketing activities. E-commerce is fastest growing in our country (India) as per the Data . They will more motivated to use online marketing with the intend to getting access to exclusive about the brand , discounts ,offers and sharing their feedback about the brand with the advertiser.

It's provide wide range of information about the product .But at that same time consumer are more fear about their user-safety side of internet. Due to the increase the frauds & privacy issue.

Recommendation

Companies should use the various medium of the advertisement to reach the targeted audience. Companies should help to make awareness about the influence consumer behaviour and make a effective marketing communication strategy.

Consumers aware about the using of the internet. Every small and big company do the survey and find out the opportunity take an advantage and include the online marketing strategy.

Companies are more spending on modern marketing due to consumer is more time and money in online media. It makes to protect the privacy data of the consumer from the fraudulent activities.

It needs to adopt the new technology such as AI,AR,VR, Metaverse, which builds the credibility of the company and make trust among the customers .

Limitations

The study is limited to the Delhi NCR

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