

ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION: A STUDY

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Integrated marketing communication:

Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation. According to William Stanton, "IMC is an element in organisation's marketing mix that is used to inform, persuade and remind the market regarding the organisation and / or its products." IMC blends various promotional tools an



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 Page | 1 and useful to consumers, messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

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. 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.



Objectives of studies:

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

- 1] To understand the importance of Integrated Marketing Communication.
- 2] To understand the importance of Online advertising in changing market scenario.
- 3] To understand the reasons for growing popularity of online marketing.
- 4] To analyze the effectiveness of online marketing as compared to traditional marketing tools.
- 5] To identify the limitations of online marketing as IMC tool.

Scope of the research:

The study aims to understand the massive contribution of Online marketing as a part of Integrated Marketing Communication and to know its splendid efforts towards promotion in practice and also to find out some challenges in using online marketing as a tool of integrated marketing communication. The recommendations of this research can be used to frame an appropriate Integrated Marketing Communication strategy in which companies can give special consideration to online marketing along

with the other traditional tools of IMC. Limitations of the study The study is limited to Aurangabad City only

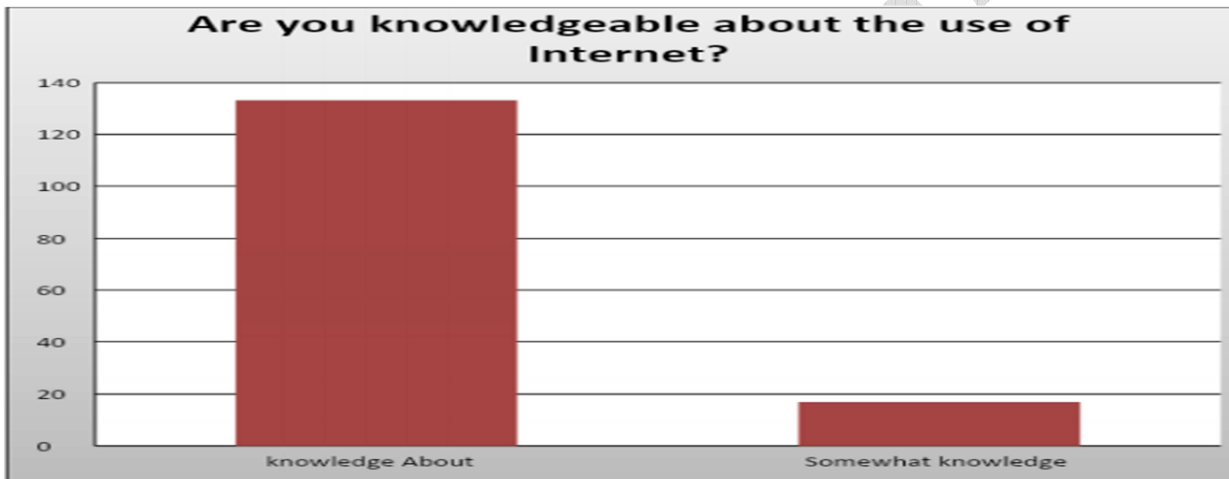
Data Collection:

The present study is based on survey method and primary data was collected through 150 respondents.

DATAANALYSIS & INTERPRETATION:

1] Are you knowledgeable about the use of Internet?

- 1] knowledge About
- 2] Somewhat knowledge

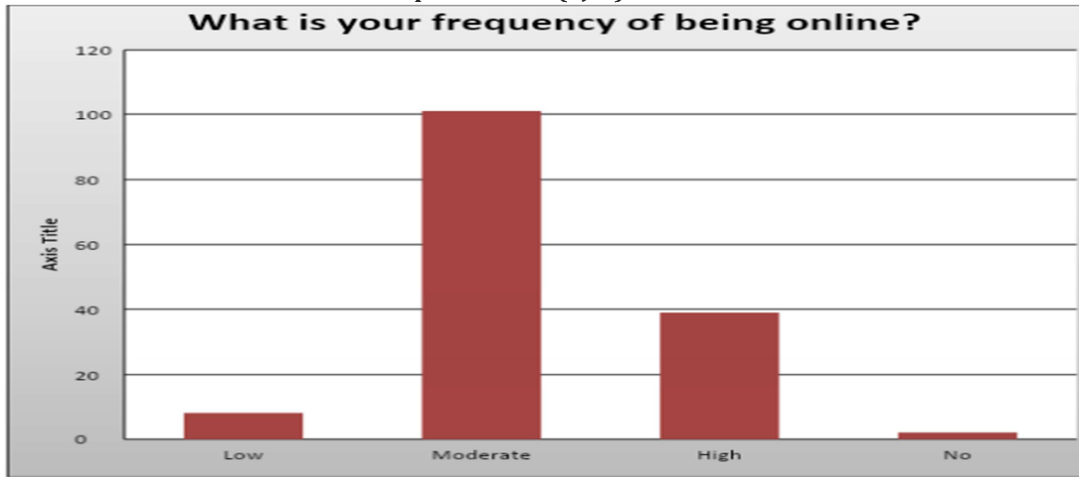


Interpretation:

- 1] 88.6% people were knowledgeable about internet.
- 2] 11.3% people were somewhat knowledgeable about internet. It means major percentage of respondents is very well knowledgeable about internet. While out of 150 respondents, only few i.e. 11.3% are somewhat knowledgeable about internet. So it reveals that there is high degree of literacy for internet usage

2] What is your frequency of being online?

- 1] Low
- 2] High
- 3] Moderate
- 4] No



Interpretation

1] 5.3% people are having low frequency of being online

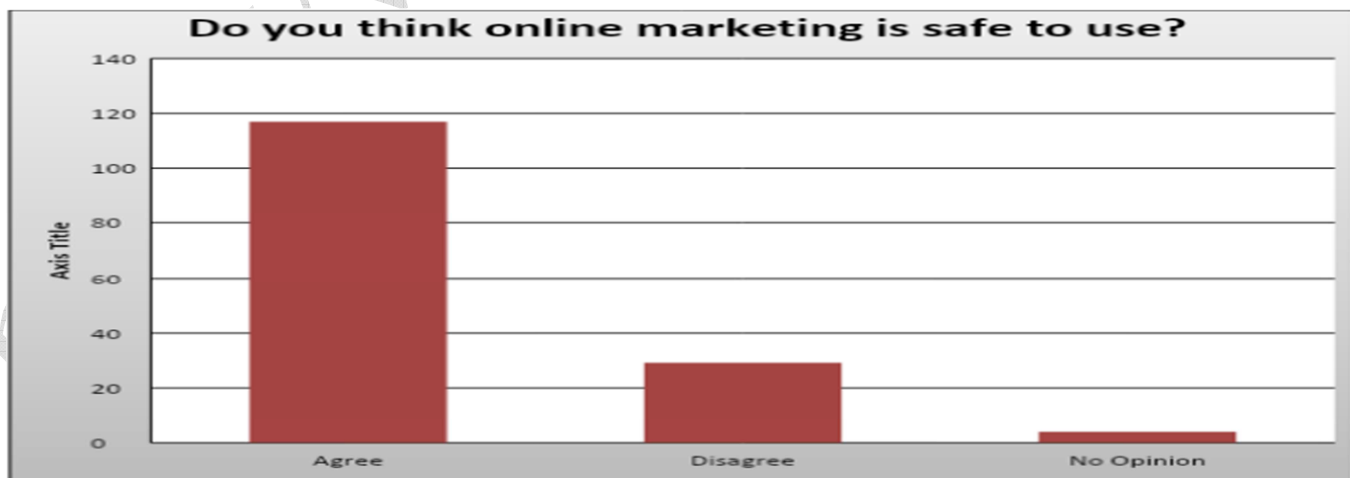
2] 67.33% people are having moderate frequency of being online

3] 26% people are having high frequency of being online

4] 1.3% people are having low frequency of being online It means majority of respondents use internet with moderate frequency. 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.

3] Do you think online marketing is safe to use?

1] Agree 2] Disagree 3] No opinion



Interpretation

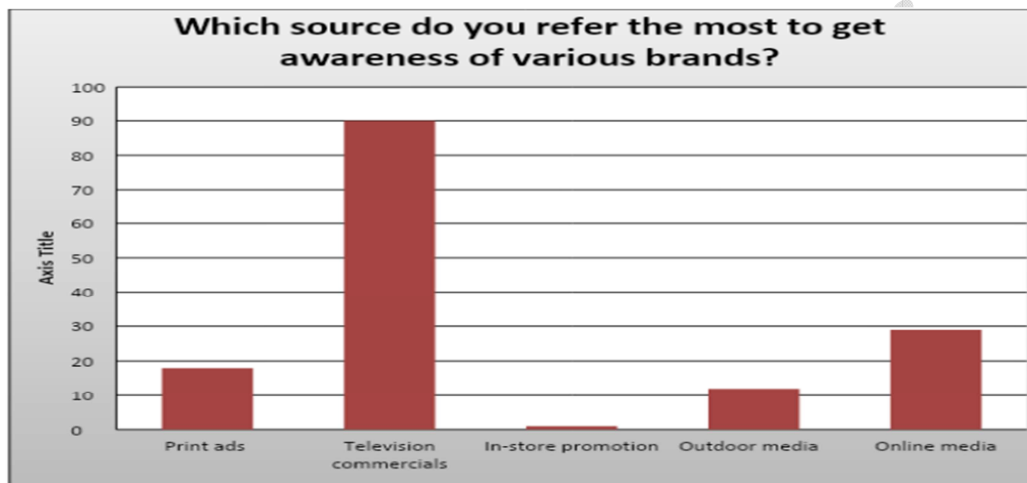
1] 78% people think online marketing safe

2] 19.3% people think online marketing unsafe

3] 2.6% people no opinion of online marketing. Majority of people think that online marketing is safe as compared to people who think unsafe

4] Which source do you refer the most to get awareness of various brands?

1] Print ads 2] Television commercials 3] In-store promotion 4] Outdoor media 5] Online media



Interpretation

1] 12% people prefer print Ads

2] 60% people prefer Television & Commercial Ads

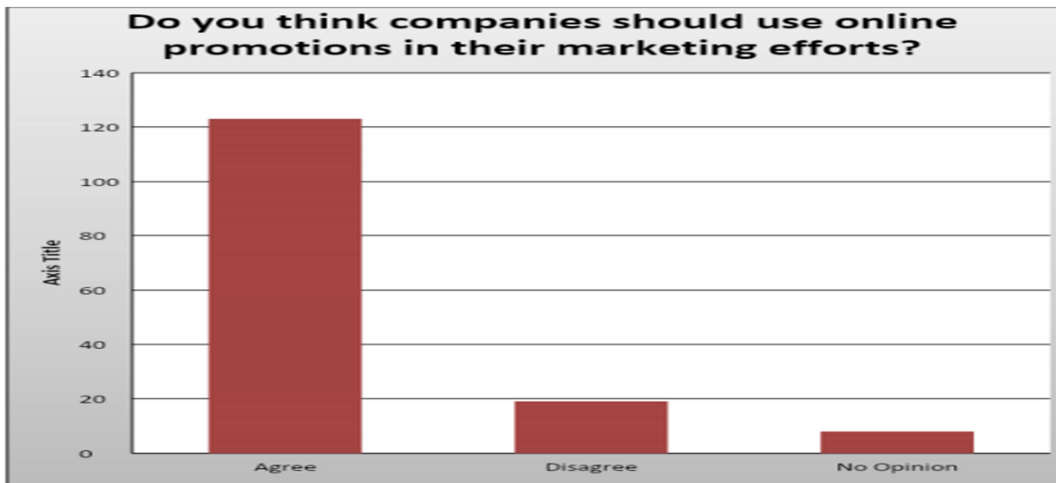
3] 0.6% People prefer In-store promotion

4] 8% people prefer outdoor media

5] 19.3% people prefer online media Majority of people prefer television commercial followed by online media. Very less people prefer In-store promotion.

5] Do you think companies should use online promotions in their marketing efforts?

- 1] Agree 2] Disagree 3] No opinion

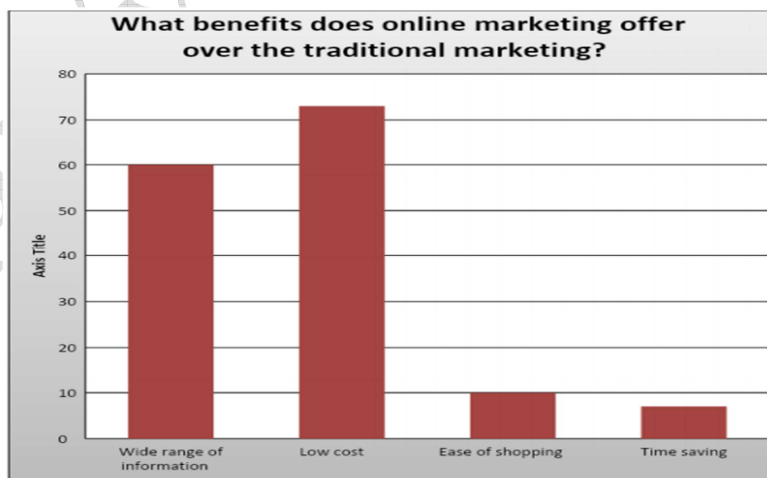


Interpretation:

- 1] 82% think companies should use online promotions in their marketing efforts
2] 12.6% think companies should not use online promotions in their marketing efforts
3] 5.3% people has no opinion whether companies should use online promotions in their marketing efforts

6] What benefits does online marketing offer over the traditional marketing?

- 1] Wide range of information 2] Low cost 3] Ease of shopping 4] Time saving

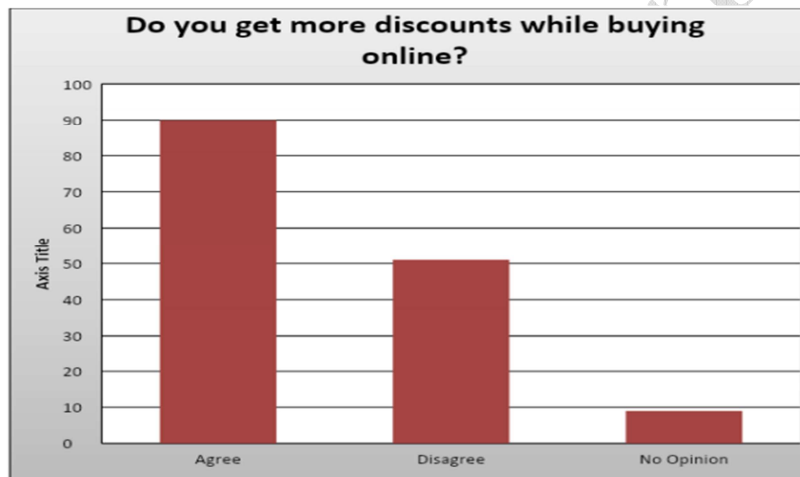


Interpretation:

- 1] 40% people think wide range of information online marketing offer over the traditional marketing
- 2] 48.6% people think low cost of online marketing offer over the traditional marketing
- 3] 6.6% people think ease of shopping on online marketing offer over the traditional marketing
- 4] 4.6% people think time saving on online marketing offer over the traditional marketing

07] Do you get more discounts while buying online?

- 1] Agree 2] Disagree 3] No opinion



Interpretation:

- 1] 60% people think they get more discounts while buying online
- 2] 34% people think they get not more discounts while buying online
- 3] 6% people has no opinion regarding discounts while buying online

Conclusion:

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising. Page. 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. 5.2

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