

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Diploma Thesis

**ANALYZING THE EFFECTIVENESS OF INTERNET
MARKETING IN GROWING SALES**

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DIPLOMA THESIS ASSIGNMENT

Eng. YASH BHAGAT, BE (mechanical)

Economics Policy and Administration
Business Administration

Thesis title

Analyzing The Effectiveness of Internet Marketing in Growing Sales

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Internet marketing related to sales increase. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60-80 pages

Keywords

marketing management, Internet marketing, sales increase, integrated marketing communication

Recommended information sources

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-

Expected date of thesis defence

2020/21 SS – FEM

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Declaration

I declare that I have worked on my diploma thesis titled "Consumer behavior – Online shopping in India" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any other person.

In Prague on date of submission

YASH BHAGAT

Acknowledgment

Before beginning, I would like to thank my supervisor Michal Chochołušek's support for his coaching and leadership in this study. As a consultant, he supported me with his unfailing support and advice during the project. And the whole faculty of economics and management for supporting me in every situation of my whole study period. Without their contribution towards the project through constant help and support at each stage of the research, I would not have been able to complete my research.

I want to extend my appreciation to my classmates and batch colleagues for their efforts to help me appreciate and understand the corporate culture impact on firm overall performance. My close and dear friends' endless unconditional encouragement was a fantastic inspiration for success in this research during the project.

I would also like to mention the role which my parents have played towards producing constant effort and have always inspired me to pursue the subject. And pass the subject successfully and effectively.

Analyzing the Effectiveness of Internet Marketing in Growing Sales

ABSTRACT

With the advancement of science and technology the ways of doing business has been changed. Due to the changing business environment, the tools used for marketing are changing as well. The proliferation of internet has affected the means of advertisement and marketing to achieve more customer satisfaction, exceed their expectations and impress all the stakeholders. Many companies have started shifting towards internet marketing due to the growth in the number of internet users. Marketing has reached new level due to internet and led to the emergence of digital marketing. Nowadays tough competition is going on among the companies or corporations due to online presence.

This research aims to identify the importance of integrated marketing communication and marketing mix of 7Ps followed by the effectiveness of internet marketing on integrated marketing communication. Specifically, this study aims to understand the massive contribution of internet marketing as a part of integrated marketing communication to improve its effectiveness and its splendid efforts towards promotion along with the challenges in using it. It also focuses on the growing popularity of internet marketing and its limitation. From the study it was clear that internet marketing is effective as a part of integrated marketing communication strategy of the company.

Keywords: Marketing Management, Internet Marketing, Sales Increase, Integrated Marketing Communication

Analýza efektivity internetového marketingu při zvyšování tržeb

ABSTRAKTNÍ

S rozvojem vědy a techniky se změnily způsoby podnikání. V důsledku měnícího se podnikatelského prostředí se mění i nástroje používané pro marketing. Šíření internetu ovlivnilo prostředky reklamy a marketingu k dosažení větší spokojenosti zákazníků, překročení jejich očekávání a zapůsobení na všechny zúčastněné strany. Mnoho společností se začalo posouvat směrem k internetovému marketingu kvůli nárůstu počtu uživatelů internetu. Marketing dosáhl nové úrovně díky internetu a vedl ke vzniku digitálního marketingu. V současné době probíhá mezi společnostmi nebo korporacemi tvrdá konkurence díky online přítomnosti.

Tento výzkum si klade za cíl identifikovat význam integrované marketingové komunikace a marketingového mixu 7Ps následnou účinností internetového marketingu na integrovanou marketingovou komunikaci. Tato studie si klade za cíl pochopit obrovský přínos internetového marketingu jako součásti integrované marketingové komunikace ke zlepšení jeho efektivity a jeho skvělého úsilí o propagaci spolu s výzvami při jeho používání. Zaměřuje se také na rostoucí popularitu internetového marketingu a jeho omezení. Ze studie bylo zřejmé, že internetový marketing je efektivní jako součást integrované marketingové komunikační strategie společnosti.

Klíčová slova: Marketingový management, internetový marketing, zvýšení prodeje, integrovaná marketingová komunikace

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1 Introduction

Internet marketing means using the internet to advertise or market the goods and services. Internet has become an indispensable part of our lives. Everything can be done within second by a couple of single clicks. It is because of internet that there is no need to travel or wait to do things. It has also saved the time and increased the efficiency and speed of doing work. The main goal of internet marketing is to drive customers towards companies website, where they are lured or encouraged to buy products. The internet marketing generally includes preparing a website, doing advertisements on the internet or social media, sending emails etc. The outstanding efforts made by the organizations helps them to reach the top (Epstein & Yuthas, 2007).

The changing environment and rapid technological growth has redirected the ways of promotion. The marketing has reached new levels and led to the emergence of internet or digital marketing. In this fast changing world, people hardly have time to think about their purchase or even of visiting stores. It is due to this internet shopping has emerged. It saves consumers time, efforts and helps in buying activities. The internet shopping has opened horizons for new field of marketing, strategies and its types. Nowadays digital marketing is not only limited to television and radio but also the internet. In addition to these, it also includes range of other activities such as marketing through online games, mobile phones and many other ways. It has created a highly competitive environment for the companies to given dominance over the web (Sotnikova, 2016).

Information technology has interrupted the business world and have manifested the theory that marketing is irrelevant if it fails to adapt the advancement in technology. It encourages the belief that without it the organizations cannot compete in twenty first century. Information technology has also affected the ways of reaching existing as well as new customers and thereby increasing the profit and reducing the cost of reaching them (Vyas, 2018).

Integrated marketing communication is marketing ways that ensure all forms of communication are linked with each other. In simple words, IMC means combining all the promotional tools so that they work in harmony. These communication tools work better if they are applied together rather than isolation. Its makes all the tools to work as a United

force in the form of advertisement, public relation, digital marketing, personnel selling, direct marketing and sales promotion to impact the target audience (Pawar, 2014).

IMC is an element in organizations marketing mix that is used to inform, persuade and remind the market regarding the organization and its product. It blends various marketing tools and advertising services to maximize the profit (Stanton, 1984).

Internet is widely gaining popularity because of its flexibility, portability and interactivity. Digital marketing of goods and services has saved the time and resources of the corporations along with providing the detailed information about the goods and services to the customers. IMC if well planned along with internet marketing brings several benefits to both clients and companies. It is believed that it maximizes the profit, reduces the cost and increases brand awareness (Belch & Belch, 2004).

(Weinstein, 2008) stated that the continuous growth of internet in the business world are affected by number of activities such as easy access to the web, low cost, flexibility etc. ICT has provided a better way to reach the consumers at national as well as international level. He further stated that internet marketing is the promotion of companies goods through electronic platform such as email, mobile phone, social media etc. Information technology has bridged many gaps within the companies. IT can be employed as a tool to reach global audience with less cost. Digital marketing helps to sale the products regardless of location. It helps organisations to understand customers behaviour, tracking real time data of marketing performance, product distribution etc.

The communication tools work better if they are applied together rather than separately. Their sum is greater in unity as they speak in one voice. With the help of ICT organisation can easily collect the data of the customer, purchase behaviour, media preferences which help them in designing the future strategies (Orasmäe, 2017).

Integrated marketing communication is an approach employed by the companies to manage the relationship between employees, customers and stakeholders to increase the impact of the advertisement on the targeted audience. It includes steps such as recognizing the target customers, establishing communication objectives and goals, creating the message or logo, planning an integrated communication approach thereby creating brand awareness (Caemmerer, 2009).

2 Goals and Methodology

2.1 Research Objectives

The diploma thesis aims to analyze relevant secondary data on Internet marketing related to sales increase. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company (Asian Paints). This study aims at identifying the importance of Integrated Marketing Communication followed by the effectiveness of online marketing as a part of IMC strategy and marketing mix of 7Ps (Product, Place, Price, Promotion, Physical evidence, People and Processes) at an Asian Paints company. The objective of the research is to understand the massive contribution of internet marketing as a part of Integrated Marketing Communication, marketing mix strategy of 7Ps and to know its splendid efforts towards promotion in practice and also to find out some challenges in using online advertising as a tool of Integrated Marketing Communication to observe 7Ps marketing mix strategy at an Asian Paints. The research objectives are-

- 1) To understand the importance of Integrated Marketing Communication and marketing mix strategy of 7Ps.
- 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 and 7P tool.

2.2 Research Questions

The aim of the survey is to find, to what extent internet marketing improves the effectiveness of organizations integrated marketing communication approach or strategy in reaching the target audience. It will provide the needed information on step wise process of implementing internet marketing together with IMC. Specifically it will provide answers to the following questions:

- 1) How important is IMC is effective in achieving marketing strategy?

- 2) How do consumers get awareness about different brands?
- 3) How important is marketing mix of 7Ps?
- 4) How important is internet marketing?
- 5) What are the reasons of growing popularity of the internet?
- 6) How is internet marketing advantageous over traditional marketing?
- 7) What are the limitations of online marketing as traditional marketing and 7Ps tool?

2.3 Methodology

The diploma thesis aims to analyze relevant secondary data on Internet marketing related to sales increase. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company. The methodology uses descriptive research design. Data is collected from secondary as well as primary sources. Secondary data provides necessary theoretical back up to the study which is collected from published or unpublished sources. Primary data is collected under survey method using questionnaire as the main research instrument. Since customers inclination towards online marketing is the core focus of the study, a structured and closed ended questionnaire has been prepared for customers only. The data collected through structured questionnaire was analyzed using Statistical Software SPSS 17.0 and MS-Excel Add-In Data Analysis. Statistical tools used for data analysis are Mean, Median & Mode, Standard deviation and Kurtosis.

3 Literature Review

3.1 Integrated Marketing Communication

What is Integrated Marketing Communication?

Integrated marketing communication is the way of messaging across both traditional and non traditional marketing channels and using different promotional method to supplement and reinforce each other. For instance, IMC employs several channels to convey the campaign message. This increases effectiveness and saves time. It convert strangers into prospects and prospects into customers. It impacts target audiences at right palce and at right time.

(Bird, 2004) defines integrated marketing as the collective activites, materials and media used by a marketer to inform or remind prospective customers about a particular product offering and to attempt to persude them to purchase or use it.

The most popular definition of IMC is given by American Association of Advertising Agencies. It defines IMC as a concept of marketing communications planning that recognizes the value of a comprehensive plan that analyzes the strategic roles of a variety of communication principle i.e, direct response, general advertising, sales promotion and public relations. These principles are combined to provide clear and maximum impact (Schultz & Schultz, 2004).

(Kliatchko, 2005) noted that the definition is missing some key elements like creativity, cost efficiency and customer orientation. He defined IMC as a concept and process of managing channel centered, audience focused and result driven brand communication programs.

Shift from Fragmented to Integrated Marketing Communication

During the 1990s, mass communication was used prior to the emergence of Integrated Marketing Communication. It was the practice of providing information to large segments of the population through television, radio and other media. 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 (Pawar, 2014). This approach was costly and ineffective due to its inability to measure results in terms of sales. Marketers were able to correlate promotional activities with consumer purchasing patterns as methods for collecting and analyzing consumer data through single-source technology such as store scanners improved. Advertising agencies were also expected to understand and provide all marketing functions. Today, marketing budgets are allocated towards consumer promotions, trade promotions, public relations, branding, 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 communication between advertisers and customers (Pawar, 2014). This transition in the advertising and media industries can be summarized by the following market trends:

- 1) Move from manufacturer dominated market to retailer and customer controlled market.
- 2) The growing popularity of media led to customization and increased segmentation of customers tastes and preferences
- 3) The increased use of data based marketing.
- 4) A shift from mass media advertising to multiple forms of communication.
- 5) Performance based competition within companies, which helps increase sales and benefits.
- 6) Unlimited access of internet and greater availability of online products and services.
- 7) A larger focus on developing marketing communication activities that produce value for target audiences, while raising benefits and reducing costs.

History of IMC

The IMC was originally developed in 1989 by an American association and has continued to reach new levels with the advancement of technology and marketing mediums. For instance, a recent Google study found that analytic tools are important for IMC campaign success (Lawrence, 2016). An invasion of new marketing trends in the late 20th century stimulated the companies to shift from the standard advertising approach to the IMC. It led to the following-

Increased Global Marketing : It led to the quick realization among the corporation that even if they do not conduct business outside their own country, they were now competing in global market. There was a quick and speedy inflow in advertising competition from foreign countries.

Increased Number of Products: The retailers were flooded with the new products, many of which were similar to the products that already existed. Therefore a unique marketing and branding approach was important to attract buyers and increase sales.

Increased Client Expertise: Companies quickly realised that radio and television advertisement was not only the way to reach the customers. Clients as well as firms became more educated regarding marketing policies and strategies.

Increased Audiences and Media Fragmentation: With the decline in the use of newspapers, other means of media such as television, magazines etc. became more popular. Moreover companies used new technology to target the customers based on background and place of residence.

Increased Acquisitions of Agencies and Partners: Many firms and advertising agencies merged with each other. These mergers led to the expansion of communication and allowed creativity.

Decreased Cost of Database: The cost of storing the information and retrieving it from the databases declined significantly. It allowed marketers to reach buyers more effectively.

Decreased Credibility and Message Impact: The rising number of commercial messaging made more difficult for a single message to have a noteworthy effect.

Tools of IMC

Figure 3.1.1: Tools of IMC



Source: (Kotler & Armstrong, 2013)

Advertising: It is one of the most effective ways of promotion. It helps to reach massive audience in a least time span. According to (Armstrong & Kotler, 2003) advertising is a form of non personal presentation and promotion of ideas, goods and services through newspaper, magazine, television or radio or by an identified sponsor. It not only increases the customers but also creates brand awareness among them. Advertising mostly appeals to public when it is carried out consistently within a certain interval of time as people tend to believe that well advertised products have unique value and features to offer (Caemmerer, 2009).

Figure 3.1.2: Advertising



Source: (Toh)

Sales Promotion: It is an activity to boost the sales by creating a demand of product or service. It involves the use of short term incentives to attract the customers. The products can be promoted by increased activity, free gift vouchers, packages for loyal customers, discount coupons, contests and many more. Sales promotion is all about action.

Figure 3.1.3: Sales Promotion



Source: (Vaeenma, 2016)

Direct Marketing: It helps companies to communicate directly with the end users. It includes emails, text message, catalogs, promotional letters, brochures, phone calls and so on. It aims to get immediate response and tend to measure the impact of the marketing.

Figure 3.1.4: Direct marketing



Source: (Toh)

Personal Selling: It is a form of oral communication which takes place while selling product or services to the clients (Caemmerer, 2009). It includes office to office selling, door to door selling, street selling etc. It helps in strengthening the relationship between customers and the companies. It is a word by mouth and is mostly effective in convincing the customers and gaining their trust (Pawar, 2014). It is a multi step process which includes prospecting, making contact, sales call, objection handling and closing the sale.

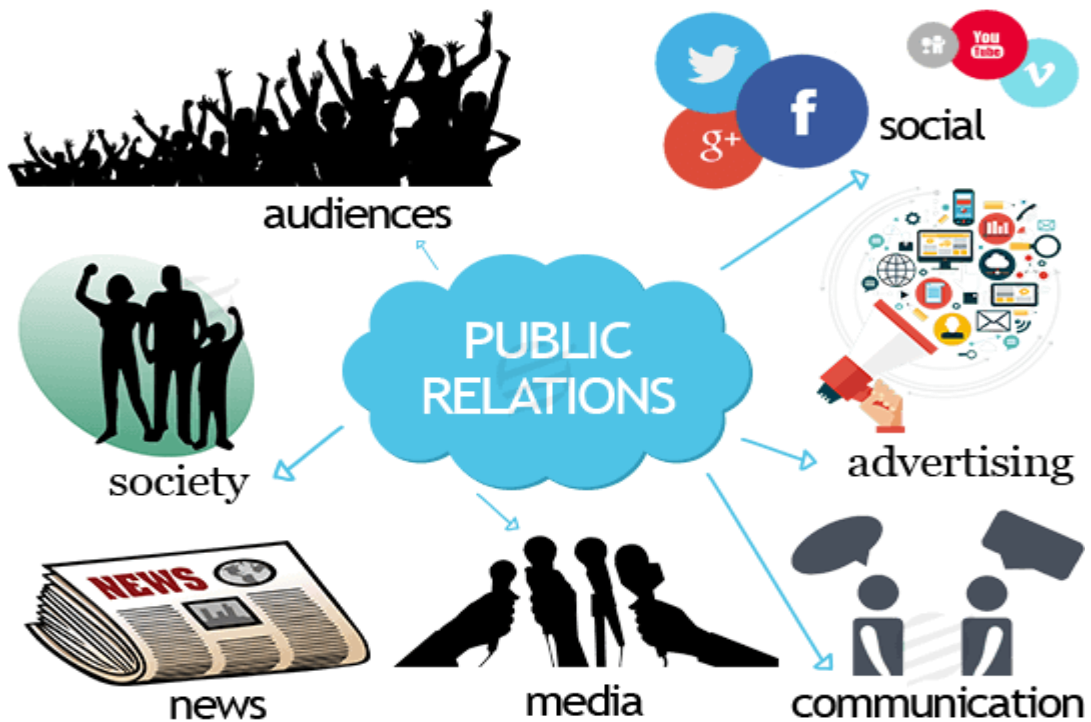
Figure 3.1.5: Personal selling



Source: (iEduNote, 2021)

Public Relations: It helps to promote the company through press release, news, event, public appearances etc. It seeks to build good relationship with stockholders and consumers. It is a low cost and very effective marketing tool to create a good image of the organisation in the hearts of customers. Good relations do not occur by chance, they are created by proper planning. Public relations not only aim to create good relationships with consumers but also aim to develop and maintain cordial and harmonious relationships with stakeholders, community, government, distributors, suppliers, employees etc. It also works to reduce negative publicity (Orasmäe, 2017).

Figure 3.1.6: Public relations



Source: (Ali)

Reasons for Growing Importance of Integrated Marketing Communication

IMC has become a primary strategy for marketers due to several shifts in the media industry and advertising:

- 1) From a manufacturer dominated market to a consumer controlled and retailer dominated market.
- 2) From media advertisement to multiple channels of communication.
- 3) From mass media to more specialized media, which revolves around specific target audience.
- 4) From traditional compensation to performance-based compensation.
- 5) From general-focus advertising and marketing to data-based marketing.
- 6) Changes in agency compensation.

7) Rapid growth of database marketing and Internet.

Integrated Marketing Communication is an ever green concept which is here to develop and stay. It is a way of thinking and operating that strengthens customers value, employees and the organization and leads to the resolution of many of the current problems within the marketing industry.

Communication is an act of involving transmission of ideas, emotions and information by the verbal and non-verbal means of communication. An IMC is a concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact (Pawar, 2014).

Integrated Marketing is a comprehensive approach to internal and external organizational communication. IMC is concerned with the coordination of all the messages and media used by a company to influence the target audience. IMC is concerned with the 4Cs. They are as follows-

- 1) Consumer
- 2) Cost
- 3) Convenience
- 4) Communication

The heart of IMC lies in the following concept that makes the communication more effective and efficient-

- 1) Emotional bond
- 2) Brand richness
- 3) Captivating marketing
- 4) Customer empowerment
- 5) Consumer focus

Steps Involved in Developing Effective IMC Program

The following are the steps in achieving effective Integrated Marketing Communication-

Identify the target audience: The process start with a clear target audience in mind with potential buyers, current users, deciders, particular groups or the general public. The target audience is a critical influence on the communicators decision on what to say, when to say, where to say & whom to say it.

Define the IMC objectives and goals: The objectives such as creating a brand awareness, reaching wider audience, creating interest of people, etc. are set.

Design the clear message: A message should be design in such a way that it gets attention, hold interest, arouse desire and obtain action. In putting the message together, the marketing communicator must decide what to say and how to say it.

Decide the channels of communication: There are various channels of communication like print media, television, radio, in-store promotion, outdoor media, online media. The marketers should use all possible mediums to create brand awareness.

Select the message source: The messages impact on the target audience is also affected by how the audience views the communicator. Messages delivered by highly creditable sources are more effective. Therefore, marketers hire celebrities, well known athletes, politicians and even cartoon characters to send their messages.

Take evaluation and feedback: The marketers should find the effects of message on target audience after its delivery. It may help in making changes to the marketing strategy.

Benefits of IMC

- 1) IMC helps to increase the awareness with help of various marketing tools.
- 2) It develops brand loyalty that reinforces people to buy repeatedly and favourable recommendation to others by exisiting customers.
- 3) It evokes the purchase action and persuades the people to buy the product by luring them with help of trails, free gifts etc.
- 4) It helps to expand at local, regional, national and international level.
- 5) It also boosts the sales and increases the profit, while saving time and money.

- 6) Properly linked messages act as a timely reminders and provide updated information about specials offers and new products.
- 7) Consistent messages helps to develop long term relationships with the customers.

Limitations of IMC

- 1) Lack of management and coordination within various department can create obstacles and lead to internal conflicts.
- 2) The target is not achieved by a single agency handling all communication areas.
- 3) It limits the creativity. Some kind of promotion activities does not fit into it.

Examples

Red Bull: Red Bull was founded in 1980s by Dietrich Mateschitz. It is an energy drink. Today Red Bull is available in more than 166 countries. Red Bull is targeting the markets of Western Europe and the USA and growth markets in the Far East. Red Bull has successful public relations field because they generate publicity across mediums such as television, radio, print mediums, flyers, etc. They organize parties, events, press release and exciting projects. They make their product look interesting. Red Bull mainly markets through creative advertising, targeted sponsorships and events, and sampling to consumers, in order to receive their product.

Coke: Coca Cola's viral "Share a Coke" campaign is one of the most recognizable and effective integrated marketing campaigns to date. The brand used their clever campaign hashtag, #sharecoke, across all social media channels and also published the videos which led to a unique experience (Lawrence, 2016).

Old spice: "Smell Like a Man", Man campaign, also known as Old spice Man. It is one of the best examples of a well executed IMC. They managed to go viral within a day of the first release of television ad. They also started social media marketing campaign and some copywriting and visuals to boot. This is a direct result of them defining the right audiences and messaging (Lawrence, 2016).

IMC - The Changing Trend

There has been a drastic changes in the field of media over the last decade. Companies that were previously focusing on promoting their goods or services through radio, newspaper and television hower are moving towards digital technology as a part of our lives.

The versatility in the field of communication is increased due to the concepts like convergence. It represent a paradigm shift - a move from medium specific content towards the content that flows across multiple channels, towards multiple ways of using media, towards complex relationship between companies and interdependence of communication system (Jenkins, 2007).

The concept certainly aims to integrate multiple means of media by using a mix of traditional and non traditional ways of communication. Moreover customers trend to migrate from one media to another due to their experiences. In such diverse enviromental customers are more active in seeking new information and make connections among dispersed media content.

Future of IMC

The future trends of IMC are as follows-

Brand Equity: The companies that uses IMC approach will be able to measure to brand image with other. It affects the interface between the strategy of brand identity and target market brand equity.

Competitive Advantage: It is the ability of the organisation to provide high value to its customers as compared to their competitors. It helps to create single and powerful ways for the company to communicate with the target audience.

Online Advertising: Internet is the crucial channel which helps companies to market their product and services. As people nowadays are spending more time on the internet, it is one of the most powerful means of communication. With the help of online advertising, it will be easy to reach the massive audience in least possible time.

Viral Marketing: In this type, products are promoted by word or mouth marketing. Companies generally seek viral marketing by fueling discussion on their offerings (Groucutt, Leadley, & Forsyth, 2004) .

It includes the following-

- a) Multi channel promotion
- b) Media selection
- c) Sponsorship campaign
- d) Market positioning

3.2 Marketing Mix

Marketing mix is the set of actions or tactics that a company uses to promote its product or brand in the market. In other words it is the set of marketing tools that a company uses to sell its goods and services to its target customers. The term was first coined in mid 20th century. It was first used by Neil Bordon in 1953 address to the American Marketing Association. In this address, he stated how marketers develop and execute a successful marketing plan. A business becomes profitable by identifying and arranging the elements of marketing mix. It helps business to be more competitive and adaptable in the market. It also improves profitable collaborations between partners and departments. Since 1950s, elements of marketing mix have undergone many transformations simultaneous to advancement in technologies (Lake, 2012).

In business world, marketers face the necessity to change and improve the traditional methods of marketing. The marketing methodology in the field of e-commerce is a new area. It is developing intuitively (Pogorelova, Yakhneeva, Agafonova, & Prokubovskaya, 2016). Marketing mix is a technique of guiding the people to choose their goods and service rather than selecting the products of the rivals. If a company does not follow it then it hampers their profit. The key is finding the correct medium of marketing to attract the customers. It includes several processes from manufacturer to the customer. It confides developing the concept of products and services, analyzing the customer, advertising it and distributing them to all the channels of selling (Scott, 2018).

Marketing is the main factor of success in each organization as it is the main channel between the customers and the organization. Marketing has many strategies, but all these strategies have one aim, this aim is to promote the products of the organization by increasing the satisfaction of the customers. Marketing mix is the most important strategy which has developed from time to time and from element to multi elements. Marketing mix is a conceptual framework not just a scientific theory that clarifies the managers efforts to the needs of customers (Thabit & Raewf, 2018).

Marketing mix is the operational part of the marketing plan. It is used to evaluate the marketing strategies. It was first introduced as 4Ps model by E. Jerome McCarthy in 1960. Later other three factors were added. The original 4Ps were Product, Price, Place and Promotion. As marketing became sophisticated People, Process and Physical evidence were added.

Importance of Marketing Mix

Marketing mix is used by the company to set their objectives, to perform competitive analysis and SWOT analysis. This framework is used to make a marketing strategy and from strategy formulation to implementation. Each aspect of business builds upon marketing. It plays a significant role in the performance of business. The importance of marketing is as follows-

Support for Decision Making: A company undergoes several complications during the process of creation and distribution of products. It requires relevant and exact information related to their products. Marketing process ease this complexity by forming direct link between manufacturer and consumer (Scott, 2018).

Exchange of Products: Marketing is highly advantageous in progression, transaction and deportation of products and services. Products are available to the customers by number of intermediators like wholesalers, retailers etc. Marketing is profitable to manufacturer and consumers both.

Increase in Employment: Marketing involves number of people under various segments like buying, selling, transporting, storing etc. Every function includes different activities

which are performed by numerous people thereby increasing employment. The widened role of marketing has largely increased the level of employment.

Opening of New Ideas: Marketing is deeply progressive and dynamic concept. Several aspects are modified and altered by it for better functioning of activities. It works in accordance with the taste and preferences of customers.

Rising the Standard of Living: Marketing plays a significant role in establishing the living standards of the society through the availability of continuous supply of products and services. All things which are accounted by the three classes (rich, middle and poor) are outfitted by marketing.

Profitable Income and Revenue: Marketing caters every opportunities to bring profits in the practice of buying and selling of goods and products. This income can be used as investment in future ventures.

Advancement of Economy: Marketing is considered as a wizard that sets the economy whirling. An organized marketing structure helps the economy to rise (Scott, 2018).

History of Marketing Mix (7Ps)

Marketing mix was first developed by Neil Borden. According to Borden, "When building a marketing program to fit the needs of his firm, the marketing manager has to weigh the behavioral forces and then juggle marketing elements in his mix with a keen eye on the resources with which he has to work." E. Jerome McCarthy was the first person to suggest the 4Ps – Product, Price, Place and Promotion. According to McCarthy, these four variables can be used while designing a market strategy and developing a marketing plan (Baalbaki, 2015).

The 4Ps then paved the way for two modern academics, Booms and Bitner, who, in 1981, brought us the extended version of the marketing mix: the '7Ps'. The 7Ps comprise McCarthy's 4 original elements, and extend to include a further 3 factors: Physical Evidence, People, & Processes (Langford, 2019).

Tools of Marketing Mix (7Ps)

The 7Ps marketing model is a framework designed to help businesses to build a marketing strategy, from start to end. In theory, a new business should be able to use the 7Ps model to devise an entire marketing strategy from scratch. The following are the 7Ps-

Product: Product refers to the goods or services a business sells to its potential customers. It must deliver a good performance in terms of its features and quality. Product can be tangible or intangible. It should have the ability to suit the each and every need of the customer. It fills the gap between consumer expectation and availability. In order to increase the sale, company must present proper and adequate information about the product to its customers. It should fulfill the requirements of the customer. Component of selling the product comprises figuring out the potential buyers in the market (Scott, 2018).

Price: It is the cost to purchase a product. A lower price makes a product more accessible to large group of customers. Price should be greater than the cost of production to earn profit (Lake, 2012). Price of a product depends on the costs of production, supply demand, transportation charges etc. Price should be reasonable and it does not mean that it should be very low. But it should be affordable. Price should be set by proper thought and analysis.

Place: It means point of sale. The main goal is to catch the eye of a customers and make it easy for them to buy. Product must be available at right place and at right time with good quality. Companies pay for the right location. The product should be available to purchase where people can buy effortlessly. People should be able to reach the product whenever they want to purchase it. The place is not a physical store all the time. It can be delivery service, online service etc. Analyzing the geographical areas where buyers look for the product is important. In other words, place refers to the geographical location of the availability of products.

Promotion: It refers to all the activities undertaken to make the product known to the people. It is the way a company communicates what it can offer and what it does. Various strategies are made to promote the product. It includes advertising, press reports, incentives, word of mouth, commissions, schemes, contests, prizes etc. Joint marketing campaigns are also called a promotional mix. Activities might include advertising, sales

promotion, personal selling, and public relations (Kenton, 2020). Promotion should have the ability to reach the target market and to attract the customers.

People: Right people are very important for the entire process of marketing. It includes everyone who is contributing to the entire production process to after sales services. The people should have proper understanding of the product as well as target market. Employees such as company staff, delivery staff, sales staff, customer service staff etc. and those who interact directly or indirectly with the customers comprises this category. People should perform their jobs well to satisfy the customers. Customers should be delivered positive experience. Company should always hire right people with appropriate skill and should give them proper training.

Process: It includes anything within an organization that has an impact on how a product is handled by employees and delivered to the customers. For instance, how many queries salespeople receive and where they direct customers for help, or how performance is tracked and measured. It also includes which parts of process are standardized and which part have room for customization (Lake, 2012). Processes should be in line with quality requirements, production standards, and customer expectations.

Physical Evidence: Services provided are mostly intangible. Before purchasing, the customer should have the guarantee that it will satisfy their requirements. To ensure this, companies have come up with the idea of physical evidence. It provides signs which will help customer to evaluate the product prior to purchasing. It also indicates the experience of the ultimate customers. It helps to create a confidence about the product (Scott, 2018). It includes website visits, confirmation emails, testimonials, customer review etc. to inform the customers that product is real. Physical evidence may include product packaging, delivery receipts, signage, or the layout of a physical store (Lake, 2012).

Figure 3.2.1: Tools of marketing mix of 7Ps



Source: (Ongay, 2013)

Advantages of Marketing Mix

- 1) It brings different concepts into one element.
- 2) It provides valuable guide for allocation of resource.
- 3) It helps to allocate responsibilities.
- 4) It helps in communication process.
- 5) It is beneficial throughout the process from strategy formulation to implementation.
- 6) It enables company to vary marketing activities according to availability of resources, market condition and customer needs.

Disadvantages of Marketing Mix

- 1) It does not consider client behavior.

- 2) It does not mention about building relationships with the customers which is a major marketing focus.
- 3) Product is mentioned in singular but all companies do not sell products in isolation.

3.3 Internet or Online Marketing

What is Online Marketing?

Online marketing is the practice of using web based channels to spread a message about a company's goods or services to the target customers. It involves the use of emails, social media, search engine optimization and many more. The main objective is to reach the customers through the channels where they spend their time reading, shopping, socializing and many more. In simple words, internet marketing is the science and art of selling goods or services over digital networks such as internet and cellular phone networks.

(Rowley & Jennifer, 2001) states that marketing is a collective medium with which individual or group of individuals can collectively exchange goods and services based on their needs and wants. This way was first prepared in 1953 by Neil Borden. Today, it is known as marketing mix of place, promotion, price and product. In simple words internet marketing is the marketing that takes place on the internet. It can be referred as any advertising activities of the company that uses internet to distribute the message to the public or customers.

Marketing is a process of discovering or assessing societal needs, designing and developing goods or service to meet needs as well as making efforts to influence consumer to discover and reach those goods and services. It involves evaluation of products and services of the organization, demographic and to determine the products to offer to different people at each point in time (Percy, 2008).

Marketing activities in the 1980's and 1990's were dominated by traditional offline marketing mix plan. With the proliferation of the internet, the focus of marketing shifted towards online way. Internet marketing is direct advertising that provides information about products and build relationship with the clients. It also builds good image of the products and services offered by the organization in the mind of the consumers. It creates brand loyalty (Kotler & Armstrong, 2012).

Importance of Online Marketing

With the advent of technology, there has been drastic increase in the numbers of internet users across the world. Nowadays, internet marketing is not only important to big companies but is crucial for small business also. Internet marketing matters most because of the behaviours of the people to search the internet about the product, its features and price.

Internet marketing involves the use of powerful tools and techniques for marketing goods and services over the internet. It promote the product over a wides range as compared to the traditional channels.

Following are the factors that affects the growth of online marketing-

Online Marketing 24/7: Internet never sleeps and there are no business hours. It operates 24/7. It is time and money saver. There is no limited scope and product can be promoted any time and any where. For instance, customer can check the online advertisement while eating at dinner table.

Cost Effective: In past, newspaper advertisement was the way to reach the target audience. However it was still impossible to reach people at larger level even by spending thousands of dollars. Nowadays, people generally use the internet for various purposes and online marketing on different websites helps to reach at national and international level.

Online and Offline goes Hand in Hand: Customers can be lured by building a good image and thats why online branding is crucial. People generally watches television and spends time on the internet. Having constant messaging across online and offline medium increases brand values and results in larger sales.

Build Relationships with Customers: It has the quality for grabbing the attention of the people for any business. It helps to maintain good relationship by providing excellent platform for starting and maintaing communication.

Customer Preferences: It provides products and services as per customers choice and preferences. Through the internet marketing, companies can provide easy access to the information about the product according to their choices and finally contribute towards purchasing.

Increase Brand Awareness: An internet advertising campaign can increase brand awareness. When the audiences browse the web, they may reach the company by logo, pop up ads or name and it increases the awareness.

Increase Web Traffic: The objective is to find and increase target websites traffic. It can be done by creating social media accounts, writing blogs which eventually leads people to visit the sites and the chances of sales increases.

Build Up Credibility: Online existence is an excellent way to keep business up to date and helps business owners to earn high credibility of the audience quickly with little effort.

History of Online Marketing

Internet was treated as a tool to send emails and digital data when it was introduced in the early 90s. In its earlier days it was never thought as a means of marketing. However, marketing pioneers soon realised its potential to reach millions of web surfers in a shortest possible time. Within few years, graphical advertisement began to show up on various sites and it increased the sales, henceforth proving the power of internet marketing (Monnappa, 2020).

Furthermore companies which has been spending huge amount of money on offline marketing soon realised that they could reach wider audience in less budget. It was not long before both small as well as large business began to build company sites to attract the customer. As the days passed on more interaction and user friendly web pages were designed to attract the target audiences.

Tools of Online Marketing

Modern marketers are expected to be at million places at once using the right digital marketing tools means saving time and cost. The following are the tools-

Social Media Marketing: The product or service is promoted by social media applications such as facebook, twitter, instagram and many more. Frequent update and special offers are posted on social media profile. It has become one of the most popular marketing platform

with many leading social media applications. (Pawar, 2014) stated that social media advertising is the promotion of companies goods and services on social media handle. Companies can pay for sponsored adverts to social media or can simply update their activities on their social media page or profile. This method is economical and effective.

Email Marketing: Email is one of the most effective marketing channel despite being old and successful as well. Email usage continue to grow every year and has no sign of slowing down. It involves sending emails to the customers about the products. Companies design a customized email for the people based on their browsing history. Products are recommended based on their past browsing history. The main benefit is that it is not annoying as people are served as per their need.

Display Marketing: This type of advertisement on the internet is the most popular one. It conveys advertising messages visually via text, images, graphics, logos, videos, animations and many more to grab the attention of the public. It frequently target users with particular traits. In this type, advertisers depend mostly on cookies i.e. information collected based on the browsing history of the people. It targets people with similar behaviour and needs thereby increasing impact (Pawar, 2014).

The following are the forms of display advertisement-

- a) **Banner Advertisement:** It is the most popular and appropriate form of display advertisement. It is often displayed on the web pages in the form of text, image, graphics, logos, videos etc. It is in different color, size and format. It focuses mainly on brand awareness and the extent of interaction (Markova, Prajova, & Salgovicova, 2011). The advertisers offer more value to the company when more people visit and click the ad. It is also noted that larger the size of the ad, better is the performance (Robinson, Wysocka, & Hand, 2015).
- b) **Pop Up Advertisement:** It is the other form of display advertisement. It is the most effective way even though it is sometimes annoying. It is generally a new web page which is displayed on the current web page. It can be displayed at the bottom of the webpage or where the user is temporarily blurred to pave way for the advert. It can also be displayed in such a way that it opens as a new web page. It can also be displayed when the users are scrolling down (Markova, Prajova, & Salgovicova, 2011).

- c) **Trick Advertisement:** It is a form of ad where internet surfers are being tricked into clicking the ad because of its location on the webpage or its mixture with the content that user is surfing.
- d) **Floating Advertisement :** This kind of ads float on the webpage for some period until it is closed by the user.
- e) **Text Advertisement :** It uses text messages and is piggy backed to the advertiser content. It can also be sent on the mobile devices.

Blogging: Nowadays, many firms have started to include blog into their websites where they discuss about the products and their outstanding features. A blog is an unique way to interact with the customers. It is noted that the more information people have about the product, there are more chances that they will purchase it (Kotler & Armstrong, 2012).

Sponsored Search: It allow advertisers to be included in the sponsored results of a search for selected key words. It is often sold via auctions.

Mobile Advertising: The advertisement is delivered on mobile devices such as smart phones, tablets, featured phone vis MMS, SMS or within mobile application or games. With the increase in number of mobile users, mobile adverts has become the most powerful means of marketing.

Search Engine Optimization: By increasing the website contents relevance to search items, SEO attempts to improve websites organic search ranking.

Search Engine Advertisement: It increases visiblity of the websites in search engine result pages. It includes all of an advertisers efforts and actions to make websites listing more prominent for keywords. This kind is mostly common among Google, Yahoo etc. This search engine displays sponsored adverts. It is most profitable and prominent form of advertisement. It displays adverts below search engine result page. For instance, when a user search " tourist places" , the google will display the result and it will also display the sponsored adverts above or below it.

Figure 3.3.1: Tools of online marketing



Source: (Karthika, 2020)

Reasons for Growing Popularity of Online Marketing

There are various factors which stimulate consumers to get inclined towards internet to like the brand of Asian Paints. Out of which following are important-

Discount: Company 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.

Stay Informed: Through internet, people stay updated about various activities of the company. It has its own websites wherein information related to the brand, its features & are readily available for consumers to read.

Interactive: 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.

Getting Access: Internet allows getting access to the exclusive content which people do not obtain form any other medium. They can get access to various schemes related to the brand, description of specific benefits, they are likely to enjoy through brand.

Update: People can stay updated on brands and its future extension

Benefits of Online Marketing

- 1) It helps to reach more customers by crossing national boundaries.
- 2) It produces instant feedback from the customer.
- 3) It offers better visibility. It enables companies to be found more easily.
- 4) The cost of promoting the product is economical as compared to other marketing channels.
- 5) It saves lots of time and efforts.
- 6) It increases sales by providing 24/7 services.
- 7) It has long term impact and hence helps to develop long lasting relationships.

Disadvantages of Online Marketing

- 1) The inefficiency to use the internet can cause the company to lose the customers.
- 2) It lacks the inability to touch or feel the product.
- 3) Slow internet connections can cause difficulties.
- 4) It also affects security and privacy.
- 5) There is also a lack of trust due to constant promotion.
- 6) There are also chances of fraud.

Examples

HDFC Bank: Nowadays, Indian banks have started using social media to stay in touch with their customers. Among all the banks, HDFC stands out as far as leveraging social media is concerned both in terms of engaging with their customers as well as number of channels being used. HDFC Bank has presence across 8 social media channels out of which the prominent presence is on Twitter, Youtube, Facebook, LinkedIn and their official blog. Important aspect is the engagement which they do on all these channels. HDFC's facebook page generates feedback from users which serves as a base for them to promote their banking products as well as understand their fans. They have a money

matters section where they provide news of finance which can interest their fans. They also keep on engaging the users with interesting puzzles/jigsaws based upon financial terms. HDFC's twitter approach is build same like their facebook approach on sharing interesting & relevant information with their followers, interesting puzzles, sharing new products & deals.

Fujifilm: Fujifilm India launched its range of High Zoom cameras with high impact campaigns on some of the top portals like Google, Rediff, Times of India and IBN Live. They wanted this launch with an interactive campaign on the social media space especially on Twitter in order to create a buzz and acquire relevant target audience as new followers. The objective was to create awareness, excitement and engagement about Fujifilm cameras, drive traffic to their webpage, Youtube channel and blog. Fujifilm launched a 5 day contest with the hash tag #FujiHighZoom. In this contest, 2 questions were asked everyday on different product models and their features. Contestants were given a hint to find the answers to the questions by visiting their different sites of FujiFilm India. The contest was for 3 hours every morning between 11am to 1pm. It was a live contest. To create awareness, numerous tweets were posted an hour before the contest began. The results were marvellous. Fuji High Zoom trended for all 5 weekdays. New followers added in the duration of the contest.

7 Up: 7 Up launched Pattalam Online Championship. It was on facebook in the form of an interactive game. It was an unique and interesting cricket game. This innovative game has 7 players, 7 balls per over and 7 overs in an inning. Fans can create or join a team and play the game. The winner will get the opportunity to meet the Chennai Super Kings, an IPL team. It saw an enthusiastic participation from facebook fans. The main objective was to increase the consumer engagement and interaction on the 7 UP Facebook page while acquiring new fans. The on-ground Lemon Pattalam Championship activity gave the perfect chance to leverage on the same through the social media channels. The strategy was to combine the online version of the Lemon Pattalam championship with the viral effect of a multiplayer game format with. The online version of the project was to extend the exact replica of the format from the offline version giving it to the 7UP's Facebook page. People on social media was targeted. The game drew attention of 61,760 new prospects that joined the fan page through the game. This led to a growth of 52% of the fan base in just 45 days (Pawar, 2014).

3.4 Internet and IMC: Combined Approach

Role of Online in Integrated Marketing Communication

Business Environment is changing rapidly and therefore tools used for it are changing as well. The field of marketing is changing and becoming innovative and creative. Nowadays, new tools, techniques and methods are all integrated to create the best impact on the targeted audience.

Online Advertisement

The companies should consider internet like offline advertisement i.e. television, radio, newspaper etc. to reach the targeted audience. There are mainly two forms of online advertisement namely text based approach and multimedia approach. Text based approach includes emails and multimedia based approach includes banner, sponsorship etc. (Markova, Prajova, & Salgovicova, 2011). The advantage of internet advertising over offline media is the ability of the adverts to be align with that of the public. Users can interact and respond in online approach. One of the most important advantage of internet is that the action is not delayed and awareness is created immediately which is not in the case of offline IMC.

Email Advertising: It is text based approach and is similar to the offline or traditional mails sent to the public. It is low cost and emails can be sent seating anywhere at anytime with high speed. The quick response is an added advantage. It is generally used by companies to survey the people for improvement.

Banner Advertisement: It is the most common multimedia advertisement approach. It occupies a position on the webpage like normal print media there is an advertiser link attached to it. It is same as direct marketing. It leads to quick action from the user. To increase its effectiveness, marketers use selective targeting as a key design factor to reach more audience (Belch & Belch, 2004).

Sponsorship: In this type, organizations pay for webpage or section of it and can provide its content. Its popularity has increased due to the low performance of banner advertisement (Strauss & Frost, 1999). The main advantage is that people will keep on seeing it as long as it is relevant (Markova, Prajova, & Salgovicova, 2011).

Online Public Relation

Public relation is to create good relationships with the customers, stakeholders, suppliers, employees etc. It is a marketing promotional tool to create awareness among them. Its goal is to look after the relationships between them (Markova, Prajova, & Salgovicova, 2011). It is used to spread good will message about the company. It creates good image of the organization. The company brochures or newsletters available on the website of the company where details about product is mentioned, internet press release, online annual report help to develop online public relation. Information on the website other than advertisement, sales promotion is public relation (Strauss & Frost, 1999). Nowadays, very few people watch television and read newspaper therefore companies should invest in information technology to develop public relationships.

Online Personal Selling

Most companies view internet as a great opportunity to increase their coverage and presence by maintaining strong online existence. Some companies are also cutting down their physical workforce because of emergence on online selling (Markova, Prajova, & Salgovicova, 2011). It is mostly beneficial in supply chain industry. An internet sales person can be assigned for the website to deal with the visitors. This method is cost effective, travel free and time saving. In a well designed IMC plan, online presence can work wonders.

Online Sales Promotion

With the growth of e-commerce, internet sales promotion activities has increased rapidly. It includes gifts, coupons, discounts, contest, free trials etc. Internet sales promotion are directed towards customers regardless of channels of distribution which is in the case of offline method. For instance, free trial of a software can be given. Due to this, impact of it can me measured easily based on the level of interaction (Strauss & Frost, 1999).

Online Marketing Tools in IMC

Innovative technology is changing consumers behaviour regularly with the revolution in the world of information technology. Customers attention is grabbed by different ways. Internet marketing trend also changes with customer behaviour. Therefore, companies need to make constant efforts to explore internet marketing trends and should design their strategies accordingly. One of the most important benefit of digital marketing is that it reaches mass audience in shortest time and least cost than offline marketing. The following are the trending tools-

Artificial Intelligence: It is the latest technology which is used by many companies. It is a multitasking technology which performs several operations reducing cost that can be performed by the employees. It collects data from comments, blogs, social media etc. And analyzes public behaviour. This can be further used to deal with the customers. It predicts what people want to buy and their buying habits. It makes business competitive and accelerate its growth (Mellows, 2020).

Video Marketing: It is one of the most important internet marketing tool and its popularity will continue to rise. It is very likely that people generally gets attracted to a product after watching the video. Companies create different types of video such as branding videos, event videos, demo videos, interview videos etc. (Poojari, 2020). Companies also use videos to tell the stories about the product. Nowadays it is the most favourite way customers want to hear and know about the product.

Chatbots: Chatbot is used to do a conversation with the user. It is an artificial intelligence software programmes that use instant messaging to chat with the website visitors in real time. People generally prefer to interact with the chatbots because they are 24/7, answer instantly, promptly and accurately. They offer good customer service (Kerkarmedia, 2020). Many companies have adopted this technique. For instance, Sephora is one of them.

Personalization: In this technique, organisation personalise their content, emails, products and many more to stand out. Customers find personalization appealing. It creates brand awareness and improves revenue. Users get relevant information. Moreover, customers receive valuable suggestions at right time and it also reminds of recent browsing history (Mellows, 2020).

Influencer Marketing: This technique uses the key leaders, celebrities etc. to promote the product and to create the brand name. This personalities spreads the word about the company or product through their social media. For instance, Aishwarya Rai is used for Loreal. People are generally attracted by them and hence they follow their words and trust them. Authenticity is the main reason for its popularity.

Social Messaging Applications: It allows instant messaging. Nowadays, the most popular applications are Facebook, Instagram, Twitter, Telegram, Whatsapp etc. This technique adds a touch of personalization as message is sent directly to the customer. It helps to build relationship. It helps to cultivate contact, deliver information, boost sales etc. (Mellows D. , 2020).

Voice Search: The number of smartphone users engaging with the voice search is increasing day by day. This technology has become so sophisticated that it can also differentiate between voices to respond with more personalized messages and content. For instance, Alexa and Siri are very advanced technology. It provides unique experience.

Geofencing: In this technology, when a device enters a set location it activates an action such as notifications, coupons, features etc. Its global market is expected to grow in next few years. There are several benefits of it such as good customer experience, economical and improved data collection (Mellows D. , 2020).

Limitations of Online Marketing as IMC and 7P Tool

The use of online marketing is increasing due to rise in technology friendly attitude of the consumers. As the saying goes, every side has two coins, and therefore there are some limitations of online marketing along with enormous advantages. The following are the disadvantages-

Privacy Issues: Customers may be reluctant to share their bank details, credit card number or any other information.

Susceptibility: People may be susceptible towards the use of internet.

Fraud Activities: There is a scope of providing wrong information, fake brands or online theft.

Lack of Touch: There may be creative visualization of products but in reality product may differ and may prevent online purchase.

Annoying: Web banners, pop ups, spams are sometimes annoying and may create obstacle in web surfing which can create negative attitude towards online marketing.

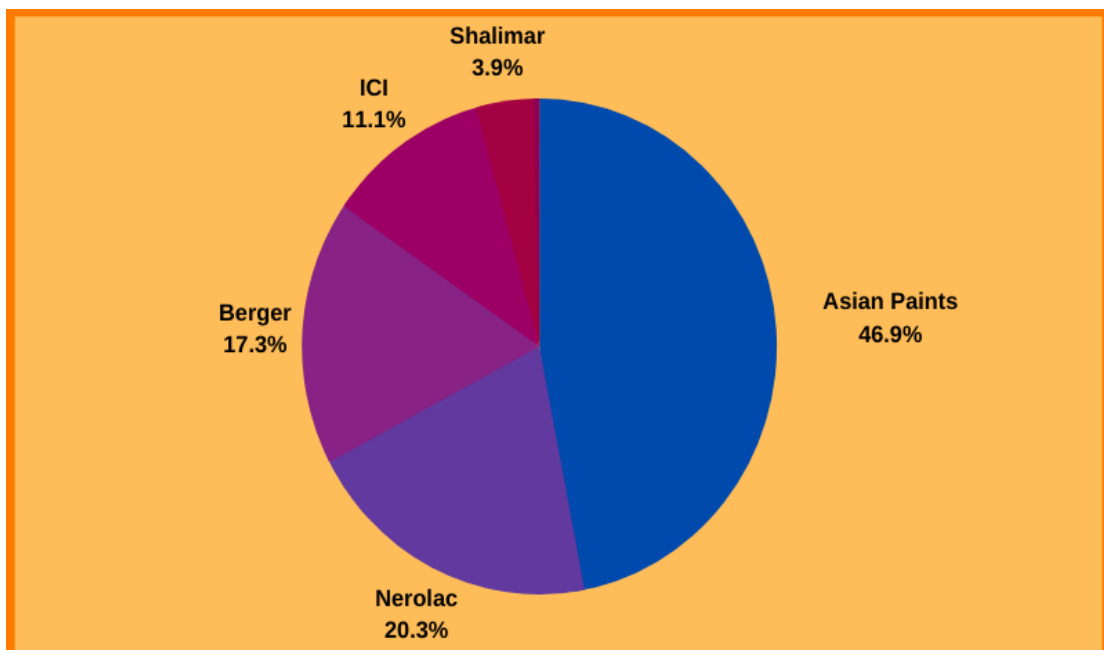
4 Analysis

4.1 Asian Paints

Asian Paints Ltd. is an Indian multinational company. Its headquarter is in Mumbai, Maharashtra, India. It is India's largest and Asia's third largest paints corporation. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. It operates in 15 countries maintaining a reputation for professionalism and fast track growth.

There are many paint companies. Asian Paints occupies 46.9% of market in India. It is followed by Nerolac with 20.3% , Berger with 17.3%, ICI with 11.1% and Shalimar with 3.9%.

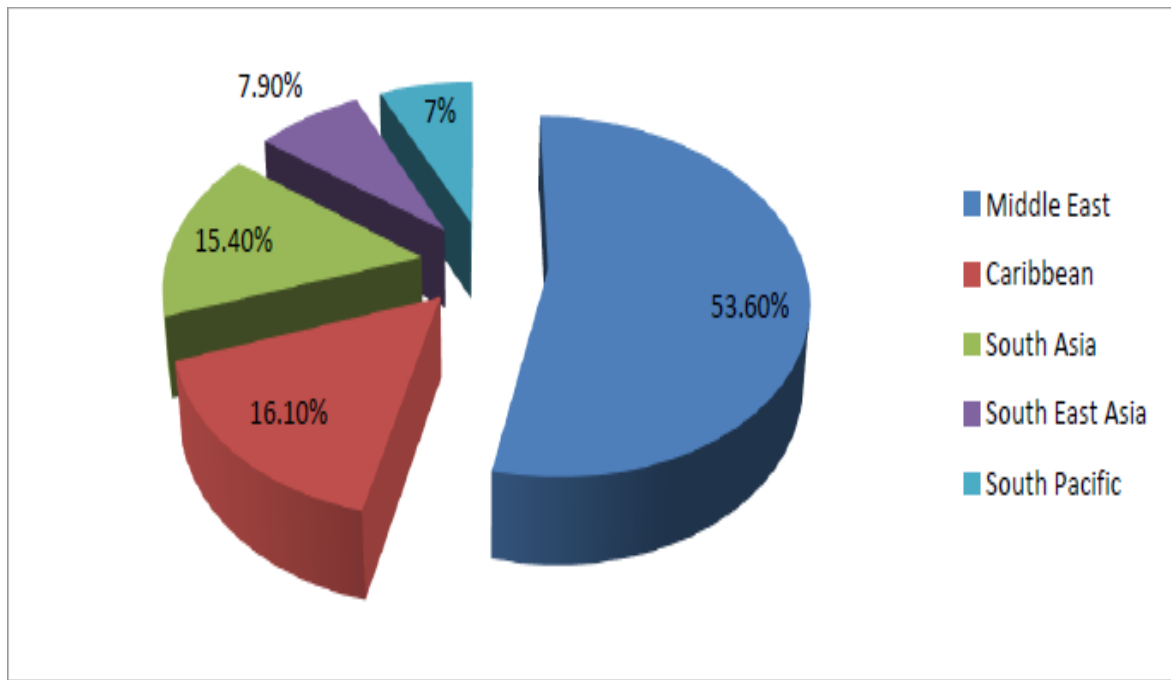
Figure 4.1.1: Market distribution of paint compaines in India



Source: (Jain, 2021)

Asian Paints has a strong reputation at international level. It occupies 53.60% of market in Middle east, 16.10% in caribbean, 15.40% in South Asia, 7.90% in South East Asia and 7% in South Pacific.

Figure 4.1.2: International market distribution of Asian Paints



Source: (Jaha, Patel, Raol, Patel, & Verma, 2013)

History of Asian Paints

Asian Paints was started in a garage in Gaiwadi, Girgaum, Mumbai by four friends Champaklal Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil. They all belong to Jain families, and founded the company in February 1945. A temporary ban on paint imports left only foreign companies and Shalimar Paints in the market during World War II and the Quit India Movement of 1942. It took up the market and reported an annual turnover of 23 crore in 1952. It became the leading paints manufacturer in the country by 1967. The four families together held the majority shares of the company. But disputes started over the global rights in 1990s when the company expanded beyond India. The disputes resulted in Choksey selling their 13.7% shares and exiting in 1997. Champaklal died in July 1997 and his son Atul took over. After failed collaboration talks with the British company Imperial Chemical Industries, Choksey's shares were mutually bought by the remaining three families and Unit Trust of India. As of 2008, the Choksi, Dani and Vakil families hold a share of 47.81%.

Initial Advertisement

In 1950s, the company launched a "washable distemper", which was a balance between the cheap dry distemper that peeled easily and the more expensive plastic emulsions. The company used "Don't lose your temper, use Tractor Distemper" in their advertisements for marketing. In 1954, "Gattu" – a mischievous boy with a paint bucket in his hand – was launched as mascot. The mascot created by R. K. Laxman. He was used only in print advertisements and packaging till 1970s. By 1990s, he was also seen on television advertisements. Gattu helped in bringing the commodity-led business of painters to the actual end users of home-owners. Ogilvy & Mather, the advertising agency associated with Asian Paints, launched marketing strategy by focusing on festive occasions in 1980s with their tag line was "Har Ghar Kucch Kehta Hai" (Every home says something). Relating with festivals and important life events like marriages and child birth, the company advertised it as an occasion to paint homes by connecting on emotional level. In 1990s, the advertisements focused on the home exteriors, focusing on how the paints could keep the exteriors timeless. The company revamped its corporate identity in 2000s and axed Gattu as their mascot, and later changed its "Asian Paints" logo to the shorter "AP" mnemonic.

Figure 4.1.3: Gattu, the former mascot of Asian Paints



Source: (Jain, 2021)

Asian Paints unveiled a new brand identity and a logo in September 2012. It was made by Soha Ali Khan. Iconic mascot Gattu was dropped in this process. The new identity was convinced after the company conducted an extensive survey of the consumer in some major Indian cities (Jain, 2021).

Marketing Strategies of Asian Paints

- 1) Company maintains a large network of offices, company depots, and sales personnel to assist dealers. The Asian paint not only concentrates on urban areas but also embraces rural population.
- 2) To build customer trust, Asian Paints focuses on its communication and brand strategy. In 2000, Asian Paints appointed the Bangalore based firm as consultants for new advertising strategy to improve public image.
- 3) It offers custom made products to fulfill the needs of the customers and it has resulted in an ever increasing product range.
- 4) Asian Paints reduced the cost of raw materials to reduce the price of its paints. It formed an emotional connect with the public.
- 5) It has made a partnership with PPG INC, a leading automotive coatings manufacturer. It seeks to meet the requirements of protective coating, automotive coating, industrial container coating, industrial light coating etc.
- 6) Asian Paints has strong corporate reputation. It has been a plus point for the company. The image of a successful, well managed and trust worthy company has brought several awards and has led people to approach it.

Campaigns of Asian Paints

- 1) “Don’t Lose Your Temper, Use Tractor Distemper.” This was the slogan of very first campaign of Asian Paints. It showed the popular mascot Gattu with a paint bucket in his hand.
- 2) “Har Ghar Kuch Kehta Hai.” This campaign established Asian Paints as a premium brand with an emotional touch. The idea behind it was that each colour has a story

to tell. Asian Paints tried to encourage customers to paint their home for festive occasions like marriage, childbirth, diwali and other festivals.

- 3) “Where The Heart Is.” This campaign was a masterstroke strategy by Asian Paints. In this campaign, famous celebrities like Sushant Singh Rajput, Radhika Apte, Mandira Bedi, Saurav Ganguly and others described the important role that Asian Paints played in their lifestyle through colour and home decor.

4.2 Problems Faced by the Company

Asian Paints has largest market in India as compared to the other paint companies. The emergence of other companies like Nerolac, Berger, Shalimar, ICI are posing a great threat to market value of the Asian Paints. These companies give discounts and uses latest technology and marketing tools to distribute their products. These companies have gained worldwide recognition and brand awareness due to its rigorous marketing strategies. All the other corporations are competitive and are gaining market value at fast pace. In order to stay in the competition Asian Paints needs to update its marketing strategies so as to retain its previous customers and to gain new ones and to maintain its top position in the market. They need to reach wider audience and also need to cope up with the new marketing tools.

4.3 Data Analysis

Data analysis is the process of cleaning, transforming and modeling data to discover useful information for decision making process. Decision is taken based on data analysis. The term analysis refers to the computation of certain measures along with searching patterns of relationship that exist among data groups. The data should be processed as per the research plan and design. The following are the different types of analysis-

- 1) Text Analysis
- 2) Statistical Analysis
- 3) Diagnostic Analysis
- 4) Predictive Analysis
- 5) Prescriptive Analysis

In this research we are going to use statistical analysis.

Statistical analysis: It is the process of collecting data and discovering patterns and trends. After collecting data you can analyze it to: Summarize the data. The following are the two types of statistical analysis-

Descriptive Analysis: It analyzes whole data or a sample of summarize data. It helps to describe or summarize data in a meaningful way so that patterns might be created. Simply, it is a way to describe our data. It is the transformation of raw data into a form that will make them easy to understand, interpret, rearrange, order, and manipulate data to generate descriptive. Direct contact between respondents and researcher is brought through this descriptive approach.

Inferential Analysis: Inferential statistics allow one to draw conclusions or inferences from data. Usually this means coming to conclusions about a population on the basis of data describing a sample. Statistical inference uses probability and information about a sample to draw conclusions ("inferences") about a population or about how likely it is that a result could have been obtained by chance.

In the present study descriptive statistical tool is used. Primary data is used while analyzing and drawing inferences. Statistical tools like mean, standard deviation and graphs for analysis of primary data.

4.4 Methodology

The diploma thesis aims to analyze relevant secondary data on Internet marketing related to sales increase. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company. The methodology uses descriptive research design. Data is collected from secondary as well as primary sources. Secondary data provides necessary theoretical back up to the study which is collected from published or unpublished sources. Primary data is collected under survey method using questionnaire as the main research instrument. Since customers inclination towards online marketing is the core focus of the study, a structured and closed ended questionnaire has been prepared for customers only.

Survey Method

The survey was done by asking questions to people who were thought to be having desired information. The respondents were well briefed with the objective of the study and with their consent the questionnaires were filled.

Data Collection

Data collection means a purposive gathering of information relevant to the subject matter of the study from the units under research.

In the preparation of this thesis, the data collected from different sources are analyzed. The sources of data are as follows:

Primary Sources: The Primary Data are those, which are collected for the first time and are fresh and are original in character. However, there are many methods to collect the primary data. Many data are very sensitive and cannot be shared, so all the data are not included in this thesis. The data collected for the thesis are from the following sources:

- Informal Interviews
- Questionnaires
- Observation
- General Discussions

Secondary Sources: The Secondary Data are those, which have already been collected by someone else and passed through Statistical process. These data was collected through various textbooks, journals, internet and articles.

Sampling Method

In this study, stratified probability sampling is used with -

- **Sample Size:** 400 (Sample size is selected on the basis of discussion with the research expert)
- **Area Covered:** Ahmedabad, Gujarat (India)

- **Sample Frame:** Educational institutions & corporate offices.

The context of the survey is Ahmedabad region, Gujarat (India). The company for which survey is done is Asian Paints. The organization was clearly selected on the basis of several factors. Firstly, it is a national company. Secondly, it is affected by their choice of marketing strategies. Thirdly, their choices are influenced based on the cooperation between marketing and sales department.

Data Analysis Tools for Research

The data collected through structured questionnaire was analyzed using Statistical Software SPSS 17.0 and MS-Excel Add-In Data Analysis. Statistical tools used for data analysis are Mean, Median & Mode, Standard deviation and Kurtosis.

4.5 Profile of Respondents

Survey for the study was conducted in the city of Ahmedabad (Gujarat state) keeping in mind that internet marketing is a big city phenomenon in the developing country like India. Sample of 400 people was selected. The survey was done for the Asian Paint. The questionnaire included a segment on customers profile as a classification of their demographic factors such as gender, age & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents.

The detailed respondent profile is as follows -

Table 4.5.1: Respondent's Profile

Age	Gender			Occupation			
	Male	Female	Total	Student	Employee (Service)	Self Emoloyed	Total
18-25 years	76	86	162	162	0	0	162
25-35 years	62	64	126	38	82	6	126

35-45 years	58	54	112	0	94	18	112
Total	196	204	400	200	176	24	400

As seen in Table 4.5.1, as far as gender wise segmentation is concerned, there are total 196 males out of which 76 are between the age 18 to 25 years, 62 are between the age 25 to 35 years & 58 are between the age 35 to 45 years. And there are total 204 females out of which 86 are between the age 18 to 25 years, 64 are between the age 25 to 35 years & 54 are between the age 35 to 45 years.

Out of 400 respondents - 200 are students out of which 162 are between the age 18 to 25 years & 38 are between the age 25 to 35 years. There are 176 respondents who are employees out of which 82 are between the age 25 to 35 years & 94 are between the age 35 to 45 years. Also there are total 24 respondents who are self employed out of which 6 are between the 25 to 35 years & 18 are between the age 35 to 45 years.

4.6 Importance of Integrated Marketing Communication

Integrated marketing communication is the way of messaging across both traditional and non traditional marketing channels and using different promotional method to supplement and reinforce each other. For instance, IMC employs several channels to convey the campaign message. This increases effectiveness and saves time. It convert strangers into prospects and prospects into customers. It impacts target audiences at right palce and at right time. The most popular definition of IMC is given by American Association of Advertising Agencies. It defines IMC as a concept of marketing communications planning that recognizes the value of a comprehensive plan that analyzes the strategic roles of a variety of communication principle i.e, direct response, general advertising, sales promotion and public relations.

Organizations follow IMC as the guiding principle to communicate with the target audience. To understand the importance of IMC, respondents were asked about the number of medium to get knowledge about any brand, sources of awareness of various brands, amount of information required to take decision to buy product and time spent to buy product.

Number of medium to get knowledge about any brand

Due to large number of small and large competitors who are local and global, it has become difficult to reach the target people. The likes and dislikes of the customers are also changing constantly and therefore market has become vulnerable. As a result, organisations are using different ways to convey the messages to the audience at right time and right place through right medium to create brand awareness and to influence them to buy their product. There are number of medium used for creating brand awareness. It comprises of traditional as well as modern mediums such as television advertisement, print media, outdoor advertisements, internet etc. Mass communication is provided by each medium. When combinations of these mediums are used in marketing strategy, the phenomenon is termed as Integrated Marketing Communication. IMC is applied with the aim of having maximum coverage of target audience so as to spread more & more brand awareness, to share information about the brand, to improve brand image and to boost the sale.

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

Table 4.6.1: Whether people rely on just one medium to get knowledge about any brand?

Scale	Frequency	Percent
No	164	41
Some what	94	23.5
Yes	142	35.5
Total	400	100

Source: (Pawar, 2014)

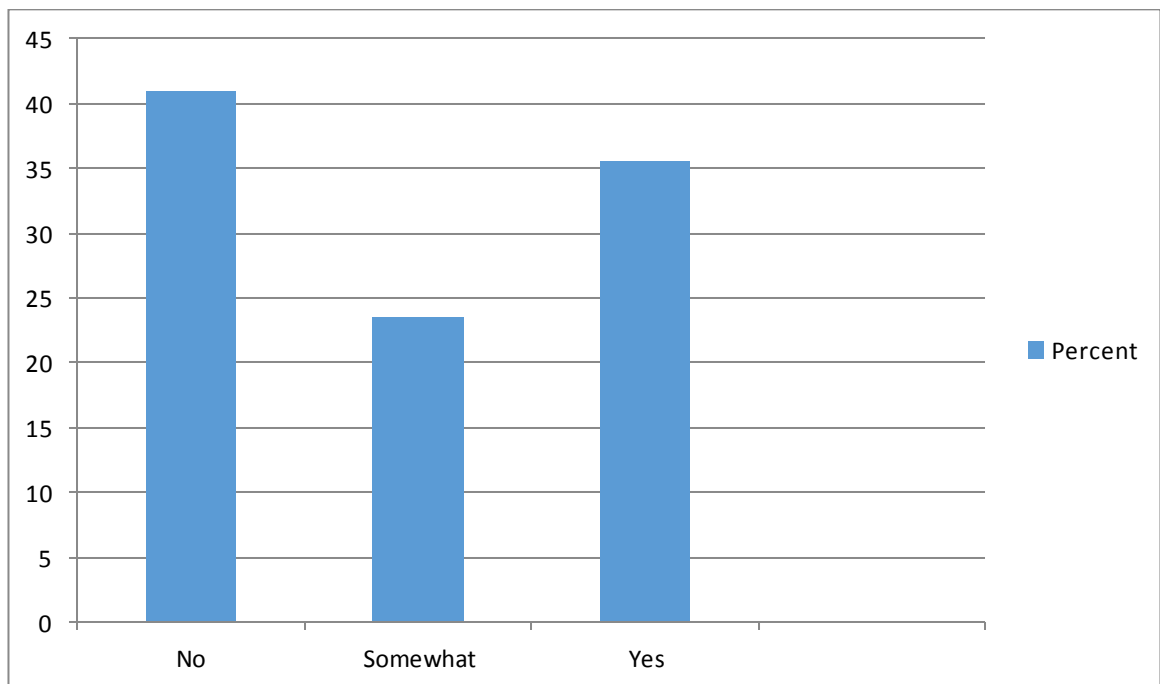
Interpretation:

From Table 4.6.1, it is observed that when respondents were asked if they rely on just one medium to get knowledge about any brand the following were the responses-

- a) 41% gave negative response.
- b) 23.5% said that they rely partially.
- c) 35.5% respondents gave complete positive response.

The major percentage is with the view that they rely on more than one medium to get knowledge of a brand. Due to unlimited brand choices and price, people take a detailed evaluation of various brands by referring more number of information sources. So people may be using combination of various mediums to know about brand.

Figure 4.6.1: Graphical representation of whether people rely on just one medium to get knowledge about any brand?



Source: (Pawar, 2014)

Table 4.6.2: Descriptive statistic of whether people rely on just one medium to get knowledge about any brand?

	Whether people rely on just one medium to get knowledge about any brand?
Mean	3.2300
Median	4.0000
Mode	4.0000

Standard Deviation	1.3018
Skewness	-0.316
Kurtosis	-1.077

Interpretation:

From Table 4.6.2, it is observed that-

- a) Mode value scores for parameter whether people rely on one medium is 4.0000 with negative skewness -0.316 which indicates respondents prefer to rely on more than one medium to get knowledge about any brand.

Sources of Awareness of Various Brands

With the advent of technology, globalization, competition and changing needs of the customers, the advertisers are encouraged to use various sources to reach the people. These sources can be print media (newspaper & magazines), electronic medium (television, radio, mobile, online advertising), outdoor media (banners, hoardings, neon signs) and point of purchase (in-store, merchandising racks) etc. Using IMC may help advertisers to convey the information to the customers.

The details of responses given regarding different sources of awareness of various brands are given below.

Table 4.6.3: Sources of awareness for various brands

Sources	Frequency	Percent
Print Ads	44	11
Television	106	26.5
In-store Promotion	74	18.5
Outdoor Media	36	9
Online Media	140	35
Total	400	100

Source: (Pawar, 2014)

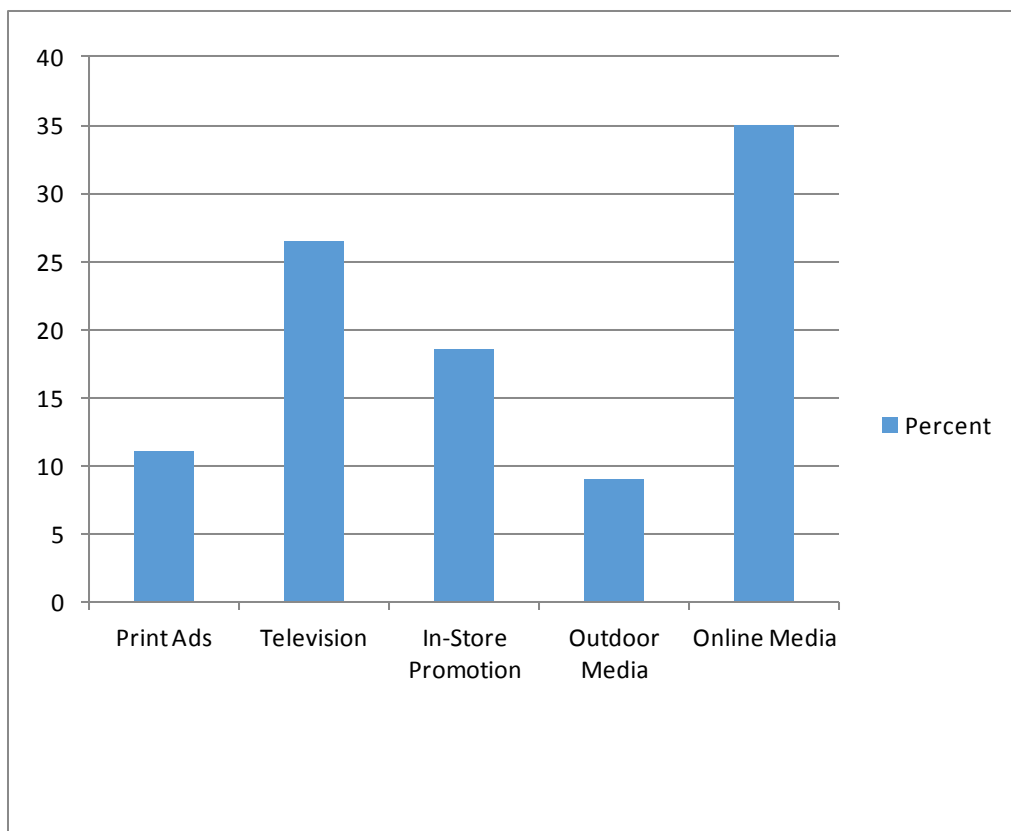
Interpretation:

From Table 4.6.3, when respondents were asked about which source do they refer the most to get awareness of various brands the following was observed-

- a) 11% have chosen Print ads.
- b) 26.5% respondents have chosen Television.
- 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 refer various mediums to get awareness but highest preference is being given to online media. Online media includes pop ups, blogs, online PR, window displays, banner ads, social media, emails 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-

Figure 4.6.2: Graphical representation of sources of a wareness of various brands



Source: (Pawar, 2014)

Table 4.6.4: Descriptive statistic for sources of awareness of various brands

	Prints Ads	Television	In-Store Promotion	Outdoor Media	Online Media
Mean	3.9700	4.1800	4.0400	3.5800	4.3100
Median	4.0000	2.0000	3.0000	5.0000	4.0000
Mode	4.0000	2.0000	3.0000	5.0000	1.0000
Standard Deviation	0.8900	0.3545	0.546	1.0230	0.4666
Skewness	-0.280	0.218	0.031	-0.215	0.267
Kurtosis	-1.347	-1.400	-1.368	-1.298	-1.413

Interpretation:

From Table 4.6.4, it is observed that-

- a) Modal value for Online media is 1.000 with a skewness of 0.267 which indicates that online media is the most popular source of awareness.
- b) Modal value of Television is 2.000 with a skewness of 0.218 indicates that it is second most popular source of awareness
- c) Modal value of Outdoor media is 5.000 with negative skewness of -0.215 making it least popular means of awareness.

Amount of information required to take buying decision

People often get confused while making choice about which brand to select. In such case, they require detailed information to compare and evaluate among various brands. Information can be in the form of features, benefits, brand's attributes. Sometimes single medium cannot convey the entire information because of its limitation. So organizations can mix various mediums to spread awareness in order to influence buying decision. Once people get information, it becomes easier for them to evaluate and can finally lead to purchase decision thereby saving time. For instance, mixing print ads with in-store promotion can create positive impact of the brand and can increase confidence of the people in making buying decision.

To analyze, respondents were asked to give their view on scale considering two different attributes. The responses were taken on the scale as below-

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

The results of analysis are tabulated below-

Table 4.6.5: Details for information and time spent to take decision to purchase any product

Scale	Do not require detail information to take decision of purchase		Do not prefer to spend much time in purchase of product	
	Frequency	Percent	Frequency	Percent
Strongly Disagree	66	16.5	54	13.5
Disagree	160	40	76	19
No Opinion	72	18	68	17
Agree	56	14	136	34
Strongly Agree	46	11.5	66	16.5
Total	400	100	400	100

Source: (Pawar, 2014)

Interpretation:

From Table 4.6.5, respondents were first asked whether they require much information to take purchase decision; secondly whether they spend much time for purchasing any product. The following were the results-

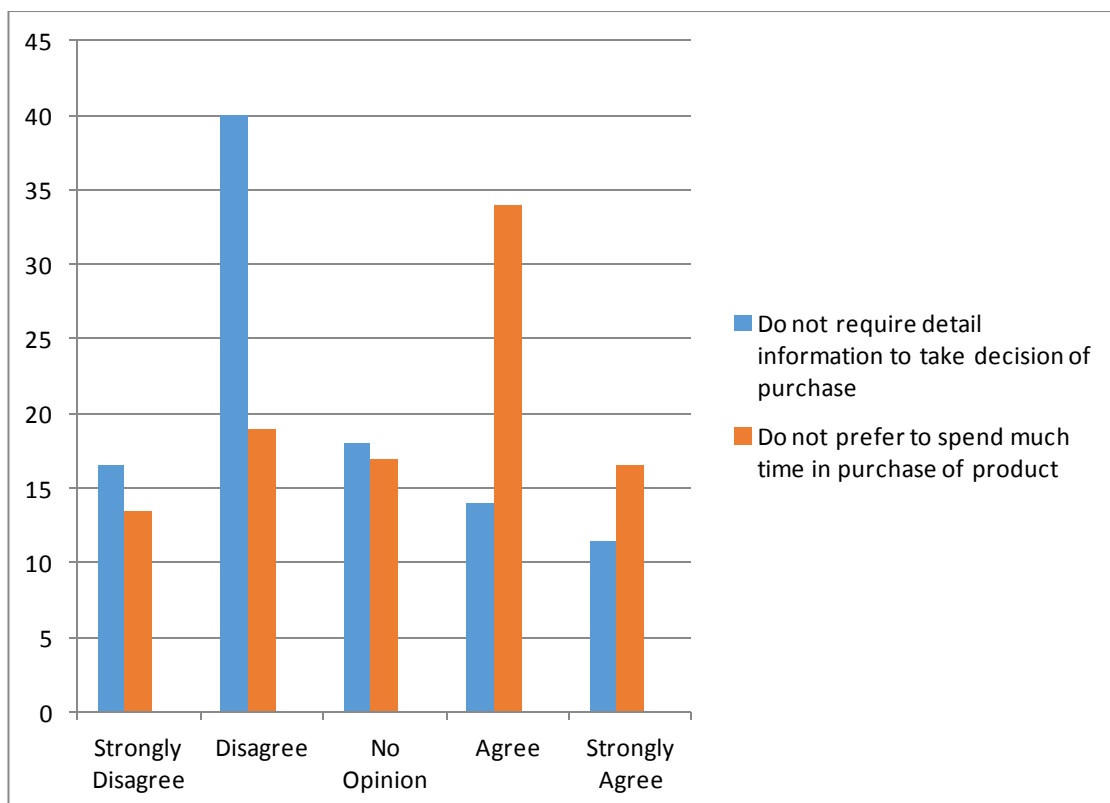
- a) 16.5% respondents shown strong disagreement to the first question and 13.5% to second question.

- b) 40% respondents were disagree to the first question and 19% to second question.
- c) 18% were neutral for first question and 17% to second question
- d) 14% respondents were agreed to first question and 34% were to second question.
- e) 11.5% respondents have shown strong agreement to first question and 16.5% to second question.

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

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

Figure 4.6.3: Graphical representation of details for information and time spent to take decision to purchase of product



Source: (Pawar, 2014)

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

Table 4.6.6: Descriptive statistic for information and time spent to take purchase decision of any commodity

Parameter	Do not require detail information to take decision of purchase	Do not prefer to spend much time in purchase of product
Mean	2.6400	3.2100
Median	2.0000	4.0000
Mode	2.00	4.00
Stdandard Deviation	1.24019	1.30170
Skewness	0.552	-0.315
Kurtosis	-0.720	-1.079

Interpratation:

From Table 4.6.6, it is observed that -

- a) Mean value scores for parameter detail information to take purchase decision is not required is 2.64 with positive skewness 0.552 which indicates respondenst disagreement. It means they really required much information to take purchase decision. Median and mode values are equal to 2 also support this result.
- b) Mean value scores for parameter much time is required to spend to take purchase of any commodity is 3.21 with negative skewness -0.315 which indicates respondent’s 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 detail information before they make purchase. They receive this information through various mediums; so integration and mixing of these mediums is required so as to provide the necessary information to the customers for brand evaluation which in turn will save their time & efforts while making an actual purchase.

Effectiveness of IMC

Integrated Marketing Communication is an effective marketing strategy. It has various tools for marketing and various sources of awareness. It allows the mixing of more than one elements. It helps to create brand awareness and reach wider audience. It is very effective marketing strategy. The details are tabulated as below-

Table 4.6.7: Effectiveness of IMC

	Frequency	Percent
Reach Wider Audience	140	35
Saves Time & Money	36	9
Blend Various Marketing Tools	106	26.5
Develops Brand Awareness	74	18.5
Consistent Message	44	11
Total	400	100

Interpretation:

From Table 4.6.7, when respondents were asked about the effectiveness of IMC the following was observed-

- a) 35% said that it reaches wider audience.
- b) Only 9% felt that it saves time and money.
- c) 26.5% said that it provides opportunity to blend various marketing tools.
- d) 18.5% thinks that it develops brand awareness.
- e) 11% respondents feels that it gives consistent message.

It means many consumers feels that IMC helps to reach wider audience and provides opportunity to blend various marketing tools. Only 9% thinks that it saves time and money.

Figure 4.6.4: Graphical representation of effectiveness of IMC

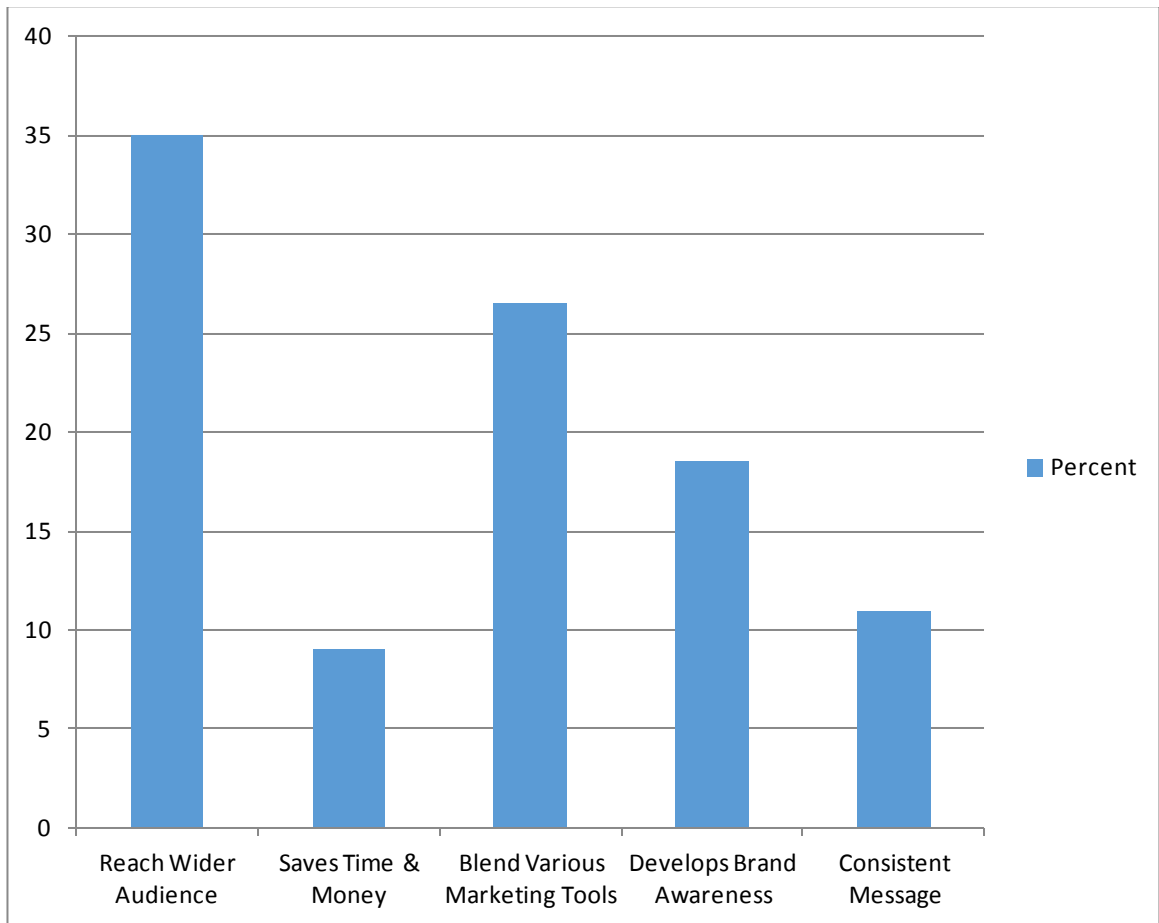


Table 4.6.8: Descriptive statistic of effectiveness of IMC

	Reach Wider Audience	Saves Time & Money	Blend Various Marketing Tools	Develops Brand Awareness	Consistent Message
Mean	4.3200	3.5900	4.1900	4.0400	3.9600
Median	4.0000	5.0000	2.0000	3.0000	4.0000
Mode	1.0000	5.0000	2.0000	3.0000	4.0000
Standard Deviation	0.4663	1.0233	0.3547	0.547	0.8900
Skewness	0.269	-0.215	0.219	0.033	-0.281
Kurtosis	-1.413	-1.296	-1.401	-1.367	-1.345

Interpretation:

From Table 4.6.8, it is observed that-

- a) Modal value for Reach wider audience is 1.000 with a skewness of 0.269 which indicates that it is the important benefit of IMC.
- b) Modal value of Blend various marketing tools is 2.000 with a skewness of 0.219 indicates that it is second most popular benefit.
- c) Modal value for develops Brand Awareness is 3.000.
- d) Modal value of Consistent message is 4.000.
- e) Modal value of Saves time & money is 5.000 with negative skewness of -0.215 making it least popular benefit.

4.7 Importance of Marketing Mix of 7Ps

Marketing mix is used by the company to set their objectives, to perform competitive analysis and SWOT analysis. This framework is used to make a marketing strategy and from strategy formulation to implementation. Each aspect of business builds upon marketing. It plays a significant role in the performance of business. The 7Ps marketing model is a framework designed to help businesses to build a marketing strategy, from start to end. In theory, a new business should be able to use the 7Ps model to devise an entire marketing strategy from scratch. The details are tabulated as below-

Table 4.7.1: Importance of 7Ps

	Frequency	Percent
Product	80	20
Price	64	16
Place	56	14
Promotion	64	16
People	40	10
Process	32	8
Physical Evidence	64	16
Total	400	100

Interpretation:

From Table 4.7.1, when respondents were asked about the importance of 7Ps the following was observed-

- a) 20% said that they prefer product.
- b) 16% gave importance to price, promotion and physical evidence.
- c) 14% said that place is important.
- d) 10% thinks that people are important.
- e) 8% chose process.

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

Figure 4.7.1: Graphical representation of importance of 7Ps

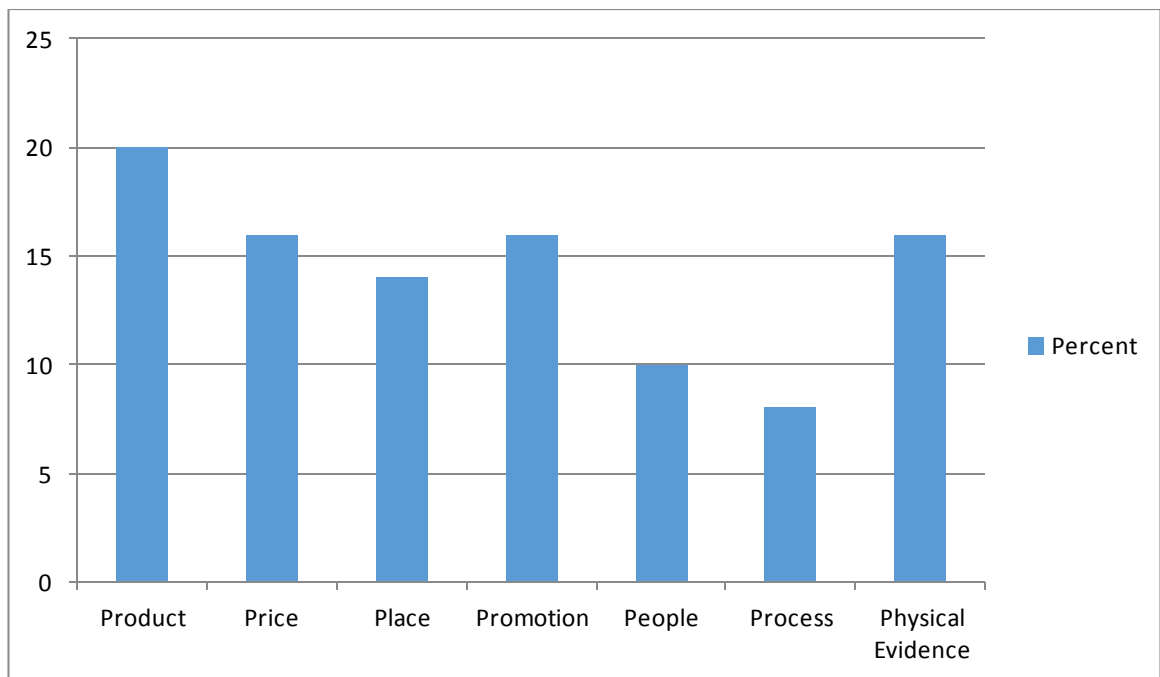


Table 4.7.2: Descriptive statistic of importance of 7Ps

	Product	Price	Place	Promotion	People	Process	Physical Evidence
Mean	4.3400	4.1700	4.0400	4.1700	3.9700	3.5800	4.1700
Median	4.0000	2.0000	3.0000	2.0000	4.0000	5.0000	2.0000
Mode	1.0000	2.0000	3.0000	2.0000	4.0000	5.0000	2.0000

Standard Deviation	0.4666	0.3549	0.546	0.3549	0.8900	1.0230	0.3549
Skewness	0.267	0.215	0.031	0.215	-0.214	-0.215	0.215
Kurtosis	-1.413	-1.400	-1.368	-1.400	-1.347	-1.298	-1.400

Interpretation:

From Table 4.7.2, it is observed that-

- a) Modal value for Product is 1.000 with a skewness of 0.267 which indicates that online media is the most popular of 7Ps.
- b) Modal value of Price, Promotion and Physical Evidence is 2.000 with a skewness of 0.215 indicates that it is second most popular .
- c) Modal value of Process is 5.000 with negative skewness of -0.215 making it least popular.

4.8 Importance of Online Marketing in Changing Market Scenario

Internet Marketing refers to a set of powerful tools and methodologies used for promoting goods and services through the internet. It connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Internet marketing combines the internet’s creativity and technical tools, including design, development, sales advertising, while focusing on the primary business models such as E-commerce, Lead based websites, Local search etc. Internet marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet. Internet marketing is also known as online marketing, web marketing, digital marketing and search engine marketing (SEM).

Internet marketing can deliver several benefits such as-

- a) Cost effective
- b) Better communication
- c) Improved customer service
- d) Growth in potential
- e) Competitive

f) Better control

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

Knowlegde about the Use of Internet

Today, internet has become the indispensable part of our lives. There are vast numbers of activities that can be done using internet and therefore it is very popular. Most of the traditional communication media are now redefined and reshaped by the internet. It has enabled new forms of customer interactions through instant messaging, social networking and other internet forums. Prospects from almost every age group right from teenagers to adults make use of internet for their own respective purposes. It allows greater flexibility in working hours and location, especially with the spread of high speed connections.

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

Table 4.8.1: Knowledge about the use of Internet

Scale	Response	Frequency	Percent
1	Not Knowledgeable	28	7
2	Some what Knowledgeable	56	14
3	Knowledgeable	134	33.5
4	Very Knowledgeable	182	45.5
	Total	400	100

Source: (Pawar, 2014)

Interpretation:

From Table 4.8.1, that when respondents were asked about their convergence with internet the following were the responses-

- a) 7% were not knowledgeable about the internet.
- b) 14% were somewhat knowledgeable about the internet.
- c) 33.5% were knowledgeable about the internet.
- d) 45.5% were very well knowledgeable about the 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 400 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 4.8.1: Graphical representation of knowledge about the use of internet

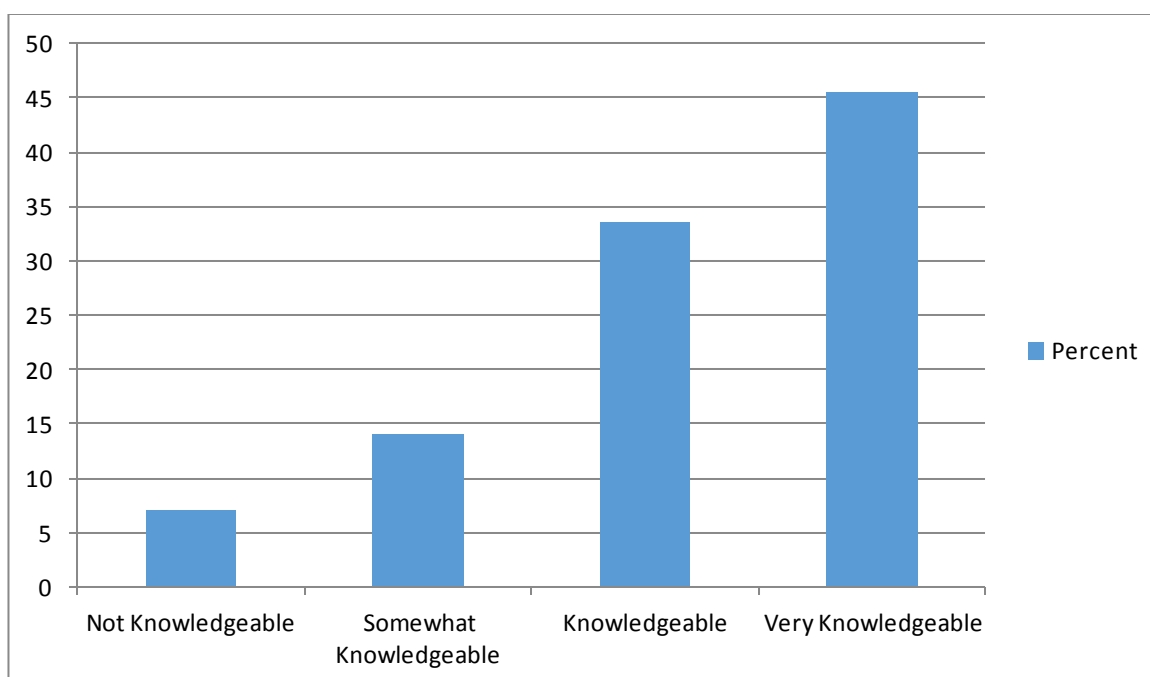


Table 4.8.2: Descriptive statistic for knowledge about the use of internet

	Are you knowledgeable with the use of internet?
Mean	3.1749
Median	3.0000
Mode	4.0000
Standard Deviation	0.92121
Skewness	-0.900
Kurtosis	-0.105

Interpretation:

From Table 4.8.2, it is observed that-

- a) Mean value scores for parameter of convergence with internet is 3.1749 with negative skewness -0.900 which indicates respondents agreement of being convergent with internet. It means they are well versed with the use of internet. Median and mode values are 3.0000 & 4.0000 respectively, close to each other, to support this result.

Hence, most of the people are well versed with the usefulness of internet and they actually make maximum utilization of the various functions served by internet.

Frequency of using Internet

With the technological advancement, there has been the rise in the number of internet users. People use internet for number of reasons. However, major reasons are entertainment, social networking, communication, to get information, online education, shopping, marketing, internet transactions and many more. Internet allows greater flexibility in terms of time and place. It can accessed anywhere by numerous means. It allows people to share resources, ideas and do business anywhere at anytime. The details of frequency of being online are tabulated below.

Table 4.8.3: Frequency of using internet

Response	Frequency	Percent
Very Low	32	8
Low	50	12.5
Moderate	88	22
High	120	30
Very High	110	27.5
Total	400	100

Source: (Pawar, 2014)

Interpretation:

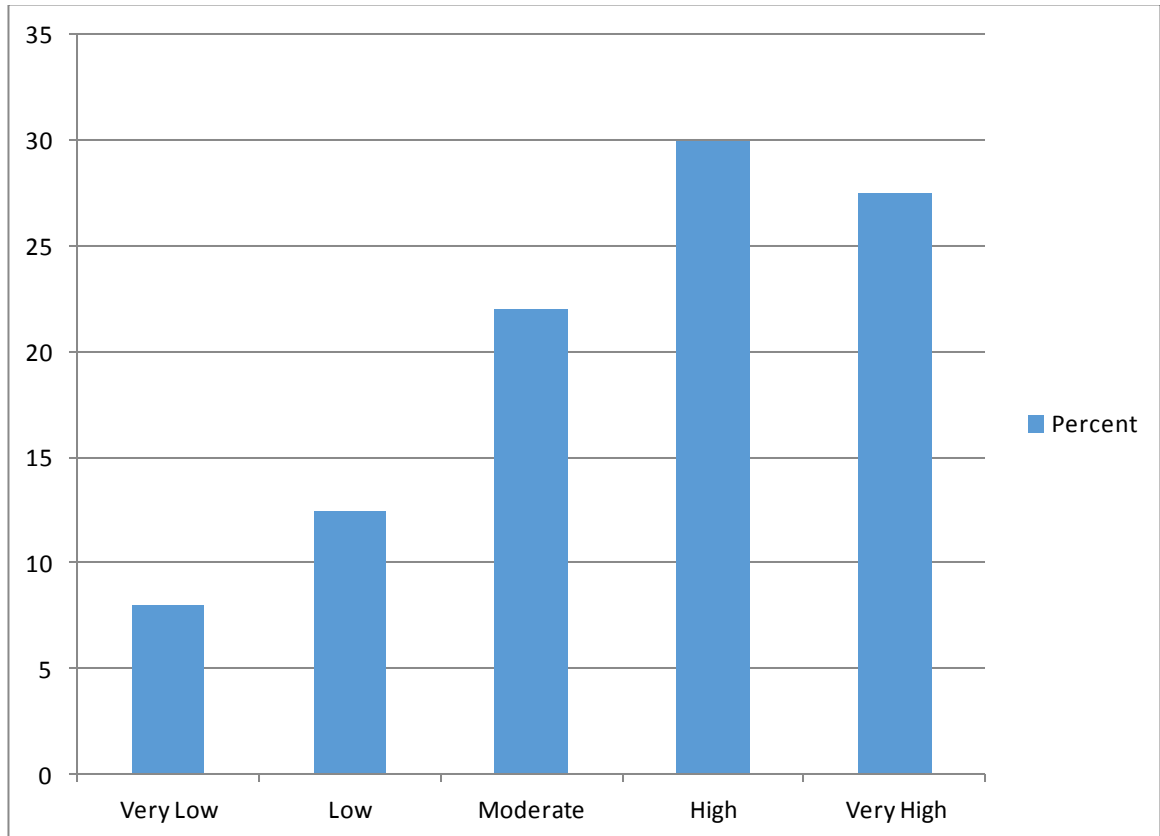
From Table 4.8.3, when respondents were asked about their frequency of using internet, the following were the responses-

- a) 8% said very low.
- b) 12.5% said low.
- c) 22% said moderate frequency.
- d) 30% said high frequency.
- e) 27.5% said 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 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-

Figure 4.8.2: Graphical representation of frequency of using internet



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

Table 4.8.4: Descriptive statistic for frequency of using the internet

	Frequency of using the internet
Mean	3.5651
Median	4.0000
Mode	4.0000
Standard Deviation	1.23830
Skewness	-0.550
Kurtosis	-0.661

Interpretation:

From Table 4.8.4, it is observed that-

- a) Mean value scores for parameter frequency of being online is 3.56 with negative skewness -0.550 indicates respondent agreement of being online. It means they use internet heavily for one or the other purpose.

Hence, most of the people 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 using the internet is high.

Purpose of using the Internet

Internet can be used for variety of purposes, out of which the major purposes are social networking i.e., Facebook, Whatsapp, Instagram, Linkedin etc. which help the users to enjoy their social life by allowing the scope to find new & old friends and share views with them; to get information; media sharing sites (entertainment) helps users to download the material such as songs, photos, video clips etc.; shopping; writing blogs; podcasts and many other etc..

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

The details are tabulated in the following table-

Table 4.8.5: Purpose of using the internet

	Social Networking		Get Information		Media Sharing Sites (Entertainment)		Blogs		Podcasts		Online Shopping		Other Purpose	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Most important 1	146	36.5	86	21.5	100	25	52	13	66	16.5	120	30	64	16
2	130	32.5	86	21.5	96	24	84	21	64	16	84	21	86	21.5
3	40	10	58	14.5	44	11	90	22.5	50	12.5	42	10.5	50	12.5
4	40	10	74	18.5	68	17	80	20	94	23.5	80	20	76	19
Least Important 1	44	11	96	23.5	92	23	94	23.5	126	31.5	74	18.5	124	31
Total	400	100	400	100	400	100	400	100	400	100	400	100	400	100

Interpretation:

From Table 4.8.5, it is observed that-

- a) Social network is considered to be most important by 36.5% and least important by 11% respondents.
- b) Getting information is considered most important by 21.5% respondents and least important by 24% respondents.
- c) Media sharing sites are considered to be most important by 25% respondents and least important by 23% respondents.
- d) Blogs are considered most important by 13% respondents and least important by 23.5% respondents.
- e) Podcast are considered most important by 16.5% respondents and least important by 31.5% respondents.

- f) Online shopping is considered most important by 30% respondents and least important by 18.5% respondents.
- g) Other purposes are considered most important by 16% respondents and least important by 31% respondents.

It means that Social networking is the foremost purpose for which majority of respondents use internet. Social networking sites such as Facebook, Whatsapp, Instagram, Telegram, Linkedin etc. have become popular in recent times. It is 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 was 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 thereby saving time of travelling and inconveniency. Media sharing or entertainment is at third place. It allows people to share media material such as photos, music, video, news etc.

To analyze in detail, some important statistics were calculated and the results of analysis are tabulated below-

Table 4.8.6: Descriptive statistic for purpose of using the internet

	Social Networking	Get Information	Media Sharing Sites (Entertainment)	Blogs	Podcasts	Online Shopping	Other Purpose
Mean	4.3100	3.990	4.290	3.500	4.140	3.310	3.670
Median	2.00	3.00	3.00	3.00	4.00	2.00	3.50
Mode	1.00	5.00	1.00	5.00	5.00	1.00	5.00
Standard Deviation	1.0012	1.0010	1.0012	1.0013	1.0015	1.0012	1.0014
Skewness	0.267	0.218	0.267	-0.280	-0.213	0.267	-0.215
Kurtosis	-1.413	-1.400	-1.413	-1.347	-1.347	-1.413	-1.298

Interpretation:

From Table 4.8.6, it is observed that-

- a) Modal value for Social networks, Media sharing sites, online shopping is 1.00 which indicates that majority of respondents feels that these three are the most important purposes for using internet.
- b) Modal value for Getting information, Blogs, Podcasts, and other purposes is 5 which indicates that majority of respondents feels that these four are the least important purposes for using internet.

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

Use of Internet in marketing

In recent days, customers depend more on the information shared by the internet. They use this for brand evaluation and making buying decision. Nowadays, both small and large scale companies give importance to internet presence. For Asian Paints, internet presence is a tactic that involves use of internet as a medium to obtain website traffic and to target and deliver advertising messages to the customers. Internet advertising is geared towards defining markets through unique and useful applications. Having an internet presence for Asian Paints brings their business to the potential customer's attention. If internet presence has 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 detail respondents were asked to give their view on whether Asian Paints should include internet in their marketing strategy. The responses were coded as follows-

- 1) Strongly Disagree
- 2) Disagree
- 3) No opinion
- 4) Agree
- 5) Strongly Agree

The result of analysis is tabulated as below-

Table 4.8.7: Do company include internet activities in their marketing strategy

Response	Frequency	Percent
Strongly Disagree	64	16
Disagree	82	20.5
No Opinion	44	11
Agree	86	21.5
Strongly Agree	124	31
Total	400	100

Source: (Pawar, 2014)

Interpretation:

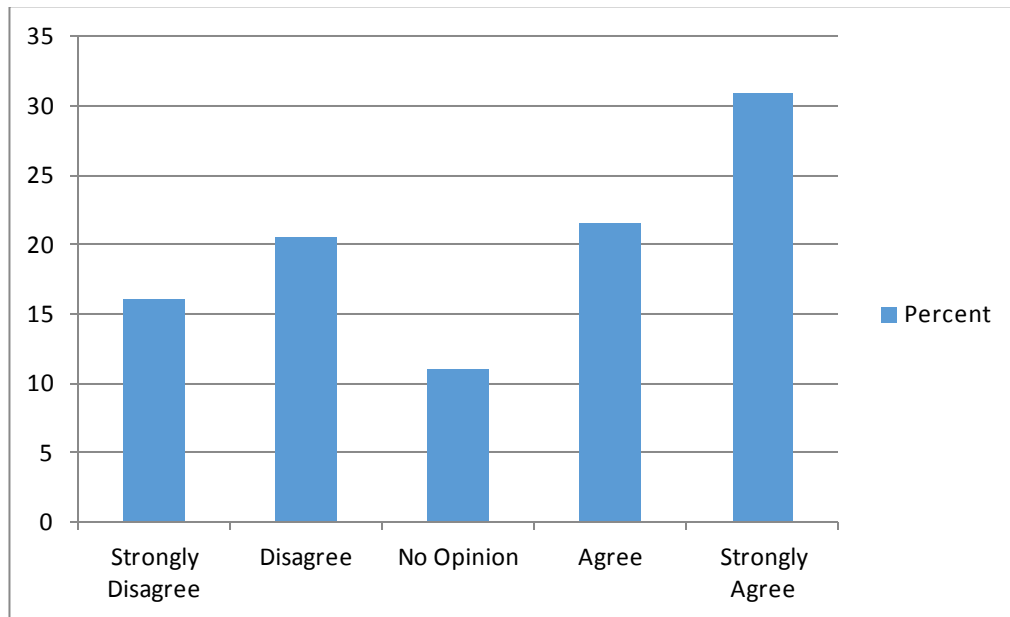
From Table 4.8.7, when respondents were asked whether Asian Paints should use online activities in marketing efforts it is observed as follows-

- a) 16% strongly disagreed.
- b) 20.5% showed disagreement.
- c) 11% had no opinion on this question.
- d) 21.5% shown agreement.
- e) 31% strongly agreed.

It means majority of respondents completely agreed that Asian Paints should use internet activities in their marketing efforts. Since, internet activities facilitate good access and wider reach to the customers; Asian Paints should take this advantage by incorporating internet advertising in their marketing strategy.

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

Figure 4.8.3: Graphical representation of internet activities in marketing strategy



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

Table 4.8.8: Descriptive statistic related to the use of internet activities in marketing strategy

Parameter	Value
N	400
Mean	3.3100
Median	4.0000
Mode	5.0000
Standard deviation	1.48827
Skewness	-0.267
Kurtosis	-1.413

Interpretation:

From Table 4.8.8, it is observed that-

- a) Mean value scores for parameter company should use internet activities in marketing strategy is 3.3100 with negative skewness -0.267 which indicates

respondent's agreement. It means they strongly feel that Asian Paints must incorporate internet activities in their marketing efforts.

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

Hence, customers are with the strong opinion that Asian Paints should use internet activities to spread awareness & sell their product.

4.9 Reasons for Growing Popularity of Online Marketing

There are various factors which stimulate consumers to get inclined towards internet to like the brand of Asian Paints. Out of which following are important-

- 1) Discount
- 2) Stay Informed
- 3) Interactive
- 4) Getting Access
- 5) Update

Table: 4.9.1: Reasons for growing popularity of online marketing

Response	Discount		Stay Informed		Get Updated		Get Access		Interaction	
	F	%	F	%	F	%	F	%	F	%
Most important	98	24.5	104	26	72	18	106	26.5	110	27.5
Important	132	33	104	26	98	24.5	118	29.5	122	30.5
Least important	88	22	84	21	122	30.5	84	21	72	18
Not important	82	20.5	108	27	108	27	92	23	96	24
Total	400	100	400	100	400	100	400	100	400	100

Interpretation:

From Table 4.9.1, that when respondents asked about the reasons to use internet the following were the responses-

- a) 24.4% respondents consider discount factor as most important and 20.5% respondents do not consider it as important.
- b) 26% respondents consider to stay informed as most important and 27% respondents do not consider it as important.
- c) 18% respondents consider to get updated and 27% respondents do not consider it as important.
- d) 26.5% respondents consider getting access as most important and 23% respondents do not consider it as important.
- e) 27.5% respondents consider interaction factor as most important and 24% 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 of the websites such as specific functional & emotional benefits of the brand and facilitates interaction about the brand directly with the company.

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

Table 4.9.2: Descriptive statistic for reasons of growing popularity of online marketing

	Discount	Stay Informed	Get Updated	Get Access	Interaction
Mean	4.3100	3.990	4.290	3.500	4.140
Median	2.00	2.00	3.00	2.00	2.00
Mode	2.00	4.00	3.00	2.00	2.00
Standard Deviation	1.0015	0.9987	0.9979	1.0015	1.0015
Skewness	0.263	0.268	-0.280	0.263	0.263
Kurtosis	-1.411	-1.400	-1.347	-1.412	-1.413

Interpretation:

From Table 4.9.2, it is observed that-

- a) Modal value for discounts, get access to exclusive content and interaction is 2 which indicates that majority of respondents feels that these three are the most important factors with skewness of 0.263.
- b) Modal value for stay informed about the activities of company is 4 which indicates that majority of respondents feels that it is the least important factor.

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

4.10 Effectiveness of Online Marketing as Compared to Traditional Marketing Tools

Traditional marketing is a broad category that includes many forms of advertising and marketing. It is the most recognizable type of marketing, comprising 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.

Internet marketing is not a single approach to increase brand awareness. It encompasses vast number of platforms. It involves emails, blogs, SEO, website, banners, popups etc. It is more advantageous as compared to traditional mediums of marketing. Every individual along with small as well as large companies can create online presence and can take its benefits. It allows flexibility and saves time, moneys and efforts.

When respondents were asked about the effectiveness of online marketing over traditional marketing, the following were the responses.

Table 4.10.1: Effectiveness of online marketing as compared to traditional marketing tools

Parameters	Frequency	Percent
Wide Range of Information	96	24
Easy Shopping	92	23

Saves Time	62	15.5
Cost Effective	48	12
Interactive	102	25.5
Total	400	100

Interpretation:

From Table 4.10.1, it is observed that -

- a) 24% of respondents find online marketing advantageous as it offers wide range of information about the brand.
- b) 23% of respondents find online marketing beneficial as it offers ease of shopping.
- c) 15.5% of respondents think that online marketing saves time.
- d) 12% of respondents feel that online marketing advantageous as it is cost effective.
- e) 25.5% of respondents find online marketing advantageous as it is an interactive medium.

It means majority of respondents favor for interactivity of online marketing which is not applied in case of traditional mediums like print ads, television, radio commercials or outdoor media. People like to communicate 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 4.10.1: Graphical representation of effectiveness of online marketing as compared to traditional marketing tools

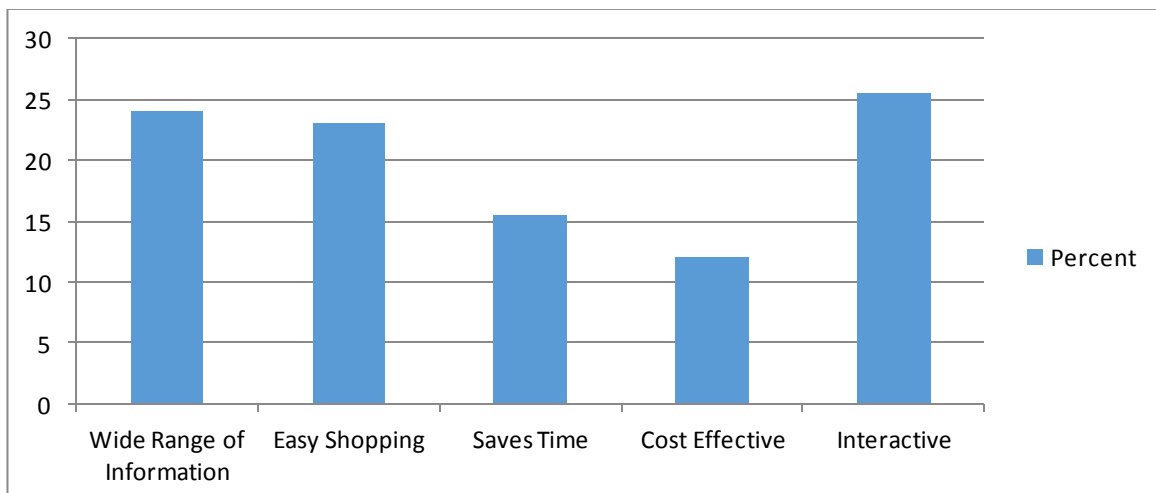


Table 4.10.2: Descriptive statistic for effectiveness of online marketing as compared to traditional marketing tools

	Wide range of Information	Easy Shopping	Saves Time	Cost Effective	Interactive
Mean	4.1600	4.0200	3.9500	3.5600	4.3300
Median	2.0000	3.0000	4.0000	5.0000	4.0000
Mode	2.0000	3.0000	4.0000	5.0000	1.0000
Standard Deviation	0.3541	0.5444	0.8700	1.0220	0.4678
Skewness	0.213	0.0312	-0.279	-0.216	0.265
Kurtosis	-1.3991	-1.3671	-1.3453	-1.2981	-1.4030

Interpretation:

From Table 4.10.2, it is observed that

- a) Modal value for interactive is 1.0000 which indicates that majority of respondents feels that it is the most benefit with skewness of 0.265.
- b) Modal value for wide range of information is 2.0000 which indicates that it is the second most important benefit.

Hence, consumers use online marketing extensively as it offers several benefits over traditional marketing.

4.11 Limitations of Online Marketing as IMC and 7P Tool

The use of online marketing is increasing due to rise in technology friendly attitude of the consumers. As the saying goes, every side has two coins, and therefore there are some limitations of online marketing along with enormous advantages. The following are the disadvantages-

- 1) Privacy Issues
- 2) Susceptibility
- 3) Fraud Activities

- 4) Lack of Touch
- 5) Annoying

To understand limitations of online marketing as IMC and 7Ps tool, respondent's responses are tabulated below.

Table 4.11.1: Limitations of online marketing as IMC and 7Ps tool

	Frequency	Percent
Privacy Issue	84	21
Susceptible	66	16.5
Fraud Activities	104	26
Lack of Touch	80	20
Annoying	66	16.5
Total	400	100

Source: (Pawar, 2014)

Interpretation:

From Table 4.11.1, it is observed that –

- a) 21% of respondents find online marketing is not safe as it may result in some serious privacy issues.
- b) 16.5 % of respondents find online marketing is not safe as it is more susceptible.
- c) 26% of respondents thinks online marketing is not safe as there is more scope of fraud activities.
- d) 20% of respondents find online marketing is not safe as it lacks touch.
- e) 16.5% of respondents find online marketing is not safe as it is often interrupting.

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

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

Figure 4.11.1: Graphical representation of limitations of online marketing as IMC and 7Ps tool

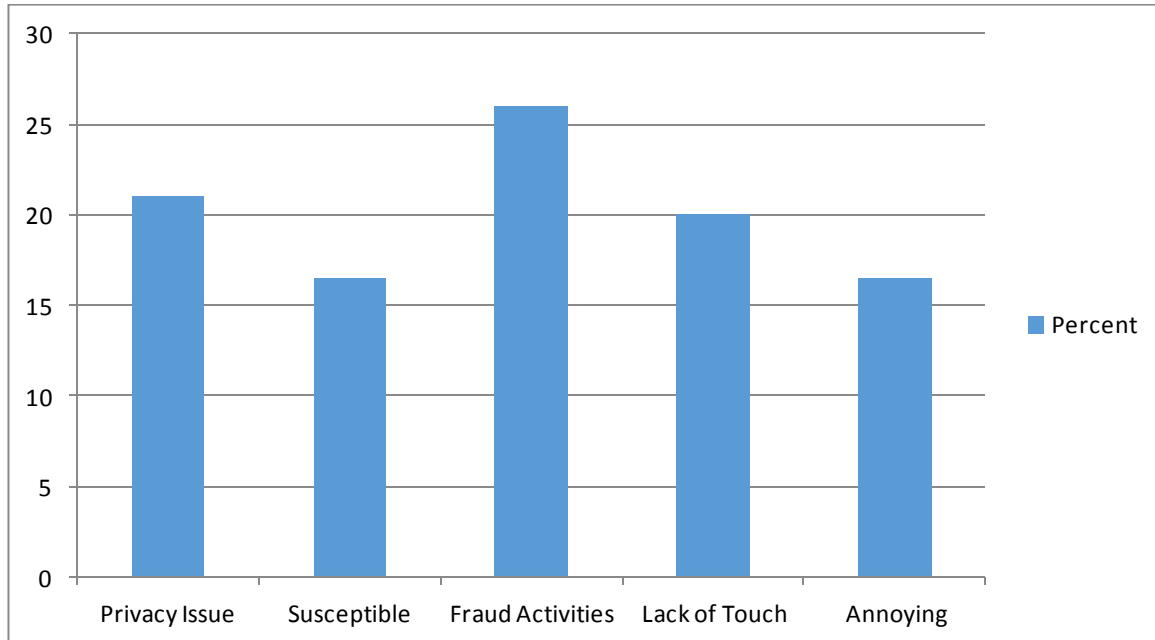


Table 4.11.2: Descriptive statistic for limitations of online marketing as IMC and 7Ps tool

	Privacy Issue	Susceptible	Fraud Activities	Lack of Touch	Annoying
Mean	4.1900	4.0000	4.3900	4.0900	4.0000
Median	2.0000	4.0000	4.0000	3.0000	4.0000
Mode	2.0000	4.0000	1.0000	3.0000	4.0000
Standard Deviation	0.3549	0.8900	0.4679	0.5448	0.8705
Skewness	0.219	-0.277	0.262	0.0314	-0.276
Kurtosis	-1.3995	-1.3459	-1.4035	-1.3677	-1.3459

Interpretation:

From Table 4.11.2, it is observed that

- a) Modal value for fraud activities is 1.0000 which indicates that majority of respondents feels that it is unsafe because of online fraud with skewness of 0.262.

- b) Modal value for privacy issue is 2.0000 which indicates that it is the second most limitation.
- c) Lack of touch is third followed by susceptibility and annoying.

Hence, fraud activities and privacy issues are the major limitations of online marketing.

5 Results and Discussion

The business environment is changing and therefore the tools employed for marketing are changing as well. To stay in the competitive market, it is necessary to integrate the different marketing components. Integrated marketing communication therefore provides the company the ability to speak with a consistent voice and reach more targeted audience and blend various marketing tools at the same time. IMC and marketing mix of 7Ps plays a major role in increasing brand awareness and reach wider number of population. Similarly, the fact that greater number of people now spend more of their time on the internet and more and more people are having access to the internet. From literature review and empirical findings, it was clear that the internet plays an important role IMC. It provides the organisation with enormous flexibility and ability to manage its marketing activities without any additional cost. The supply chain has improved drastically through the internet by enabling effective sharing of information across different bodies. Therefore, company should be able to integrate their marketing plan online to remain highly competitive in the market.

The diploma thesis aimed to analyze relevant secondary data on Internet marketing related to sales increase. This analysis was combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company (Asian Paints). This research work aimed at examining the importance if IMC, marketing mix of 7Ps, internet marketing (Online marketing), effectiveness of internet marketing as a part of IMC. The study was carried in Ahmedabad, Gujarat (India) for Asian Paint Company. It was found that people uses more than one medium to get knowledge about the brand. There are many sources of awareness. The main are online media and television followed by in-store promotion, print ads and outdoor media. It was also noted that people prefer to get detail information about the product before taking purchase decision. People also prefer to spend less time on buying activities. It was discovered from the empirical findings that IMC reach wider audience, blends various marketing tools, increases brand awareness. This provides maximum impact on the peopls. It also delivers consistent message on various platforms. The marketing mix of 7Ps provides opportunities to blend one ore more tools. The quality of product, price, promotion and physical evidence were considered most important by the respondents.

Respondents were also surveyed regarding the importance of internet marketing. It was noted that many people are knowledgeable about its use and many people use it frequently. The main reasons for using the internet are online shopping, social media and media sharing sites for entertainment purpose. Majority of people agreed that Asian Paints uses internet or online marketing as a part of their promotion strategy. It was discovered that people prefer internet because company offers discount, give access to information and it provides interaction.

The internet marketing was considered effective over traditional marketing. It is interactive. It provides wide range of information and ease of shopping. There are some limitations of internet marketing as IMC and 7Ps tool. Respondents feel that there are fraud activities, privacy issues and lack of touch. Some respondents are susceptible and feels that sometimes the ads are annoying.

Internet marketing as a part of IMC plays a significant role in marketing strategy. It reaches wider audience and increases brand awareness by saving time. As long as web page exists, the company information is displayed. The advantages of the internet are interactivity, wide range of information, easy shopping, less cost to carry promotional activities. The internet marketing on social media, emails, pop ups are very effective. As the number of internet users are on rise and frequency of using the internet is also high, more and more people prefer online way.

Internet is necessary in IMC strategy as it provides the company with the ability to easily manage the different marketing mediums and integrate all the various component with the automated online technology. It helps company to meet the demands of the people and provide unique experience.

It is recommended to the Asian Paints that they should use internet marketing as a part of IMC to provide detail information, to increase brand awareness, to reduce cost and to provide interaction. Asian paints should use clear and consistent message across all the marketing platforms. It is also recommended to provide good quality of product that should be economical and physical evidence of the product to attract the customers. Due to certain limitations of online marketing, they should be extra careful and should stay alert.

Asian Paints should mix and match various mediums to reach their target audience. This will help to spread awareness and to influence people; company must formulate an effective Integrated Marketing Communication plan where they can combine various tools to grasp maximum prospects and to create huge impact. Company should not rely entirely on online marketing; it must make it a part of Integrated Marketing Communication strategy. As a result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This credibility will generate trust among consumers towards the brand.

In order to stay in the competitive market and to retain its customers, Asian Paints should utilise rigorous marketing strategies along with the new communication technology. This will help the company to retain its top position.

6 Conclusion

In today's rapidly changing world, it has become more and more important for the businesses to integrate marketing communications. Integrated marketing communication therefore provides the company the ability to speak with a consistent voice and reach more targeted audience and blend various marketing tools at the same time. IMC and marketing mix of 7Ps plays a major role in increasing brand awareness and reach wider number of population. Similarly, the fact that greater number of people now spend more of their time on the internet and more and more people are having access to the internet. From literature review and empirical findings, it was clear that the internet plays an important role IMC. It provides the organisation with enormous flexibility and ability to manage its marketing activities without any additional cost. The supply chain has improved drastically through the internet by enabling effective sharing of information across different bodies. Therefore, company should be able to integrate their marketing plan online to remain highly competitive in the market.

The study concludes that IMC, marketing mix of 7Ps and internet marketing plays an important role in the promotional activities. 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. People do require detailed information about the brand so as to evaluate its strengths and weaknesses. This detail information then saves their time by allowing them to make the purchase decision quickly.

Internet has given us many ways of communication. E-mail is the important tool which is used for contacting and keeping in touch with the audience. It provides vast amount of information. It has given us search engines, which are capable of cataloging every word. It also provides us with social media and the other resources as well. Thus, internet has become a path to reach potential customers. It has become an important part of marketing. Overall, the internet offers some well defined advantages over traditional media. At the same time, this medium has some limitations. However, as part of an Integrated Marketing Communications program, the internet is a very valuable tool.

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 and media sharing. People get motivated towards internet 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 . The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by wide range of information and ease of shopping. These benefits makes 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.

The objective of the study was to determine the effectiveness of internet marketing in Integrated Marketing Communication in growing sales. Internet has provided a better platform to achieve Integrated Marketing strategy. It helps to satisfy customers needs via different platforms. Integrated marketing with internet aims at providing a large mass of audience with a consistent and uniform message and it can be achieved instantaneously. The information can be send across a globe in shortest possible time. With automation technologies online, company can ensure that there message on different mediums are same and this will increase the level of trust among the customers, thereby developing brand loyalty and increasing sales. Internet is also important in Integrated Marketing Communication strategy as it provides the company with ability to easily manage the different marketing mediums and blend the various components with automated technology online. It helps company to mitigate customers' demands and at the same time focus on providing unique value to customers.

Internet marketing as a part of IMC plays a significant role in marketing strategy. It reaches wider audience and increases brand awareness by saving time. As long as web page exists, the company information is displayed. The advantages of the internet are interactivity, wide range of information, easy shopping, less cost to carry promotional activities. The internet marketing on social media, emails, pop ups are very effective. As the number of internet users are on rise and frequency of using the internet is also high, more and more people prefer online way.

Asian Paints should use internet marketing as a part of IMC to provide detail information, to increase brand awareness, to reduce cost and to provide interaction. They should provide clear and consistent message across all the marketing platforms. Various mediums should be blended together to reach the target audience. This will help to spread awareness and to influence people. Company should not rely entirely on online marketing; it should make it a part of Integrated Marketing Communication strategy. As a result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This credibility will generate trust among consumers towards the brand. Due to certain limitations of online marketing, they should be extra careful and should stay alert.

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Appendices

Consent to Participate in Research

You are invited to participate in a research study; entitled “**ANALYZING THE EFFECTIVENESS OF INTERNET MARKETING IN GROWING SALES**”. The study is being conducted by Mr. Yash Bhagat. The purpose of this research is to explore the importance of IMC, marketing mix of 7Ps and 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 minutes 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. Names in the survey will be kept completely anonymous and will not be displayed or shared with anyone. This Survey is completely for educational purpose.

Research Questionnaire

Respondent's details

Name: _____

Gender: Male Female

Occupation: Student Employee (Service) Self Employed

Age: Between 18 to 25 years

Between 25 to 35 years

Between 35 to 45 years

Contact details: _____

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

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

No Somewhat Yes

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

Print Ads

Television

In- Store Promotion

Outdoor Media

Online Media

3. I do not require much information to take purchase decision.

Strongly Disagree

Disagree

No Opinion

Agree

Strongly Agree

4. I do not prefer to spend much of my time in purchase of any commodity.

Strongly Disagree

Disagree

No Opinion

Agree

Strongly Agree

5. How IMC is effective?

Reach Wider Audience

Saves Tims & Money

Blend Various Marketing Tools

Develops Brand Awareness

Consistent Message

6. Which the important of marketing mix of 7Ps?

Product

Price

Place

Promotion

People

Process

Physical Evidence

7. Are you knowledgeable about the use of Internet?

Not Knowledgeable

Somewhat Knowledgeable

Knowledgeable

Very Knowledgeable

8. What is your frequency of being online?

Very Low

Low

Moderate

High

Very High

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

Social Networking

Get Information

- Media Sharing Sites (Entertainment)
- Blogs
- Podcasts
- Online Shopping
- Other Purpose

10. Companies should use online activities in their marketing efforts.

- Strongly Disagree
- Disagree
- No Opinion
- Agree
- Strongly Agree

11. What are the reasons for the growing popularity of online marketing?

	Most Important	Important	Least Important	Not Important
Discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stay Informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get updated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Wide Range of Information
- Easy Shopping
- Saves Time

Cost Effective

Interactive

13. What loopholes does online marketing carry as IMC and 7Ps tool?
(Tick only one, which is more prominent according to you)

Privacy Issue

Susceptible

Fraud Activities

Lack of Touch

Annoying

Any comments / suggestions / opinions (Remember, your comments will be anonymous)

Thank You for your precious time to fill up this survey.