

Online Marketing as an Effective Tool in the Integrated Marketing Communication

Pankaj Gadia^{1*} Dr. Vani Majumdar²

¹ Research Scholar, University of Technology, Jaipur, Rajasthan

² University of Technology, Jaipur, Rajasthan

Abstract – Internet and the use of web sites has grown during the past decade to become more and more important as a marketing communication tool, in today's rapidly changing business environment. Furthermore it is also an important source of income. This Paper aims to investigate how web sites are used as an integrated marketing communications tool regarding issues such as objectives, reaching and communicating with target audiences, what types of integrated marketing communication tools used and how to measure the effectiveness of using web sites as an integrated marketing communications tool.

Keywords: Integrated Marketing Communication, Online Marketing

-----X-----

INTRODUCTION

Integrated Communication in Marketing

"A marketing strategy is at the heart of any corporate technique; businesses exist to move products that attract consumers".

Integrated Marketing Communication (IMC) is a methodology used by companies to define their communication practices and organize them. The American Association of Advertising Agencies describes IMC as "a term that perceives the additional calculation of a far-reaching strategy that assesses the core positions of a range of communication disciplines and consolidates these disciplines to provide transparency, continuity and the greatest impact in advertising". The identity and knowledge core of the company is improved as each direct marketing contact operates in unity rather than discrimination. [1]

As William Stanton points out, "IMC is a part in the marketing mix of the company that is used to educate, inform and remind the consumer of the association and/or its goods."

Integrated Marketing Communication as a mixture of practices, tools and media used by an advertiser to warn or remind intended customers of a particular product offering and to try to persuade them to buy or use it.

IMC puts together different advertising tools and services forms of communication / marketing / advertising to improve value. IMC is finally accomplished by means of lightweight and reliable

knowledge that facilitates the fondness of nature and shopper. Viable IMC notifications and pictures are important and helpful to customers, providing information and product continuity-a validated IMC principle-providing customer satisfaction and reliability. [2]

COMMUNICATION IN MARKETING

IMC is a critical business method used to prepare and grow, implement plus analyze supported, quantifiable, appealing brand engagement campaigns for buyers, clients, prospects, and others based on, large outdoor and indoor crowds. In this way, IMC's key distinction The use of three terms is based on simple brand communication:

- (I) Primary,
- (II) Assessment and
- (III) Quantifiable.

IMC typically includes a brand contact blend use so that it is ideally designed to fulfill such purposes, calculated to preserve control for advertisers and reviewed after some period.

In comparison, these elements are worried about by numerous IMC creators agree that although IMC's concept is not new, but the manner in which brand discourse was not deliberately designed and methodology is widely recognized as fundamental, gives this definition a different look. [3]

MARKETING OF VIRAL

Viral marketing is an IMC tactic that is used mainly by popular brands; marketers increasingly see viral marketing as an important IMC tool because it gives advertising's customs advantages and profitability. The company promotes the item in viral marketing through Word of Mouth Marketing (WOMM), using the consumer's communication networks, and sells the item based on their individual recommendations. Organizations are actively looking for viral marketing, increasing their contributions to debate.

RESEARCH & METHODOLOGY

Scope of research

The aim of the inquiry is to understand the massive impact of online marketing as a part of Unified Marketing Communication and to hear about its impressive contributions in simply speaking promotion, as well as to recognize some difficulties in using online marketing as an unified marketing communication tool. These research ideas can be used to create a suitable Unified Marketing Communication System in which businesses, in addition to other IMC customary tools, can pay special attention to online marketing.[4]

Research objectives

The study destinations are as follows, taking into account the above research concerns.

- i. To understand the importance of online advertising to change the situation of the business sector.
- ii. To understand the purpose behind the development of online marketing popularity.
- iii. To determine the effectiveness of online marketing as opposed to traditional marketing tools.
- iv. To consider online marketing shortcomings as IMC tools.[5]

Methodology of research

The first step is planning proposal for analysis. It means planning a leading research method. It is a nitty gritty description of how the work targets are to be met. Study architecture is in essence both exploratory, analytical and court. It allows the agent to respond to different kinds of social / monetary inquiries. In the midst of data collection and analysis, the researcher must obtain the drawing derivations task. Researcher will reveal connections and processes that underlie his findings and finally ends just by knowing them. Translation refers to the undertaking to derive derivations after a thorough inquiry from the collected certainties. [6]

It's a quest for greater importance and findings in science. It is the tool through which variables that seem to explain what the researcher has seen It can be understood better in the course provide a concrete definition that acts as a reference for further study. It is important because it will lead to the discovery of the inquiry and the genuine progress of the prosecution.

Method of survey

The survey strategy is the way to collect data by questioning people who are considered to have the highest investigation expertise. Each effort should be made to specifically communicate the destinations. [7]

Sampling methods

For the simple inconceivability of surveying the entire population, sample collection is adopted by adding realism in the application of samples we summarize the results of our study.[9] A complete standard is known as registry enquiry for all aspects of the public. In any scenario, time and cost factors often contribute to a number of respondents inspection strategies.

A sample concept is a special way to obtain a sample from a given population.

Sampling process

Population definition: the population is said to be completely characterized if the following terms are defined in any case, for example, elements, test units, degree and time. Those words could be defined as sought in this research.[8]

RESULT AND DISCUSSION

The term research applies to different measures in addition to the search for examples of relationships between data groups.

According to the structure laid out in the study strategy or research design, data after assortment must be treated and analyzed. This is key to a clear analysis and to ensure that we have any single important data to make observations and analyzes. [10]

"In this sense, during the time spent researching, associations or comparisons that endorse or conflict with a particular or new theory should be subjected to statistical essentiality testing in order to assess what validity evidence can be used to explain certain results."

Study of description

Descriptive analysis is the concept used to analyze data that reflects, resides or abbreviates data in an

important way with the ultimate goal that may emerge from the data, for example.

Descriptive methodology is one of today's most common methodologies. In this approach, the researcher using a questionnaire or calendar is presenting a topic.

The importance of online advertising to change the situation of the business sector

Digital marketing refers to a variety of essential tools and methodologies used in the advertising of items and services through the Internet. This integrates relationships with eligible potential customers and results in a much higher level of industry growth than normal marketing.

Online marketing synergistically incorporates the innovation and technological capabilities of the Internet, including architecture, development, promotional advertisement, While focusing on primary business models like e-commerce at the same time, blogs focused on popularity, local search, etc.

Due to the additional platforms and communication structures available on Digital marketing uses a wider range of targeting features than ordinary consumer ads.

Internet ads, for example, may express certain advantages,

- Potential growth
- Costs reduced
- Communication is elegant
- Better control
- Improved service to customers
- Competitive leeway.

Internet marketing, digital marketing, predictive marketing and SEM are also known as online marketing.

To understand the importance of online advertising in evolving business scenario respondents were given some details about Internet usage, online recurrence, intent of internet usage and use of online activities by organizations in their marketing efforts. The subtleties below are given.

Knowledge about internet usage

Now, the Internet is one of day-to-day's most important pieces. There are huge amounts of activities that should be available to use the internet, so it is necessary. A large part of traditional contact culture, including telecommunications, music, video, and

television, is being reshaped or re-imagined Through the Web. It has made email, online gatherings and social networking accessible and created different types of human experiences. Online shopping has flourished with major retail outlets, local craftsmen and retailers. Possibilities ranging from teens and adults from almost any age group use the internet for their own specific purposes. These applications may include social networking, sharing images (photography, melodies and video), shopping online, local checking, and so on. This allows greater flexibility in working hours and in the sector, particularly with the spread of unmetered fast associations.

To learn whether respondents are at the same time as using the Internet; if internet, they have been given some knowledge about their experience into use. The subtleties below are marked.

Table. Knowledge about internet usage

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

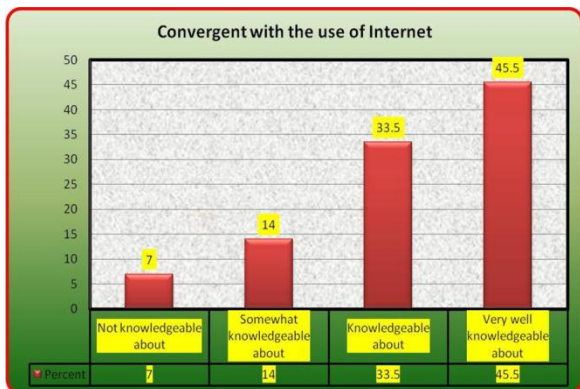
Interpretation:

Table shows that when respondents were given some information about their internet connection;

- i. 7% The public was not informed.
- ii. To some point, 14% were educated on the Internet.
- iii. The Web was trained at 33.5 percent.
- iv. 45.5 percent had a very good internet education.

It implies significant levels of internet respondents are well-learned. They are well connected with the different uses, capabilities and benefits offered by the internet. While only a few, for example, 7 percent of the 200 respondents are not knowledgeable about the internet. This indicates that there is a high level of internet expertise.

For explore more, we are graphically referring to the details above. This is according to the following.



Graph: Graphic representation of Internet-related information

The purpose behind the development of online marketing popularity

The Internet has changed consumer buying propensities and has become smoother than ever in recent memory with swift creative changes to get to the internet. Individuals can get anywhere and anywhere they like to the internet. Recorded below is a part of the customer's internet benefits.

- a. Stay up to date with consumers
- b. Customers are able to compare online
- c. Clear product information for the customer
- d. Reduction of global carbon footprint
- e. Shopping 24/7

To explain the different explanations behind the growth of online marketing researchers' success, they provided some knowledge about important components, such as the internet brand, the propensity to print ads or TV commercials, and the advantages of online marketing over custom marketing.

The subtleties are spoken of as below.

1. Important factors that motivate people to Like the web brand:

There are various elements that allow customers to be likely to like the brand for online marketing. 1) markdown-advertisers are hardly unmistakable, they will sell goods at reduced prices because they do not have to put resources into leasing, electricity and platform expenses as they market their items online. 2) Customers remain updated on different operational activities through the media. Organizations are creating their own platforms in which knowledge associated with their name, demonstrates and promptly available organizational identity to customers. 3) Using certain shopping platforms such as zomato.com, flipcart.com, myntra.com and so on,

customers can obtain information on the variety of the products available on the market in the context of the object. 4) Great messaging and imaginative sources of information make the brand more appealing, entertaining and desirable to customers, 5) The Internet allows access to the exclusive material that is not accessed by people by some other means. They will gain admission to various plans associated with the brand, explain specific advantages, they are likely to appreciate by company 6) Online is really an engaging medium in terms of buying the brand, they can organize digitally as well as freely express their views with the organization on the strengths and disadvantages of a particular brand.

Table. Importance of variables that inspire respondents to like the Internet brand

	Discount		Stay informed about the activities of company		Get updates on brands and its future extensions		For fun, entertainment		Get access to the exclusive content		Interaction	
	F	%	F	%	F	%	F	%	F	%	F	%
Most important	49	24.5	52	26.0	36	18.0	33	16.5	53	26.5	48	24.0
Least important	66	33.0	52	26.0	49	24.5	56	28.0	59	29.5	61	30.5
Not important	41	20.5	54	27.0	54	27.0	66	33.0	46	23.0	55	27.5
Total	200	100	200	100	200	100	200	100	200	100	200	100

Interpretation:

Table indicates that when respondents received some knowledge about factors that motivate them to use the internet;

- i. 24.4% The rebate factor is generally considered significant by 24.4% of respondents and 20.5% do not consider it significant.
- ii. 26% The other element ' to stay informed about the activities of an organisation ' is generally considered important by 26% of respondents and 27% of respondents do not see it as relevant.
- iii. Another consideration ' to get refreshments on products and their potential growth ' is seen by 18% of respondents and 27% of respondents do not see it as relevant.
- iv. 16.5% respondents consider other factor 'Fun and stimulation' and 33% respondents don't think about it as significant.
- v. 26.5 percent of respondents agree that other criteria ' to gain admission to choose a drug '

are usually significant, and 23 percent of respondents do not find this to be significant.

- vi. 24% The contact factor is generally considered to be significant by 24% of respondents and 27.5% do not find it to be significant.

The effectiveness of online marketing as opposed to traditional marketing tools

Digital marketing is more effective than traditional marketing:

Conventional marketing is a broad term incorporating multiple styles of advertising and marketing. It's the most blatant kind of advertisement, wrapping up the ads we see and hear every day. Many conventional methods of communication come under one of four classes: writing, messaging, postal mail and telecommunications.

- a) Print: Includes papers, newsletters, magazines, handouts and other circulation literature
- b) Broadcast: Includes advertisements for radio and TV, as well as special systems such as on-screen cinema ads
- c) Direct mail: contains brochures, postcards, posters, notes, Indexes and other products written and sent to customers directly.
- d) Telecommunications: involves the above voice targeting and cold selling to customers

Internet marketing is certainly not a solitary way to deal with raising an item's curiosity and visibility. The area contains a few fields in view of the vast number of stages that the Internet makes. This requires everything from messaging, to Search Engine Optimization (SEO), to web design, and much more to meet a growing, consistently growing audience on a regular basis. This presents customers with certain focal points over personalized ads.

The Web becomes omnipresent and inevitable. It has grown to include virtually every part of society, replacing or supplanting previously existing communication methods by and large. This means that any organization, from the smallest non-profit company to the largest, and even the entity, has a reason to create a solid online proximity. It requires exceptional adaptability to browse a wide range of online products without adding to their resources and energy.

Once respondents were given some information the respondents provided answers on the advantages of online marketing over traditional marketing.

Table: Online marketing gains over traditional marketing

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

Interpretation:

It can be seen from table

- i. 24% of respondents agree that online marketing is important because it provides a wide range of brand knowledge,
- ii. 23% of respondents believe that online marketing is beneficial because it offers shopping simplicity,
- iii. 15.5 percent of respondents agree that online marketing is appealing because it saves shopper time,
- iv. 12% Of online marketing, online marketing is invaluable because it requires limited purchasing effort,
- v. Online marketing is worth 25.5 percent of respondents as it is an immersive platform.

It means dominant part of respondents endorsing web marketing's immersive potential that is not extended whether traditional advertising or open-air media would exist. Consumers like to share their viewpoints and deliver their criticism regarding the assessment of the brand or the option of purchasing.

They talk graphically to the above data in order to break down further.



Graph: Graphic representation the benefits of online marketing over traditional marketing

Online marketing shortcomings as IMC tools

Online marketing has been beating traditional ads late and continues to be a highly developed industry. There are some drawbacks, however, that make online marketing at some degree disadvantageous. That's it;

1. Internet marketing is not free as network expenses, planning, website design, internet dispersion prices, website maintenance and yes time should all be measured in terms of the cost of providing the item and service.
2. Nevertheless, the internet is regarded as a medium for collecting information relevant to objects. There are many people who still lean on live engagement when they buy.
3. So many tricks on the web.
4. The scheduling of changes is important, and getting outdated information online is anything but difficult.
5. Because of the uncertainty of the security of the venue, a large number of guests will have no incentive to use their Visa to pay if you don't have the Visa sparkling understanding that the place is secure.
6. The largest segment of internet advertising lacks customer service and complaint response programs. In addition, most destinations have a poor route that makes it extremely difficult for the guest to find out what they are looking for. Most facilities is designed without a customer service viewpoint.

The respondents were asked if they were moving towards online advertising that found all items to be the most safe to use on an understanding scale. The responses were marked as below:

5. Firmly agree 4 Agree 3. No opinion 2. Disagree 1. Unequivocally oppose this idea.

The following empirical results are listed below.

Table: Preference internet ads as it is free to use

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

Interpretation:

Table indicates that when respondents were asked whether they would find the safest way to use it online marketing;

- This proposal was unambiguously rejected by 20%.
- The gap was 29 percent.
- 16.5 percent had no finding on this case.
- 17% Comprehension suggested and,
- 17.5 per cent accepted enthusiastically.

This means that much of the respondent does not feel particularly secured by online marketing. To order to know the causes, respondents were asked to acknowledge the drawbacks directly.

To further investigate, we are graphically speaking to the above results. It will be the following.



Graph: Online advertising preference graphic representation as it is SAFEST to use

REFERENCES

1. Barnes, N., & Mattson, E., (2008). Social media in the Inc. 500: The first longitudinal study [Electronic version]. University of Massachusetts Dartmouth Center for Marketing Research. Retrieved from: <http://www.umassd.edu/cmr/studiesresearch/blogstudy5.pdf> [Accessed on 11th March, 2014]
2. IAB Platform Status Report: User Generated Content, Social Media, and Advertising — An Overview, April 2008. Available at: http://www.iab.net/media/file/2008_ugc_platf orm.pdf [Accessed 14th March, 2014].
3. Kerr, G., Schultz, D., Patti, C. & Kim, I. (2008). An Inside-Out Approach to Integrated Marketing Communication: An international analysis. International Journal of Advertising.[Online], 27(4), pg. no. 511–

548. Available at:<http://ristiuty.edublogs.org/files/2008/11/integrated-marketing-communication.pdf> [Accessed on 11th March, 2014].
4. Lindberg, Nyman and Landin (2010). How to Implement and Evaluate an Online Channel Extension through Social Media. Available at: <http://lnu.divaportal.org/smash/record.jsf?pid=diva2:322517>[Accessed on 11th March, 2014].
 5. Diamond, S. (2008). "Web Marketing for Small Businesses: 7 Steps to Explosive Business Growth", Sourcebooks Inc., Illinois.
 6. Reid Mike (2005). "Performance auditing of Integrated Marketing Communication [IMC] actions & outcomes", Journal of Advertising, vol. 34, pg. no. 41-54.
 7. Weinberg, Tamara (2009). The new Community Rules: Marketing on the Social Web. O'Reilly Media Inc. Sebastopol, CA, USA.
 8. Schultz, Don E., Tannenbaum, Stanley I., and Lauterborn, Robert F. (1993). Integrated Marketing Communications, NTC Business Books, Lincolnwood, IL.
 9. Smith, P. R. and Taylor, J. (2004). Marketing Communications: An Integrated Approach. Edition 4, Malta: Gutenberg Press,
 10. Fill, C. (1999). Marketing Communications: contexts, Contents and strategies. 2nd ed. Prentice Hall Europe.

Corresponding Author

Pankaj Gadia*

Research Scholar, University of Technology, Jaipur, Rajasthan