

A Study of the Effectiveness of Online Marketing on Integrated Marketing Communication in Rural Marketing with Special References In FMCG Industry

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Abstract- *Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together. At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony... Integrated Marketing Communication is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation. It makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing , direct marketing in order to generate maximum impact on the target audience at the minimum cost. "IMC is an element in organization's marketing mix that is used to inform, persuade and remind the market regarding the organization and / or its products." It blends various promotional tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity. Effective IMC messages and images are meaningful and useful to consumers, and messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty. Viral marketing is an IMC technique that is mostly used for trendy brands; Marketers are increasing acknowledging viral marketing as an important IMC tool because it offers the traditions benefits and effectiveness of advertising. In viral marketing the organization promotes its product using Word of Mouth Marketing (WOMM), Because of the Internet's versatility, it will give an organization the opportunity to reach and interact with its target market. Companies can now produce an IMC .campaigns that exclusively targets the desired customer more successfully with less cost as compared to traditional communication efforts.*

Keywords- Integrated Marketing Communication, Public Relations

I. INTRODUCTION

"At the heart of any business strategy is a marketing strategy; Businesses exist to deliver products that satisfy customers".

Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation. The conception of integrated marketing communication (IMC) is fairly new. The IMC tools allows marketing manager to plan and then execute his marketing communication programs, which create and maintain mutually beneficial, long-term relationships with the target market by satisfying their needs and wants. This means that promotion tools are used to create loyalty. Online Advertising is becoming powerful IMC tool for advertisers and organization can use online advertisement as people are now spending more time online; the Internet became another channel via which companies can market their offerings successfully. Because of the Internet's versatility, it will give an organization the opportunity to reach and interact with its target market. Companies can now produce an IMC campaigns that exclusively target the desired customer more successfully with less cost as compared to traditional communication efforts

II. LITERATURE REVIEW

This study aims at exploring detailed information on major domains of the dissertation topic by reviewing past

research, books and related articles. Modern studies and past theories concerning these domains are presented. Since the major domains of research topic are – Integrated Marketing Communication & Online Marketing. The review of literature will revolve around these

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

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

III. RESEARCH OBJECTIVE

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

IV. IMPORTANCE OF INTEGRATED MARKETING COMMUNICATION

Integrated Marketing Communication (IMC) is an approach used by organizations to create brand awareness and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. Marketing mix include the combination of various promotion tools such as print ads, outdoor ads, television commercials, direct mailers, public relations personal selling, sales promotion etc.

It is the guiding principle that organizations follow to communicate with their target markets. It is the most innovative function of marketing endorsed by advertising and marketing practitioners. To understand the importance of IMC researcher asked respondents about number of medium to get knowledge about any brand, sources of awareness of various brands, amount of information required to take purchase decision and time spent in purchase of any commodity

V. RESEARCH DESIGN

“A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure”

This study is a descriptive research design in which I have explained the present nature of the public and integrated marketing communication in online marketing.

VI. DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis.

SOURCES OF AWARENESS FOR VARIOUS BRANDS
TABLE-1

SOURCES OF AWARENESS FOR VARIOUS BRANDS	FREQUENCY	PERCENT
Print ads	22	11.0
Television commercials	53	26.5
In-store promotion	37	18.5
Outdoor media	18	9.0
Online media	70	35.0
Total	200	100.0

Interpretation:

From this table show it is observed that when respondents were asked about which source do they refer the most to get awareness of various brands;

This table shows as 11% have chosen print ads, 26.5% respondents have chosen Television commercial, 18.5% have chosen In-store promotion, Only 9% have chosen Outdoor media, 35 % respondents have chosen Online media, which is the higher of all. It means consumers do refer various mediums to get awareness but highest preference is being given to online media. Online media incorporates blogs, online PR, Window displays, banner ads etc. And consumers today are more exposed to these forms of online advertising as compared to advertising through other medium. To analyze further we represent above data graphically. This is as follows

Graph no-1

Graphical representation of Sources of awareness of various brands

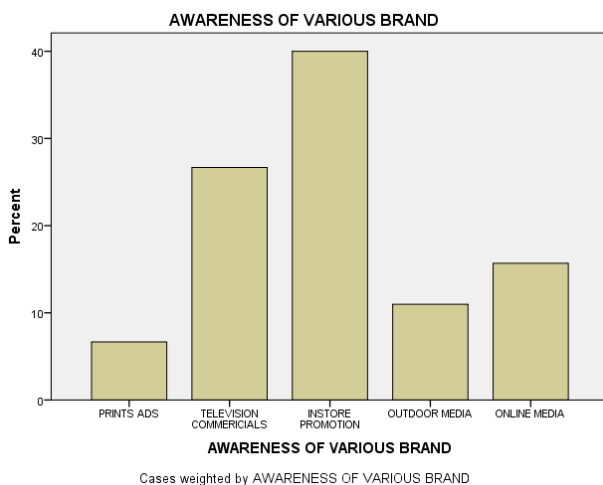


Table 2H1: correlation analysis between knowledge about any brand and awareness of various brand:

The objective of testing this hypothesis is to know whether the knowledge about any brand and awareness of various brand to have a statistically significant linear relationship with knowledge about any brand. The correlation analysis was conducted to check the bivariate relations between knowledge about any brand and awareness of various brand. This was awareness of various brand with $r = -.221^{**}$, $p < 0.01^{**}$. This Correlation is significant at the 0.01 level (2-tailed) test and thus the correlation method for the given data analyzed, interpreted & represented spss.

Table -2 Correlation analysis between knowledge about any brand and awareness of various brand.

CORRELATIONS	KNOWLEDGE ABOUT ANY BRAND	AWARENESS OF VARIOUS BRAND
KNOWLEDGE ABOUT ANY BRAND	Pearson Correlation	1
	Sig. (2-tailed)	.000
	N	255
AWARENESS OF VARIOUS BRAND	Pearson Correlation	-.221**
	Sig. (2-tailed)	.000
	N	255

** . Correlation is significant at the 0.01 level (2-tailed).

Table-3 Descriptive statistics scores for information and time spend to take purchase of any commodity.

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

Interpretation: From table no. 3 it is observed that

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

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

VII. CONCLUSION

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser . With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

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