



A study of the effectiveness of online marketing on integrated marketing communication

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Abstract

Integrated Marketing Communications (IMC) is widely employed on a global scale. This study aims to advance knowledge of IMC, its effects, and how it differs from conventional advertising. It integrates communication, marketing, advertising services, and techniques in the context of marketing. IMC is ultimately achieved by clear and reliable product marketing, which includes both offline and online advertising. Some positive effects of IMC include brand management, consumer loyalty, brand dependability, favourable brand image, distinctive brand association, better benefit, increased agreements, and cost reserve funds. IMC affects consumers more than traditional marketing strategies do. For its analysis, the study used both primary and secondary data.

Keywords: Integrated marketing communications, traditional marketing, online marketing etc

Introduction

Businesses can better define themselves and arrange their communication efforts with the aid of integrated marketing communication (IMC). "A concept that recognises 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," according to the American Association of Advertising Agencies, defines IMC. Marketing communication must be a part of your strategy if you want to create a specific competitive edge in the market. Administrators are becoming more and more concerned with consumer preferences as advertising research expands.

Statement of the Problem

Despite the increasing importance of online marketing as a part of integrated marketing communication, there is a lack of comprehensive research on the effectiveness of online marketing on various components of IMC. There is a need for research to understand how online marketing contributes to brand awareness, customer engagement, conversion rates, cost-effectiveness, and customer retention in the context of IMC. Additionally, there is a need to compare the effectiveness of online marketing with traditional marketing channels and to identify the best practices for integrating online marketing with other communication channels. Therefore, the problem that needs to be addressed is to understand the effectiveness of online marketing on integrated marketing communication and its impact on various marketing objectives.

Objectives of the Study

- To understand the importance of Integrated Marketing Communication.
- To understand the importance of Online advertising in changing market scenario.
- To identify the limitations of online marketing as IMC tool.

Methodology

The first step is to formulate a research design. This means planning a strategy of conducting research. It is a detailed plan of how the goals of research will be achieved. The survey method is the technique of gathering data by asking questions from people who are thought to have the desired information.

Sampling Desings

The random sampling method will be used to collect the data. For this research sample size of 100 respondents is used.

Data Source

Source of Primary data

The data is collected through online questionnaire for this research. The primary data is collected through respondents by online questionnaires.

Source of Secondary data

The data is collected through magazines, books, online articles and online tools for marketing.

Table 1

| Gender | | | | | |
|--------|------------|-----------|---------|---------------|--------------------|
| | Particular | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Male | 41 | 37.6 | 37.6 | 37.6 |
| | Female | 68 | 62.4 | 62.4 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |

| Age | | | | | |
|-------|----------------|-----------|---------|---------------|--------------------|
| | Particular | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Below 20 years | 32 | 29.4 | 29.4 | 29.4 |
| | 21 - 40 years | 51 | 46.8 | 46.8 | 76.1 |

| | | | | | |
|--|---------------|-----|-------|-------|-------|
| | 41 - 50 years | 26 | 23.9 | 23.9 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |

Interpretation

- The above table shows the gender of the respondent at the male 41(37.6) and female 68(62.4). The majority of the gender are from female 68(62.4).
- The above shows the age of the respondents at the below 20 years 32(29.4) and 21-40 years 51(46.8) and 41-50 years 26(23.9). The majority of the age are from 21-40 years 51(46.8).

Table 2

| Educational qualification | | | | | |
|---------------------------|------------------|-----------|---------|---------------|--------------------|
| | Particular | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Secondary school | 46 | 42.2 | 42.2 | 42.2 |
| | Graduate | 35 | 32.1 | 32.1 | 74.3 |
| | Diploma | 28 | 25.7 | 25.7 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |

| Marital status | | | | | |
|----------------|---------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Single | 63 | 57.8 | 57.8 | 57.8 |
| | Married | 46 | 42.2 | 42.2 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |

| Occupation | | | | | |
|------------|---------------------|-----------|---------|---------------|--------------------|
| | Particular | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Self employee | 2 | 1.8 | 1.8 | 1.8 |
| | Private employee | 3 | 2.8 | 2.8 | 4.6 |
| | Government employee | 1 | 9 | 9 | 5.5 |
| | Professional | 2 | 1.8 | 1.8 | 7.3 |
| | Student | 36 | 33.0 | 33.0 | 40.4 |
| | Other | 65 | 59.6 | 59.6 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |

Interpretation

- The above tables show the educational qualification of the respondent at the secondary school 46(42.2) and graduate 35(32.1) and diploma 28(25.7).
- The majority of the educational qualification are from secondary school 46(42.2).
- The above table shows the marital status of the respondents at the single 63(57.8) and married 46(42.2). The majority of the marital status are from single 63(57.8).
- The above table shows the occupation of the respondents at the self-employee 2(1.8) and private employee 3(2.8) and government employee 1(9) and professional 2(1.8) and students 36(33.0) and other 65(59.6).

References

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Suggestions

It is recommended that the companies should use combination of various online and traditional marketing tools to communicate with consumers. Loopholes in online marketing like security issues, privacy issues, fraudulent practices need to be addressed. The future study can be conducted on this topic by evaluating consumer response to every individual tool of marketing.

Conclusion

It is concluded from the above study that most of the respondents prefer using multiple marketing platforms to gain knowledge about products. Respondents prefer online marketing over traditional marketing. Respondents tend to like or follow brands on various platforms for discounts, reviews and feedback, updates about the brands.