



STUDY OF THE EFFECTIVENESS OF DIGITAL MARKETING ON INTEGRATED MARKETING COMMUNICATION (IMC)-AN EMPIRICAL STUDY IN DELHI-NCR

DR.RAKESH KUMAR,

Associate Professor, Department of Commerce, Shaheed Bhagat Singh College (Morning),
University of Delhi.

RAJESH KUMAR,

Assistant Professor, Department of Commerce, Govt. College Sujampur Tihra, H.P

ABSTRACT

Social media usage is gaining pace at a very high rate. This report analyses the use of social media be used as a marketing tool and customer reach. I had done this project with a digital marketing firm in Delhi NCR. The main objective of the research was to understand from user perspective as to what channel or medium of communication do they prefer for brand awareness. The businesses can align their IMC strategy with the users' responses. This will help them to reach their target audience in the best possible way. This will in turn help to get not only ROI but also ROMI i.e. Return on marketing investment on each channel. The main objective of this study is to find out the effectiveness of digital marketing on integrated marketing communication and to know the preferred channel through which brand awareness is made.

KEYWORDS: Digital Marketing, Online Advertising, Integrated Marketing Communication, Online Advertising and Print Media.



INTRODUCTION

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. For example, think with Google marketing insights found that 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications. While modern day digital marketing is an enormous system of channels to which marketers simply must on-board their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. By implementing an Omni channel digital marketing strategy, marketers can collect valuable insights into target audience behaviours while opening the door to new methods of customer engagement. As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized. The rationale behind integrated marketing communications (IMC) is to achieve the promotional objectives in reaching target markets and to raise awareness of the companies' products and services. Therefore, IMC may involve the combination of different promotional tools, including; advertising, personal selling, sales promotions, direct marketing, interactive marketing, publicity and public relations

LITERATURE REVIEW

There are a number of researches done in the past that explain IMC & online marketing, their implementation and limitations.

- IMC has the ability to produce a stronger communication and have a high impact on the sales of the products. **[Philip Kotler, 2006]**



- The marketing is done with a basic objective that it maximizes profit as well as gives consumer benefits. This is done by creating a synergy in marketing communication across all channels. [Warren J. Keeyan, 2002]
- A mix of online and offline marketing to make it a success by understanding the demand- supply of the customers. Also, their preference of channels. [Fitzpatrick Michele, 2003]
- **AIDA (Attention, Interest, Desire, and Action)** model that was developed by **Elmo Levis** gives the steps through which every potential customer goes through the buying process till he/she purchases the product.
- Digital marketing is different from offline mass marketing through print media. It is customized one-to-one marketing strategy. Though there are a number of challenges and limitations with its use still it is one of the most sought after techniques of contemporary marketing. [Fosket, Sally, 1996]
- **User-Generated Content** - Blogs, Wikis, comments, likes, posts, shares and reshares, social media content, videos, images etc. come under user generated content. This can be used as an inventory of content or brand / product management. [Chris Grannell, 2009]
- The objective of businesses have shifted from the business development to the direct consumer-to-consumer structure. Here communication flows as customers create and share content on social media channels on their own. [Hearn, Foth and Grey, 2009]

GAPS IN LITERATURE

A company develops strategy for the integrated marketing communication program by incorporating elements of the marketing mix 4Ps' - product, price, place, and promotion. The literature has gaps w.r.t what exact IMC technique/strategy can be used for target customers, specific industries & particular markets. The literature gives details as to what all can be done but how to get the perfect mix of IMC is still not very clear.

Tools of IMC

There are a number of tools of IMC. The basic is as to how to have a balanced bag of channels that can be accessed in-line with the final objective.

1. Mass Media Advertising for the masses and not for individual
2. Face to face personal selling between buyer and seller
3. PR and goodwill ambassadors of the firm to deliver a positive brand image



4. Sales and Promotion is used to increase the response rate of the customers by making them aware of the new products and increasing brand value.
5. Awareness through Events that help in gaining publicity.
6. Sponsorship activities bring value and help the branding strategy by making awareness of USP of the brand.
7. Internet is the new age tool for marketing the product to the target consumers.

NUMBER OF ONLINE TOOLS AND TECHNIQUES ARE USED FOR MARKETING

1. Email marketing that helps in sending mail to target customers.
2. Online Public Relations social media channels, discussion forums, e-mails, google ads, blog sites, press releases, Facebook, LinkedIn, Instagram & Twitter.
3. Increase in marketing for loyal customers by initiating creative ways and promotional online events.
4. Brands as Influencers with the use of social media i.e. via Facebook, linkedin, twitter, instagram. The brands can communicate through online channels and influence the audience with their brand.
5. Google analytics & ads are used to for market analytics and understand the state of the market. This is helpful for product & brand management.
6. Design is a very critical and important aspect that drives the social media presence of any product/brand.
7. Small to big brands go from small scale to macro scale by the use of online marketing.

PROBLEM STATEMENT/KEY ISSUES

Study of the Effectiveness social media marketing on (IMC) Integrated Marketing Communication.

The study was conducted to understand how many people are influenced by which marketing channel. It can be due to any of the following:-

1. Print media



2. Social Media

3. Word of Mouth

4. Others

KEY ISSUES

1. What to use, Where to put & How to use social media channels is an issue that is always there when one plans for any campaign.
2. What is the return on marketing investment?
3. Which will be the most beneficial marketing mix to make customers aware of the brand.
4. Which is the approach that can be used so as to invest and get maximum output of reaching the target audience.

OBJECTIVES OF THE STUDY

The main objective of this research study is to find out the effectiveness of digital marketing on integrated marketing communication and to know the preferred channel through which brand awareness is made.

METHODOLOGY

We used descriptive research to find details of the issue. Descriptive research is a technique to find facts. It generalises a cross-sectional study of the current world scenarios. To take into consideration the current events, happenings in external ecosystem & other sources of observation. We used the following techniques including both primary and secondary data collection:-

1. Method of doing a survey among customers
2. Collection of data via telephonic discussions, offline and online questionnaire filling, interviews and other special survey techniques.
3. A sample survey of a few people with the same questionnaire.
4. Secondary data was also collated by referring books, journals, research papers, reports, newspapers, magazines and current news.

**DATA ANALYSIS**

We did a survey among 200 people in Delhi NCR. The respondents had age group 18 to 45, were students, in service or self-employed. The data has been analysed with percentage method.

RESPONDENTS' PROFILE

Age	Occupation				Gender		
	Student	Service	Self employed	Total	Male	Female	Total
18 to 25 years	81	0	0	81	38	43	81
25 to 35 years	19	41	3	63	31	32	63
35 to 45 years	0	47	9	56	29	27	56
Total	100	88	12	200	98	102	200

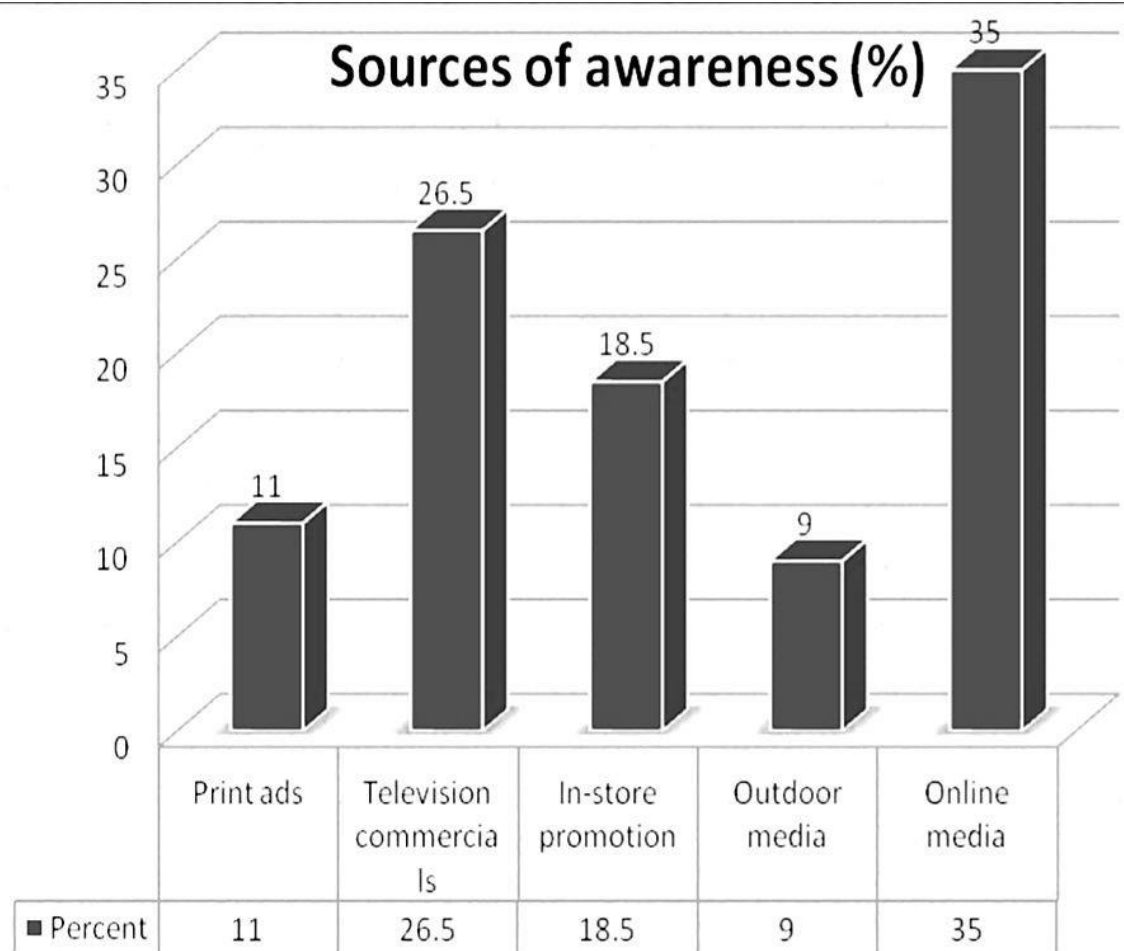
(A).THE FOLLOWING WERE THE OUTPUTS OF THE SURVEY THAT WAS DONE FOR UNDERSTANDING THE SIGNIFICANCE OF IMC:-**1. NUMBER OF CHANNELS FOR BRAND AWARENESS**



	Frequency	Percent
No	82	41.0
Somewhat	47	23.5
Yes	71	35.5
Total	200	100.0

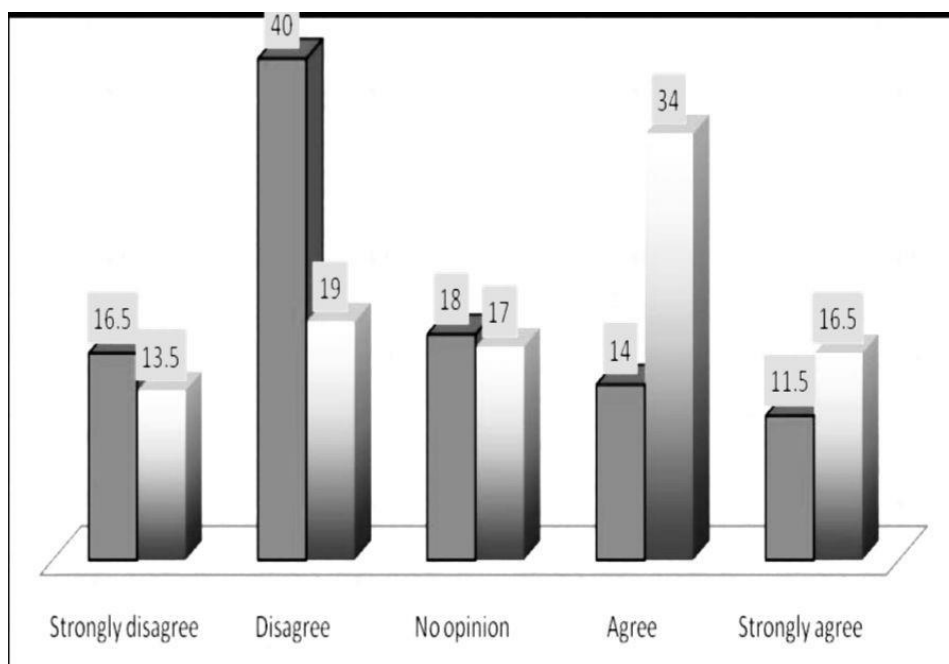
2. TYPES OF CHANNELS THROUGH WHICH BRAND AWARENESS IS MADE

Sources of awareness	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



3. DETAILS THAT ARE REQUIRED BY CONSUMERS TO TAKE A DECISION TO PURCHASE

	Do not require much information to take purchase decision		Do not prefer to spend much of my time in purchase of any commodity	
	Frequency	Percent	Frequency	Percent
Strongly disagree	33	16.5	27	13.5
Disagree	80	40.0	38	19.0
No opinion	36	18.0	34	17.0
Agree	28	14.0	68	34.0
Strongly agree	23	11.5	33	16.5
Total	200	100.0	200	100.0



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

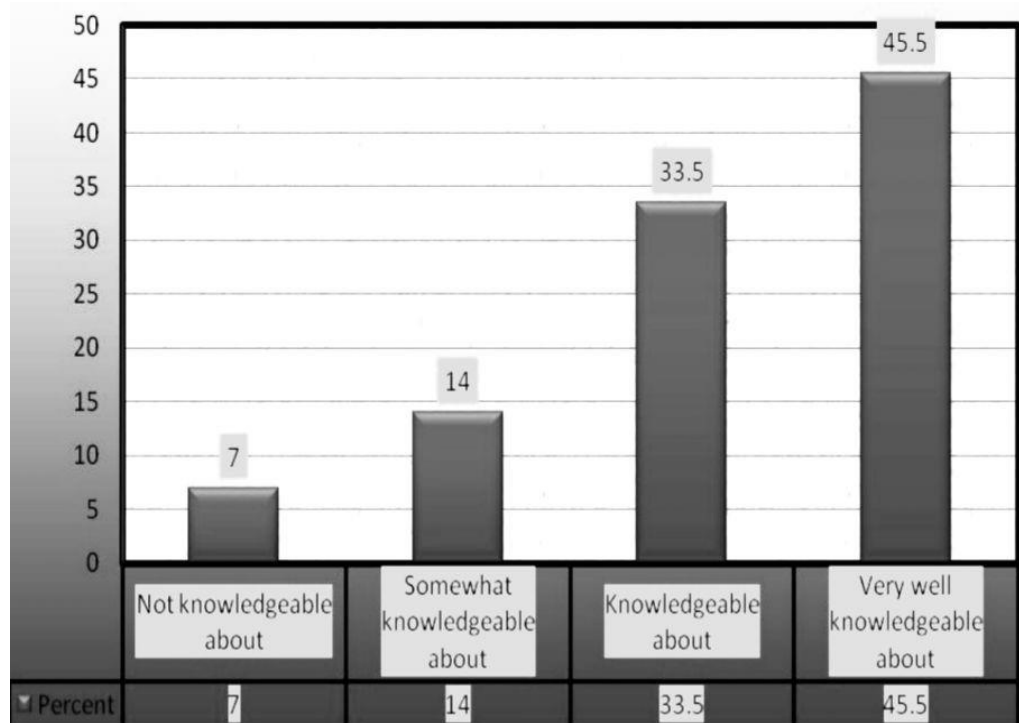


Mode	2.00	4.00
Std. Deviation	1.24020	1.30168
Skewness	0.553	-0.314
Kurtosis	-0.721	-1.078

(B).SIGNIFICANCE OF ONLINE ADVERTISING IN THE AGE OF DISRUPTIVE MARKETS

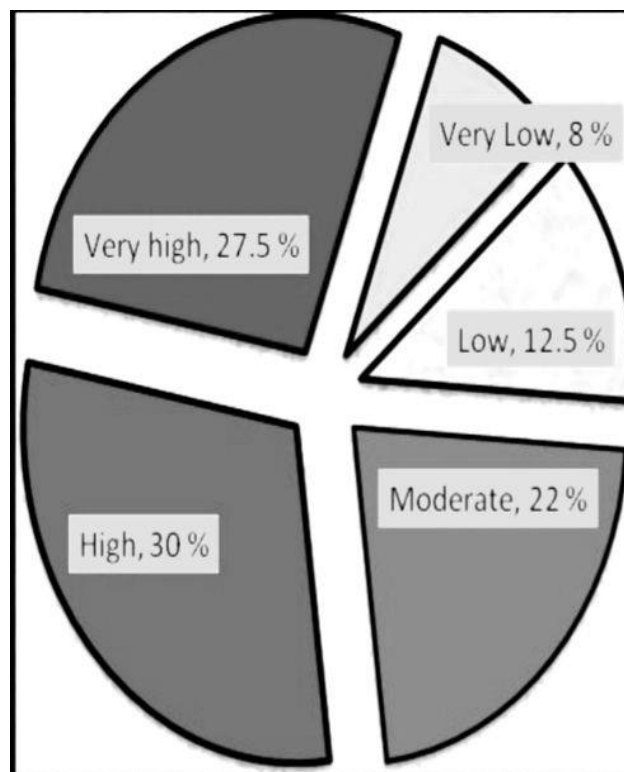
1. INTERNET AWARENESS

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



2. FREQUENCY OF USING INTERNET

Code	Response	Frequency	Percent
1	Very Low	16	8.0
2	Low	25	12.5
3	Moderate	44	22.0
4	High	60	30.0
5	Very high	55	27.5
	Total	200	100.0



(3).DIGITAL MARKETING MEDIA PREFERRED BY INDIAN CONSUMERS

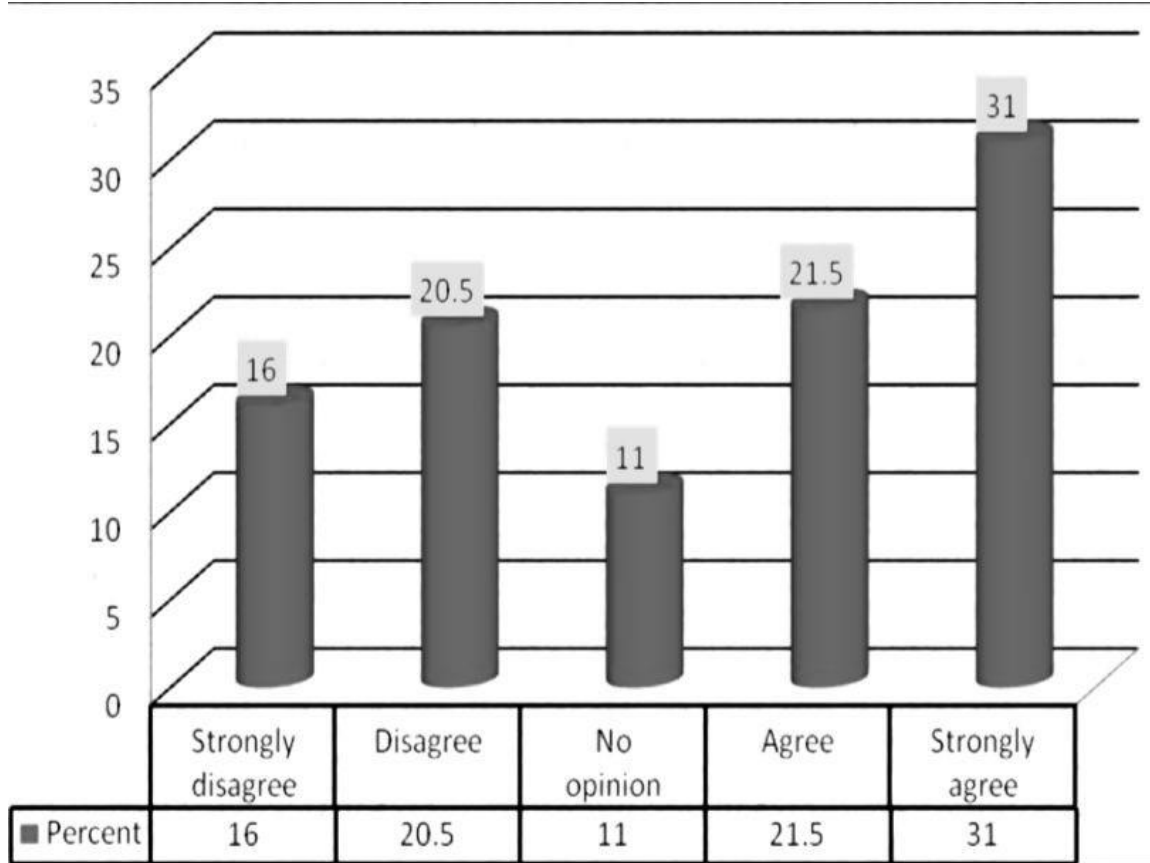
	Are you convergent with the use of Internet?	Frequency of being online
Mean	3.1750	3.5650
Median	3.0000	4.0000
Mode	4.00	4.00
Std. Deviation	.92120	1.23832
Skewness	-.901	-.551
Kurtosis	-.105	-.662

	Social networks		Media sharing sites		Blogs		Podcasts & RSS		Collaborative websites		Other content sharing websites		Online shopping	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Most important	73	36.5	50	25	26	13	33	16.5	32	16.0	43	21.5	60	30.0
2.00	65	32.5	48	24	42	21	32	16.0	43	21.5	43	21.5	42	21.0
3.00	20	10	22	11	45	22.5	25	12.5	25	12.5	29	14.5	21	10.5
4.00	20	10	34	17	40	20	47	23.5	38	19.0	37	18.5	40	20.0
Least important	22	11	46	23	47	23.5	63	31.5	62	31.0	48	24.0	37	18.5
Total	200	100	200	100	200	100	200	100	200	100	200	100	200	100

(4).DOES DIGITAL MARKETING EFFECTS PURCHASING BEHAVIOUR

		Social networks	Media sharing sites	Blogs	Podcasts & RSS	Collaborative websites	Other content sharing websites	Online shopping
N		200	200	200	200	200	200	200
Median		2.00	3.00	3.00	4.00	3.50	3.00	2.00
Mode		1.00	1.00	5.00	5.00	5.00	5.00	1.00
Percentiles	25	1.00	1.25	2.00	2.00	2.00	2.00	1.00
	50	2.00	3.00	3.00	4.00	3.50	3.00	2.00
	75	3.00	4.00	4.00	5.00	5.00	4.00	4.00

Code	Response	Frequency	Percent
1	Strongly disagree	32	16.0
2	Disagree	41	20.5
3	No opinion	22	11.0
4	Agree	43	21.5
5	Strongly agree	62	31.0
	Total	200	100.0





Parameter		Value
N		200
Mean		3.3100
Median		4.0000
Mode		5.00
Std. Deviation		1.48828
Skewness		-.268
Kurtosis		-1.412
Percentiles	25	2.0000
	50	4.0000
	75	5.0000

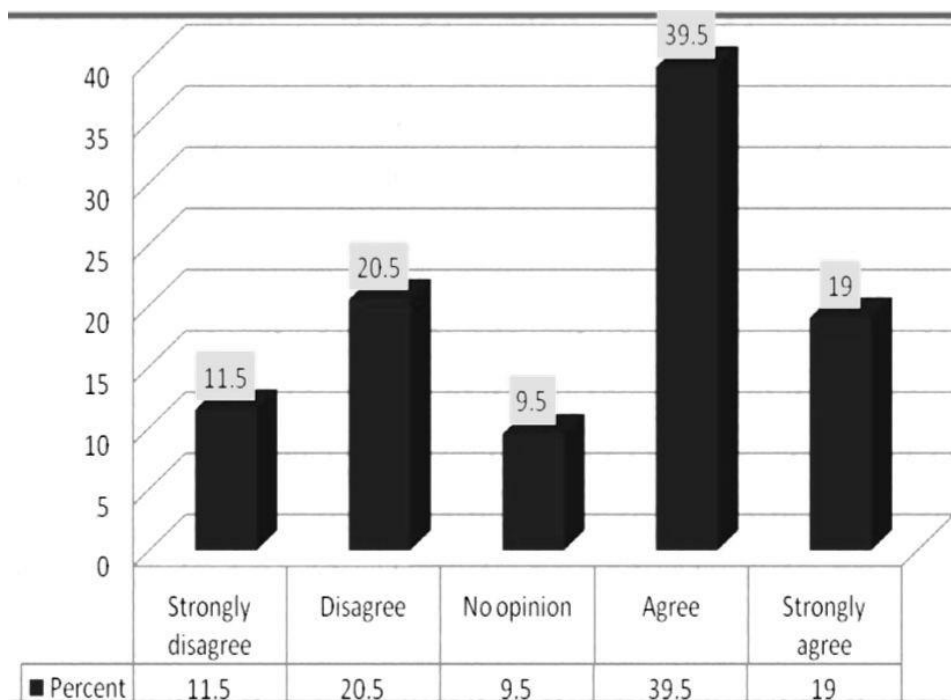
(5) MOTIVATIONAL FACTORS TO LIKE THE BRAND VIA ONLINE CHANNELS

	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
important	66	33.0	52	26.0	49	24.5	56	28.0	59	29.5	61	30.5
Least important	44	22.0	42	21.0	61	30.5	45	22.5	42	21.0	36	18.0
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

		Social networks	Media sharing sites	Blogs	Podcasts & RSS	Collaborative websites	Other content sharing websites	Online shopping
N		200	200	200	200	200	200	200
Median		2.00	3.00	3.00	4.00	3.50	3.00	2.00
Mode		1.00	1.00	5.00	5.00	5.00	5.00	1.00
Percentiles	25	1.00	1.25	2.00	2.00	2.00	2.00	1.00
	50	2.00	3.00	3.00	4.00	3.50	3.00	2.00
	75	3.00	4.00	4.00	5.00	5.00	4.00	4.00

(6) INFLUENCE DIGITAL MARKETING IS HIGHER THAN PRINT MEDIA

	Frequency	Percent
Strongly disagree	23	11.5
Disagree	41	20.5
No opinion	19	9.5
Agree	79	39.5
Strongly agree	38	19.0
Total	200	100.0



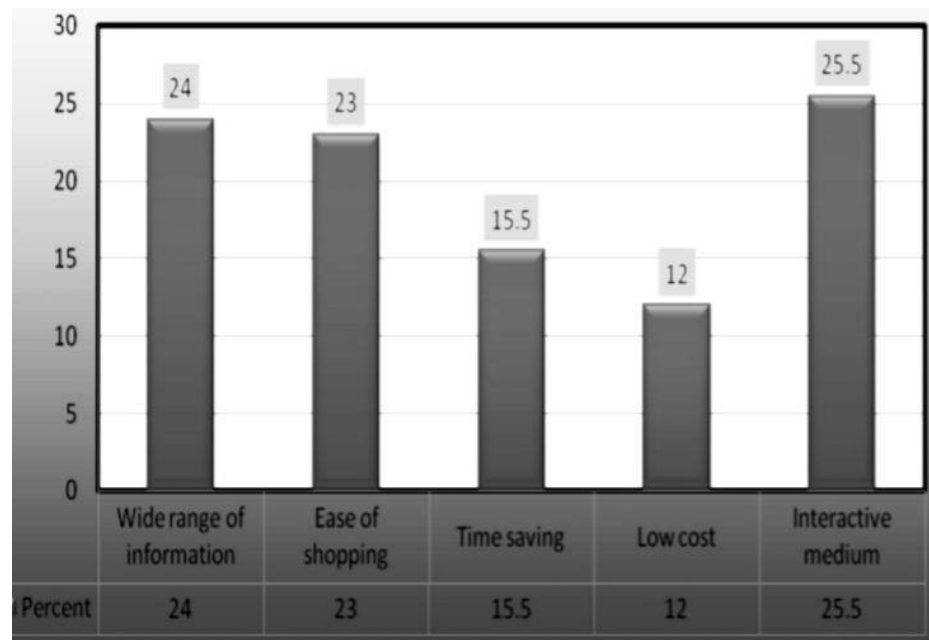
Parameter	Value
N	200
Mean	3.3400
Median	4.0000



Mode		4.00
Std. Deviation		1.30880
Skewness		-.447
Kurtosis		-1.059
Percentiles	25	2.0000
	50	4.0000
	75	4.0000

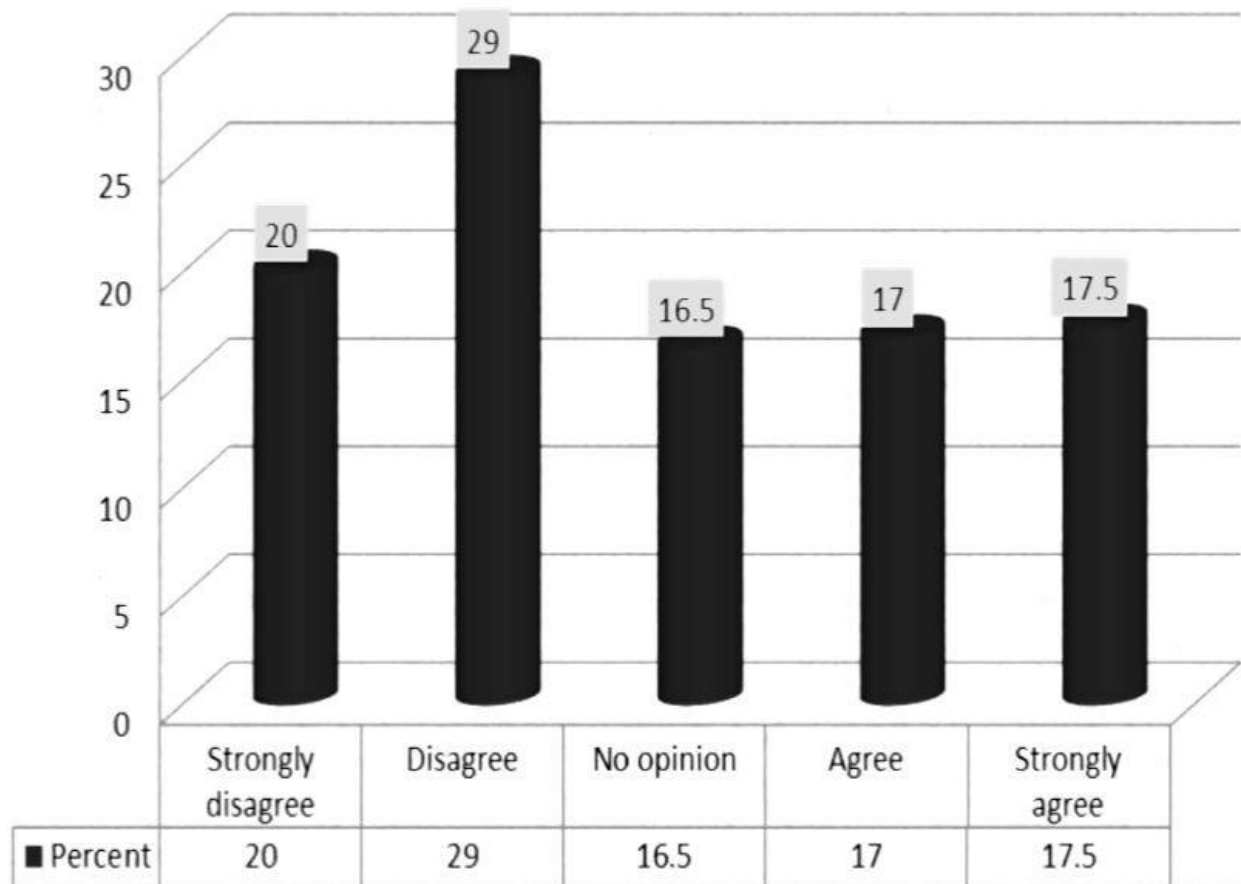
(7). BENEFITS ONLINE OVER OFFLINE/TRADITIONAL STYLE OF MARKETING

	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



(8). ISSUES OF ONLINE MARKETING TO BE USED AS AN IMC TOOL

	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

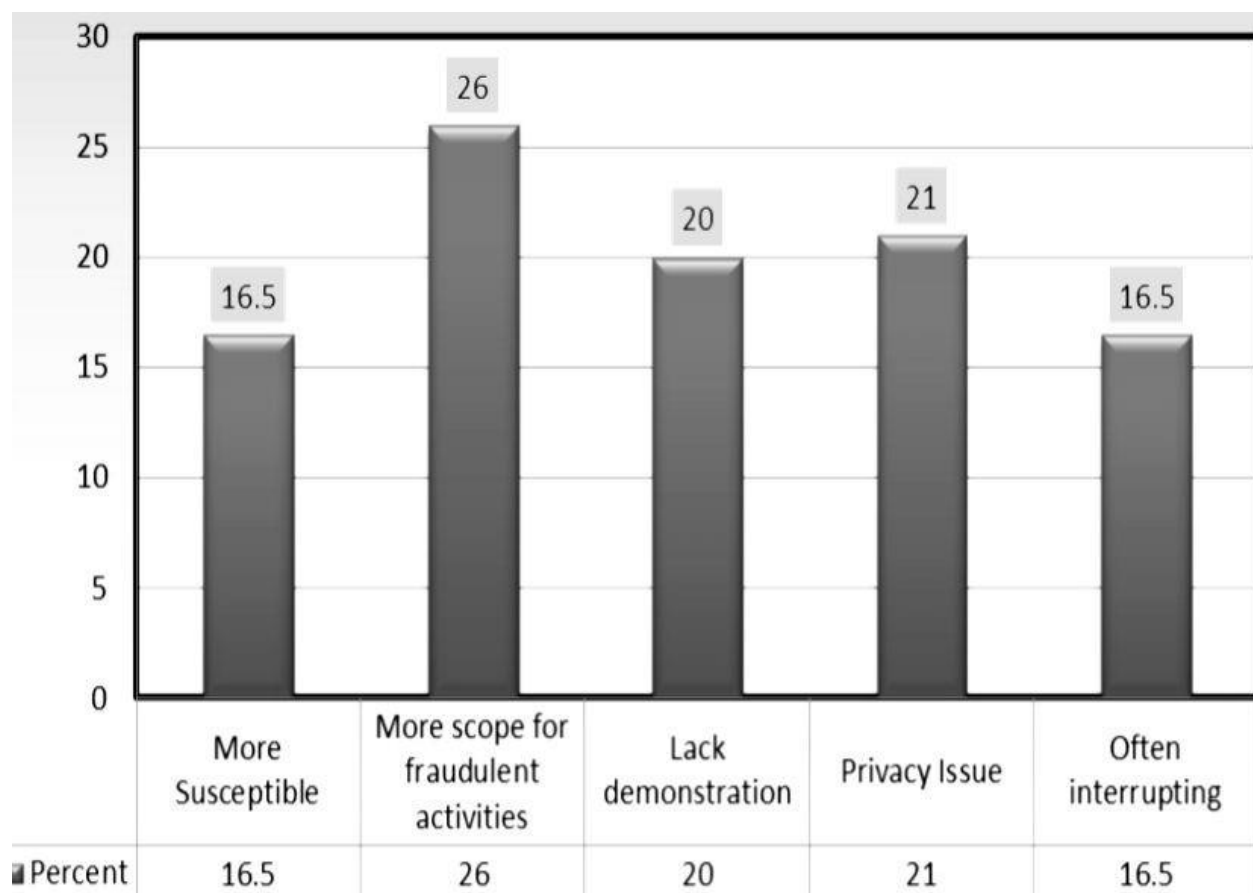




Parameter		Value
N		200
Mean		3.3100
Median		4.0000
Mode		5.00
Std. Deviation		1.48828
Skewness		-.268
Kurtosis		-1.412
Percentiles	25	2.0000
	50	4.0000
	75	5.0000

(9).REASONS FOR PREFERENCE OF OFFLINE MARKETING TOOLS THAN ONLINE MARKETING TOOLS

	Frequency	Percent
More Susceptible	33	16.5
More scope for fraudulent activities	52	26.0
Lack demonstration	40	20.0
Privacy Issue	42	21.0
Often interrupting	33	16.5
Total	200	100.0





FINDINGS AND CONCLUSION

It is depicted from the study that majority of respondents are well aware with the digital marketing tools. Respondents find online media is most important channel for brand awareness. Majority of consumers opined that they required much information to take purchase decision and they spend less time in buying the commodities. It is also evident from the study that majority of respondents have opined that digital marketing and online advertising is very important in today's world. It is also found from the study that majority of Indian consumers' frequently use internet for buying products. It is also apparent from the research work that all the digital media like social media sites, media sharing site, blogs, podcast and RSS are frequently being used by Indian consumers. Majority of consumers are agreed with the statement that digital marketing effects the purchasing behaviour. It is also revealed from the research work that consumers like online channels for shopping because they get huge discount, get information easily about the company and products, save time and found online shopping entertaining and interested. It has also been observed that majority of respondents agreed that influence of digital marketing is quite higher than print media. Respondents also opined that they get more information, ease of shopping, time saving and good discount in online marketing than offline marketing. It is depicted from the study that majority of respondents have opined that they face some problems and issues in using online digital marketing tools. It has also been found that majority of consumers agreed with the statement that consumers select offline marketing over online marketing because online marketing is more susceptible, scope for more fraudulent activities, lack of demonstration and privacy issues.

Majority of respondents use the internet for searching about different products and brands. They are influenced by the content that is available on the online channels. Their awareness increases when there are social media campaigns done. Social media sites are the main source of the content and the people get influenced by the same. Although they at times feel that it is not that safe but still prefer it. The offline means are also important so as to improve the number of repeat influencing activities using different channels. At the peak of the marketing campaign the product should be made available for the customers so that they can buy the same. Therefore, IMC strategy in this contemporary time is taken as a mix of offline and online strategy.



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