

**“A STUDY OF THE GROWTH OF INTERNET MARKETING  
IN INDIAN SCENARIO”**

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**TILAK MAHARASHTRA VIDYAPEETH,  
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**In Management**

**By**

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**October 2011**

## **CERTIFICATE**

This is to certify that the thesis entitled, “**A STUDY OF THE GROWTH OF INTERPRET MARKETING IN INDIAN SCENARIO**” which is being submitted to Tilak Maharashtra Vidyapeeth, Pune herewith for the award of the Degree of Doctor of Philosophy (Ph.D) in subject Management is the result of original research work completed by Shri Sharad Madhukar Dashaputre under my supervision and guidance.

To the best of my knowledge and belief the work incorporated in this thesis has not formed the basis for the award of any Degree or similar title of this or any other University or examination body.

Place : PUNE

Date :     /     /2011

**DR. UMESH KESKAR**  
**Research Guide**

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Last but not the least I would like to thank my family members, friends and well wishers who stood by me through-out the completion of my research work.

**PLACE : PUNE**

**DATE :    /    /2011      SHARAD MADHUKAR DASHAPUTRE**

## **DECLARATION**

I, the undersigned, hereby declare that the thesis entitled, **“A STUDY OF THE GROWTH OF INTERNET MARKETING IN INDIAN SCENARIO”** is a genuine and bonafide work prepared by myself under the guidance of Dr. Umesh Keskar and submitted to Tilak Maharashtra Vidyapeeth, Pune for the award of Doctor of Philosophy Degree.

The present research work is original and the conclusions drawn there in are based on the data collected by myself. To the best of my knowledge and belief the matter presented in this research has not been submitted for the award of any Degree either from Tilak Maharashtra Vidyapeeth or any other institute or academic organization. The list of references for secondary data is attached in the bibliography.

**Place : PUNE**

**Date : / /2011**

**SHARAD MADHUKAR DASHAPUTRE**

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## ABSTRACT

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Internet marketing involves the usage of the Internet to market the sell of goods or services. Considering the internet usage in Asia, it is found that China tops among the Asian countries that followed by Japan and India ranks 3<sup>rd</sup> in position.

The literature review has helped to consider in the present research work aspects like consumer privacy, consumer inclination and consumer personalization in the field of Internet Marketing. Most of the literatures related to Internet Marketing which were referred had the focus on three important perspectives that is, Consumer, Company and 3rd Party Agency.

The research undertaken intends to study the phenomena related to the growth and the trends in Internet Marketing. Hence 3 entities namely Consumers, Company and 3rd Party Agency were taken into consideration.

The questionnaire was prepared for each entity and the opinion on the questions were derived through personal interviews and through contacts on telephone or emails. The survey conducted involved Consumers of different age, gender and were from different walks of life. The Company respondents were the Executives or Managers while the 3<sup>rd</sup> Party Agency respondents were the Owners of the organization.

The questionnaire designed had more than 30 questions which were grouped into four categories viz. A, B, C and D.

The aspects covered under **Category A** were related to gender, type of occupation and income of the respondents. Aspects like growth and impact of Internet Marketing on the Traditional Marketing were listed in **Category B**. **Category C** had aspects related to generation of revenue, incidences of fraud and Government policies in the field of Internet Marketing. Lastly aspect like flexibility within Internet and Traditional Marketing and various other factors which are directly related to form the future trend in the field of Internet Marketing were considered in **Category D**.

Based on the analysis of the data collected following are the highlights of the research work.

It is true that the mandatory awareness about internet is necessary for the Internet Marketing. Consumer, Company and 3<sup>rd</sup> party agency respondents agree

regarding mandatory internet awareness for the growth of Internet Marketing in this Study. It was found that majority of respondents Strongly Agree with the view that in present market scenario there is surely the growth of Internet Marketing. The study has revealed that Consumer Strongly Agree the impact of Internet Marketing in today's market scenario. Also the Company and 3<sup>rd</sup> Party were found to express same opinion. All the respondents Agree that number of players (service providers) in Internet Marketing is bound to increase in the near future, so as to cater to the increasing needs of consumers. It is largely noticed that the market strategy generally involves the establishment of channel network. The establishment of channel network is common in traditional marketing however some may not be the situation in Internet Marketing. In this context hardly sizable number of respondents could give the concise opinion whether Internet Marketing would have a long-term impact because of the absence of channel network. The present study also correlated the impact of Junk Traffic on the growth of Internet Marketing. The study indicates that most of the consumer respondents were found to deviate from Internet Marketing due to the Junk Traffic. From the analysis it is clear that for selected products / services Internet Marketing is useful. Large number of respondents reflected that online support is an important factor in Internet Marketing. The result indicates that all the respondents were of the opinion that the companies which adopt the route of Internet Marketing mostly has their focus to increase the reach in the market place and further to generate additional revenue. The venture in Internet Marketing also helps the company to be at par with their competitors. However, the basic reasons are to generate more revenue as well as reach large number of consumer by means of Internet media. It is true that the growth of Internet Marketing depends on the awareness about and also the use of internet. Respondents cited two basic reasons, firstly, all respondent has view that internet and mobile users are growing and secondly, there was easy accessibility to product from any part of the world. In the present era, hassle-free operation is more preferred. In this context question was asked about Internet Marketing. Therefore, majority of respondents Strongly Agreed on the user-friendliness of Internet Marketing. The reliability of country forms to be an important aspect of Internet Marketing. Consumers feel that it is essential to have reliability of country and hence Strongly Agree on this aspect.

Comparing the Traditional and Internet Marketing modes, opinion on basic aspect like revenue generation was judged, however the study received varied opinion from all the 3 entities. Therefore it was not possible to establish the correlation between the use of Internet Marketing by the company that may result for an increase in revenue of the company. Another factor related to increase in revenue could be that the company may have a strategy to region-wise focus. Consumer and Company respondents were found to Strongly Agree that region-wise focus will definitely increase the revenues. In this context the 3<sup>rd</sup> Party Agency feel that Internet Marketing will be effective irrespective of any region-wise focus. All the respondents stated that though the revenue will surely be generated through Internet Marketing but may not exceed the revenue generated through Traditional Marketing. Even with the increasing impact of Internet Marketing, the respondents feel that the Traditional Marketing will always survive in the market scenario. It was found that almost all the respondents accepted the importance of branding and had opinion that Internet Marketing largely helps to improve the brand image of the company as well as the image of the product. The need to adopt to precautionary measures to minimize the fraud incidences was recorded by large number of respondents. Alike Traditional Marketing such fraud incidences are noticed in the field of Internet Marketing and hence the need to adopt precautionary measure even in Internet Marketing was expressed by respectively. In this context the opinion of respondents were noted to know regarding the negative impact on the growth of Internet Marketing. Here the Consumers Strongly Agree that though there would be incidences of payment frauds even then the Internet Marketing will grow. The aspect like more spending done by company on Internet Marketing is largely agreed by all the three entities. The government policy has definite impact on all sectors and hence the segment of Internet Marketing is not an exception. In this context the respondents vary in their opinion and the role of government.

It is further analyzed that companies will increase the advertising budget in the near future on virtual world of advertising. The flexibility aspect was studied between Traditional Marketing and Internet Marketing. The result found in this context is that there is more flexibility prevailing in the Traditional Marketing rather in Internet Marketing. The study revealed the importance of 3<sup>rd</sup> Party Agency (service provider) in the field of Internet Marketing. All the entities Agree that 3<sup>rd</sup> party agencies form

an important component in the field of Internet Marketing. In spite of all these aspects related to Internet Marketing one has to consider that any consumer may like to have expert opinion before the purchase of any product / service. In this context the role of Web-Maven were studied. It was observed that all the three entity respondents Agree the importance of Web-maven. Search Engine Marketing was rated the most effective for searching various schemes which help the users for easy and fast accessibility of product / services through the internet that followed by Email Marketing. Recently as reported in Business Standard, Google Search Engine has added advance search options.

The companies believe that the internet marketing potential ranges between 1000 Cr to 1300 Cr the 3rd Party Agencies believe this to be between 1250 Cr to 1300 Cr. Consumers state that the Internet Marketing potential could be more than 1000 Cr. This worthiness of market potential is based on the report by newspaper “Business Standard” wherein the internet size in India is estimated to be Rs 1500 Cr. It has also estimated that the next 2 years (i.e. by 2013) the Internet Marketing potential will touch almost by Rs 2000 Cr. Lastly the consumer and company respondents Agree that more number of internet marketing players would enter to cater to the growth in the next 5 years.



# CHAPTER - I

## INTRODUCTION

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### 1.1 Introduction:

In today's era of globalization not only the nations in the world and thereby their communities have come closer to one another but also most of the sectors have undergone significant changes. Needless to mention that even the marketing sector has undergone significant changes and further is experiencing continuous changes. With the significant use of Internet it is important to study its impact on **marketing** field. It is true that one of the prime factor for the growth of Internet Marketing is the worldwide increase in the use of internet. Thus the new concept of Internet Marketing has immerged and is found to be dynamic in nature.

Internet Marketing utilizes the power of electronic commerce which refers to any market on the internet. Electronic commerce supports selling, buying and trading of products or services over the internet. Hence Internet marketing forms a subset of electronic commerce.

Internet marketing first began in 1990 with just text-based websites which offered product information. Now with the growth in the utilization of internet it is observed that Internet Marketing is not just selling of products alone but in addition to this it also involves information about products, advertising space, software programs, auctions, stock trading and matchmaking.

With the significant growth of internet usage, internet marketing is found to expand its horizons. Few companies which have revolutionized the way with regard to the use of internet in the field of marketing are such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com.

Importance of Internet Marketing varies for different products and markets. For companies such as electronic equipment manufacturer Cisco ([www.cisco.com](http://www.cisco.com)), the concept of Internet marketing was found to be very significant as Cisco gains over 90% of its multi-billion dollar global revenue through online system. It also conducts many of its other business processes such as new product development and online customer service. Similarly, Easy Jet ([www.easyjet.com](http://www.easyjet.com)), the low-cost European airline has 90% of its ticket sales through online and aims to fulfill the majority of its

customer service requests via the internet. However, the picture is quite different for the manufacturers of high cost-involvement purchases such as cars or for brands of Fast-Moving Consumer Goods (FMCG). Here the impact of internet is less as the majority of the consumer sales even today occurs through traditional retail channels. However, the influence cannot be described as insignificant any longer as the Internet is becoming increasingly important which influences on the purchase decision, as many new car purchasers now a days collect information through internet. Hence manufacturers need to invest in Internet marketing to persuade customers regarding narration of product features and benefits of their product and brand. The FMCG manufacturer finds that consumers are spending an increasing proportion of their time on the Internet and less time for using other media. Thus Internet has become an effective tool for reaching the target markets and thereby the consumers. The Internet can be used by manufacturer to increase the frequency and depth of interactions with the brands, particularly for brand's loyalists who are the advocates of their brands. For example, the soft drink brand Tango ([www.tango.com](http://www.tango.com)) adopts the use of competitions and games on its website to encourage interaction with the consumers and create awareness about their brand. The media portrayal of the Internet often suggests that it is merely an alternative for traditional advertising or only of relevance for online purchase of books or CDs. In fact the internet mode can be rapidly applied to all aspects of marketing communications and can support the entire marketing process.

Internet marketing has brought forward various strategies such as affiliate marketing which consists of pay per click, pay per view, pay per call and pay per click advertising. Affiliate marketing also includes banner advertisements. In addition to this e-mail marketing, viral marketing, interactive advertising, blog or article based marketing are also found to be popular. There are new marketing techniques being invented all the time. It is important to know how the trend would be. Companies are inventing new techniques to find better ways to generate revenue and also to establish their brand on the internet.

There are usually 2 or 3 parties involved in internet marketing namely Consumers, Companies and internet marketing companies usually referred as 3<sup>rd</sup> Party Agencies.

Internet marketing serves three business models viz. B2B model, B2C model and P2P model. The B2B model deals with complex business to business transactions



and internet advertising helps bring revenue to both. B2C model involves direct interaction between the business house and the consumer. P2P model involves distributed computing which exploits individual exchange of goods and services. P2P model was mostly useful for distribution of video and data but due to copyright problems P2P model had troubles.

In simple terms, in two party models the companies themselves directly get revenue from the end users. If it is a three party model then internet marketing service provider (3<sup>rd</sup> Party Agency) forms a bridge between Consumer and Company and hence acts as an intermediate revenue provider for companies. In order to attract end users and to form a bridge between Consumer and Company certain share from the part of revenue received by company is paid to such service providers.

Consumers are found to be more aware in today's Internet Marketing field. They merely don't want to be a party to the internet advertising campaigns made by companies unless they are provided with incentive in doing so. Most of the consumers were found to be keen in participating in campaigns provided they are compensated in some way by the companies.

Now a days it is found that, the number of Indians are using the Internet for search of information and solutions online and also for their purchasing or selling of products through internet is increasing significantly. Thus internet marketing is focused on 3 perspectives i.e. Consumer, Company and 3<sup>rd</sup> Party Agency. Consumer awareness plays an important role in their interests to pursue internet marketing. Hence would be useful for both companies and 3<sup>rd</sup> party agencies to understand the mindset of the consumers as consumers would be the ones who would eventually drive internet marketing in a big way.

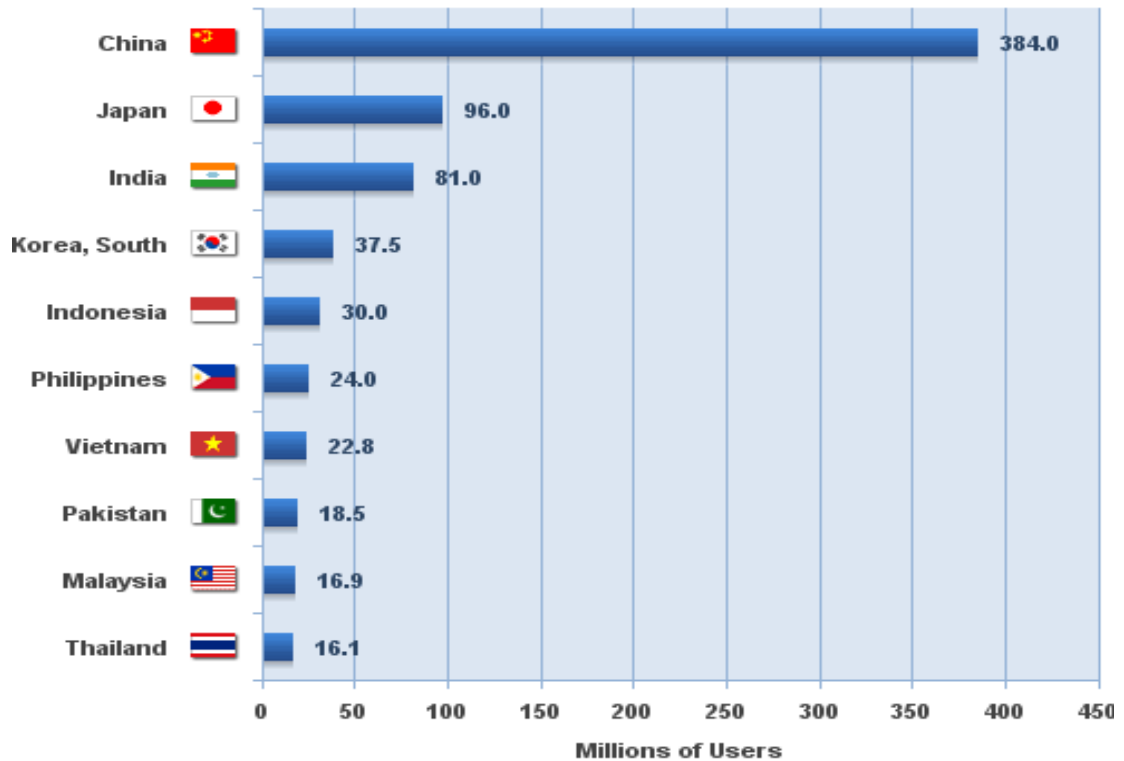
It is observed that online marketing is becoming a significant part of marketing for large number of Companies.

It is also found that Companies have inclination for increasing their online marketing spendings. In general the Online Marketing spending of company accounts for an average of 8% of their total marketing budget.

The Figure No. 1.1 indicates the use of internet by various nations. It is found that China tops among the Asian countries with 384 Million Internet users. With respect to India, there were 81 Million internet users and was ranked at 3<sup>rd</sup> position

among top 10 Internet user nations in Asia. The Indian neighboring countries like Pakistan (18.5M) & Malaysia (16.9M) has less internet users.

### Internet Users in Asian Nations.



Source: [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm)

Figure No 1.1

The Table No. 1.1 shows the total Asian Users of the Internet. This table also shows the growth of internet users during last decade (from 2000 to 2010)

Among the internet users in Asia, China with 50.9% users of their total population tops in the list followed by 12% in Japan. In India though the internet users are increasing only 9.8% of the total population are the internet users.

While comparing the number of internet users in 2000 and 2010, the percentage of internet user growth in China was 1766.7 %, followed by India with 1520 % growth rate. In Japan the growth recorded was only 110.6 %. Though country like Afghanistan had the growth of 99900 % even then of the total population the internet users were only 3.4%. Similarly the growth in Pakistan was 13716% however the internet user were only 10%.

### % of Internet Users in Asia

ASIA	Population	Internet Users,	Internet Users,	Users (%)	User Growth	Penetration
	(2010 Est.)	(Year 2000)	Latest Data	in Asia	(2000-2010 )	(% Population)
Afghanistan	2,91,21,286	1,000	<b>10,00,000</b>	0.10%	99900.00%	3.40%
Armenia	29,66,802	30,000	<b>2,08,200</b>	0.00%	594.00%	7.00%
Azerbaijan	83,03,512	12,000	<b>36,89,000</b>	0.40%	30641.70%	44.40%
Bangladesh	15,80,65,841	1,00,000	<b>6,17,300</b>	0.10%	517.30%	0.40%
Bhutan	6,99,847	500	<b>50,000</b>	0.00%	9900.00%	7.10%
Brunei Darussalam	3,95,027	30,000	<b>3,18,900</b>	0.00%	963.00%	80.70%
Cambodia	1,47,53,320	6,000	<b>78,000</b>	0.00%	1200.00%	0.50%
China *	1,33,01,41,295	2,25,00,000	<b>42,00,00,000</b>	50.90%	1766.70%	31.60%
Georgia	46,00,825	20,000	<b>13,00,000</b>	0.20%	6400.00%	28.30%
Hong Kong *	70,89,705	22,83,000	<b>48,78,713</b>	0.60%	113.70%	68.80%
India	1,17,31,08,018	50,00,000	<b>8,10,00,000</b>	9.80%	1520.00%	6.90%
Indonesia	24,29,68,342	20,00,000	<b>3,00,00,000</b>	3.60%	1400.00%	12.30%
Japan	12,68,04,433	4,70,80,000	<b>9,91,43,700</b>	12.00%	110.60%	78.20%
Kazakhstan	1,54,60,484	70,000	<b>53,00,000</b>	0.60%	7471.40%	34.30%
Korea, North	2,27,57,275	--	--	0.00%	--	--
Korea, South	4,86,36,068	1,90,40,000	<b>3,94,40,000</b>	4.80%	107.10%	81.10%
Kyrgyzstan	55,08,626	51,600	<b>21,94,400</b>	0.30%	4152.70%	39.80%
Laos	69,93,767	6,000	<b>5,27,400</b>	0.10%	8690.00%	7.50%
Macao *	5,67,957	60,000	<b>2,80,900</b>	0.00%	368.20%	49.50%
Malaysia	2,61,60,256	37,00,000	<b>1,69,02,600</b>	2.00%	356.80%	64.60%
Maldives	3,95,650	6,000	<b>87,900</b>	0.00%	1365.00%	22.20%
Mongolia	30,86,918	30,000	<b>3,50,000</b>	0.00%	1066.70%	11.30%
Myanmar	5,34,14,374	1,000	<b>1,10,000</b>	0.00%	10900.00%	0.20%
Nepal	2,89,51,852	50,000	<b>6,25,800</b>	0.10%	1151.60%	2.20%
Pakistan	17,72,76,594	1,33,900	<b>1,85,00,000</b>	2.20%	13716.30%	10.40%
Philippines	9,99,00,177	20,00,000	<b>2,97,00,000</b>	3.60%	1385.00%	29.70%
Singapore	47,01,069	12,00,000	<b>36,58,400</b>	0.40%	204.90%	77.80%
Sri Lanka	2,15,13,990	1,21,500	<b>17,76,200</b>	0.20%	1361.90%	8.30%
Taiwan	2,30,24,956	62,60,000	<b>1,61,30,000</b>	2.00%	157.70%	70.10%
Tajikistan	74,87,489	2,000	<b>7,00,000</b>	0.10%	34900.00%	9.30%
Thailand	6,64,04,688	23,00,000	<b>1,74,86,400</b>	2.10%	660.30%	26.30%
Timor-Leste	11,54,625	-	<b>2,100</b>	0.00%	0.00%	0.20%
Turkmenistan	49,40,916	2,000	<b>80,400</b>	0.00%	3920.00%	1.60%
Uzbekistan	2,78,65,738	7,500	<b>46,89,000</b>	0.60%	62420.00%	16.80%
Vietnam	8,95,71,130	2,00,000	<b>2,42,69,083</b>	2.90%	12034.50%	27.10%
<b>TOTAL ASIA</b>	<b>3,83,47,92,852</b>	<b>11,43,04,000</b>	<b>82,50,94,396</b>	<b>100.00%</b>	<b>621.80%</b>	<b>21.50%</b>

Table No. 1.1

Source: [www.internetworldstats.com/stats3.htm#asia](http://www.internetworldstats.com/stats3.htm#asia)

From Table No. 1.2, it is observed that during 1995 to 2000 the growth of internet users in the world was 2256.25 %. However during 2001 to 2005 the growth of internet users was 222.2 % and during 2006 to 2010 the growth was 192.6%. Though the percentage growth of internet users has declined, however % of users with regard to total population has increased. In year 2000, of the total population only 5.8% were the internet users but in year 2005, the percentage of users increased to 15.7%. In year 2010 of the total world population the percentage of internet users were found to be 28.7 %. Now in next five years the percentage of internet users is projected to reach 50% of the world population.

### **The Internet Growth Statistics**

<b>DATE</b>	<b>NUMBER OF</b>	<b>% WORLD</b>	<b>INFORMATION</b>
	<b>USERS</b>	<b>POPULATION</b>	<b>SOURCE</b>
December, 1995	16 millions	0.40%	IDC
December, 1996	36 millions	0.90%	IDC
December, 1997	70 millions	1.70%	IDC
December, 1998	147 millions	3.60%	C.I.Almanac
December, 1999	248 millions	4.10%	Nua Ltd.
March, 2000	304 millions	5.00%	Nua Ltd.
July, 2000	359 millions	5.90%	Nua Ltd.
December, 2000	361 millions	5.80%	Internet World Stats
March, 2001	458 millions	7.60%	Nua Ltd.
June, 2001	479 millions	7.90%	Nua Ltd.
August, 2001	513 millions	8.60%	Nua Ltd.
April, 2002	558 millions	8.60%	Internet World Stats
July, 2002	569 millions	9.10%	Internet World Stats
September, 2002	587 millions	9.40%	Internet World Stats
March, 2003	608 millions	9.70%	Internet World Stats
September, 2003	677 millions	10.60%	Internet World Stats
October, 2003	682 millions	10.70%	Internet World Stats
December, 2003	719 millions	11.10%	Internet World Stats
February, 2004	745 millions	11.50%	Internet World Stats
May, 2004	757 millions	11.70%	Internet World Stats
October, 2004	812 millions	12.70%	Internet World Stats
December, 2004	817 millions	12.70%	Internet World Stats
March, 2005	888 millions	13.90%	Internet World Stats

July, 2005	939 millions	14.60%	Internet World Stats
September, 2005	957 millions	14.90%	Internet World Stats
November, 2005	972 millions	15.20%	Internet World Stats
December, 2005	1,018 millions	15.70%	Internet World Stats
March, 2006	1,022 millions	15.70%	Internet World Stats
June, 2006	1,043 millions	16.00%	Internet World Stats
September, 2006	1,066 millions	16.40%	Internet World Stats
December, 2006	1,093 millions	16.70%	Internet World Stats
March, 2007	1,129 millions	17.20%	Internet World Stats
June, 2007	1,173 millions	17.80%	Internet World Stats
Sept, 2007	1,245 millions	18.90%	Internet World Stats
Dec, 2007	1,319 millions	20.00%	Internet World Stats
March, 2008	1,407 millions	21.10%	Internet World Stats
June, 2008	1,463 millions	21.90%	Internet World Stats
December, 2008	1,574 millions	23.50%	Internet World Stats
March, 2009	1,596 millions	23.80%	Internet World Stats
June, 2009	1,669 millions	24.70%	Internet World Stats
Sept, 2009	1,734 millions	25.60%	Internet World Stats
Dec, 2009	1,802 millions	26.60%	Internet World Stats
June, 2010	1,966 millions	28.70%	Internet World Stats

Table No. 1.2

Source: [www.internetworldstats.com/stats3.htm#asia](http://www.internetworldstats.com/stats3.htm#asia)

### Internet Users in India

According to the latest IMRB (Indian Market Research Bureau) International report the continuous growth in the internet use has been witnessed. As seen from Fig. no.1.2 in year 2000 there were 5million internet users which

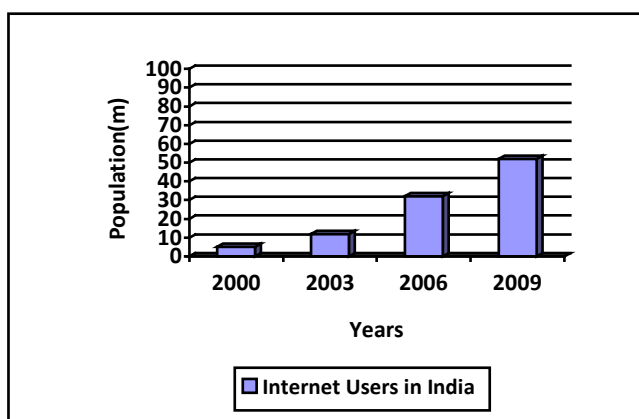


Figure No 1.2

increased to 12million in 2003, thus an increase of internet users were 32 million which indicates growth of 20million. Similar growth in number of internet users was recorded in the year 2009 (52million.)

## Emergence of Mobile and Public Wi-Fi hot spots as a Point of Access

In general, the cyber cafe provides the internet accessibility to large number of people. Besides this the accessibility is also found in offices (work place). An internet connection on personal basis at home is comparatively less. This scenario can be judged from Figure No.1.3.

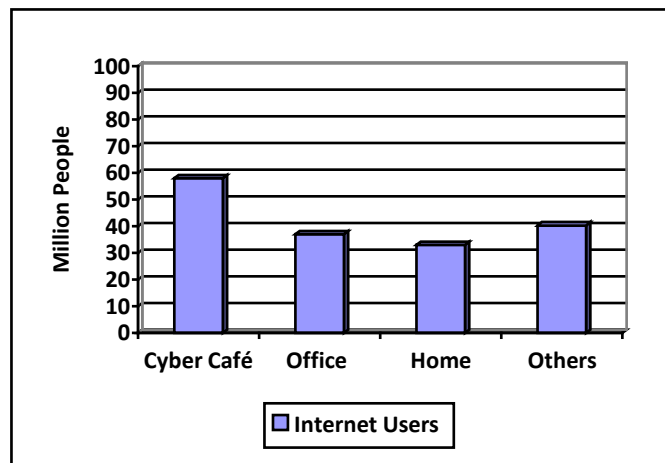


Figure No 1.3

More than 50% of the internet users gain Internet accessibility through cybercafé. About 37% working class people have accessibility at their workplace. With regard to personal internet connections at home, the users account for 33%. The accessibility of internet with friends, relatives and so on is found for 40% people.



## CHAPTER - II

### LITERATURE REVIEW

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#### 2.1 Introduction to Internet

The Internet was the result of some visionaries in the early 1960s who saw great potential value in allowing computers to share information on research and development in scientific and military fields. J.C.R. Licklider of MIT, first proposed a global network of computers in 1962 and moved over to the Defense Advanced Research Projects Agency (DARPA) in late 1962 to head the work to develop it. Leonard Kleinrock of MIT and later UCLA developed the theory of packet switching which was to form the basis of Internet connections. Lawrence Roberts of MIT connected a Massachusetts computer with a California computer in 1965 over dial-up telephone lines. It showed the feasibility of wide area networking but also showed that the telephone line's circuit switching was inadequate. Kleinrock's packet switching theory was confirmed. Roberts moved over to DARPA in 1966 and developed his plan for ARPANET. These visionaries and many more left unnamed here are the real founders of the Internet.

#### 2.2 Defination of Internet marketing

These days internet marketing is a broad church that can be defined as the '*use of the internet to advertise and sell goods and services*'. Essentially anything that is a service and which can make money on the internet is and can be interpreted as internet marketing.

Internet Marketing is a process of soliciting business prospects via Internet. It is also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, of the products /services over the internet.

**Internet marketing** is using the Internet to do one or more of the following acts:

- Communicate a company's message about itself, its products or its services.
- Conduct research as to know the nature (demographics, preferences and needs) of existing and potential customers.
- Sell goods, services or advertising space over the Internet.

### **2.3 Consumer outlook towards marketing**

Taking into consideration the different parameters that influence the policy of companies which pursue internet marketing, it is important to know simultaneously about such aspects which influence consumers to actually use the internet either for shopping purposes or for some particular service. The literature review has helped to find following parameters which are of interest for consumers pursuing internet marketing namely:

- Consumer privacy
- Consumers decision making process in buying a product or using a service
- Consumer interaction and role of personalization in internet marketing
- How consumers evaluate companies in the field of internet
- Factors preventing consumers from indulging in internet marketing
- Effects of consumer gender differences on internet purchases

#### **Consumer privacy:**

Chung W (2002) based on his study of New Zealand consumers has suggested that companies must have a privacy policy statements under their website. This policy assures consumer that the company would not misuse the information gathered from them. The study publication interestingly discusses argument for and against internet privacy concerns. This approach is good however the author could not provide any input on whether some cookies do steal user information or not. The author has made valuable contribution in his paper by providing solutions that can be used to protect privacy of users. One will agree with author's view that a solutions like legislation, self regulation and technical solutions will protect consumer privacy.

#### **Consumers decision making process in buying a product or using a service:**

Many times, consumers face such a situation where there are too many factors involved in deciding what type of product they have to purchase.

George Joey F (2002) in his publication explains regarding the factors which could actually influence consumer's behavior in deciding whether to make purchases or not. His contribution was innovative because he had taken assistance of Theory of



Planned Behavior so as to conceive his research model. It is accepted that the intention, attitude and prior experience of consumer largely influence their behavior. He has extensively focused on privacy concerns and provided valuable suggestions on the same. According to him users gain confidence only after they have made a few purchases. Some of the users are very conscious about their privacy and hence don't want their private information to be shared or disclosed without their consent. Unless they are confident about the company they would not wish to make purchases online.

Davidson Alistair et al (2006) in his paper describes similar scenario and how users would react to them. Consumers may have to face various factors such price, feature, technology etc which influence their decision making. This influences them to seek advice from web mavens which provide product information. In such situations consumer would use the internet for purchase with web maven & thus can review the factors that would influence their mindset.

Urban Glen (2006) in his paper quotes various examples of how today the people are making automobile purchases. According to him the buyers get complete information about the product online before visiting the automobile showroom which in turn gives them advantage over the information from the dealer. He also claims that present day Consumers of today are very aggressive in expressing what they like and what they don't like. Some of the customers do not want to purchase any product from companies that are too aggressive in marketing i.e. who don't care about what customers really want but intentionally try to dump their product.

After considering how consumers purchase products it is also important to know the mindset of consumers involved in service usage. A common service now a days on the internet is the online travel agency service.

Kim D.J et al (2007) based on their study provided input on how online travel agencies are perceived by consumers. Their study states that lowest price was given first priority by consumers. Security was treated to be next on priority list. Ease of navigation of the website and less wait time on the website are also important aspects. It is true that human intervention is less when doing online booking hence consumers naturally expects good support from websites.

Fang Chen-Ling et al (2006) from his study based on leisure farming industry tried to provide information on what the mindset of consumers would be when

indulging in leisure farming. His finding is that consumers tend to look for unique offerings, differentiation of websites, quality service, adequate information on websites and strategic alliances. The most valuable contribution by the author is the study of aspects that pertaining to influence internet marketing even in less known sector such as leisure farming.

### **Consumer interaction and role of personalization in internet marketing:**

Tianyong Wang et al (2005) in their publication provides information about the importance of interactivity and individualization in consumer decision making process. In their view interaction refers to different methods used by companies to establish a proper two way communication between company and the consumers. Some of the interaction mechanisms provided by companies are chat rooms, forums and interactive platforms. Individualization refers to specialized information exchanged between company and consumer. Individualization mechanism involves gathering specific information about consumers, their preferences and providing services they need. These factors are very vital as lack of touch and feel of the product is absent in internet marketing. These two techniques viz. interaction & individualization can build trust in the consumers mind about the product and company and thus drive internet marketing in a personalized fashion.

### **How consumers evaluate companies on the internet:**

Cheung Christy M K et al (2006) has done extensive work on trying to understand how consumers trust has an impact on the internet shopping area. The study tries to focus on the past approaches from a social and psychological perspective and then to draw conclusion is quite innovative. From their empirical study they found that consumers evaluate internet merchants based on integrity, competence through professional websites and security. It is also known that the external factor such as third party recognition also plays an important role. For example any merchant could have an electronic seal from a third party which says that the site is secure. This builds trust in the minds of consumers. Companies could offer a money back guarantee and clearly mention on their website guarantee rules for their products.

### **Factors preventing consumers from indulging in internet marketing:**

Liebermann Yehoshua et al (2002) has identified some of the key factors which prevent users from participating in the internet and e-commerce. The key factors identified are internet credit card stealing, fear of supplying personal information, pornography and violence, vast internet advertising, information reliability, lack of physical contact, not receiving the internet products that purchased, missing of the human factor when internet purchases are made and internet usage addiction. The most valuable contribution of the study is that it has taken into account demographic traits such as gender, young /old age, married/unmarried, high/low education and also considered usage behavior variables such as internet user/non user, bought online/not bought online, heavy/light internet user to arrive at their model. Their conclusions support the fact that consumers consider credit card stealing and fear of supplying personal information as risky. From the study the author concludes that risk, gender, age and usage patterns as well as buyer or non buyer plays an important role.

### **Effects of consumer gender differences on internet purchases:**

Chiu Yu-Bin et al (2005) in their work has discussed about how different genders perceive internet marketing. Their empirical model is a direct modification of technical acceptance model. They have used four antecedent constructs namely personal awareness of security, personal innovativeness ease of purchasing and usefulness. Some of the key gender based findings are as follows: Improving the usage speed of the site is a driver for males to do shopping, Male consumers are more goals oriented in their approach towards shopping and Male consumers will make purchases when they are confident that their sensitive information is safe regardless of the security provided on the website. The study also reveals that females use word of mouth broadcasting to help other females overcome the barrier in internet shopping atleast during the initial stages. The most valuable contribution of this study is the bringing out the differences in what manner each gender perceives about internet marketing. From the study cited above it can be considered that factors such as importance of consumer privacy, role of web mavens, consumer's preference in the selection of internet services, building consumer trust with companies, consumer

behavior in internet purchasing and gender differences largely affects the Internet Marketing. The protection of consumer privacy and trust are most significant factors for consumers to indulge in internet marketing and hence without these two factors internet marketing cannot grow.

#### **2.4 Company lookout towards Internet marketing**

Companies have to take into consideration many parameters during their presence in the field of internet marketing. Some of the companies may be new entrants into internet marketing. Companies in internet marketing are driven by various factors. Basically companies should understand which marketing channel is best for of their products or services. Companies also needs to keep in mind what product information is to be disclosed and how to provide security for the disclosed information so as to prevent hackers and malicious people from getting access to it. The company should be in a position to build confidence in buyers so that they can make purchases without the fear of credit card frauds. In addition to this companies also needs to understand about the sector which has an impact on the minds of people for example web mavens.

The following parameters would be of the interest for companies pursuing internet marketing.

- Drivers for internet marketing
- Marketing channel preference
- Importance of web mavens
- How to be successful in internet marketing
- Effects on environment
- Use of internet marketing in service provision
- Catering to consumer interest
- Focus on gender

#### **Drivers for internet marketing:**

One would wonder what would drive firms to pursue internet marketing effectively and what size of firms would be interested in internet marketing. When we

refer to size of firms it is important to state how firms are categorized into small, medium or large. There is lot of work done in this area.

Maria Bengtsson et al (2007) provided valuable information in her publication regarding what are the factors that would drive companies to adopt to internet marketing. Her study is based on a survey conducted in various Swedish companies of different sizes. They have categorized companies into different sizes depending upon the number of employees. The study states that different factors drive companies of different sizes to pursue internet marketing. The drivers are such as willingness to cannibalize, entrepreneurial drivers, management support and market pressure. In addition to this the study also pointed out which of these factors drive what size of firms. Besides considering the number of employees as the only criteria for categorizing companies by size the author has also taken into account the turnover and profit of the Company.

#### **Marketing channel preference:**

Jaeki song et al (2006) in his study compares regarding the company's motivation to choose between internet channels and traditional channels. The study suggests that web can be a serious alternative to traditional marketing. Also proper pricing by internet companies could be one of the important factor which attracts the consumer. Various aspects like market access, price information, competition and pricing policies have been used to compare the company's motivation to choose between both the channels. But issues like internet security and fraudulent practices in the field are excluded in the study. The primary finding is that the internet offers consumer better prices.

#### **Importance of web mavens:**

Davidson Alistair et al (2006) have discussed how web-mavens positively influence the minds of both consumers and companies. It is accepted that web mavens come in handy when consumers find it difficult to purchase products that are technically complex and buying the best value products taking into consideration frequent model changes. The author states that constructive criticism by the web

mavens on the products can help to improve the product quality by company, improve loyalty to the product and help them gain market share.

### **How to be successful in internet marketing:**

Aldridge Alicia et al (1997) in their paper has discussed about what companies should consider when operating in internet commerce space. From the author's point of view to be successful in internet marketing companies should recognize various aspects like the consumer market is different, information provided about product to the consumer can't be changed, open competition has to be faced and market accessibility is going the key factor, net users want more control, authenticity is important as touch and feeling is missing and security to protect consumer privacy. All these aspects play an important role in Internet Marketing. In addition to this author discusses about various strategies that could be used on the internet namely targeting, promotional strategy, product strategy and distribution strategy. These strategies are indeed important for survival in the internet space.

### **Effects on environment:**

Chen et al (2000) claims that internet marketing will bring about a greener atmosphere (environmental protection) by reducing fuel consumption needed for regular purchase.

The credit should be given to the authors who have looked at internet marketing from environment perspective as the Internet marketing promotes paperless office and saves space and brings about energy savings by preventing kiosk displays. It is also true that it promotes easy shopping of commodities which would be difficult in traditional sales. The author has not considered any factor about what drives companies to pursue a paperless office whether it is cost savings alone or company's decision to protect the environment for a social cause or other factors such as market pressure from other companies who are in this field.

**Use of internet marketing in service provision:**

The study done by Kim D.J et al (2007) in their work have focused on consumer preferences regarding online air travel agencies. The study considered some important criteria such as security, ease of use, finding low fares, useful and relevant content, design and presentation of the website, speed of the website, ability to book all travel services in one transaction, booking flexibility and sorting option. As these criteria's are of significant importance to any consumer. Considering all these attributes study concludes that low fare was the primary motivator for consumers. Unfortunately authors' had decided not to consider direct marketing by airline companies themselves for comparison because an airline company could be driven by the urge to provide new services to compete with travel agencies. However such comparison would have strengthened their conclusion as to know whether low fare alone is the driving factor for consumers to choose a particular airline agency or not.

**Catering to consumer interest:**

Urban Glen (2006) in his paper emphasizes that companies should act as advocates in promoting customer interest if they have to win business and retain their customers.

In the author's own words "When a company advocates for its consumers, the consumers will in turn advocate for the company". The author has cited many valuable examples ranging from consumer products to high value industrial products and services to prove how various companies irrespective of the size of the company adopt techniques to satisfy consumer interest. The author is silent about the cost factor which could affect the company's bottom-line on sustenance.

**Focus on gender:**

Chiu Yu-Bin et al (2005) in their study explains how consumer gender plays an important role in online retailing. Some of their key findings were that the female consumers tend to give a lower evaluation than males on the effortless of online purchases. This means that user-friendliness is quite important for users and companies should give importance to this. The study finds that online community based on gender and hobbies should be established to improve the ease of purchasing

as perceived by females. Hence companies should treat consumers differently based on gender in order to win business. According to the author's opinion companies should offer the male consumers the right products whenever they need them and should also respond to inquiries in a timely fashion, which would surely strengthen the attitude and purchase intention of the male consumers. Similarly an online store that is targeted for only females as user-friendly could bring more online visits and online purchases. For this to be achieved the study suggests about applying interactive virtual reality along with background music wherein companies can demonstrate to female consumers how to use products in a fashionable manner and can keep them busy with surprising visual effects and thus successfully stimulate positive attitude and thus increase the purchase intention. The customization of homepages is treated to be very positive by females because it increases the sense of consumer freedom and accessibility.

The valuable contribution by the author is the suggestion to introduce schemes which the company has to use based on the gender.

From the literature review it is clear that most of studies are mainly centered to find the facts on what companies have focused on in order to be successful in internet marketing. Most of the studies have discussed regarding drivers for internet marketing and various market channels and preferences and how companies can be successful if their approach is customer centric. Even benefits from an environmental perspective are elicited. Companies should also have knowledge about security aspects. Many a times companies are not aware of security risks and may face problems once their campaigns are lost. Hence companies must take efforts to have sufficient knowledge about security related issues before entering into internet marketing.

## **2.5 Different Techniques in Internet Marketing**

Different techniques are used in internet marketing. These techniques are affiliate marketing, viral marketing and email marketing.

### **2.5.1 Affiliate Marketing**

An affiliate marketing scheme is also known as associate marketing scheme. This establishes a relationship in which a merchant pays the affiliate for links that are



generated from the affiliate site to the merchant site. A simple example is that a merchant wanting to sell his product through affiliate marketing would offer an affiliate marketing program say X. which would provide a link or a banner advertisement to an affiliate who becomes their member. Once the affiliate is a member he can put up that link on his website. Once somebody makes a sale through his website the merchant can track which affiliate was responsible for that sale and pay a suitable commission to them. In today's marketing scenario this is the most common affiliate marketing scheme available. This is typically called pay per sale or pay per action. But some of the companies want results for survey or wants the lead generated for them. Companies take the help from affiliates and pay them a commission whenever an affiliate gets a survey form filled through the site or generates a lead. This is typically called pay per lead. Libai Barak et al (2003) in his publication compared why these schemes like pay per lead and pay per action prevail and under what conditions one has advantage over the other. The author finds that pay-per lead is more profitable when a merchant and affiliate have a separate deal with each other. Merchant negotiates the deal in this case. In such a scenario, pay-per-conversion is not optimal for the affiliation alliance because it leads to suboptimal pricing by the merchant. On the other hand pay per lead is less profitable than pay-per-conversion for a merchant if he works with a large number of affiliates such that all of them are under the same terms. It is less profitable because of the problems encountered due to fraud referrals that cannot be converted to customers. Some of the companies want their presence felt and this is possible through clicks on their websites generated for them through affiliates. Pay per click is when companies pay affiliate who generate traffic for them through clicks. Companies believe that clicks could result in potential sales. This is the reason why companies pay affiliates who generate clicks. Sometimes companies like to pay affiliates who can generate banner impressions for them. This is called pay per impression. Companies believe that banners once displayed by the affiliate can generate potential leads so they pay them for the banner impressions. Some companies provide direct affiliate programs and reach out to consumers directly. Some companies do not provide affiliate programs directly. Instead some of them hand over the responsibility to a affiliate junction which takes care of doing the same. The affiliate marketing junctions are responsible in match making between merchants and affiliates. They charge companies a suitable

amount for running their marketing campaign and provide services like pay per click or pay per lead or pay per sale as requested by the companies. The company shares certain amount as the commission to the affiliates. Affiliate junctions act as a bridge between companies and consumers.

**Generic steps involved in direct affiliate marketing**

**STEP 1:**



**STEP 2 :**



**STEP 3 :**



**2.5.1.1 Direct affiliate marketing**

The Affiliate marketing program method was started by Amazon.com. In this method following steps that are involved in affiliate marketing are;

**STEP 1:**

One needs to sign up as an affiliate on their website. On signing up an affiliate id is provided to the user.

**STEP 2:**

The affiliate can link any particular book to amazons website.

**STEP 3:**

When anyone purchases a book through the affiliates website, he gets a commission from Amazon. This is possible only because Amazon is able to track which affiliate was responsible for bringing about that purchase. In case the consumer

purchases some other book instead of the one mentioned in the link the Amazon offers a lesser amount of commission to the user.

### **2.5.1.2 Advantages of direct affiliate marketing.**

The affiliate programs are advantageous for both merchant and affiliate.

#### **Advantage for merchant:**

The primary cost involved in the merchants campaign is the percentage commission paid to an affiliate and the merchant only does this when a purchase is actually made. On comparing this to banner advertising or click based advertising the merchant pays whether or not any purchase occurs. In the case of banner advertising the cost for the merchant is actually in terms of cost per 1000 banner views, CPM. The chances that the consumer will stick on to Amazon is also bright so the consumer is retained for life. In addition to this Amazon gets the benefit of selling products no matter which affiliate generates sale for them.

#### **Advantage for affiliate:**

As long as the affiliate who is a website owner has decent traffic on his site, has the chance to make revenue using affiliate programs. He does not have to invest his time, effort and money to actually setup the payment options as this is managed by the company itself and is more cumbersome for the user.

### **2.5.1.3 Junction affiliate marketing**

The following steps that are involved in junction based affiliate marketing. the example of Linkshare.com can be considered.

#### **STEP 1:**

One needs to sign up as an affiliate on their website. On signing up an affiliate id is provided to the user.

#### **STEP 2:**

The affiliate is provided with different options such as pay per click, pay per lead or pay per sale. There are several companies that provide one of these options.

There is certain duration after which some of these options expire. The affiliate can select different banner sizes and place it on his website.

**STEP 3:**

Whenever a user visits the affiliates website and makes a purchase, linkshare pays certain commission to this affiliate. The affiliate also gets paid for clicks generated through him and also leads generated through them. It is the responsibility of the affiliate to ensure that he replaces the banners (of such whose offers have expired) with newer offers. The affiliate is paid as soon a minimum amount is received. The user is given an option to set that minimum amount.

**2.5.1.4 Generic steps involved in junction affiliate marketing**

STEP 1:



STEP 2:



STEP 3:



STEP 4:



**2.5.1.5 Advantages of junction affiliate marketing.**

These affiliate programs are advantageous for both merchant and affiliate.

**Advantage for merchant:**

In this context the Merchant need not do any of investment that needed for marketing. Also they need not worry about establishing the brand image at the

affiliates end. Even the merchant does not have to pay unless a lead, sale or click occurs. The merchant can reach large online audiences because as affiliates keep growing their reach will automatically grow.

**Advantage for affiliate:**

Affiliates need not have to sell anything on their own. Based on the service they are providing they can choose certain banners which are related to them so as to fetch additional revenue for advertising. They can again act as a junction and provide banners to others and track that down. This is done to build more traffic for them and also share the revenue with others who generate a lead or sale. When the same principle is extended then it becomes multi level marketing (MLM.)

**2.6 Search engine marketing**

There are several categories of search engine techniques. These techniques are:

- Search engine optimization attempts to improve rankings for relevant keywords in search that results by improvising on various attributes of a web site be it structure or content.
- Pay per click advertising makes use of sponsored listings. The companies bid for search terms and the search engine ranks advertisement based on certain criteria.

**2.6.1 Search Engine Optimization (S.E.O)**

This can be treated as a subset of search engine marketing. This is used to improve the quality of the traffic which arrives at a website from search engines. Whenever a user search for a particular keyword and finds a match then users visit few sites which are visible on the first page of search engine result. This is SEO's precise objective. Optimizer wants their client websites to be listed higher in search engine results. This way they give their clients i.e. companies a better chance to be noticed by consumers. SEO can target various searches such as image searching, local searching or vertical search engines. People involved in search engine optimization are called search engine optimizers. The optimizer could be either company personnel

trained in search engine optimization or personnel trained by 3<sup>rd</sup> party agency who takes the responsibility from the company. Typically SEO personnel have to understand how search engines actually rank pages. This could involve attaining knowledge in search engine algorithms, extensive knowledge of search engines through the mechanism of patents. SEO personnel have to modify update web pages of clients by adding unique content. In this context of some companies may be reluctant in divulging information as it could lead to disclosure of secrets and there may be security risks related to this. Hence companies could hire SEO personnel to train their staff in doing this job. There are two categories of SEO personnel White hat and Black hat personnel. White hat SEO personnel use techniques which search engines find acceptable. Black hat SEO personnel use techniques which could link spams. Their main goal is to improve page ranking. This is typically a black hat principle. The black hat can provide one version of a page to search engine spider and another version to consumers and this is called cloaking.

Z.Gyongyi et al (2005) have discussed how link spams are created i.e. by interconnecting web pages in a spam form to optimize ranks. The author has not only explained how page ranks can be maximized in spam forms but also has given information on entire class of form structures that which yields the largest achievable target page rank score. The contribution made is valuable because the focus of the study is on understanding how link spams are created.

## **2.7 Social networking and social media based advertising**

Many sites have resulted for creating social networks where people post their information and also connect to each other either for business networking or dating. Some of the prominent web-sites are tribe.net, myspace.com, orkut.com, linkedin.com. Initially these sites were introduced to connect people. Later on few of these sites have generated revenues through marketing. LinkedIn.com provides banner based advertising which focuses on specific targets. Youtube.com can be treated as social media based advertising trendsetter.

Fernando Angelo (2007) in his publication explains how social media marketing schemes are becoming popular. He emphasizes the fact that consumer based content has importance which can be exploited by marketing personnel. Social media

advertising in his perspective means intersection of software marketing, media, information and entertainment. For example Youtube.com allows users to capture their videos and load it on the site for sharing with others. Unregistered users can watch most videos on the site. It provides feature to rate videos and also keep track on the number of times the video has been watched. But only Registered users have the ability to upload an unlimited number of videos.

Naím Moisés (2007) claims that the Youtube.com has certainly made an effect on the mindsets of people. He states how a few individuals posted certain videos which were related to political systems. The power of individuals could easily overpower journalists because millions could post their videos. The approach is interesting because individuals can sometimes bring out information which journalists would not like to share with the public. This may either have a positive or negative effect in the society.

## **2.8 Blog based marketing**

A blog is a website that provides an individual opinion on a particular subject. Some of the blogs act as personal diaries. A typical blog consists of text, image and links to other blogs, web pages and other media related to certain topic. Some of the blogs consist of photos, video and audio. The impact of blog in the words of Dawson Ron et al (2007) is that the blog results to have a trend of blogging. Today about 39% of American adults (57 million) are blog readers". According to statistics of 2006 it is interesting to know that one in every 17 American citizen i.e., approximately 11 million people have created a blog. Every 7.4 seconds a new blog is created. These statistical figures reveal the increasing trend about how blog marketing is significantly developing. According to Dawson Ron the video blogging is immensely popular and video blogging is bound to increase with youtube.com being the trendsetter. Every individual if given an opportunity would like to express his feeling uninhibited given a chance. In the past only celebrities or selected few who had access to media could express their views however today even a common man could become popular by sharing his views through blogging. The different types of blogs and functions therein are listed in Table 2.1

### Different types of Blogs

Blogs	Function
Vlog	Blogs that contains videos.
Linklog	Blogs that contain url to several links.
Sketchblog	Blogs that contain portfolio of sketches.
Photoblog	Blogs that contain photos.
Tumbleblog	Blogs that contain shorter posts and mixed media types.
Phlog	Blogs that uses gopher protocol is known as Phlog.
Moblog	Blogs that are written using mobile devices.
Splog	Blogs used for spamming purposes.
Slog	Blogs that are used for business purposes.
Corporate blogs	Blogs that are used to enhance the communication and culture in a corporation.
Miscellaneous types of blogs	There are various blogs such as <a href="#">political blogs</a> , <a href="#">travel blogs</a> , <a href="#">fashion blogs</a> , <a href="#">project blogs</a> or legal blogs.

Table No 2.1

Companies can advertise on blogs through banner advertisement or with the help of 3rd party agency blog advertising networks (such as Pheedo.com or Blogads.com). Either the company or the 3rd party agency must ensure that these banners are regularly uploaded so as to deliver relevant content. The advertisements can be targeted for a specific group or sector based on the requirement. An example for this is Payperpost.com which provides an opportunity for advertisers to decide what feedback they want from the bloggers. The bloggers on providing feedback get paid by Payperpost. In addition to companies even advertisers also get benefitted.

#### **2.7.1 Exploitation of the power of blogs by companies**

##### **Market perspective of products:**

Several personalized blogs mention the reasons what kind of products they prefer and why. Some of them also discuss about competitor products. Companies



referring to these blogs can get an idea about how consumers view their products and then can launch marketing campaigns.

### **Recruiting bloggers to carry on conversation:**

Now a days it is found that the company recruits blogger to continuously communicate with other bloggers. This can help other bloggers in understanding the nature of product.

### **Encouraging corporate blogging:**

Companies do allow the CEO's and senior management executives to participate in blogging so that consumers will be able to understand the transparency in a company. But this is not possible all the time and for all companies as they may not want any opinion about the company to be made public.

Marken G A (2005) in his publication claims "blogs provide management a fast, effective and economic means of carrying out two-way communications with firm's many audiences". He also claims that blogs would work when they emphasize on candor, pithiness, urgency, utility and timelessness.

## **2.8 Really Simple Syndication (RSS marketing)**

RSS basically refers to web feeds which is used for publishing latest information and also to publish frequently updated contents which could be blog entire or podcasts or news. An RSS document which is called a feed help user to keep updated with latest information without users having to go and check again. All that the user has to do is to subscribe feeds. RSS content would be the latest summary of the site. RSS content can be read using an RSS reader. Which comes integrated with the browser? For example Firefox browser has an integrated RSS reader built with it. The reader checks the user's subscribed feeds regularly for new content and downloads any updates that it finds useful. RSS marketing techniques and their benefits are given in table no 2.2

### Different RSS techniques

<b>Marketing Technique</b>	<b>Benefits</b>
Coupon feeds	Coupons are provided with the help of RSS feeds. Some provide customizable coupon feeds.
Affiliate marketing	Some of the companies prefer affiliate marketing to actually promote their R.S.S feed instead of directly dealing with consumers.
Press release and Press announcements	Most multinational companies like Microsoft, IBM use RSS to feed their press announcements, press releases.
Product feeds	Latest updates about products, services are fed to customers. For example Amazon.com provides such schemes.
Podcasting	Companies such as GM, Audi provide podcasts as feeds to consumers.

**Table No 2.2**

## 2.9 Email marketing

This is a form of marketing which exploits the power of electronic mail. Emails are sent primarily to improve the relationship with the old/new consumers. Emails could include advertisements/newsletters which are meant to tempt consumers to make purchases or inform them of about the availability of new products/services.

### **Advantages of using email marketing:**

- Email marketing campaigns are cost effective when compared to postal campaigns or printed newsletters.
- Email arrives quicker than post.
- The companies can do mass mailing with the help of mailing list. This helps to save time in delivering information to a specific range of consumers/customers.

- Companies can easily track their returns when they use this scheme. They can also track the success rate campaigns with the help of read receipt, un-subscribed or messages that bounced on failure.
- Advertisers are able to "push" the message to consumers whereas website marketing has to attract customers. Hence the consumer reach is better.
- Companies that use html based email can provide other links which can generate further leads for them.
- Companies can also know the interest of consumers by sending emails that requesting for opinion from consumers.
- Companies can reach the target that based on consumers interest i.e. only after knowing the consumers interest when he signs up for a particular email service.
- Email marketing does not use paper so it is environment friendly.

#### **Disadvantages of using email marketing:**

Spamming is one of the biggest problems and it is very difficult to distinguish between genuine email marketing and spamming. Many of the companies install spam filters but filters end up preventing even genuine emails from reaching. Most of the companies are taking efforts to prevent Spam. Email marketing needs to be done carefully in order to distinguish itself from spam.

#### **2.10 Viral marketing**

Viral marketing is also termed as viral advertising. This consists of marketing technique that which use already existing social networks to increase their brand image. It is also called word of mouth marketing. This technique encourages the consumer to pass on marketing message in voluntary way. Viral promotions could involve video clips, interactive flash, images, or even mobile messaging such as SMS. It works on the belief that consumers who are impressed would tell other people regarding their likes. This human behavior can be exploited to encourage viral marketing.

Dobele Angela et al (2007) in their publication explains how emotions could play a vital role in making viral marketing a success. Emotions such as joy, surprise,

sadness, anger, fear and disgust were considered in their research. The role of gender in viral marketing campaigns is also given importance. The research draws various conclusions based on 9 successful and failed viral message campaigns. It suggests that companies cannot rely on emotions alone in their viral marketing campaign. Their campaigns should be effective in capturing the imagination of the recipient in order to make it successful. What Doble Angela considers important is that how successfully companies can achieve message forwarding. It is accepted that only targeted viral marketing campaigns based on brand, product or service can succeed in convincing the audience. It is also accepted that viral marketing offers other advantages such as low cost, reduced response time and increased potential for impact on the market.

## **2.12 Summary of Literature Review**

Most of the literatures related to Internet Marketing which were referred had the focus on three important perspectives that is, consumer, company and 3rd party agency. The review of the literature suggest that the consumer awareness will play an important role in the development of internet marketing. It is necessary for companies and 3rd party agencies to understand the mindset of the consumers as consumers would be the ones who would eventually drive internet marketing in a big way. More buyers mean more products to sell and more products to sell mean more marketing players. The review of Literatures has certainly helped the researcher to focus the present research work on three entities i.e. consumer, company and 3rd party agency. Instead of studying these entities in isolation the research had planned during survey to pose the same set of questions to Consumers, Companies and 3rd Party Agencies.



## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

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#### **3.1 TITLE**

A Study of the Growth of Internet Marketing in Indian Scenario.

#### **3.2 OBJECTIVES**

1. To study the role of internet marketing in Indian scenario.
2. To study the recent trends in the field of internet marketing.
3. To identify various reasons and schemes that affecting the growth of internet marketing.
4. To study the opinions of 3 entities viz. consumer, company and 3<sup>rd</sup> party agency with regard to the growth of internet marketing.

#### **3.3 HYPOTHESIS OF THE STUDY**

1. The growth of internet marketing is related to the increase in usage of internet.
2. Alike traditional market there exists strong relationship between company and 3<sup>rd</sup> party agency in the field of internet marketing.
3. The growth of internet marketing is incredible yet inevitable in today's era of globalization.

#### **3.4 SCOPE AND LIMITATIONS**

In today's era of dynamic marketing it is found that Internet Marketing is gradually increasing with the significant increase in the use of internet. The scope of the present research was confined to study the opinions of 3 entities: Consumer, Company and 3rd Party Agency with regards to aspects related to the growth of Internet Marketing. The behavioral approach of the consumers especially their attitude in using of internet marketing and their inclination towards Internet Marketing was taken into account. Similarly the role of the company was studied especially to know their approach towards the marketing strategy. Lastly the

suitability of 3rd party agency in Internet Marketing was considered as it plays an important role in building the relationship between consumer and company.

The research work is confined only to the respondents from few major cities in India. Based on the survey and analysis the general overview is taken with regard to the growth of Internet Marketing in Indian scenario. The prevailing trend in Internet Marketing in Indian were considered and hence to the study of global trend is beyond the scope of this research work.

### **3.5 Research Methodology**

The Research methodology applied in the present study is quantitative as well as descriptive in nature. To study the influence of the use of internet and thereby the impact of Internet Marketing in overall market scenario it was decided to record opinions on various aspects related to the growth to Internet Marketing. Hence the 3 important entities of market i.e. Consumer, Company and 3<sup>rd</sup> Party Agency were taken into account as the respondents.

The survey carried out was based on questionnaires that prepared separately of Consumer, Company and 3rd Party Agency. The inputs received (answers to every question) were analyzed and tables were prepared. Further the tabulations were used to calculate the percentage responses which resulted to draw the inferences.

For carrying out the survey Non-Probability sampling method was used and hence purposive sampling size of 1000 consumers was decided. The consumers from various major cities were contacted either in person or through telephonic and email modes. Similarly for selecting the company respondents, the criteria used was that the company executive (respondent) should be from a company which has been providing the logistic support in Internet Marketing field for atleast 5 years. The companies were identified from the list available through the Maharashtra Chamber of Commerce, Industry & Agriculture's (MACCIA). Lastly it was noticed that there are only few 3<sup>rd</sup> party agency players especially in the field of Internet Marketing. Hence 10, 3<sup>rd</sup> party agency with their involvement in providing logistic support in Internet Marketing could be identified. The 10 players were from major cities i.e. Pune, Mumbai, Noida, and Bangalore.

All the respondents were thus contacted and inputs were gathered. The responses received were further analysed and were tabulated. The tabulation curtailed helped to draw the inferences related to several aspects related to the recent growth of Internet Marketing in India. The conclusions drawn are represented in tables and also for few aspects the graphical representation is made.



## **CHAPTER - IV**

### **APPROACH FOR THE PRESENT STUDY**

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Any Research essentially requires a systematic approach which helps the researcher to properly arrange the data collected which in turn leads to properly analyze the same and finally helps to draw conclusions.

#### **4.1 The approach for the present research**

In the present research work, it is clear that the study of internet marketing mainly comprises of a consumer perspective, company perspective and 3rd party perspective. Though each one i.e. consumer, company and 3rd party can be studied in isolation however the focus of the study was to know about various factors related to all these 3 elements in relation to one another. The review of various Literatures (Chapter 2) was very helpful to the researcher so as to develop the approach that resulted to undertake present study of the internet marketing as a whole. The main focus of the present study was to gather information about the recent trends in internet marketing. During the initial period of internet era Ann (1999) conducted a survey with a sample of 400 people to study whether the consumer prefers internet advertising or not. This study was based on the comparison between internet advertising and general advertising. The conclusion drawn by her was that there was hardly any inclination of the consumer towards favoring internet advertising. This was the situation in early period as the concept of Internet advertising was very new. However growth of internet has been tremendous over the past few years. Now a days the modern marketing techniques are utilized and thus the trends in the field of Internet Marketing are changing. Hence the emphasis of present study was to know recent trends in the emerging field of internet marketing. Taking into consideration importance of each element i.e. the consumer, company and 3rd party agency affecting internet marketing 3 survey questionnaires were designed i.e. separate one for consumer, for company and for 3rd party agency. Information was gathered by using the following methods during the survey.



## Survey Method

Sr. No	Element	Methods used
1	Consumer	Face to Face, Email, Telephone
2	Company	Face to Face, Email, Telephone
3	3 <sup>rd</sup> party	Email, Telephone

**Table No 4.1**

### 4.1.1 Design of Survey questions

In the initial stage of the research work only one survey questionnaire was designed for all 3 elements i.e. consumers, companies and 3rd party agencies. However considering the feedbacks received, it was noticed that certain questions were of unique nature for each of these elements and hence such questions were not applicable to other element. Therefore it was decided to prepare 3 questionnaires for each of the entity. The questions were designed taking into consideration the objectives of the study and moreover with the aim that the respondent will be able to answer each question. In the questionnaire most of the questions had multiple choice answers. For few questions the respondents had to rank their preferences.

Especially for preference ranking, the questions were related to know the attitude towards the use of internet marketing by the company, reasons for the growth of internet marketing and the impact on the volume of turnover of the company.

One of the question was related to internet marketing based on Gender aspect. This question was with regard to the important role that gender plays in today's internet marketing as it was observed through review of literature that female consumers tend to give a lower valuation than males for the effortless of online purchasing. Based on literature review another aspect under study was in relation to the misuse or incidences of frauds experienced in internet marketing. This aspect was considered as it can be noticed that, credit card stealing, fear of supplying personal information, pornography and violence, vast internet advertising, information reliability, lack of physical contact, non receipt of products purchased through Internet Marketing were the factors which could prevent consumers from indulging in internet marketing.

#### **4.2.2 Data collection**

##### **Consumers:**

The sample size of 1000 consumers from different walk of life and with different age group was taken. Of the total sample of 1000 consumers, about 88% of responses were face to face i.e. by contacting them personally, about 4% were contacted on Telephone and 8% by means of Email.

##### **Companies:**

The sample size of 100 companies was targeted for the present study. Of these 100 companies, 50% from service sector, 31% of companies were from manufacturing sector, 12% from IT sector, 6% from educational sector and 1% from testing and research. Based on the turnover of the company(in Rs) about 46% companies were found to have turnover upto Rs 5Cr, 21% between Rs 5 Cr to Rs 50 Cr,17% between Rs 50 Cr to Rs 100 Cr and 16% with Rs 100 Cr and above. Maratha Chamber of Commerce and Industries and Agriculture (M.C.C.I.A) directory was of great help to identify the companies from different sectors.

##### **3rd Party Agency:**

The number of 3rd party agency in today's scenario is less and hence sample size of 10 for 3rd party internet marketing agencies was finalized. Of these 10 agencies were from Mumbai, 2 each from Pune and Noida, 1 each from Gurgaon, Jaipur and Bangalore.



## CHAPTER – V

### ANALYSIS AND RESULTS

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As mentioned previously, the data was collected by using survey method i.e. contacts with respondents either in person or through telephonic and email modes. The questionnaire consisted of 36 questions. These questions were grouped under the four categories namely Category A, Category B, Category C and Category D.

**Category A** had questions related to respondents occupation, gender etc. while questions in **Category B** were to know the opinions reasons about the growth of Internet Marketing. Information gathered regarding the factors affecting Internet Marketing were based on questions from **Category C**. The **Category D** had questions pertaining to the relationship of company and 3rd Party Agency and thereby to understand flexibility within Traditional Marketing and Internet Marketing

#### **Method for analysis:**

Analysis was based on the 7 point Likert scale system. For each question the multiple choice answers were given so that the respondents can record their opinion. Thus each choice of answer was assigned points from 1 to 7 wherein point 1 corresponds to Strongly Disagree and point 7 corresponds to Strongly Agree. Point 4 point was assigned for the answer wherever the respondent seemed to be Undecided. (Refer Table No. 5.1)

**Table No 5.1**  
**Likert Scale system**

<b>Response</b>	<b>Points</b>
Strongly Agree	7
Agree	6
Agree to some extent	5
Undecided	4
Disagree to some extent	3
Disagree	2
Strongly Disagree	1

The opinion of respondents i.e. Consumer, Company and 3<sup>rd</sup> Party Agency for each question was considered and further the percentage was calculated. The percentage recorded towards each questions were presented in tabular forms. The tabulation technique has thus helped to state the inferences.

## **CATEGORY A**

Considering the survey undertaken it was felt to study or to basically know certain aspects related to the respondents. These aspects were Gender, type of their occupation as well as income level and hierarchical level of company respondents.

**Table No 5.2**

**Male and Female Respondents**

<b>Category</b>	<b>Male Respondents (%)</b>	<b>Female Respondents (%)</b>
Consumers	72	28
Companies	92	9
3 <sup>rd</sup> Party Agencies	98	2

It is observed from Table No. 5.2 that of the total 1000 consumers, 72% of respondents were male and 28% were female. With regard to company top level executives who were the respondents in the survey it was found that out of 100 only 9% were female executives. With respect to the ownership of the 3rd Party Agency it was found that of the 10 3rd Party Agencies only 2% were female owners. Thus top level executives of the companies as well as owners of 3rd party agency had male dominance and accounted for more than 90% of the respondents.

**Table No 5.3**  
**Occupational Category of Consumer Respondents**

<b>Category</b>	<b>Male Respondents (%)</b>	<b>Female Respondents (%)</b>
Studying	21	26
Housewife	-	43
Service	59	19
Self Employed	7	3
Other	13	9

With regard to the occupation of the Consumer respondents it is found from Table No. 5.3 that of the total male respondents 59% were in service and in case of female it was 19%. As many as 43% of female respondents were housewife. Of the total respondents the student community accounted for 21% male and 26% female. It is also observed that only 3% female respondents were self-employed while there were 7% male having self employment. The male (13%) and female (9%) respondents classified under 'Other' category were mainly the retired persons.

**Table No. 5.4**  
**Annual Income Level Of Consumer Respondents**

<b>Annual Income Level ( in Rs.)</b>	<b>Male Respondents (%)</b>	<b>Female Respondents (%)</b>
No Income	21	69
Up to 50,000	11	8
50 to 1 lakh	18	4
1 to 3 lakh	24	11
3 to 6 lakh	21	8
6 to 9 lakh	4	0
Above 9 lakh	1	0

Considering the income level of consumers it is found from Table No 5.4 that especially the respondents who were either studying or the females who were housewives had no income. Hence 21% male and 69% female respondents had no income.

It is also found from the table that the maximum number of respondents had their annual income ranging between Rs.1 lakh to Rs.3 lakh. In this income range there were 24% male and 11% female respondents. It was also observed that there were no female respondents with annual income of more than Rs 6 lakh. However there were 4% male respondents having annual income ranging from Rs.6 lakh to Rs.9 lakh. Only 1% male respondents had their annual income more than Rs. 9 lakh.



**Table No. 5.5**

**Hierarchy Of Company Respondents**

<b>Category</b>	<b>Male Respondents (%)</b>	<b>Female Respondents (%)</b>
Top-level (Executives)	06	11
General Manager	70	33
Manager	24	56

Taking into account the company respondents it is found from Table No 5.5 that most of the respondents were of middle order hierarchy of the management system. Among male respondents 70% were in General Manager grade while in same grade there were 33% female respondents. Of the total top level executives, male and female respondents accounted for 6% and 11% respectively. More than 50% female were working as Manager while nearly one fourth of male respondents were found to be working in managerial grade.

## **CATEGORY – B**

Several questions were incorporated in the questionnaire so as to judge the growth of Internet Marketing. Firstly respondents were judged to know if at all they agree regarding the prevailing growth of Internet Marketing in today's era. Information was also gathered to know the impact of Internet Marketing on the Traditional Marketing. The data collected also helped to know whether more number of players are required to cater to the increasing number of consumers in the field of Internet Marketing. Also the Information was collected to know whether there will be long term impact of Internet Marketing in the scenario of Indian market. Lastly the impact of the available information about product/services provided on portal of 3<sup>rd</sup> Party Agencies was also taken into consideration.

**Table No. 5.6**

**Internet Awareness For The Growth Of Internet Marketing**

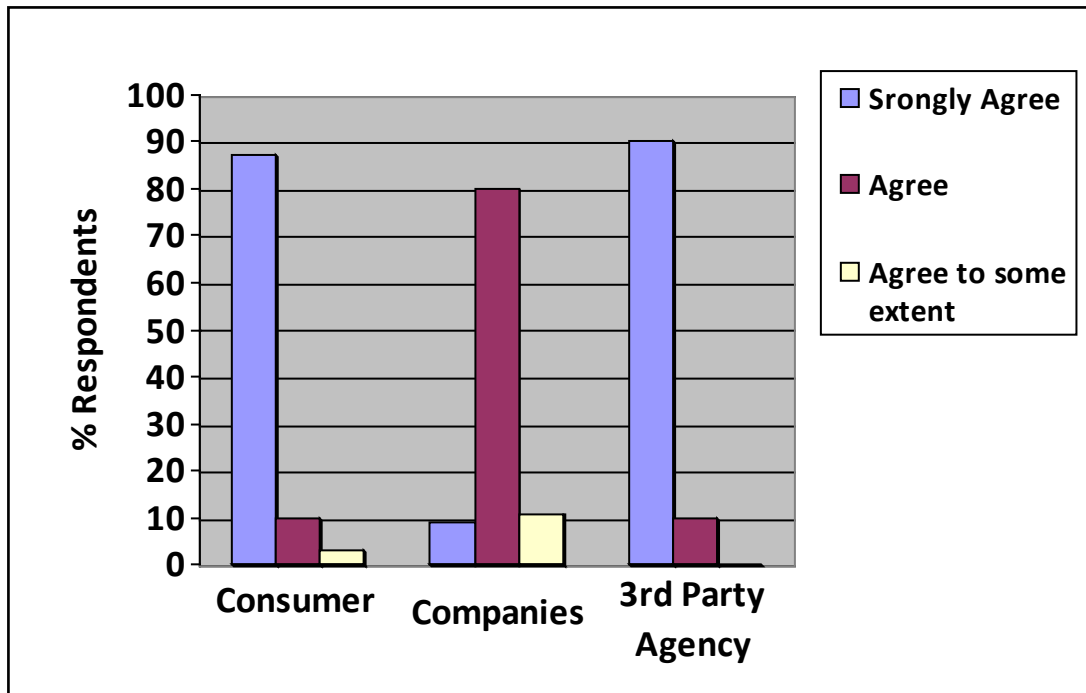
<b>Respondent Opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	87	9	90
Agree	10	80	10
Agree to some extent	3	11	0

The majority of respondents from three entities i.e. Consumer, Company and 3rd Party Agency were found to Agree that awareness about Internet is mandatory for the growth of Internet Marketing. With regard to Internet awareness it is found from Table No 5.6 and that 87% Consumer and 90% 3rd Party Agency Strongly Agree that mandatory awareness about internet is essential for the growth of Internet Marketing. Though large number of Company respondents do not Strongly Agree the need of mandatory internet awareness for the growth of Internet Marketing even then the relationship between awareness and growth is agreeable to 80% company executives. In this context the relationship is Strongly Agreed only by 9% of company respondents. The mandatory awareness about Internet and thereby the growth of Internet Marketing is agreed to some extent by 3% of consumer and 11% of company respondents

The opinion given by respondents about having mandatory awareness of internet for the growth of Internet Marketing is further depicted from Figure No.5.1 wherein large number of consumers and 3<sup>rd</sup> party agency respondents are found to Strongly Agree. However most of the company executives are found to Agree to have mandatory awareness of internet for the growth of Internet Marketing.

Figure No. 5.1

Internet Awareness For The Growth Of Internet Marketing



**Table No. 5.7**

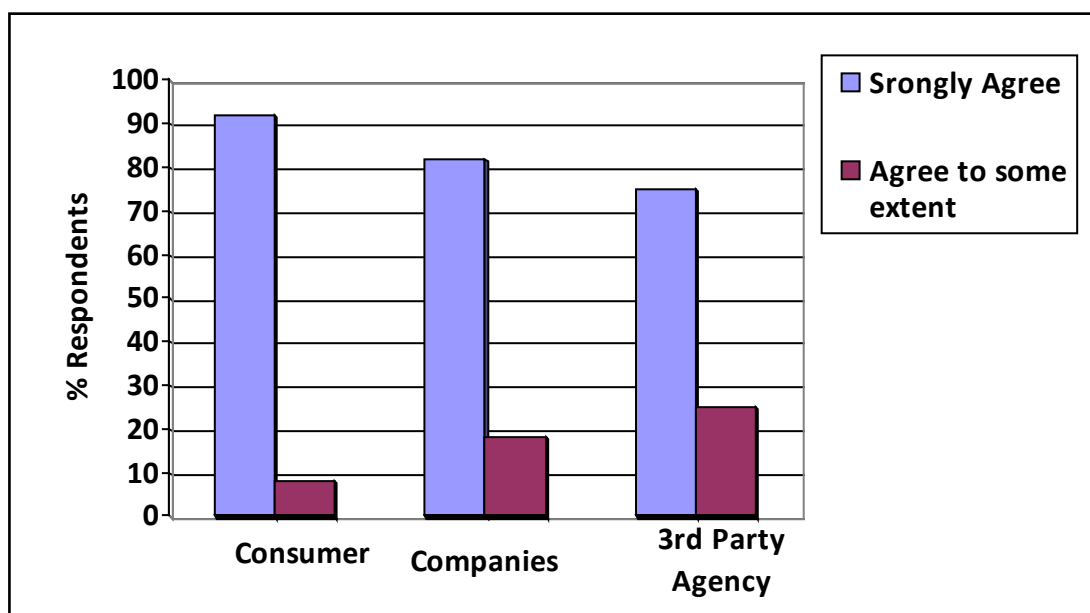
**Growth of Internet Marketing**

<b>Respondent opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency.(%)</b>
Strongly Agree	92	82	75
Agree to some extent	8	18	25

It was found that majority of the respondents Strongly Agree with the view that in present market scenario there is surely the growth of Internet Marketing. From Table No 5.7 and figure no 5.2 it is seen that 92% Consumer, 82% Company and 75% 3rd Party Agency respondents Strongly Agree to the present day experiencing of the growth of Internet Marketing. It is important to note that none of the respondents had expressed negative opinion regarding the ongoing growth of Internet Marketing. About One fourth of the 3rd Party Agency respondents Agree to some extent regarding the prevailing phenomena of the growth of Internet Marketing. This view is also supported by 18% company respondents and by 8% consumer respondents.

**Figure No. 5.2**

**Growth of Internet Marketing**



**Table No. 5.8**  
**Use of Internet Marketing**

<b>Respondent opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency (%)</b>
Strongly Agree	70	10	70
Agree	28	81	30
Agree to some extent	1	0	0
Undecided	1	9	0

During present study the basic question in mind was whether the use of Internet Marketing is for certain product / service or the use of Internet Marketing is made irrespective of product / services. In this context all the respondents feel that the use of Internet is increasing for getting the information of the product or for purchasing purpose. It can be observed from Table No. 5.8 that about 70% of consumer and 3<sup>rd</sup> Party Agency respondents Strongly Agree that the use of Internet Marketing is increasing. However 81% of company executives are found to Agree that there is increase in use of internet marketing. Similarly 28% and 70% of the consumer and 3<sup>rd</sup> party agency respondents respectively Agree the same and hence support the statement that irrespective of product / services Internet Marketing is useful in the present era. Only 1% of consumer and 9% of company respondents were found to be Undecided regarding the use of internet marketing.

**Table No. 5.9**

**Reliability of Traditional Marketing over Internet Marketing**

<b>Respondent opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency (%)</b>
Strongly Agree	44	50	0
Agree	33	14	20
Agree to some extent	0	30	30
Undecided	22	3	10
Disagree to some extent	0	3	40

The long term practice of Traditional Marketing involves one system wherein the consumer actual view the product in person. Hence unless the consumers see the product they don't believe. However Internet Market is a new approach wherein purchasing of a product is with reference to the information about that product gathered from medium of internet. From Table No.5.9 it is found that more than 40% of consumers and 50% of company executives strongly Agree that Traditional Marketing is more reliable than Internet Marketing only 20% of 3rd Party Agency respondents Agree that the Reliability in Traditional Marketing is more than in Internet Marketing. There are 40% 3rd Party Agency respondents who Disagree to believe that Traditional Marketing is more reliable than Internet Marketing. The existence of more reliability in Traditional Marketing than in Internet Marketing is also overruled by 3% of company respondents. Besides this there were 22% and 10% consumer and 3<sup>rd</sup> party agency respondents who were found to be undecided on the reliability aspect.

**Table No. 5.10**

**Impact of Internet Marketing on Traditional Marketing**

<b>Respondents Opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	67	35	27
Agree	4	13	38
Agree to some extent	6	34	15
Disagree	23	18	20

The opinion regarding the onset of new trend of internet Marketing and its impact on Traditional Marketing was taken into account. The Table No 5.10 reveals that 67% Consumer respondents Strongly Agree that Internet Marketing has created an impact in the present market field and it will soon takeover the Traditional Marketing. Similar opinion was expressed by 35% and 27% of the Company and 3rd Party Agency respondents respectively. The impact of Internet Marketing though not Strongly Agreed, even then there were 38% of 3<sup>rd</sup> party agency respondents who Agree the role of Internet Marketing in today's market scenario. Similar opinion was recorded by 13% and 4% of the company and consumer respondents respectively. The table also shows that nearly 20% of the respondents do not agree the comparison between Traditional Marketing and Internet Marketing and hence they Disagree with the view that Internet Marketing will take over the Traditional Market. Besides this 34% of company executives Agree to some extent that Internet Marketing has its impact in present day marketing field and in future can take over the Traditional Marketing. This partial acceptance of the impact of Internet Marketing was also recorded by 15% and 6% of 3rd party agency and consumer respondents respectively.



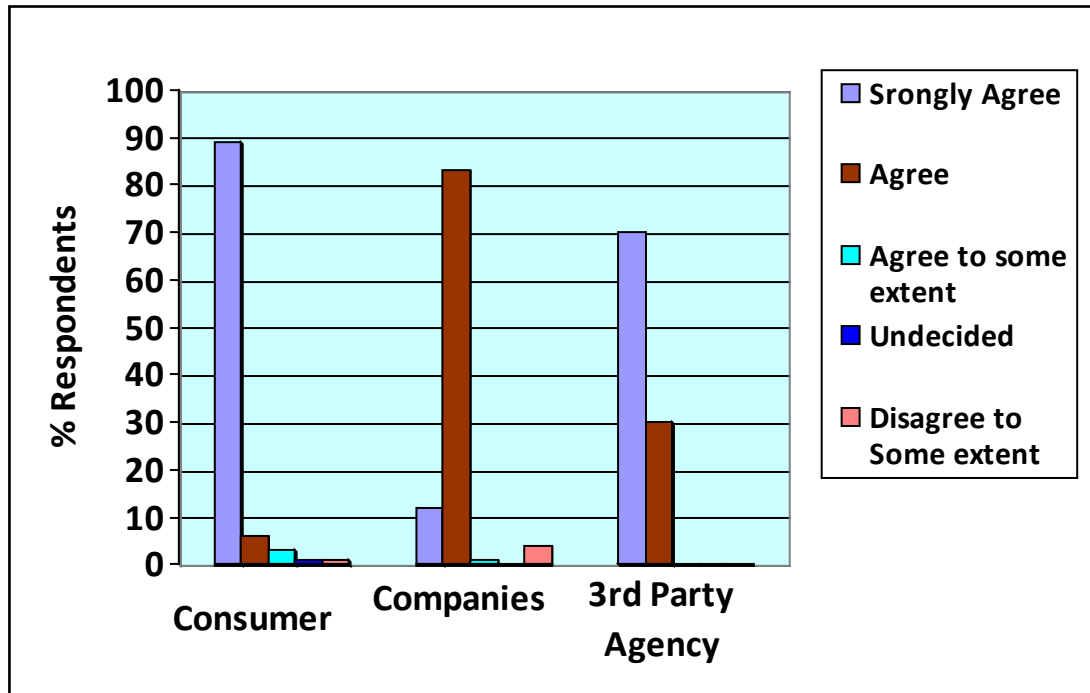
**Table No. 5.11**  
**Increase in Number Of Service Providers**

<b>Respondents Opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	89	12	70
Agree	6	83	30
Agree to some extent	3	1	0
Undecided	1	0	0
Disagree to Some extent	1	4	0

As majority of the respondents were found to agree and also experience believe in the growth of Internet Marketing it was necessary to know whether more umbers of service providers are required in near future. It is observed from Table No. 5.11 and Figure No 5.3 and table 5.11 that 89% of Consumer and 70% of 3rd Party Agency respondents Strongly Agree that number of players in the field of Internet Marketing is bound to increase in near future so as to cater to the increasing needs of consumers. This view was also supported by 12% Company respondents. The opinion about increase in number of service provides in near future was Agreed by majority of the company respondents (83%). Besides this 30% of 3rd Party Agency respondents Agree regarding possibility of the rise in number of service providers in the field of Internet Marketing. The increase in number of service provides in near future however could not visualized by 4% and 1% of company and consumer respondents and hence these respondents disagree to some extent.

Figure No. 5.3

Increase in Number Of Service Providers



**Table No. 5.12**  
**Impact of Channel Network**

<b>Respondent Opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency (%)</b>
Agree	13	5	0
Agree to some extent	55	51	50
Disagree to Some extent	28	3	30
Disagree	4	41	20

It is largely noticed and experienced that various products/services are marketed not only through advertisements in print media but moreover through electronic media. The traditional marketing strategy generally involves the establishment of channel network i.e. the network of dealers so as to have impact of their existence in the market also to reach large section of consumers. In this context hardly sizeable number of respondents from 3 entities could give the concise opinion regarding whether Internet Marketing would generate a long term impact since it does not have a channel network (dealer, C&F and distributors).

The Table No. 5.12 shows that 50% or slightly more respondents Agree to some extent that due to lack of channel network there may not be significant long term impact of Internet Marketing. However 30% of the 3rd party agency and 28% of consumer respondents were found to Disagree to some extent regarding establishing of channel network and thereby creating the impact of internet marketing. However 41% of Company and 20% of 3rd Party Agency respondents were found to Disagree to correlate the impact of Internet Marketing that based on the development of channel network.

**Table No 5.13**

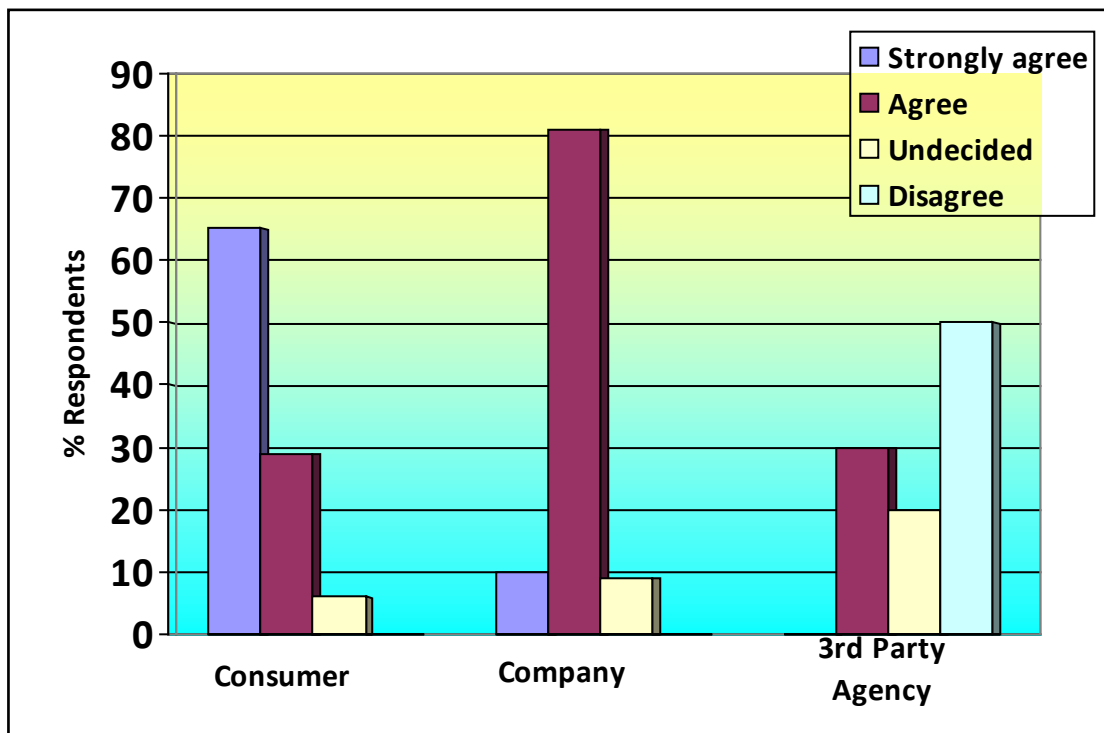
**Impact Of Junk Traffic On the Growth Of Internet Marketing**

<b>Respondent Opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency (%)</b>
Strongly agree	2	4	80
Agree	88	80	10
Agree to some extent	6	4	10
Undecided	4	6	0

It is generally true that the consumers have certain inclination and are specifically interested to get information about the only product or service that required by them. However in today's market scenario that especially related to internet marketing it is commonly seen that the service providers give variety of information which may be of no concern to the Consumer. This additional information is known as Junk Traffic. The present study intends to correlate the impact of Junk Traffic on the growth of Internet Marketing. Table No 5.13 indicates that most of the Consumer respondents (88%) are found to deviate from Internet Marketing due to the presence of junk traffic. Similar opinion has been stated by 80% of company respondents. Thus company executives are well aware that the junk traffic may result in losing the consumers. In this context it is striking to note that even 80% of service providers i.e. 3rd Party Agency respondents Strongly Agree that the Junk Traffic may result for creating the negative impact with respect to the growth of Internet Marketing. Hence considering the attitude of consumers it is clear that making availability of the specific information about the product or service needed by consumer must be the prime objective of service providers. This certainly will attract the consumers which further will result for the growth of internet marketing. Thus junk traffic must be avoided as far as possible.

While studying the recent trend of internet marketing the basic question in mind was whether the success of Internet Marketing is related to specific product/service or not. In this context Figure No 5.4 shows that about 65% of the Consumer respondents Strongly Agree that selected product/ service will only result for success in Internet Marketing. Only 10% Company respondents were found strongly to support this success philosophy. However the service providers do not intend to accept the success of internet marketing only for the specific product/service. The success of Internet Marketing that related to certain product is Agreed by 81% and 30% of the Company and 3rd Party Agency respondents respectively. It is surprising to see that nearly 50% of 3rd Party Agency respondents do not give credit to any one product/service which could result for the success of Internet Marketing hence these respondents Disagree.

**Figure 5.4**  
**Success of Internet Marketing**



**Table No. 5.14**  
**Need of On-Line Support Service**

<b>Respondent Opinion</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3rd Party Agency (%)</b>
Strongly agree	71	82	70
Agree	27	16	20
Agree to some extent	2	2	10

There is no doubt that the use of internet and Internet Marketing go hand in hand. However for better services in the field of Internet Marketing the service providers i.e. 3rd party agency should study or should have sufficient focus regarding the provision of the online support services. This was reflected from the opinion given by large number of respondents. In this context Table No 5.14 shows that more than 70% of the respondents Strongly Agree to have the online support services which can surely result for the success of Internet Marketing. The need regarding the availability of the online support service was expected by 27% of consumer respondents. The support of online service seems to be the requisite component of internet marketing for 16% and 20% of Company and 3rd Party Agency respondents respectively and hence they Agree for the same.

**Table No. 5.15**

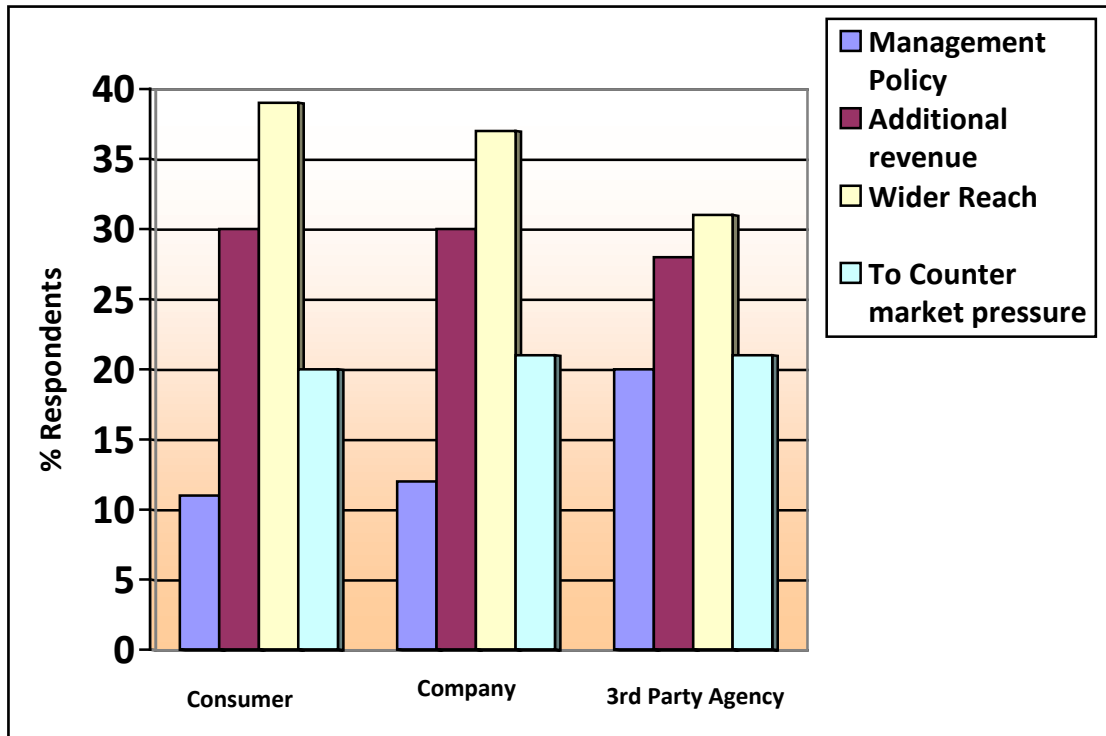
**Reasons for Use of Internet Marketing by Company**

<b>Reasons</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Management Policy	11	12	20
Additional revenue	30	30	28
Wider Reach	39	37	31
To Counter market pressure	20	21	21

In general it can be assumed that any company frames the strategy to adopt Internet Marketing so that it can be at par with their competitors. However motive of adopting Internet Marketing strategy or reasons for this may be To Generate More Revenue or To Reach Large Number of Consumers by means of internet media. In this context the respondents were asked to rank or to state the preferences about the strategic reasons for adopting Internet Marketing by the company. It is found from Table No 5.15 that majority of the respondents of all the three entities gave first ranking to the 'Wider Reach' as a reason, wherein Consumer respondents were 39%, Company respondents 37% & the 3<sup>rd</sup> Party Agency respondents accounted for 31%. Besides this the Figure No. 5.5 shows that the reason ranked second by about 30% of all the respondents was to gain 'Additional Revenue'. According to the said table and figure it was found that 20% of all the respondents were of the opinion that the use of Internet Marketing by the company would be to 'Counter Market Pressure'. In case of 3rd Party Agency 20% of the respondents feel that the use of internet media is the 'Management Policy'. This view is acceptable to only 11% of Consumers and 12% of Company Executives.

Figure No 5.5

Reasons for Use of Internet Marketing by Company





**Table No 5.16**

**Reasons of Increase in Internet Marketing**

<b>Reasons for Growth of Internet Marketing</b>	<b>Consumers (%)</b>	<b>Company (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Internet & mobile Users are Growing	28	28	26
Television Will also be internet Base	7	8	12
Increasing Trend of personalize marketing way	14	15	12
Traditional Marketing Cost are increasing	18	18	17
Ease of Tracking success of failure	11	11	12
Easy accessibility to product from any part of the world	22	20	21

It is true that the growth of Internet Marketing is dependent on the awareness and also the use of internet. The situation of dependency about awareness and use of internet happens to be the prime factor for the growth of Internet Marketing and this was stated by about 28% of all the respondents (Table No 5.16). Besides the awareness and the use of internet there are also other factors resulting for the growth in Internet Marketing. One of the factor cited by the respondents for the growth of Internet Marketing was that the internet naturally provides significant worldwide accessibility to consumers towards products from all over the world. Opinion about this factor was given by 22% consumers, 20% company and 21% 3rd Party Agency respondents. Another factor found for the growth of Internet Marketing was that the internet media reduces the cost of advertisement as more cost is incurred in Traditional Marketing than in Internet Marketing. The use of internet by company seems to be unavoidable according to 18% Consumer and Company respondents. It is also observed from same table no 5.16 that more number of consumers have tendency

towards personalized shopping. The internet users thus can set the brand of personalized marketing in the emerging era of Internet Marketing. The factor of personalized marketing was found to be one of reason for growth of Internet Marketing and same was supported by 12 to 15 % of all the respondents.

**Table No. 5.17**

**User-Friendliness of Internet Marketing**

<b>Respondent Opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly Agree	60	81	90
Agree	0	19	0
Agree to some extent	30	0	10
Undecided	10	0	0

In the present era everyone wants to have hassle free operations. In this context question was asked regarding the user-friendliness of Internet and thereby Internet Marketing. Table No 5.17 shows that the user friendliness of Internet Marketing is Strongly Agreed by majority of respondents i.e. 60% Consumers, 81% Company and 90% 3rd Party Agency. Though 30% of Consumer respondents Agree to some extent regarding the user-friendliness of Internet Marketing another 10% are found to be Undecided on this aspect. It can also be noted that none of the respondents Disagree to have user-friendliness of Internet Marketing.

**Table No. 5.18**  
**Reliability Of Country**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	71	22	0
Agree	20	8	0
Agree to some extent	9	2	80
Undecided	0	68	20

It cannot be denied that the Internet Marketing has opened the doors to all players. However for the participants in Internet Marketing especially for consumers one of the aspect which is of great importance is the Reliability of the player. Hence reliability of the country forms to be an important aspect in the field of Internet Marketing which leads to the success. The Table No 5.18 indicates that 71% of consumer respondents feel that it is essential to have reliability of the country and hence Strongly Agree on the aspect of reliability. Only 22% Company respondents Strongly Agree regarding reliability of the country; however large number of Company respondents (68%) are found to be Undecided. The Reliability aspect does not seems to be of importance to the 3rd party agency respondents. This inference is based on the opinion given and stated in the table wherein majority respondents (80%) Agree to some extent regarding the reliability. While rest of respondents (20%) are found to be Undecided.

## **CATEGORY C**

Taking into considering the sale or purchase of any product or service there are certain factors like cost, availability, reliability etc. which are of interest not only to consumers but also for the manufacturing company. Besides this the consideration of consumer and company is also with regret to the presence of 3rd party agency. The presence 3<sup>rd</sup> Party agency cannot be forgotten as it helps to form a bridge between consumers and company. Questions related to various factors of interest such as generation of revenue, actual spending and incidences of fraud etc formed the part of Category C. Also factors such as government policy which determines the duty component on goods and services was studied as Government Policy plays an important role in determining the cost of the product. Lastly aspect like image building or branding of a product /service was studied. Also aspects such as improving of brand image and its impact over the duration of time in market was also taken into account.

**Table No. 5.19**

**Internet Marketing as An Important Component For Increasing the Revenue**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	1	2	0
Agree	1	9	80
Agree to some extent	2	43	0
Undecided	1	0	10
Disagree to some extent	70	9	0
Disagree	24	26	10
Strongly Disagree	1	11	0

Comparing the Traditional and Internet Marketing modes opinion on basic aspect i.e. revenue generation was studied. For this a simple question asked was ‘Whether Internet Marketing results for increase in revenue’.

It is found from Table No 5.19 that the respondents have quoted varied opinions. Considering the consumer entity it is seen that 70% of the respondents Disagree to some extent that Internet Marketing results for increase in revenue of the company. Also about one fourth of the respondents Disagree to relate increase in revenue of the Company due to the use Internet Marketing. Similar Disagreement was recorded by one fourth of the company respondents. However there are 43% of company executives who believe to have an increase in revenue in the field of Internet Marketing than in Traditional Marketing, hence these respondents Agree to some extent. Taking into consideration the opinion of service providers it is observed that as high as 80% of respondents Agree that Internet Marketing certainly leads to have increased revenue for the company. However of the remaining respondents their opinion seems equally divided wherein 10% Disagree and 10% are found to be Undecided. Thus with such varied opinions from all the three entity respondents it

was not possible to establish specific correlation between the use of Internet Marketing by the company and thereby to have increase in revenue.

**Table No. 5.20**  
**Strategy of Region wise Market Focus**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	89	71	0
Agree	5	6	30
Agree to some extent	3	11	0
Undecided	1	3	10
Disagree to some extent	2	9	60

Another factor related to increase in revenue could be the company strategy to have area based focus on marketing of products either by company itself or through 3rd party agency. Hence the study was done to understand the opinion with regard to a question i.e. ‘can there be more revenue generation by the company if marketing is focused on regional level’. In this context large number of Consumer and the Company respondents were found to Agree that Internet Marketing if focused region wise will generate more revenue. However 3rd Party Agency respondents feel that Internet Marketing will be effective irrespective of region wise focus.

It is found from Table No 5.20 that 89% Consumers and 71% Company respondents Strongly Agree that the company’s marketing strategy should have regional focus which can result in generating more revenue. This strategy of regional focus for marketing of a product will be suitable for company as the producer knows where their product will have more market potential.

With regard to the opinion of 3rd party agency it is found that the respondents who Agree about having regional based marketing strategy accounts for 30%. However twice the number of respondents (60%) Disagree to some extent regarding region wise marketing focus. There are another 10% of the 3<sup>rd</sup> Party Agency respondents who seems to be Undecided on this aspect.



**Table No. 5.21**  
**Gender Effect on Turnover**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly Agree	70	8	90
Agree	4	74	10
Agree to some extent	2	3	0
Undecided	24	15	0

We can easily observe that in present era of marketing the ladies shoppe are presented very differently than men shoppe. As this is applicable to Traditional Marketing same is observed in Internet Marketing. Most of the respondents agree to the marketing strategy wherein gender differences are made. Such gender differences are moreover related to the intention of creating an impact in the market. Besides aspect of creating and impact, the strategy may also be towards increasing the turnover. The mindset of gender difference is observed from Table No 5.21, where 70% Consumers and as high as 90% 3<sup>rd</sup> Party Agency respondents Strongly Agree that the gender difference is for promoting of the product as well as to increase the turnover of companies. Even 74% Company executives Agree to this strategy. The style of presenting of the product on gender basis seems to be common marketing strategy in the field of Internet Marketing. Also the 3rd party agencies have opinion that ladies product websites have more pictures, videos, 3D Pictures which helps to largely attract the consumers.

However one forth of the consumer respondents were found to be Undecided with regard to their opinion about impact of gender effect on the turnover of the company.

**Table No. 5.22**  
**Revenue Generation of 3<sup>rd</sup> Party Agency**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly Agree	1	5	80
Agree	69	20	10
Agree to some extent	25	65	10
Undecided	5	10	0

In the present era of Internet once the website is prepared maximum number of Consumers from any part of the globe can have access and get the information about the product and can further make the purchase the product through Internet services. However, it was found that moreover the company makes use of 3rd Party Agency as their business compulsion. In this context the company respondents were not absolutely with their view that the 3rd party agency usually helps them to generate the revenue. From the Table No. 5.22 it is found that Consumers Agree with the opinion that 3rd Party Agency plays an important role to generate revenue for the Company. Hence large number of consumers (69%) Agree to the role of 3rd Party Agency in the field of the Internet Marketing. Similarity 80% of the 3rd Party Agency respondents have opinion that their role is significant and cannot be avoided and thus they Strongly Agree to the aspect of revenue generation for companies. With regard to the opinion of company respondents it is observed that they do not believe completely to have dependency of 3<sup>rd</sup> party agency so as to generate revenue for their company. Hence only 5% company respondents Strongly Agree of making more revenue with the help of 3<sup>rd</sup> party agency. As is the case of strong market competition, 20% company respondents Agree with the role of 3<sup>rd</sup> party agency and another 65% respondents Agree to some extent to relate more revenue generation through 3<sup>rd</sup> party agency.

**Table No. 5.23**

**More Revenue Generation in Internet Marketing**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	87	7	60
Agree	5	6	0
Agree to some extant	3	48	0
Undecided	4	0	40
Disagree to some extent	1	39	0

One more aspect studied about increase in revenue generation was to compare between Traditional Marketing and Internet Marketing. It was found that 48% of Company respondents Agree to Some extent that revenue generated through Internet Marketing will exceed than the revenue generated through Traditional Marketing. This generalized opinion may be because as a few segment Company respondents (like the car, heavy equipment manufacturers etc.) feel that Internet Marketing will certainly give wide scope to them through advertisement of the products and its features. However the sale will only result at the point where the seller and buyer meets. Such face to face sale and purchase system especially forms to be the marketing system in Traditional Marketing. The Table No.5.23 indicates that large number of Consumers (87%) and the 3rd Party Agencies (60%) Strongly Agree that most of the products in the future will be sold through Internet Marketing and hence revenue gained by companies through Internet Marketing will be more than Traditional Marketing. The opinion of more revenue generation in Internet Marketing is Strongly Agreed only by 7% of company executives while 48% respondents Agree to some extent. On the other hand 39% Company respondents Disagree to some extent regarding the generation of more revenue through Internet Marketing rather than Traditional Marketing.

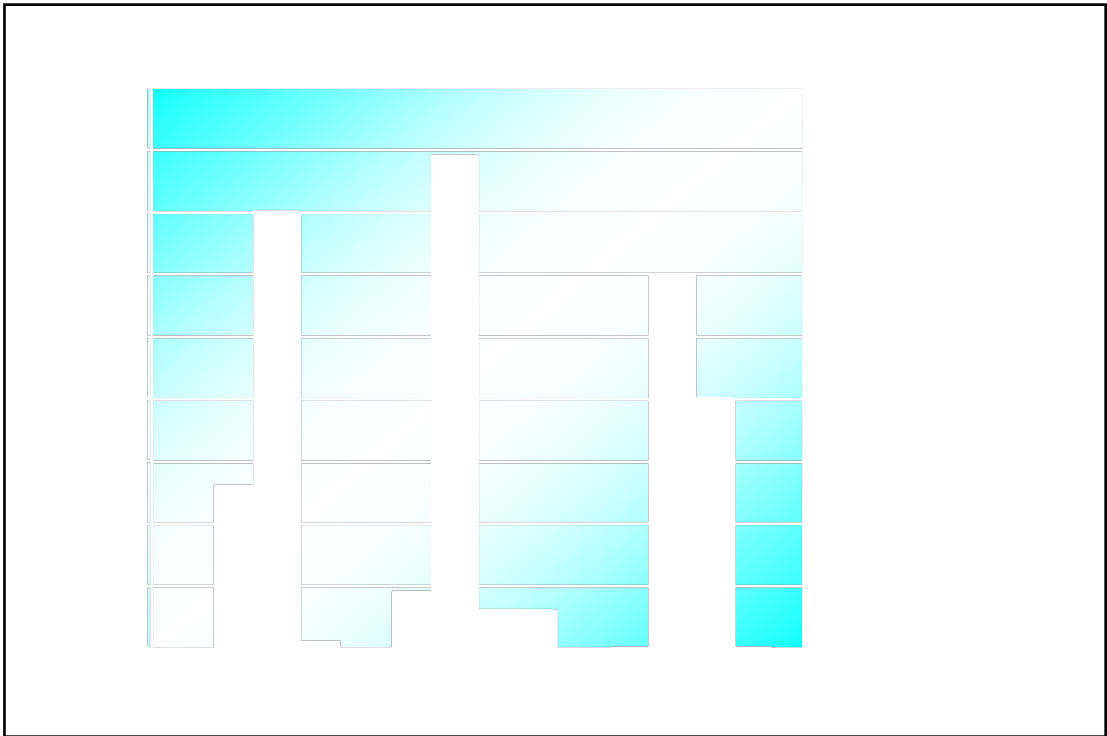
**Table No. 5.24**  
**Branding Of Product**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	3	9	0
Agree	26	79	60
Agree to some extent	70	6	40
Undecided	1	6	0

Sale of product or service largely depends on marketing techniques as well on the brand name of the company or the product. Hence it was found that now a days the branding of product is very important. Besides branding aspect the form of product presentation and its image on internet has to be effective. It was found that almost all the respondents accepted the importance of branding of the product and had expressed opinion that Internet Marketing largely helps to improve the brand image of the company as well as the image of its product.

From Table No 5.24 it is found that 79% and 60% of the company and 3rd Party Agency respondents respectively Agree to the role of Internet Marketing through which branding of the product is possible. Branding of product by means of Internet Marketing is also agreed by one fourth of the Consumer respondents. Also it is found from Figure No. 5.6 that there are 70% consumer respondents who Agree to some extent that the Internet Marketing would certainly help the company in branding of the product. Similar opinion was given by 40% of the 3rd party agency respondents. It is also observed that 9% company respondents Strongly Agree to the use of internet for branding purpose, however 6% respondents were found to be Undecided.

**Figure No. 5.6**  
**Branding Of Product**



**Table No. 5.25**

**Effect of Incidences Of Frauds on Internet Marketing**

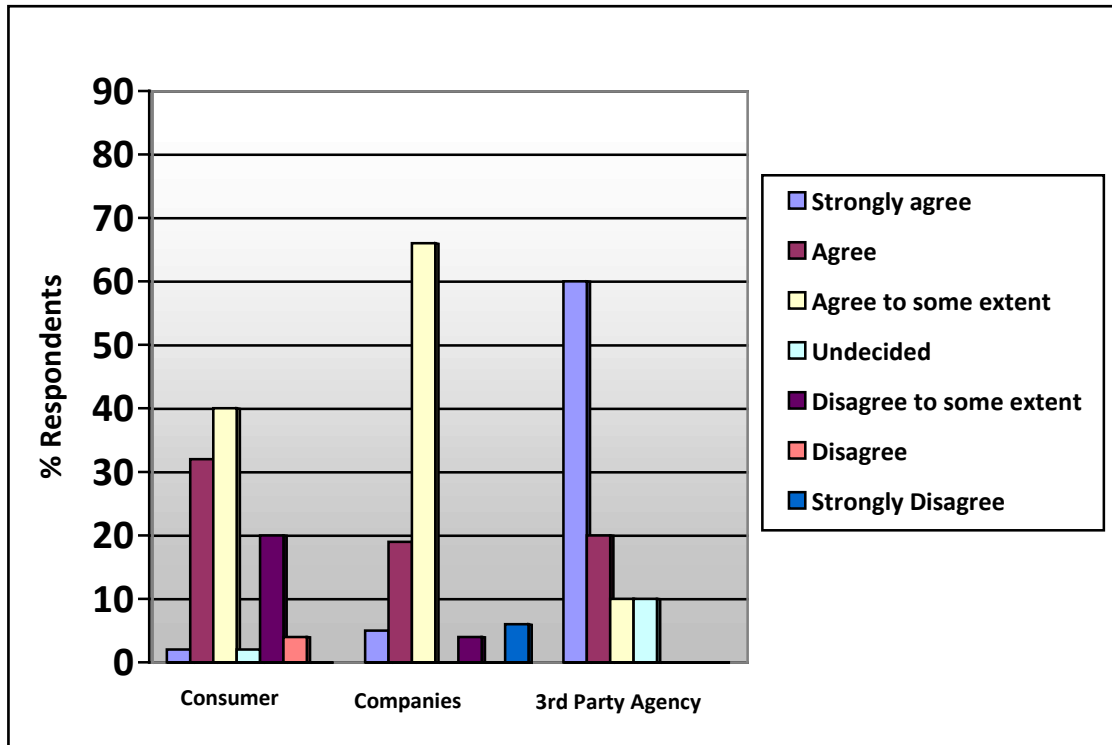
<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	2	5	60
Agree	32	19	20
Agree to some extent	40	66	10
Undecided	2	0	10
Disagree to some extent	20	4	0
Disagree	4	0	0
Strongly Disagree	0	6	0

Incidences of fraud that observed or experienced by the Consumers do not necessarily restrict Internet Marketing activity. However with cases of fraud the adoption of precautionary measures have become essential. Adoption of precautionary measures to minimize fraud chances is true in the field of Internet Marketing. In this context opinion of respondents were noted to know regarding the negative impact of several fraud cases on the growth of Internet Marketing.

It is observed from Table No 5.25 that 60% of the 3rd party agency respondents Strongly Agree that incidences of Click Fraud may result to have negative impact on the growth of Internet Marketing. In general 32% and 19% of consumer and company respondents respectively Agree that fraud cases results to have restricted growth of Internet Marketing. Majority of consumer respondents (40%) Agree to some extent that click fraud incidences could result in declining the growth of Internet Marketing. With regard to company respondents the Figure No. 5.7 shows that as large as 66% of them Agree to some extent that the incidences of fraud in Internet Marketing will certainly have negative impact and thus could restrict the growth of Internet Marketing.

Figure No. 5.7

Effect of Incidences Of Frauds on Internet Marketing



**Table No. 5.26**  
**Payment Frauds**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	68	2	10
Agree	3	23	20
Agree to some extent	3	69	30
Undecided	22	0	30
Disagree to Some extent	2	3	10
Disagree	2	3	0

Besides click frauds, another type of fraud noticed is the payment fraud. The incidences of payment fraud seems to be unavoidable in the field of Internet Marketing. Such frauds are mainly due to human errors (Typing of wrong credit card nos. /Names etc.). With the reports of the payment frauds the opinion was studied to know the future growth of Internet Marketing. In this context Table No 5.26 shows that 68% Consumers Strongly Agree that though there could be incidences of payment frauds even then Internet Marketing will grow. Among the company respondents majority of them (69%) Agree to some extent regarding the growth of Internet Marketing inspite of the reported cases of payment frauds. With regard to respondents from 3rd party agency only 10% Strongly Agree for the growth of Internet Marketing while equal number of respondents (30%) are found either to Agree to some extent or were found to be Undecided.



**Table No. 5.27**  
**Spending On Promotion of product**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	0	7	10
Agree	90	76	70
Agree to some extent	3	8	10
Undecided	2	0	10
Disagree to Some extent	0	9	0
Disagree	5	0	0

The internet has brought a revolutionary change in the world. The increasing use of internet has resulted for diminishing the boundaries within nations. As internet has spread across all the nations in the world so has the concept of Internet Marketing. Since Internet Marketing is found to be penetrating in large areas and sectors naturally large number of Companies are now found to be inclined to promote and sell their products online. In this context aspect such as the amount the company spend towards the promotion of product was considered. It was assumed that the spending would be more in Internet Marketing rather than in Traditional Marketing. The assumption was largely accepted by 70% of all the respondents. The Table No. 5.27 shows that as high as 90% Consumers believe that Company spends more on promotion of products in newly developing Internet Marketing than in Traditional Marketing. As mentioned previously it is true that the revenue generation would be more in the field of Internet Marketing rather than Traditional Marketing hence companies may have their marketing strategy to allocate more funds for Internet Marketing. Hence aspect like more spending by Companies towards Internet Marketing is largely Agreed by all the three entities. Only 9% of company executives Disagree to some extent to compare the spending made by the Company in Internet and Traditional Marketing.

**Table No. 5.28**  
**The Role of Government**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	49	6	0
Agree	23	81	20
Agree to some extent	3	4	10
Undecided	1	0	60
Disagree to some extent	1	0	10
Disagree	22	9	0
Strongly Disagree	1	0	0

The Government of every country has certain policy related to Import and Export duty. The duty policy framed by the Government has definite impact on all sectors and hence the sector of Internet Marketing is not an exception to this. It is true that the government policy on duty is one of the factor considered in determining the cost of the product.

In this context it was found that the respondents differ in their opinion about the role of Government (Table No. 5.28). More than 70% and 80% of consumer and company respondents respectively expressed that there happens to be the intervention of government in the field of Internet Marketing. About 50% of consumer respondents Strongly Agree to the government intervention by means of duty policy. However there was 22% of consumer respondents who do not find any role of government in determining the functioning of Internet Marketing and hence they Disagree regarding the role of Government. With regard to 3rd Party Agency respondents 60% seems to be Undecided on the duty policy of the Government and its impact on Internet Marketing.

## **CATEGORY D**

The questions in this category were pertaining to know the opinion of consumers, companies and 3rd Party Agencies regarding advertising techniques in the present scenario of internet marketing. Now in the age of internet when one observes the virtual world of advertisements, it is necessary to know the flexibility in both the Internet and Traditional Marketing. With the increasing use of Internet during the last decade or so, it is found that variety of products or services are introduced to consumers by means of Internet Advertising. Naturally every company tries to make best use of internet.

Here the researcher was interested to know the preferential reasoning's for the use of internet by the producers (company) and the service providers (3<sup>rd</sup> party agency). Consumer, company and 3rd party agency respondents were supposed to rank the reasons regarding the use of Internet. In today's marketing scenario it is also important to study the relationship between the company and the service provider. Hence the questions were designed to know about the existence of the relationship between the company and 3rd Party Agency; their suitability in the market and also the long term relationship in comparison to Tradition Marketing. Based on all the above aspects and various factors which directly results for the future trend in the sector of internet marketing were determined.

**Table No. 5.29**

**Advertising Trend in Internet Marketing**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	88	12	10
Agree	5	72	30
Agree to some extent	4	13	30
Undecided	3	3	30

As stated earlier various factors related to current phenomena in the field of internet marketing were studied. Regarding the prevailing trend of internet marketing all the respondents were found to Agree that in near future the virtual world of advertising will increase. Table No. 5.29 reveals that 88% of the consumers Strongly Agree regarding the new trend of virtual advertising in the field of internet marketing. Though only 12% management personnel's Strongly Agree with the view of Consumers another 72% Company respondents were found to Agree regarding the new trend of virtual advertisements on internet. The Consumer and Company respondents were strongly supported only by 10% of the 3rd Party respondents. It is important to note that in case of 3rd party agency 30% each of the respondents are found to Agree the new advertisement trends in Internet Marketing but same number were found either to Agree to some extent or were found to be Undecided.

**Table No. 5.30**

**Flexibility between Traditional and Internet Marketing**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	33	56	18
Agree	44	22	56
Undecided	22	21	24
Disagree	1	1	2

With the future trend of advertisement in the field of internet marketing one has to study the flexibility aspect that existing between the Traditional and Internet Marketing. It is found from Table No 5.30 that more than 70% of the respondents have opinion that there exists the flexibility in Internet Marketing rather than in Traditional Marketing. The flexibility component is Strongly Agreed by 33% consumer, 50% company and 18% 3rd Party Agency respondents. The existence of the flexibility in Internet Marketing was Agreed by 56% of 3<sup>rd</sup> Party Agency respondents. Similarly 44% and 22% of the consumer and company respondents respectively Agree to have more flexibility in Internet Marketing than in Traditional Marketing.

It is also noticed that slightly more than 20% of respondents were Undecided regarding the presence of flexibility in Internet Marketing and hence feel that more flexibility prevails in Traditional Marketing if compared to Internet Marketing.

**Table No. 5.31**

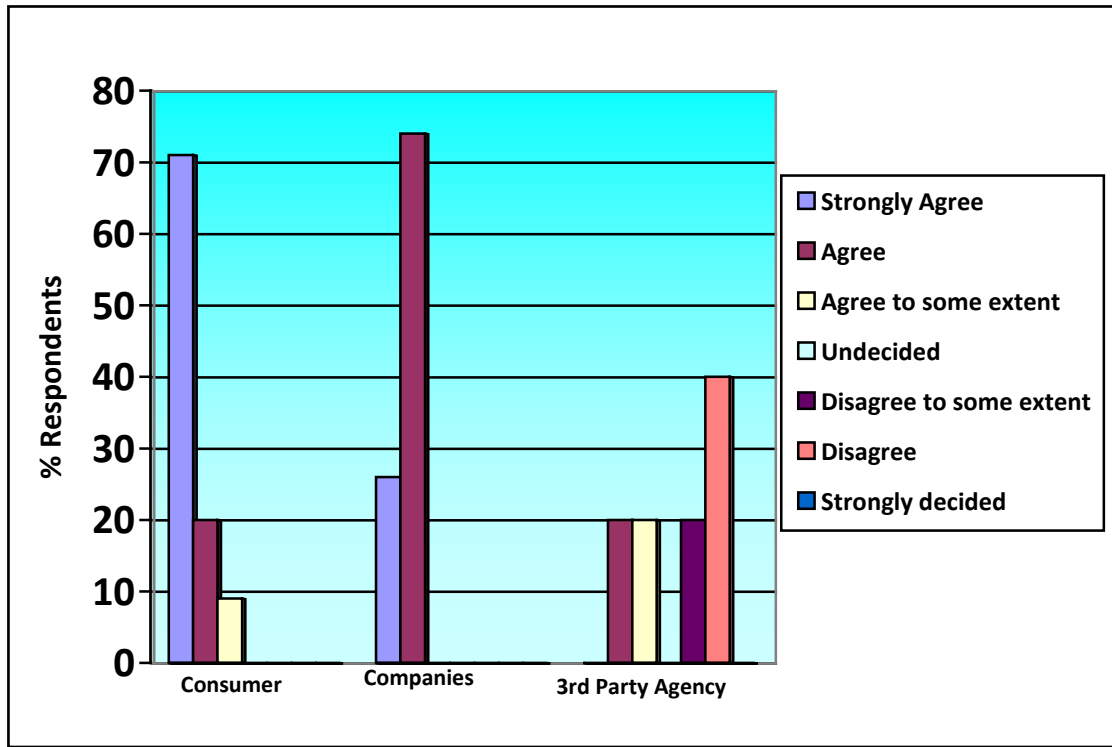
**Relationship Between Traditional and Internet Marketing**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly Agree	71	26	0
Agree	20	74	20
Agree to some extent	9	0	20
Undecided	0	0	0
Disagree to some extent	0	0	20
Disagree	0	0	40
Strongly decided	0	0	0

The relation between consumer & supplier is dependent on the reliability of the product. In Traditional Marketing face to face contact is established between the Consumer and Company by means of suppliers network. In this context it is true that the mindset of consumers in Traditional Marketing have long term impact as relationship between the two develops over the period of time. However such relationship development may not be possible in the field of Internet Marketing. It is found from Table No. 5.31 that 71% of consumers Strongly Agree that long term relationship is established in Traditional Marketing. Similarly 74% of Company executives Agree and believe to have long term relationship in Traditional Marketing. The opinion about relationship between consumer and company in traditional market is also revealed from Figure No.5.8. With regard to 3<sup>rd</sup> party agency respondents only 20% each Agree or Agree to some extent regarding the presence of long term relationship in Traditional Marketing. However 40% 3rd Party Agency respondents are found to Disagree regarding the Traditional Marketing relationship with long term impact. Also another 20% respondents were found to Disagree to some extent.

Figure No. 5.8

Relationship in Traditional Marketing



**Table No. 5.32**  
**Suitability of 3<sup>rd</sup> party In Internet Marketing**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	0	0	80
Agree	80	70	10
Agree to some extent	9	16	10
Undecided	6	9	0
Disagree	5	5	0

In every market scenario there exists the presence of atleast two players i.e. the Consumer and the Company. However present day marketing techniques are changing and hence presence of service provider is easily observed. Especially the service provider i.e. the 3rd Party Agency which has expertise in marketing field forms the bridge or establishes the network between the Producer/ Company and the End User /Consumer. In this context the researcher intended to know the suitability regarding the presence of the 3rd Party Agency in the field of Internet Marketing. The Table No. 5.32 reveals that 80% of 3rd Party Agency respondents Strongly Agree to have their presence and their role in Internet Marketing is just suitable rather than the company doing its own marketing. Though none of the company respondents Strongly Agree to necessarily have the presence and the singular role of 3rd Party Agency in marketing field, even then presence of 3rd party agency has been Agreed by 70% of company executives. In general the presence of 3rd party Agency is acceptable to 80% Consumer respondents. Considering the opinion of consumer and company respondents the suitability of 3rd party agency in the field of Internet Marketing seems to be an important component. Of course to have their own exclusive presence and importance is reflected by the opinion given by 90% of 3rd Party Agency respondents wherein these respondents Strongly Agree their suitability in the emerging field of Internet Marketing. Also found are 10% consumer and



company respondents who Disagree to have accepts the presence of 3<sup>rd</sup> party agency in the field of Internet Marketing.

**Table No. 5.33**  
**Role Of Web Mavens**

<b>Respondents opinion</b>	<b>Consumer (%)</b>	<b>Companies (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Strongly agree	68	3	61
Agree	27	78	0
Agree to some extent	2	10	30
Undecided	3	9	9

Now a days it is generally accepted by most of the Consumers that even though there happens to be junk traffic, as a Consumer they have no other option but to get associated with the Internet Marketing. There are number of schemes which attracts the Consumers, especially the Search Engine Marketing. Inspite of all these aspects related to Internet Marketing one has to consider that any consumer may be interested to get expert opinion before the purchase of any product /service. Here the role of Web-Maven is found to be significant which certainly helps the consumer by providing expert opinion. The Table No. 5.33 clearly shows that more than 68% of the Consumers depend on Web-Maven and hence Strongly Agree to the important role played by it in Internet Marketing. This is also true with respect to 3rd Party Agency respondents. Though the company executives do not Strongly Agree the role of Web-Maven even then 78% respondents are found to Agree regarding the specific role and importance of Web-Maven. With respect to 3rd party agency respondents it is observed that 61% Strongly Agree while 30% Agree to some extent regarding the role of Web-Mavens. Besides this 9% each of company and 3<sup>rd</sup> party agency respondents were found to be Undecided regarding the role of Web-Mavens in today's field of Internet Marketing.

**Table No. 5.34**

**Various Schemes in Internet Marketing**

<b>Schemes</b>	<b>Consumer (%)</b>	<b>Company (%)</b>	<b>3<sup>rd</sup> Party Agency (%)</b>
Search Engine Marketing	28	28	27
Viral Marketing	10	12	13
Blog Marketing	15	15	15
Video Advertising	19	19	16
Email Marketing	23	21	20
Affiliate Marketing	5	5	9

As the company or 3rd party agency ventures into the field of Internet Marketing naturally they have to introduce various schemes which would help them to attract the end users i.e. consumers. The policy adopted by service providers in promoting various schemes is not only to attract the Consumers but also to achieve the success in Internet Marketing. Depending upon various schemes the success rate would vary. With regard to various schemes now available, the respondents were asked to rank their preferences as per the importance they feel for various schemes which ultimately is linked to the success of Internet Marketing.

As seen from the Table No. 5.34 it is clear that Search Engine Marketing was found to be the most preferred scheme and thus seems to be more effective to gain the success in Internet Marketing. Of all the three entities about 27% to 28% of the respondents gave first rank to Search Engine Marketing. Recent report in Business Standard dated 4.3.2011 has mentioned that the Google Search Engine has added advanced search option which has resulted for enhancing the utility of search engine.

The second preferential scheme mentioned /ranked was the Email Marketing which was accounted by 23 % Consumer 21% Company and 20% of 3rd Party Agency respondents. The Video Advertising scheme which was ranked third is acceptable to 16% to 19% of the respondents. Now a days Video Advertising is found to be dominating the field of Internet Marketing. This has also been noted by Business

Standard in its 21st March 2011 issue. Another scheme i.e. Blog Marketing was found to be useful for 15% of the respondents and was ranked forth. About 10% of the respondents gave 5th rank to the Viral Marketing Scheme. The scheme such as Affiliate Marketing received less response (5% each of consumer and company while 9% 3rd party agency respondents.)

**Table No. 5.35**

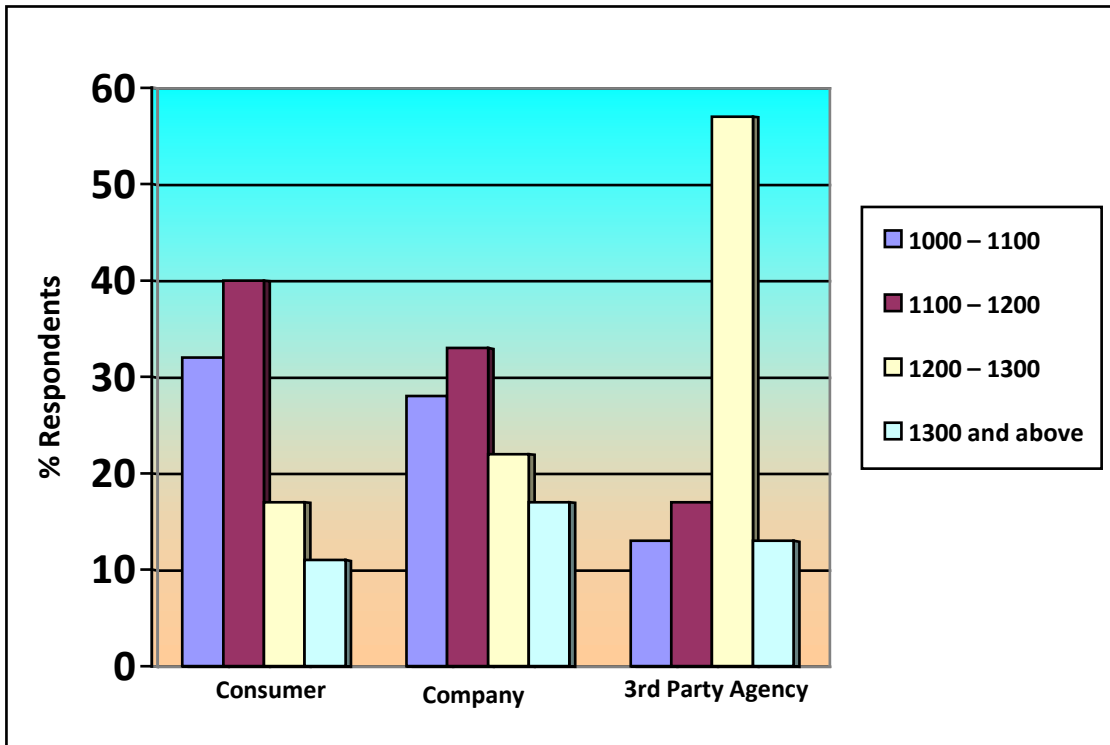
**Internet Marketing Industry Turnover**

<b>Respondents</b>	<b>Turnover in Cr (%)</b>			
	1000 – 1100	1100 – 1200	1200 – 1300	1300 and above
<b>Consumer</b>	32	40	17	11
<b>Company</b>	28	33	22	17
<b>3<sup>rd</sup> Party Agency</b>	13	17	57	13

Considering the recent trends in marketing it is true that the share of Internet Marketing is increasing gradually. The estimated turnover according to the respondents range between Rs. 1000 to 1300 Cr. (Ref. Table No. 5.35) Among consumer respondents 40% have their opinion that the industry turnover may range between Rs.1100Cr to 1200Cr. This opinion was supported by 33% of company respondents. It is however observed from Figure No.5.9 that more than 50% of 3<sup>rd</sup> party agency respondents estimates that the turnover is much higher and may range between Rs.1200 Cr. to 1300 Cr. There were 32% consumer and 28% company respondents having their estimation about the turnover to be between Rs.1000 Cr. to 1100 Cr. There were more than 10% to 15% of the respondents who estimated the industry turnover in Internet Marketing to be Rs.1300 Cr. or above. According to recent reports in Business Standards the expected Internet Marketing industry turnover ranges between Rs. 13000cr. Hence the expected potential of internet marketing determined by the present study is found to be correct.

Figure No. 5.9

Internet Marketing Industry Turnover



## CHAPTER - VI

### OVERVIEW, CONCLUSION AND SUGGESTIONS

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Almost all the respondents Agree that the increase in use of internet and mobile has resulted for the increase in the growth of Internet Marketing. Hence with the increase in use of internet it is largely observed now a days that the consumers inclination to have access towards Internet Marketing is increasing significantly.

- In the present study of the total consumer respondents there were 72% male and 28% female. Of the total male Consumer respondents 21% and among female 26% were dependents as these respondents were found to pursue their studies and hence study could also incorporate the views of student community regarding the recent trends in Internet Marketing. Though gender differentiation among respondents was not the aspect of present study, inspite of this genderwise there was remarkable difference with respect to company and 3<sup>rd</sup> Party Agency respondents. Of the total company executive respondents only 8% were female while in case of 3<sup>rd</sup> Party Agency only 2% were female owners. Of the total working respondents among the consumers the average range of annual income ranged from Rs.1 Lakhs to 3 lakhs.
- It is true that the purchase made by female consumers in India is especially based on physically handling of the products.
- All the respondents were found to Agree that awareness of Internet is mandatory for the growth of Internet Marketing. More than 80% consumers and 3rd party agency respondents Strongly Agree that the mandatory awareness of internet leads for the growth of Internet Marketing.
- The success of internet marketing is directly related to the increase in the usage and awareness of internet. As the usage and awareness of internet is rapidly increasing many companies have directly or through the medium of third party agency have ventured into the field of internet marketing. In this context about 80% of the company respondent Agree regarding the present rise in awareness of internet. It was also found that more than 75% respondents Strongly Agree that the growth in Internet Marketing would be significant in near future.

- With regard to the presence of flexibility aspect in either Traditional or Internet Marketing, there happens to be contrast opinions. On one hand it is found that nearly 77% Consumers and 56% Company respondents Agree that traditional marketing is more flexible than internet marketing while on other hand about 75% of 3rd party agency respondents Agree that Internet Marketing is more flexible than Traditional Marketing.
- While comparing the Traditional and Internet Marketing it was found that 67% Consumers have strong opinion that in near future the Internet marketing will fully takeover traditional marketing. Similarly more than 25% of company and 3rd party agency respondents. Strongly Agree to the growing significance of Internet Marketing and hence have opinion that it may take over the Traditional Marketing. However about 20% respondents Disagree and hence had no willingness to have any comparison between Traditional Marketing and Internet Marketing.
- About 70% consumers and 3rd party agency respondents Strongly Agree that more number of players would enter in the field of Internet Marketing in the next 5 years so as to cater to the growing number and needs of consumers. Similarly 83% of company respondents support the likely increase in number of service providers.
- The usual existing of regular channel network prevailing in Traditional Marketing is not Agreed in the context of Internet Marketing Hence there were more than 41% of company and 20% of 3rd party agency respondents with the opinion that there would be no long term impact of channel network in Internet Marketing alike that prevailing in Traditional Marketing.
- Though Internet Marketing happens to be one of the factor for increasing the revenue generation, however the presence of junk traffic results for negative impact on the growth of internet marketing. This negativity was judged by more than 80% of all the respondents. Hence consumer respondents have opinion that Company or 3<sup>rd</sup> Party Agency must avoid or atleast minimize junk traffic and if junk traffic is not controlled then it may certainly restrict the growth of Internet Marketing.



- Regarding the success of Internet Marketing irrespective of product/service it was found that about 50% of the 3rd party agencies were Undecided to state their opinion. Though the service providers were found to be Undecided there were more than 90% consumer and company respondents which Agree that the internet marketing will be successful only for selected products and services.
- For providing better services in the field of Internet Marketing the service providers should have strong support of online services. The need of support of online services was necessary according to the large number of respondents wherein 70% or more respondents Strongly Agree to have online support services.
- With regard to various reasons for the use of Internet Marketing by the company it was found that the prominent reason to adopt Internet Marketing by them was to gain Wider Reach to their product / services. According to 30% of the respondents the second important reason to use of Internet Marketing by the producer could be to generate more revenue. The other reasons quoted were such as to compete with other players in the market and the adoption of Internet Marketing was the decision as per management policy.
- Today there is no doubt that throughout the world the use of internet is increasing significantly. According to the report of I.M.R.B around two third of the active internet users see the sponsored ads and about half click on them. Hence this proves that internet users do have inclination for internet marketing. However internet users prefer to have hassle free operation i.e. to have the user Internet Marketing. To have the user friendliness of internet was Strongly Agreed by majority of respondents. (60% consumer, 81% company and 90% 3<sup>rd</sup> Party Agency).
- In today's internet era, the market doors are wide open to large number of players. However the reliability of the country forms to be an integral part for the success as well as for the growth of Internet Marketing. As reported in Business Standard, 25<sup>th</sup> May 2011 the French President Nicolas Sarkozy's government has adopted the law wherein a law calls for copyright pirates to be cut off from the internet. Hence government's role in the field of Internet Marketing must be a welcome step so as to have reliability. The reliability in Internet Marketing was found to be essential for 71% consumer and of 3<sup>rd</sup> Party Agency respondents. Surprisingly 68%

company respondents have no specific comments on reliability component and thus these respondents were found to be Undecided.

- The present study could not find any specific relationship between the use of Internet Marketing and thereby the increase in revenue of the company. The majority of the respondents were found to be Undecided and hence did not make any specific comment. On drawing conclusion the company revenue increases with the use of Internet Marketing on the contrary relating the use of Internet Marketing and the increase in revenue, it was found that more than 70% consumer and company respondents Strongly Agree that internet marketing if focused on specific regions will certainly help to generate more revenue.
- In comparison to the revenue generation in Traditional Marketing than in Internet Marketing it was found that 60% of 3<sup>rd</sup> party agency Strongly Agree that the revenue generated through Internet Marketing will be more than Traditional Marketing. Presently the market size of Internet Marketing in India is estimated to be close to Rs.1400 cr. In next two years this will touch to Rs 2000cr. (Business Standard 6<sup>th</sup> February 2011). The opinion of 87% of the consumer respondents is on similar lines and hence they Agree that revenue generation will be more in Internet Marketing than in Traditional Marketing. However 39% of company respondents Disagree regarding generation of more revenue in Internet Marketing than in Traditional Marketing.
- About 60% or more respondents from company and 3<sup>rd</sup> party agency Agree that the internet marketing improves the brand image of the company as well as of product or both. Though branding of product through internet marketing is the new trend, however 70% of the consumer respondents do not fully Agree with this concept of branding.
- Majority of the consumers, companies, and 3<sup>rd</sup> party agencies Agree that web-mavens (internet product review experts) would play a major role in establishing the brand image of the company in the mindsets of people.
- Company and 3<sup>rd</sup> Party agency respondents feel that the incidences of frauds are minimal. Though the incidences of frauds are minimal even then 50% of the respondents feel that the incidences of click fraud would certainly affect and hamper the growth of Internet Marketing.

- In spite of the incidences of fraud cases, more than 50% of company and 3<sup>rd</sup> party agency respondents believe that Internet Marketing will grow even if fraud cases are commonly reported.
- Now- a- day the news of misuse of internet is common which may further lead to have negative impact on the growth of Internet Marketing. However it was striking to find that 68% consumers Strongly Agree that the growth of internet marketing will have no negative impact
- With the increase in use of internet and thereby the growth of the Internet Marketing it was found that many companies would spend more towards the promotion of their products. This seems to be true as the increase in spending by companies on promotional purpose is reported in U.S economy. According to Business Standard report dated 14<sup>th</sup> April 2011 the internet advertising revenue increased by 15% and thus the total revenue spending accounted to 26 Billion dollars. About 75% to 90% of the respondents Agree that the spending by company in Internet Marketing for promotion of the products would increase in near future.
- It was found that 60% of the 3<sup>rd</sup> party agencies were Undecided regarding the variation in import duty in different countries which prevents suppliers from indulging in internet marketing.
- Regarding the trend in the field of internet marketing most of the respondents (93% consumer and 84% company) were found to Agree that in near future the virtual world of advertising will increase and will thus bring a new trend in the field of Internet Marketing. Based on the Business Standard report (14<sup>th</sup> April 2011) presently the most popular form of advertising was search and the other was digital video advertising.
- More than 75% of the Consumer and Company respondents Agree that traditional marketing is more flexible than internet marketing. About 34% of 3<sup>rd</sup> party agency respondents were found to Disagree with such flexibility aspect. However other respondents Agree to some extent to experience more flexibility in Traditional Marketing rather than Internet Marketing.
- Large number of consumer and 3<sup>rd</sup> party agency respondents (80%) were found to Agree that the presence of 3<sup>rd</sup> party agency in the field of Internet Marketing is

more suitable than the company involving in marketing on its own. Surprisingly 70% of company respondents Agree to have suitability of 3<sup>rd</sup> party agency for marketing their products.

- There are various schemes i.e. marketing techniques in Internet Marketing. The search engine marketing scheme was found to be one of most successful marketing technique followed by schemes like E-mail Marketing, Video Marketing, Blog Marketing and so on.
- Besides the above findings there are certain facts which also needs a mention as the facts are related to the field of Internet Marketing. Today it is found that the Sponsored links in search engines are maximum and this is followed by Email marketing. It is reported that the viral marketing advertisements have minimum viewership and hence are least clicked (Internet and mobile association of India Report).
- According to the data available (refer table no 1.1) the use of internet in Asian countries has increased manifold. In China the increase is almost 18 times and in India it is 16 times. It is true that there exists a relationship between the use of internet and the growth of Internet Marketing. One will certainly agree that there is significant growth of Internet Marketing in various regions as there is easy accessibility towards internet.
- As the study tried to judge the Internet Marketing potential, it was found that as the company respondents estimated the potential to be between Rs.1000 Cr. to 1300 Cr. The consumer respondents believe the potential to be between Rs. 1000 Cr. to 1200 Cr. The potential stated by the 3rd party agencies ranges between Rs. 1200 Cr. to 1300 Cr. The expected potential of internet marketing determined by the respondents in the present study seems to be correct. The finding about Internet Marketing potential can be related with one of the report of Business Standard wherein internet marketing size in India is estimated to be of Rs.1500cr. It has also been estimated that in the next two year (2013) the internet market potential will touch Rs 2000 Cr.

Finally to conclude the finding of this research work it can be noted that the growth of internet marketing is certainly a phenomena experienced by almost all the

respondents. The growth of internet marketing is directly related to the increase in the use of internet. Hence the effect of internet era is experienced in marketing sector.

Alike the existence of specific relationship between company and 3<sup>rd</sup> party in traditional marketing, there also exists similar relationship in internet marketing. The only variation found between traditional marketing and internet marketing is that there is no compulsion of channel network in internet marketing.

Most of the respondents have judged the importance of internet marketing and hence have commented that in near future the potential of internet marketing is bound to increase and also this will generate more revenue for companies.

Most of the respondents agree that internet marketing will be successful in coming days.



**Annexure - I**  
**SURVEY FORM FOR CONSUMERS**

This survey is conducted as a part of the Ph.D. thesis. I am completing at Tilak Maharashtra Vidyapeeth (University), Pune. Details provided by you in the survey will be used for academic purpose only. Information will be strictly confidential.

Please complete the following questions to reflect your opinions as accurately as possible and to answer factual questions to the best of your knowledge. You can provide your comments wherever necessary Please be as kind as to answer all questions.

In advance I sincerely thank you for your time.

**Mr. Sharad M. Dashaputre**

---

1. Please mention your gender (male/female)?  
 Male  Female
  
2. Please mention your occupation  
Answer:
  
3. Your annual income range?  
 No Income  Up to 50000  
 50 to 1 lakh  1 to 3 lakh  
 3 to 6 lakh  6 to 9 lakh  
 Above 9 lakh

4. Awareness of internet marketing inclinations is mandatory For internet marketing growth.
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
5. Companies have to necessarily focus their internet Marketing based on the gender difference so as to increase the turnover.
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
6. Consumers have to pay import duty directly or indirectly in their respective countries and this prevents them from indulging in internet marketing.
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
7. 3<sup>rd</sup> party internet marketing service is more suitable than company running internet marketing campaign on its own.
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**8.** Irrespective of product / service internet marketing is useful

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**9.** Only for selected products and services internet marketing will be successful.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**10.** Companies use internet marketing for one or more of the following reasons mentioned below

1. Wider reach
2. Additional revenue
3. To counter Market pressure
4. Management policy

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

**11.** Internet marketing will surely grow

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |



**12.** Internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are growing
2. Television will also be internet based
3. Everything going the personalized marketing way
4. Traditional marketing costs are growing
5. Ease of tracking success of failure
6. Easy accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mentioning other reasons:

**13.** It is immaterial whether it is industrial products / consumer products, internet marketing can be used successfully.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**14.** Virtual world internet advertising campaigns such as Second Life are the future trend for internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**15.** Internet marketing improves the brand image of the Company or products or both.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

- 16.** Internet marketing is not a revenue earner
- Strongly agree                       Agree
- Agree to some extent               Undecided
- Disagree to some extent            Disagree
- Strongly disagree
- 
- 17.** Payment frauds are unavoidable in internet marketing, in Spite of this internet marketing will grow.
- Strongly agree                       Agree
- Agree to some extent               Undecided
- Disagree to some extent            Disagree
- Strongly disagree
- 
- 18.** Traditional marketing is more reliable than internet marketing
- Strongly agree                       Agree
- Agree to some extent               Undecided
- Disagree to some extent            Disagree
- Strongly disagree
- 
- 19.** Reliability of the country is very important for success of internet marketing
- Strongly agree                       Agree
- Agree to some extent               Undecided
- Disagree to some extent            Disagree
- Strongly disagree
- 
- 20.** Traditional marketing is more flexible than internet marketing
- Strongly agree                       Agree
- Agree to some extent               Undecided
- Disagree to some extent            Disagree
- Strongly disagree

**21.** Traditional marketing relationships are long term compared to internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**22.** Internet marketing has less channel focus and hence does not have long term growth

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**23.** Companies have to use the following internet marketing schemes to be successful today

1. Search engine marketing
2. Viral marketing
3. Blog marketing
4. Video advertising
5. Email marketing
6. Affiliate marketing

Rank them according to order of preference, if you think none of them are successful approaches please mention Other that you prefer:

**24.** Internet marketing will fully take over traditional Marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

25. From now on companies will spend more on internet marketing than on traditional marketing.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

26. Internet marketing focused on geographical regions only can generate more revenue.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

27. 3<sup>rd</sup> party internet marketing agencies are more suitable than direct marketing done by the company itself.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

28. Many of 3<sup>rd</sup> party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**29.** 3<sup>rd</sup> party agency will only generate better revenue than the direct internet marketing by company.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**30.** Online support is an important factor to make internet marketing a success?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**31.** More one friendly, better key word matches will drive the future of search engine marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**32.** Click fraud is a deterring factor for companies not to go into internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**33.** Web-mavens (internet product review experts) will play a major role in convincing consumers in buying a product.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**34.** From now on revenue gained through internet marketing will be surely more than revenue gained through traditional marketing.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**35.** more number of internet marketing players would enter to cater to the growth in the next 5 years.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**36.** In your opinion what is the internet marketing industry turnover.

1. 1000cr-1100cr
2. 1100cr-1200cr
3. 1200cr-1300cr
4. 1300cr – above



Thank you!

## **Annexure - II**

### **SURVEY FORM FOR COMPANIES**

This survey is conducted as a part of the Ph.D. thesis. I am completing at Tilak Maharashtra Vidyapeeth (University), Pune. Details provided by you in the survey will be used for academic purpose only. Information will be strictly confidential. Your cooperation will be duly acknowledged.

Please complete the following questions as far as possible to reflect your opinions as accurately as possible. You can provide your comments wherever necessary. Please be as kind as to answer all questions.

In advance I sincerely thank you for your valuable time.

**Mr. Sharad M Dashaputre**

---

1. What sector /industry are you in?

Answer:

2. Please mention your designation in the company

Answer:

3. The company you represent is in one of the following range of turnovers?

Cr

5-50 Cr

50-100 Cr

100 Cr and above

4. Awareness of internet marketing inclination towards is essential for the growth of internet marketing.

Strongly agree

Agree

Agree to some extent

Undecided

Disagree to some extent

Disagree

Strongly disagree

5. Company has to necessarily focus their internet marketing based on the gender difference so as to make it more effective.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

6. Variation in import duty in different countries prevent suppliers from indulging in internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

7. 3<sup>rd</sup> party internet marketing service is more suitable than company running internet marketing policy on its own.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

8. It is immaterial whether it is industrial consumer products for an internet marketing to be used successfully.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |



**9.** Irrespective of products/service internet marketing is useful

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**10.** Company use internet marketing for one or more of the following reasons mentioned below

1. Wider reach
2. Additional revenue
3. To counter market pressure
4. Management policy

(Rank them according to order of preference, if you think none of them are the reasons please mention other reasons)

**11.** In near future the Internet marketing will surely grow

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**12.** The internet marketing will grow due to one or more of the following reasons

- 1) Internet and mobile users are increasing
- 2) Television will also be internet based
- 3) Increasing trend of personalized marketing way
- 4) Traditional marketing costs are increasing
- 5) Ease of tracking success or failure
- 6) Ease accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons :

- 13.** Only for selected products and service internet marketing will be successful.
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 14.** Virtual world internet advertising companies such as second life are the future trend setters for internet marketing
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 15.** The internet marketing help to improves the brand image of the company products both
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 16.** Internet marketing is not a component for increasing the revenue
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 17.** Payment frauds are unavoidable in internet marketing in spite of this internet marketing will grow.
- |  |                                    |
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| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
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| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

- 18.** Traditional marketing is more flexible than internet marketing
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
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| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 20.** Traditional marketing relationship are long term compared to internet marketing
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 21.** Reliability of the country is very important for success of internet marketing
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |
- 22.** Internet marketing has less channel focus and hence does not have long term impact
- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**23.** The company have to use the following internet marketing scheme to be successful the today

- 1) Search engine marketing
- 2) Viral marketing
- 3) Blog marketing
- 4) Video a marketing
- 5) Email marketing
- 6) Affiliate marketing

(Rank them according to order of preference , if you think none of them are successful approaches please mention others that you prefer)

**24.** Internet marketing will fully takeover traditional marketing in my company

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**25.** From now on company will spend more internet marketing than on traditional marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**26.** Internet marketing if focused on geographical regions only can generate revenue

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**27.** 3<sup>rd</sup> party internet marketing agencies are more suitable than direct marketing done by the company itself.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**28.** Many of 3<sup>rd</sup> party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**29.** 3<sup>rd</sup> party agency will generate more market revenue than the direct internet marketing by company.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**30.** Online support is an important factor to make internet marketing a success?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**31.** More user friendly, better key word matches will derive the future search engine marketing.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**32.** The possibility of fraud is a deterring factor for your company not adopting the internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**33.** Web mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**34.** The revenue gained through internet marketing will be surely more than revenue gained through traditional marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**35.** More number of internet marketing players would enter to cater to the growth in the next 5 years.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**36.** In your opinion, what is the internet marketing industry turnover.

1. 1000cr-1100cr
2. 1100cr-1200cr
3. 1200cr-1300cr
4. 1300cr – above



**Thank You**

**Annexure III**  
**SURVEY FORM FOR 3<sup>rd</sup> PARTY AGENCIES**

This survey is conducted as a part of the Ph.D. thesis. I am completing at Tilak Maharashtra Vidyapeeth (University), Pune. Details provided by you in the survey will be used for academic purpose only. Information will be strictly confidential. Your cooperation will be duly acknowledged.

Please complete the following questionnaire to reflect your opinions as accurately as possible. You can provide your comments wherever necessary. Please be as kind as to answer all questions.

In advance I sincerely thank you for your valuable time.

**Mr. Sharad M. Dashaputre**

---

**1.** What kind of internet marketing does your company indulge in?

1. Search Engine Marketing
2. Viral Marketing
3. Blog Marketing
4. Video Marketing
5. Email Marketing
6. Affiliate Marketing
7. Others (Please specify which one)

**2.** Please mention your designation in the company

Answer



3. The company you represent is in one of the following range of turnovers?

- 0-5 Cr
- 5-50 Cr
- 50-100 Cr
- 100 Cr-above

Answer:

4. Awareness of internet marketing inclination towards is essential for the growth of internet marketing.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

5. Company has to necessarily focus their internet marketing based on the gender difference so as to make it more effective.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

6. Variation in import duty in different countries prevent suppliers from indulging in internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

7. 3<sup>rd</sup> party internet marketing service is more suitable than company running internet marketing policy on its own.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

8. It is immaterial whether it is industrial consumer products for an internet marketing to be used successfully.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

9. Irrespective of products/service internet marketing is useful

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

10. Company use internet marketing for one or more of the following reasons mentioned below

- A. Wider reach
- B. Additional revenue
- C. To counter market pressure
- D. Management policy

(Rank them according to order of preference, if you think none of them are the reasons please mention other reasons)

**11.** In near future the Internet marketing will surely grow

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**12.** The internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are increasing
2. Television will also be internet based
3. Increasing trend of personalized marketing way
4. Traditional marketing costs are increasing
5. Ease of tracking success or failure
6. Ease accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

**13.** Only for selected products and service internet marketing will be successful.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**14.** Virtual world internet advertising companies such as second life are the future trend setters for internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**15.** The internet marketing help to improves the brand image of the company products both

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**16.** Internet marketing is not a component for increasing the revenue

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**17.** Payment frauds are unavoidable in internet marketing in spite of this internet marketing will grow.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**18.** Traditional marketing is more flexible than internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**19.** Traditional marketing is more reliable than internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**20.** Traditional marketing relationship are long term compared to internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**21.** Reliability of the country is very important for success of internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**22.** Internet marketing has less channel focus and hence does not have long term impact

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
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**23.** The company have to use the following internet marketing scheme to be successful the today

1. Search engine marketing
2. Viral marketing
3. Blog marketing
4. Video a marketing
5. Email marketing
6. Affiliate marketing

(Rank them according to order of preference, if you think none of them are successful approaches please mention others that you prefer)

24. Internet marketing will fully takeover traditional marketing in your customer company

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

25. From now, your customer company will spend more internet marketing than on traditional marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
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26. Internet marketing if focused on geographical regions only can generate revenue

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
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27. 3<sup>rd</sup> party internet marketing agencies are more suitable than direct marketing done by the company itself.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**28.** Many of 3<sup>rd</sup> party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
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**29.** 3<sup>rd</sup> party agency will generate more market revenue than the direct internet marketing by company.

- |  |                                    |
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| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
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| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
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**30.** Online support is an important factor to make internet marketing a success?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**31.** More user friendly, better key word matches will derive the future search engine marketing.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
| <input type="checkbox"/> Strongly disagree       |                                    |

**32.** The possibility of fraud is a deterring factor for your customer company not adopting the internet marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
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**33.** Web mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people.

- |  |                                    |
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| <input type="checkbox"/> Disagree to some extent | <input type="checkbox"/> Disagree  |
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**34.** The revenue gained through internet marketing will be surely more than revenue gained through traditional marketing

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
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**35.** More number of internet marketing players would enter to cater to the growth in the next 5 years.

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Strongly agree          | <input type="checkbox"/> Agree     |
| <input type="checkbox"/> Agree to some extent    | <input type="checkbox"/> Undecided |
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**36.** In your opinion, what is the internet marketing industry turnover.

1. 1000cr-1100cr

2. 1100cr-1200cr

3. 1200cr-1300cr

4. 1300cr – above



Thank you!

## Annexure IV

### Name of Companies

No	Company name
1	Eicher India Ltd, Pitampur, Indore
2	MSED Co Ltd, Rasta Peth, Pune
3	ARAI, Paud Road, Pune
4	KPIT Ltd, Hinjewadi, Pune
5	TATA Viston Ltd, Hinjewadi, Pune
6	Thermax Ltd, MIDC Chinchwad, Pune
7	Cognizant Ltd, Hinjewadi, Pune
8	WIPRO Technologies, Hinjewadi, Pune 57
9	Reliance Communications, A Block, 2nd Floor, DAKC, Kopar Khairane.
10	Novanet, X-16, 14th Street, MIDC, Andheri East
11	Mcheck, 572, 2nd Floor, 20th Main, 1st Cross, 8th Block, Koramangala
12	2ergo, A-61, Sector – 57, Noida
13	Intel, #136, Airport Road, Bangalore
14	Karururi, #204, Embassy Centre, 11, Crescent Road
15	BC Webwise Private Limited, Plot No 4, St. Martins Road, Off Turne road, Opp Raheja College of Art
16	Comviva, #4, 12th Km, Bellary Road
17	Policy Bazaar, Ground Floor, 119, Sector 44, Gurgaon.
18	Affle, 503-504, 5th Floor, Time Square, Sushant Lok - I, Gurgaon,
19	Ngpay, JiGrahak Mobility Solutions Pvt. Ltd. #3164, HAL 2nd Stage,
20	IMI Mobile, Plot No. 770, Road No. 44.
21	IRCTC, 9th Floor, Bank of Baroda Building, 16, Parliament Street, New Delhi 110001
22	Ignitee Digital Solutions Private Limited, 2nd Flr, DTC Building, Sitaram Mills Compound

No	Company name
23	Info Edge (India) Limited, A - 88, Sector – 2
24	Vasai cable Private Limited, 154, Golden Park Commercial Complex, Sai Nagar, Near Parvati Cinema, Vasai – West,
25	Huawei, Vishwaroop IT park, Behind Raghuleela Mall, Opp. Vashi Station, Vashi Navi Mumbai
26	CJ Online Private Limited, C - 109, Industrial area, Bulandshahar road, Ghaziabad
27	J9 ventures, Delhi
28	You Broadband, Plot No 54, Marol Co-op Industrial Area, Makwana, Off Andheri Kurla Road.
29	Jalgaon janta Infotech Pvt Ltd. Kothrud , Pune
30	Kirloskar Brothers Ltd Sr no 98, Baner, Pune
31	Akshay Colors and Textures, 1 Kishor Park, Paud Phata, Pune
32	Tolani Maritime Institute, Induri, talegaon Dabhade, Pune
33	KPIT Cummins Infosystems Ltd, Hinjewadi, Pune
34	Jade Industries, AP: Kuruli, Tal: Khed, Pune
35	Consultech Engineers P Ltd, Dangat Ind Estate, shivane , Pune
36	Malhar Fabricons, Sanwer Rd Ind. Area, Indore (MP)
37	Sintex Industries Ltd (Plastic div), Pradnya Complex, Near Neelayam Theatre, Pune
38	Tropical Refrigeration Engineers, Chowk Bazar, Surat (Gujrat)
39	PAKO Communications P Ltd, Mangalmurti Complex, Sinhagad Rd, Pune
40	ACG Pampac Machines P Ltd, Village: Bebadohol, Tal: Maval, Pune
41	OM Gas Pvt Ltd, Shikshak Nagar, Kothrud, Pune
42	BPMBC, Malwadi, Hadapsar, Pune
43	TUV SUD South Asia, Pune Satara Road, Pune
44	Cummins India Ltd, Kothrud, Pune
45	IT Source India Tech P Ltd, Parvati, Swargate, Pune
46	Filtek (India) P Ltd, Bavdhan, Pune

No	Company name
47	Badve Engg Ltd, Near walunj, Aurangabad
48	The Design store, Warje, Pune
49	TAAM Business Solutions, Karvenagar, Pune
50	Mechanica Systems, Kothrud, Pune
51	Shri Ambika Facribs, Shinde bridge, Pune
52	Shri Plastic Auto Components P Ltd, Karvenagar, pune
53	Sanjay Enterprises, Pimpri, Pune
54	Accor Services P Ltd, Kothrud, Pune
55	Tata Teleservices MH Ltd, Shivajinagar, Pune
56	Sankalp Computers Systems P Ltd, Mangalwar Peth, Pune
57	9 Square, Kondhwa Road, Katraj, Pune
58	Design Cri8, Market yard, Pune
59	TATA Bluescope Steel Ltd, Shivajinagar, Pune
60	Design Vertex, Kothrud, Pune
61	Pratik Travels, Warje Malwadi, Pune
62	Berater Technologies, Shaniwar Peth, Pune
63	Haribhau Limaye & Associates, Anandnagar, Sinhagad Road, Pune
64	Suvasttu Communications, Anandnagar, Sinhagad Road, Pune
65	Suvarnakalash Chit Funds P Ltd, Deccan Gymkhana, Pune
66	Metalform India, Nanded Phata, Pune
67	IIFCA, Chinchwad, Pune
68	Suchet Systems, Mukundnagar, Pune
69	NVK Network P Ltd, MG Road, Pune
70	Victor Reinz India P Ltd, Pune Satara Road, Pune
71	Mahindra First Choice Wheels Ltd, Bavdhan, Pune
72	CADD Center Training Services, KK Market, Dhankawadi, Pune
73	Makino India Pvt Ltd, Ranjangaon MIDC, Pune

No	Company name
74	Nutech Power Systems, Akurdi, Pune
75	Shri Mahalaxmi Voyages P Ltd, Fatimanagar, Pune
76	Lucas Indian Service Ltd, Neeta Towers, dapodi, Pune
77	Success Solutions, Shivanand Garden, Kothrud, Pune
78	SHARP Business Systems India Ltd, Shivajinagar, Pune
79	Key-CAD/CAM, Swaraj Nagari, Talegaon, Pune
80	Helios Universal, Sadashiv Peth, Pune
81	Netsol Technologies, Karvenagar, Pune
82	Kothari Auto Link Pvt Ltd, Bavdhan, Pune
83	AIM Tech Solutions, Bhosari, Pune
84	Vasundhara IT Pvt Ltd, Warje, Pune
85	Diffusion Engineers Ltd, Shahu College Rd, Parvati, Pune
86	Pentacle Technologies, Sadashiv Peth, Pune
87	Disha Institute, Vadgaon Sheri, Pune
88	Xtreme Machines, NIBM Road, Pune
89	Hi-tek services, Ghotawade Phata, Pirangut, Pune
90	PIMAR, Law College Road, Pune
91	R R Services, Thergaon Road, Pune
92	HDFC Standard Life Insurance Co Ltd, Swargate, Pune
93	Leads Futurism P Ltd, Narayan peth, Pune
94	Metatech Equipments (I) Pvt Ltd, Shaniwar Peth, Pune
95	HCL Infosystems Ltd, FC Road, Pune
96	Impressian, Erandwane, Pune
97	Industrial Controls and Automation, Ganesh Nagar, Pune
98	Veekay Petrochemicals (India) Pvt ltd, Pirangut, Pune
99	GPR Engg P Ltd, Indrayani Nagar, Bhosari, Pune
100	KAM-AVIDA Enviro Engineers P Ltd, Hinjewadi, Pune

## Annexure V

### Name of 3<sup>rd</sup> party agencies

No	3 <sup>rd</sup> party Company name
1	Google India, Bangalore.
2	Future Bazaar, Knowledge House, 2nd Floor, Shyam Nagar, Jogeshwari – East
3	India Mart, B-1, Sector - 8, NOIDA
4	Home Shop 18, 7th floor, FC-24, Sector-16A, Filmcity
5	Garment Mall, HH-95, Main Calgary Road, Malvia Nagar
6	Ezeego, Kiran Kunj, 24th Road, Khar West Mumbai, Maharashtra 400052
7	Ebay, 101 B, Akruiti Corporate Park, LBS Marg
8	Travelocity Gurgaon
9	Apna Circle.com, Amity Uni campus
10	Citizen Infoline Ltd, S-216, Ashok Mall, Bund Garden Road, Pune

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<a href="http://www.directtraffic.org/OnlineNews/Internet_marketing_to_retain_growth_in_slowing_economy_18004730.html">http://www.directtraffic.org/OnlineNews/Internet_marketing_to_retain_growth_in_slowing_economy_18004730.html</a>	Online Advertising
<a href="http://www.emarketer.com/Reports/All/social_network_aug06.aspx">www.emarketer.com/Reports/All/social_network_aug06.aspx</a>	Social Network Marketing
<a href="http://www.imediaconnection.com/content/10585.asp">http://www.imediaconnection.com/content/10585.asp</a>	Connecting the market community
<a href="http://www.cj.com">www.cj.com</a>	Communication Junction a value click Company
<a href="http://www.linkshare.com">www.linkshare.com</a>	Provides E-Commerce Building.
<a href="http://www.performics.com">www.performics.com</a>	Performers integrate Art & Science
<a href="http://www.linkedin.com">www.linkedin.com</a>	Exchange information Ideas & opportunities
<a href="http://www.youtube.com">www.youtube.com</a>	Largest worldwide video sharing community
<a href="http://www.amazon.com">www.amazon.com</a>	Online shopping for electronic items
<a href="http://www.pheedo.com">www.pheedo.com</a>	Kind of profit driven advertising services.
<a href="http://www.blogads.com">www.blogads.com</a>	Specialize in blog Advertising
<a href="http://www.payperpost.com">www.payperpost.com</a>	Hire bloggers to blog your Company
<a href="http://www.facebook.com">www.facebook.com</a>	Connect with friends faster

<a href="http://www.google.co.in">www.google.co.in</a>	Organize the world information universally accessible
<a href="http://www.alibaba.com">www.alibaba.com</a>	World's largest online trade platform
<a href="http://www.yahoo.com">www.yahoo.com</a>	Organize the information worldwide
<a href="http://www.egov.mit.gov.in">www.egov.mit.gov.in</a>	Ministry of IT Government of India
<a href="http://www.egov.com">www.egov.com</a>	News on e-governance
<a href="http://www.futurebazar.com">www.futurebazar.com</a>	Discover latest deals in product
<a href="http://www.indiamart.com">www.indiamart.com</a>	Consist of Manufacturer Suppliers etc
<a href="http://www.homeshop18.com">www.homeshop18.com</a>	Shop home appliances online
<a href="http://www.garmentmall.com">www.garmentmall.com</a>	The wholesalers & retailers
<a href="http://www.ezeego1.co.in">www.ezeego1.co.in</a>	Indian biggest online travel bazar
<a href="http://www.ebuy.com">www.ebuy.com</a>	Link to an electric buying
<a href="http://www.travelocity.co.in">www.travelocity.co.in</a>	Lowest price online travel agency
<a href="http://www.joinapnacircle.com">www.joinapnacircle.com</a>	Professional network circle
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