

COMPARATIVE STUDY OF INTEGRATED MARKETING COMMUNICATION AND ONLINE MARKETING

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Introduction

1. Introduction to Integrated Marketing Communication

A concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, e.g. general advertising, direct response, sales promotion and public relations IMC includes a wide range of advertising and communication, promotional services and techniques to get the best results. IMC is ultimately achieved through communication and consistency that increases customers' knowledge and interests. (American Association of Advertising Agencies (AAAA))*

1.2. History of IMC:

IMC was build to meet the needs of business to provide customers more than standard advertising. 4As originally spelled the word "innovative communication", but the name didn't cover many of the other things that fall under the term "IMC" - specifically, Standard advertising layers are always more than simple advertising outside of the elements. (Advertising, George E. Belch,2020)*

Overall, the entry of new businesses at the end of the 20th century prompted companies to switch from advertising process to IMC method:

- Reduce the impacts of Message and Trust: More products create a better message.
- Reducing data cost: The cost of storing and names, address and information in data is minimized. This decrease allows marketers to reach customers better.

- Increased customer awareness: Customers which are of marketing and PR firms are educated about advertising policies terms, procedures and strategies.

Literature Review

2. Introduction to the Online Marketing

2.1 What is Online Marketing ?

Online marketing is the art and science of selling goods and/or services on digital It uses the Internet to send marketing messages to consumers. It includes email, search marketing and social media marketing various ad formats and mobile advertising. Like other forms of media, online advertising often includes advertisers placing ads in their online content and advertisers. Potential parties include ad agencies that help create, place ads, that serve ads and monitor statistics. (internet marketing, Susan Ward, 2023)*

2.2 History of Internet Business

When the internet first emerged in the early 90s, it was not considered a media outlet. In contrast, the Internet is seen as a medium for e-mail and digital information exchange, but not yet seen as useful for consumers. However, with millions of web logging in every day just find important information, business leaders were soon beginning to observe the potential of the Internet business. In just a few years, informational and marketing information and attractive banner ads began to appear. (national academies,read6323,chapter9)*

On top of that, companies that spend most of their marketing budgets on an offline directory are finding that they can achieve the same thing more cheaply with email. Before long, everyone from large companies like Microsoft Corporation to small businesses started creating marketing websites and using marketing to drive traffic. Then Yahoo! In the beginning, advertising alone brought a lot of profit.

Then came the Great Depression of Internet marketing around 2000, which marked the end of disruptive marketing such as flash banner ads. As interactive features were added to their webpages, customers are able to choose to turn off ads at any time, and they did. Then came the time for the learning-based business invitations that came with the birth of Web 2.0 technologies.

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2.3 Advantages of Online Business

One of the best benefits is quick access to information. Customers/users can easily get information about the products they want to buy by searching the internet and they can also view the information at any time.

1. Increase product awareness
2. Cost effectiveness
3. Reach out to a wider and bigger audience Internet presence can help a company expand from the local market to both local and international markets, with virtually no limits to expansion.
- 4 Tracking Everything is measured on the Internet, so companies can find out if their plans are working, whether companies or users are satisfied with their products, from the city or country they come from, etc. (Harsha Sahu, Asian J. Management; 2017)*

2.4 Disadvantages of Online Business

1. If companies build websites that are too complex or too large, users will spend a long time checking or downloading them and will eventually get bored.
2. E-commerce does not allow users to "touch" products before making a purchase. For this reason, some sellers began to vouch for the possibility of returns. E-commerce is very popular in Germany, where the law has regulated e-commerce since 2000 and guaranteed full refunds to customers.
3. Another important factor is the payment, Many users not trust on electronic payment methods and therefore give up shopping online.
4. One of the downsides may be a lack of trust from users due to the constant virtual support that looks like a scam. This is part of tarnishing the image and reputations of a good and honest company.
5. Another disadvantage is payment at the door because it does not guarantee 100% of the purchase. The same goes for the thousands of users who do things every day by ordering online using fake credentials. (Harsha Sahu, Asian J. Management; 2017)*

3 Study Objectives and Methodology

3.1 Study Scope

This study aims to understand the mass market in online communication and business promoting communication. Some challenges of using Internet marketing as an integrated business communication system have also been identified. Research recommendations can be used to create appropriate marketing communications that companies can consider online marketing as well as other IMC tools.

3.2 Research Questions

This research basically focuses on the following questions:

- Does the company integrate the various products to make its name known?
- How do the consumers learn about different type of brands?
- How does online marketing play a role in the company's business?
- What are the gaps in network marketing?
- What are the reasons why online commerce is popular with consumers?
- What are the advantages of online commerce over traditional commerce?

3.3 Research objectives:

- To understand the importance of business communication to its reputation.
- Understand the importance of online advertising in the changing business scenario.
- Understand why Internet commerce is growing.
- Analyze the effectiveness of online marketing compared to traditional marketing tools.
- Limitations of online marketing as an IMC tool.

3.4 Survey Method

The questionnaire is based on the most appropriate questionnaire with the help of descriptive research data. The definition could be modified to say that in addition to interviews (eg questionnaires, self-surveys, etc.), researchers may also collect data using alternative data collection methods

4 Integrated Marketing Communication Tools

Some of the most common marketing tools to achieve your communication goals include:

1. Advertising. Advertisements can be used to create long images of products or to sell quickly. Ads may include geographically distant buyers. Some types of advertising (television) may require large budgets, while others (newspapers) may not.
2. Personal Sales. It is the most effective post-purchase tool, especially for shaping a buyer's preferences, beliefs, and behaviors. Advertising: Companies use promotional tools to achieve stronger and faster response - coupons, contests, giveaways, etc.
3. Advertising can be used for short-term effect. Such as encouraging promotional products and slow sales.

Promotional tools offer distinct benefits.

- Communication: Attract customers and potentially buy products from them.
 - Incentives: These include some type of agreement, support or collaboration that adds value to the customer.
 - Invitations: Include special invitations to immediately join the business.
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4. Public Relations. Most entrepreneurs don't use publicity, but planning to work with others communication elements will effective.

The appeal of publicity and advertising is based on three characteristics.

- a) Credibility: News and articles are more of credible than advertisements
- b) Ability to surprise buyers: PR can appeal to sellers and consumers who may want to avoid advertising.

5. Direct Marketing.

There are three forms of direct marketing: telemarketing, Direct and internet marketing.

These include:

- a) Custom: The message can be applied to the speaker.
- b) Correct: Words can be prepared very quickly.
- c) Interaction: Words can change according to human emotions.

(Oxford University Press YMCA 2016)*

Conclusions and Limitations

This study concludes that consumers rely on multiple environments to enhance their work experience. This means they use more space to make their final decisions. Besides traditional sites, they also depend on new marketing tools such as online and internet advertising.

Consumers need information and knowledge about brands to assess their strengths and weaknesses; such useful information saves them time by enabling them to make quick purchasing decisions. This study also showed that the increasing literacy of the population is caused by the importance of online commerce.

customers feel company should use advanced quality to improve their business. This way, they will be willing to use online marketing to get exclusive content and discounts about the brand

With the development of Online technology, consumer prefer for traditional business tools such as television and print media. The main advantage of online and internet commerce is the ability to interact between customers and advertisers and then provide various information and products. These advantages make online & internet marketing better than traditional marketing.

Recommendations

Businesses should mix and compete in a variety of settings to achieve their desired goals. This will help spread their knowledge and influence the buyer's behavior, so it's important for companies to have good marketing communication, to combine the various means they come voluntarily with to maximize it.

Consumers feels the advantages in online commerce over traditional commerce therefore companies are spending more money on internet advertising rather than traditional tools. However, in addition to the advantages of online commerce, it also has some limitations, such as the possibility of fraud or uncontrollable privacy concerns.

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