

**INTERNET BASED BELOW THE LINE MARKETING
ACTIVITIES AND ITS INFLUENCES ON INDIAN
TELECOM CONSUMERS**

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Abstract

The study aims to understand and interpret the effectiveness of various internet based below the line (BTL) marketing activities carried out by the marketers in Indian Telecom Industry. The media and advertising source considered here is primarily social media as it is the most upcoming form of advertising. The internet based BTL activities focused on creating buzz, word-of-mouth and viral marketing and its efficiency in reaching and affecting target audience is analyzed. The study was conducted on about 200 respondents in Noida city. The research is a descriptive one. The researcher used schedule to collect the data. The data was analyzed using descriptive analysis and difference analysis through different non parametric and parametric tests like Mann Whitney U Test, Kruskal Wallis Test and ANOVA. The major findings establish significant influence of internet based Below the Line (BTL) marketing activities among lower monthly income group of telecom services consumers. . The paper finally tells if these activities help in understanding and changing the buying behavior of the consumers or not.

Keywords: Internet Marketing Below the Line Marketing, Word of Mouth Marketing, Buzz Marketing, Viral Marketing

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1. INTRODUCTION

This study focus on internet based Below the Line (BTL) activities which commercial enterprises are currently using for their cost effective promotion to target specific audience. BTL initiatives act like traditional direct marketing efforts, they aspire to establish targeted relationships between marketers and individual consumers. BTL strategies are now recognized as economical, unique, and personal ways to achieve “cut-through” in the supersaturated advertising environment.

1.1 Theoretical Framework

Above the line (ATL), below the line (BTL), and through the line (TTL), in organizational business and marketing communications, are advertising techniques, or different strategies companies use to sell their products.

ATL communications use media that are broadcast and published to mass audiences, BTL communications use media that are more niches focused. While both ATL and BTL communications can be used to either build brand awareness or drive sales through specific offers (promotions), it is BTL communication that gives the marketer the ability to tailor their messaging in a more personal manner to the audience. ATL promotions are also difficult to measure well, while BTL promotions are highly measurable, giving marketer’s valuable insights into their return-on-investment. These insights can then be used to inform the next BTL communication to the audience and tailor the messaging based on the feedback received.

TTL refers to an advertising strategy involving both above and below the line communications. This strategic approach allows brands to engage with a customer at multiple points (for example, the customer will see the television commercial, hear the radio advert and be handed a flyer on the street corner). This enables an integrated communications approach where consistent messaging across multiple media creates a customer perception.

BTL uses less conventional methods than the usual specific channels of advertising to promote products, services, etc. than Above the Line strategies. These may include activities such as direct mail, public relations and sales promotions for which a fee is agreed upon and charged up front. Below the line advertising typically focuses on direct means of communication often using highly targeted lists of names to maximize response rates.

In addition, above the line is much more effective when the target group is very large and difficult to define. But if the target group is limited and specific, it is always better to use BTL promotions for efficiency and cost-effectiveness.

1.2 Various viral campaigns taken into view

Airtel was the first player in India to offer some niche services like BlackBerry, Call Back tunes, personalized ring tones and had some of the biggest names like Sachin Tendulkar, A. R Rahman, Sharukh Khan on board to promote itself, yet it was behind Vodafone in postpaid category or the corporate sector.

As per their conventional promotional strategy Airtel always backed on relations or human emotions in their communication, small child speaking to his father who is in Delhi over a toy phone as his mother did not allow him to play, spoke all about human emotions and relationships.

In August 2011, the brand launched its BTL campaign 'Har ek friend zaroori hota hai' campaign with the same old signature tune which was modified and re-established itself among the youth as an out-and-out 'friendship brand'. The task back was to make the brand more contemporary and youthful. The communication leveraged on emotions (friendship) as well as the product (mobile phones) which connect all of them. The campaign was a runaway success and everyone was again humming the tune. Since then, all of Airtel's campaigns have been inspired by the theme of friendship.

In Marketing the Product and Promotion (Two P's) are directly associated with a third P that is People. Through Promotion content an association is created between People (Consumer) and the Product (Tangible or Intangible). Once this association it is very difficult to change People (consumers) perception about the product. Consumers could not associate with 'Dil jo chaahe paas laaye' campaign as it did not speak about any human emotion nor could consumers associate with Airtel as everything was new in it right from Logo, theme as well as the signature tune, while as 'Har ek friend zaroori hota hai' spoke about the very fundamental emotion of love and friendship and the signature tune gave a recall factor which again associated the consumers with Airtel rather than alienating them.

Taking its friendship theme forward, telecom brand Airtel has released an ad campaign titled 'Jo mera hai woh tera hai', that conveys the insight that friendship equals sharing.

Crafted by Taproot India, the campaign has at its center a film that has been released on TV (65 seconds) as well as online (105 seconds on YouTube). The picturisation is vibrant, peppy, colourful and pretty much bursting with youth, and the upbeat mood of the ad is complemented by an anthem that has started creating quite a buzz on the digital space.

The new television commercial (TVC) emphasizes the importance of internet in strengthening the bond of friendship. The tempo in the ad picks up as an energetic bunch of young adult gets rocking on an open-top, double-decker bus, celebrating the way they can share their lives via the internet

The TVC is supported by digital as well as on-ground activation. Through a Facebook event leading to the launch of the TVC, Airtel generated a virtual friendship band, touted as the longest in the world, that helped create a lot of buzz around the new campaign. Airtel saw more than 1,80,000 people downloaded the app, with 12.6 million friends putting on the virtual band.

In December 2011, Aditya Birla group company launched its new ad campaign – ‘Idea Rings All India’ – after running a high-intensity teaser campaign for three days. The jingle caught on much faster than expected, with many humming it and some making it their Facebook and e-mail status.

The ‘Honey Bunny’ page on the company’s Web site recorded more than one million visits during the first nine days of the campaign’s launch. The YouTube page got about 1.9 lakh views, while the Facebook page received more than 2,000 likes.

The campaign, ‘Idea Rings All India’, involves radio, TV, digital (social networking sites such as YouTube, Twitter and Facebook), cinema theatres and outdoors. However, print is the one medium missing from the campaign.

ZooZoo was created to promote the value added services (VAS) of Vodafone. Vodafone was trying hard to capture the VAS Space because it is a potential cash cow for cellular companies.

Vodafone also wanted to make the most of the IPL season 2. Although IPL is a crowd puller, it is also a marketer's nightmare because of the clutter. IPL attracts all the deep pocket advertisers and to stand out, one needs to think out of the box.

Thus ZooZoo was born. ZooZoo is a semi alien semi-human character living in an earth-like place (lot of which is left to the viewer's imagination). These are very simple beings who are very expressive. They laugh aloud , cry loud and have a childlike simplicity around them. ZooZoo also highlights the power of storytelling. Each ad tells a very simple story.

Another factor that aided the success of ZooZoo is the scale of the campaign. Reports suggest that there were around 25 different ads of ZooZoo that aired during the IPL season. This unprecedented scale has kept the curiosity high among the viewers. It has dwarfed all the other advertisers in that season.

Vodafone has taken ZooZoo beyond advertising. The fan club in the Facebook page of ZooZoo has already touched 70,000 and counting. The brand has come out with an interactive quiz that shows the type of ZooZoo a person is.

There are also mobile downloads of wallpaper, screensaver etc.

All these have transformed into a great viral movement. There was already a plethora of mail forwards and blog posts celebrating ZooZoo. Vodafone has benefitted immensely by this campaign. It caught the attention and fancy of the consumers, aroused curiosity, told stories and made people retell the story.

1.3 Word of Mouth Marketing

Word-of-mouth marketing (WOMM, WOM marketing), also called word of mouth advertising, is an unpaid form of promotion—oral or written—in which satisfied customers tell other people how much they like a business, product, service, or event. According to Entrepreneur Media, word-of-mouth is one of the most credible forms of advertising because people who don't stand to gain personally by promoting something put their reputations on the line every time they make a recommendation.

Marketing buzz or simply "buzz" is a term used in word-of-mouth marketing—the interaction of consumers and users of a product or service serve to amplify the original marketing message. Some describe buzz as a form of hype among consumers, a vague but positive association, excitement, or anticipation about a product or service. Positive "buzz" is often a goal of viral marketing, public relations, and of advertising on Web 2.0 media. The term refers both to the execution of the marketing technique, and the resulting goodwill that is created. Examples of products with strong marketing buzz upon introduction were Harry Potter, the Volkswagen New Beetle, Pokémon, etc.

Viral marketing and viral advertising are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of virus or computer viruses. It can be word-of-mouth delivered or enhanced by the

network effects of the Internet. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) — and have a high probability of being taken by another competitor — and create viral messages that appeal to this segment of the population. The term "viral marketing" has also been used pejoratively to refer to stealth marketing campaigns—the unscrupulous use of astroturfing on-line combined with undermarket advertising in shopping centers to create the impression of spontaneous word-of-mouth enthusiasm.

2. REVIEW OF THE LITERATURE

Marketers need to implement dedication, time and resources in social media marketing to be successful and stay ahead of their competitors; most businesses lack the resources required to effectively implement social marketing strategies. Consumers had mixed opinions on social media marketing which lead to calls for recommendations to be derived from secondary research for the effective use of social media marketing. (Russel, 2010)

The Internet based applications, in which users control communication, enhances promotional efforts within social marketing campaigns. It can directly engage consumers in the creative process by both producing and distributing information through writing, content sharing, social networking, etc. It also enhances the power of viral marketing by increasing the speed at which consumers share experiences and opinions with progressively larger audiences. However, as strategic issues such as priority audience preferences, selection of appropriate applications, tracking and evaluation, and related costs are carefully considered, social media will expand to allow marketers more direct access to consumers with less dependency on traditional communication channels. (Thakery et al., 2009),

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to consumer communications has been greatly magnified in the marketplace. (Mangold & . Faulds, 2009)

Viral Marketing is a new emerging technique in the current scenario of the marketing world. This can be and should be used in all the sectors as this is the most economic and effective tool

that has the potential to boost the promotion campaign up to an extremely great extent. The services and the benefits of this technique can be offered to all the sectors. (Singhal & Singh, 2012)

The advent of Internet created a new channel for marketing. E-mail changed the way of how, why and what people communicate to one another. And so, the marketers have started to replicate their offline advertising methods to online ones. Communication through Internet is easier, cheaper and quicker, also, E-mail offers one to one marketing, and thus is more appealing to the marketers. E-mail helps them to establish two way channels for communication aiding in relationship building. (Chittenden&Rettie, 2002)

Events in routine conditions are very much predictable as compared to the chaotic conditions. It suggests that although markets do react to external influences such as exchange rate changes or increases in incomes, they do not react in a consistent or predictable way. (Lawson & Woolcraft, 2002)

From time to time, marketers have concentrated on adopting various marketing techniques to attract consumers. Viral Marketing through internet is one such approach which breaks the traditional brick-and-mortar model of marketing. (Krishna, et al., 2012)

Popularity of social networking sites with deeper penetration of internet enables marketers to exploit it as new emerging medium for brand developing exercises. Interaction of social networking sites with brand results in positive positioning in prospective and current customer base. The medium can be exploited by marketers for developing strong brand and pushing their messages out through a variety of media. Effective and timely execution in social-media networking sphere will serve a paradigm to differentiate brand, drive brand identity and reputation through loyal consumer bases. (Nigam, 2012)

Social Networking Websites (SNWs) can play an increasingly important role as a marketing platform. More and more retailers use social media to target teens and young adults, and social networking sites are a central venue in that trend. (Bansal & Nharti, 2002)

The growth in Internet-based marketing techniques is subverting these advertising regulations. Explosive rises in use of social networking and user generated content websites is further fueling product promotion through electronic media. (Freeman and Chapman, 2008)

Any marketing communications message has the potential to go viral provided that the social object it contains is audience relevant and that the proper viral mechanics are in place. Three

types of content are identified which increase the likelihood of a marketing communications message going viral and those include: entertainment, positive messages and interactive content. (Nemanja& Koivisto, 2012)

3. OBJECTIVES OF THE STUDY

To determine the effectiveness of web based Below the Line (BTL) activities in reaching and influencing the target audience.

To ascertain the awareness level of various BTL campaigns launched by Telecom Companies in India

4. HYPOTHESIS

H₁: The significant difference between BTL activities and gender

H₂: The significant difference between BTL activities and age group

H₂: The significant difference between BTL activities and occupation

H₂: The significant difference between BTL activities and family income

5. RESEARCH METHODOLOGY

The study is an exploratory study followed by a descriptive research design. First intensive secondary research was conducted to gain insights into the BTL activities conducted by Telecom companies in Noida. Later on a survey was conducted on 200 telecom service users in Noida city, India. The study was conducted using non-probability sampling method. In this study convenience sampling method was used because the population size was unknown. The data was collected through a structured questionnaire. The sampling unit is the telecom service users of Noida city. The data was analyzed using descriptive analysis followed by difference analysis through Mann Whitney U Test, Kruskal Wallis Test and one way ANOVA. Multiple Dichotomy Analysis is also applied to study the recall of BTL campaigns of various telecom companies in India.

6. DATA ANALYSIS

Though the study used convenience sampling, proper diligence was applied in choosing users of telecom services diverse background as a sample element for the study to maintain the representativeness of findings.

Table 6.1: Demographic Characteristics

Gender		
Male	95	47.5%
Female	105	52.5%
Age Groups		
16-25	167	83.5%
26-35	27	13.5%
36-45	6	3.0%
Occupation		
Business	24	12.0%
Service	20	10.0%
Homemaker	27	13.5%
Student	129	64.5%
Monthly family income		
Below Rs.30000	17	8.5%
30000-60000	72	36.0%
60000-90000	85	42.5%
Above Rs.90000	26	13.0%

Based on Table 6.1 above we find that:

- (i) There were almost equal number of males and females included in the study
- (ii) Majority of the respondents were in the age group of 16-25, because the study aimed to keep primary focus on youth, as they are the one who are the prime users of internet and social media. Along with youth, young adults and middle aged respondents were also included in the study with their respective proportion of 13.5% and 3% in the study. The mature and elderly's people above 45 are not considered in this study.
- (iii) Majority of respondents 64.5% were students, followed by homemakers 13.5% followed by businessmen and service personnel 12% and 10% respectively.
- (iv) The data regarding the income distribution of respondents was found close to normal distribution with majority 78% respondents in the monthly income bracket of Rs.30, 000 to Rs.90, 000.

Along with data on demographic characteristic, there were question to capture the internet usage and social media usage profile of respondents. Data on internet usage frequency, email preferences, social media membership etc. was collected and analyzed as given below in Table 6.2.

Table 6.2: Internet Usage Profile

Internet Usage per week		
0-2 Days	10	5%
3-4 Days	26	13%
5-6 Days	24	12%
Everyday	140	70%
Average time spent on internet per day		
< 1 Hour	30	15%
1-4 Hours	96	48%
4-8 Hours	44	22%
8-12 Hours	24	12%
>12 Hours	6	3%
Email Preference		
Gmail	164	82%
Yahoo	100	50%
Hotmail	26	13%
MSN	2	1%
Social Media Membership		
Yes	192	96%
No	8	4%
Primary Social Networking Site		
Facebook	164	82%
LinkedIn	14	7%
Google+	2	1%
Twitter	20	10%

Time Spent on Online Social Network per Day		
< 1 Hour	76	38%
1-4 Hours	94	47%
4-8 Hours	22	11%
8-12 Hours	8	4%

- (i) Majority of the people, i.e., a total of 70% of the sample logs on every day on the internet.
- (ii) Majority of the people (48%), spend around 1-4 hours on the internet per day.
- (iii) 82% of the population considered, prefer using Gmail as the email account. 50% of the population uses Yahoo as their email account. Hotmail is used by just 13% of the population. Only 1% of the population prefers using MSN as their email account.
- (iv) 96% of the population is a member of the online social media.
- (v) 82%, Facebook is the primary social networking site, followed by Twitter and then LinkedIn
- (vi) Majority of the people (48%) spends around 1-4 hrs. on the online social network per day.

A five point Likert scale consisting of 11 items (awareness of internet advertisements, trust on Internet based WOM, importance of other consumer experience to base product choice, relative influence of positive comments over negative comments, novelty seeking behaviour, feel good in spreading message, trust on public opinion, product learning through internet reviews, relative influence of known people opinion over unknown, purchase decision based on awareness through internet and influence of internet based WOM to strengthen product belief) was administered to ascertain the effectiveness of web based Below the Line (BTL) activities in reaching and influencing the target audience. The respondents were scored on those 11 items and the score was used to do the difference analysis on gender, age, occupation and family income.

BTL activities and gender

The BTL Activities score was compared for males and females. To understand the differences among score on the basis of gender, non-parametric Mann-Whitney U Test (Table 6.4) was used,

to check the hypothesis that the two independent samples of male and female have similar score on BTL activities.

Table 6.3: Mean score and SD for BTL activities on occupation

Gender	N	Mean Score	Std. Deviation
Male	105	26.5686	6.67909
Female	95	28.4286	6.83435

Table 6.4: Mann-Whitney U Test for influence of BTL activities on Gender

	Score
Mann-Whitney U	1.074E3
Wilcoxon W	2.400E3
Z	-1.212
Asymp. Sig. (2-tailed)	.226

As per table 6.3 the mean score of 28.5686 among female appear little higher than the mean score 28.4286 among male respondents, but on further analysis the output of Mann Whitney U test (table 6.4) reveals that after correction of ties and Z-score conversion, the result was not significant $z = -1.212$, $p > 0.05$ and it is found that there is no significant difference among the BTL activities score of males and females.

Hence, we could establish the null hypothesis that, the average BTL activities score does not differ significantly between male and female respondents.

BTL activities and age groups

The BTL activities scores were compared with age of the respondents. For this purpose, the mean scores were found out for each age profile of the respondents. The mean scores are presented in the table 6.5 followed by one way ANOVA presented in table 6.6 below.

Table 6.5: Mean score for BTL activities on age groups

Age Group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Below 25	167	27.8118	6.72503	.72943	26.3612	29.2623
26-35	27	26.0000	7.39779	2.13556	21.2997	30.7003
36-45	6	24.0000	6.55744	3.78594	7.7104	40.2896
Total	200	27.4800	6.78602	.67860	26.1335	28.8265

It appears from table 6.5 that the mean score for BTL activities is high for age group below 25 and relatively low for age group 36-45 years. A pattern of decrease in BTL scores with increase in age group also reveals that the influence of BTL activates decreases as the age of respondent increases.

One way ANOVA was applied to study if there is significant difference in BTL activities score among respondents of various age groups. The results data is summarized in table 6.6

Table 6.6 ANOVA for BTL activities influence score based on age profile

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	71.972	2	35.986	.778	.462
Within Groups	4486.988	197	46.258		
Total	4558.960	199			

Table 6.6 above shows the F test values of .778 along with degrees of freedom (2,197) and significance of 0.462. Given that $p > 0.05$ the null hypothesis is accepted that there is no significant difference between various age groups regarding influence of BTL activities.

BTL activities and occupation

The BTL activities scores were compared with occupation of the respondents. For this purpose, the mean scores were found as per the occupation of the respondents. The mean scores are presented in the table 6.7 followed by one way Kruskal Wallis test presented in table 6.7 below

Table 6.7: Mean score and SD for BTL activities on occupation

Occupation	N	Mean	Std. Deviation
Student	129	28.4923	6.65470
Homemaker	27	31.5000	2.12132
Businessman	24	23.7273	8.42723
Service	20	26.0000	5.80640
Total	100	27.4800	6.78602

It appears from table 6.7 that the mean score 31.5 for BTL activities is high for Homemaker and relatively low for businessman 23.7273. The mean score 28.4923 of students also appears relatively higher than businessmen and service profession.

Kruskal Wallis test was applied to study if there is significant difference in BTL activities score among respondents of various occupations. The results data is summarized in table 6.8.

Table 6.8: Kruskal Wallis test value for BTL activities score based on occupation

Chi-Square	7.395
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df	3
Asymp. Sig.	.060

As per table 6.8 the Chi square value X^2 (df=3, N=200) = 7.395, $p > 0.05$ indicates that the BTL activities score differ significantly across various occupations.. The null hypothesis is accepted that there is no significant difference between occupations regarding influence of BTL activities.

BTL activities and family income

Table 6.9: Mean score for BTL activities on family income

Monthly family income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
below 30000	8	32.8750	6.44621	2.27908	27.4858	38.2642
30000-60000	36	27.6667	6.02850	1.00475	25.6269	29.7064
60000-90000	42	27.3810	7.45704	1.15065	25.0572	29.7047
above 90000	14	24.2143	5.05628	1.35135	21.2949	27.1337
Total	100	27.4800	6.78602	.67860	26.1335	28.8265

It appears from table 6.5 that the mean score for BTL activities is high for monthly family income group below Rs.30, 000 and relatively low for age group above Rs. 90,000. A pattern of decrease in BTL scores with increase in monthly income also reveals that the influence of BTL activities decreases as the monthly family income of respondent increases.

One way ANOVA was applied to study if there is significant difference in BTL activities score among respondents of various monthly family income groups. The results data is summarized in table 6.10

Table 6.10: ANOVA for BTL activities influence score based on monthly family income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	383.823	3	127.941	2.942	.037
Within Groups	4175.137	196	43.491		
Total	4558.960	199			

Table 6.10 above shows the F test values of 2.942 along with degrees of freedom (3,196) and significance of 0.037. Given that $p < 0.05$ the null hypothesis is rejected and alternate hypothesis is accepted which establish that, there is significant difference between income groups regarding influence of BTL activities.

Analysis of multiple response sets (questions having more than one answers)

In order to capture the awareness level of various BTL activities based campaigns conducted by Telecom Companies in India, multiple dichotomy analysis was conducted on the responses and information as shown in table 6.11 is revealed.

Table 6.11- awareness of various BTL campaigns by India telecom companies

Name of the Campaign	Yes	No	% Yes
Airtel- Jo mera hai wo tera hai	144	56	72%
Vodafone-Zoozoo	170	30	85%
Idea- Honey Bunny	140	60	70%
Airtel- Hare k friend zaroori hota hai	150	50	76%

As per table 6.11, majority of the respondents were aware of the asked campaigns, with Idea's honey bunny being least famous and Vodafone's zoozoo being the most famous campaign.

Further probe regarding the jingle used in various BTL promotional campaigns used by telecom companies in India, it was revealed through further structured question on nominal scale that:

Majority of the people, i.e., 60% of the people feel that the jingles are just fun to listen and nothing else. But, the next major group, 28% of the population believes that the jingles provide them with the information the brand wants to communicate.

51% of people did share such jingles through their social network and made them viral.

Majority 72% of the respondents who shared these jingle through social networking sites in past were motivated by the refreshing sound and superb beats which made them to share such jingles.

7. FINDINGS

- a. **There** is no significant difference between males and female regarding influence of BTL activities and campaigns.
- b. All the age groups studied have almost similar influence of BTL activities and campaigns. The difference, if any, is not significant.
- c. People of all occupations studied have similar influence of BTL activities and campaigns. The difference, if any, is not significant.
- d. There is significant difference between the people with various monthly family incomes regarding their influence of BTL activities and campaigns. It is observed that the lower income group people are more influenced by BTL campaigns as compared to higher income groups.
- e. Majority of the respondents of the study were aware of various jingles used by Indian telecom companies under their BTL campaign. The Vodafone ZooZoo Campaign registered highest awareness.

8. RECOMMENDATIONS

- a. Based on findings it is recommended that people of different gender, occupation and age groups have almost similar influence of BTL campaign, while there is significant difference with respect to monthly family income. So the more attention should be paid on people whose monthly family income is less than Rs.30, 000 as they are relatively more influenced by BTL campaigns.
- b. Since Vodafone ZooZoo campaign commands highest awareness, so it offers a lot of possibilities of learning for other marketers while designing their BTL campaigns.
- c. Jingles need to be made more informative, rather than just melodious as people do not understand what the brands want to communicate
- d. The jingles need to concentrate on the sound and beats of the jingle as people are more responsive to this and thus share such songs

e. People who are the members of a social network are the ones who are more aware of campaigns such as 'Jo mera hai wo tera hai', 'Harek friend zaruri hota hai', Idea's 'Honey Bunny' and Vodafone's zoozoo; rather than those who are not a part of the social network and hence these are the people who are much more motivated to buy the service/ product. Thus, it can be said that marketers should make the use of media and entertainment industry especially the social networking sites to promote their products and services and increase the sales.

9. CONCLUSION

This study has been conducted to study the influence of BTL activities on target group of consumers in India. The place of data collection was Noida. Since Noida lies in National Capital Region of India, it has migratory population from different parts of the country. So the findings of this study could be fairly applied and generalized to rest of Indian urban customers, who are internet savvy. Many parameters like awareness of internet advertisements, trust on Internet based WOM, importance of other consumer experience to base product choice, relative influence of positive comments over negative comments, novelty seeking behaviour, feel good in spreading message, trust on public opinion, product learning through internet reviews, relative influence of known people opinion over unknown, purchase decision based on awareness through internet and influence of internet based WOM to strengthen product belief were considered to calculate the score to measure influence of BTL activities on respondents. The study has established the fact that lower income group is has major influence of BTL activities. The study also left future scope and suggest further in depth study of individual parameters which were considered for studying influence of BTL activities.

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