

## **ROLE OF INTEGRATED MARKETING COMMUNICATION ON ONLINE MARKETING**

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### **ABSTRACT:**

The purpose of the study is to determine the effectiveness of Integrated Marketing Communication (IMC) on Online marketing .The concept of the study is to identify the impact of IMC on Online marketing towards the consumer behavior and purchasing decision. Both secondary and primary data are collected for the study. Primary data in the form of questionnaires were collected from 384 respondents and the responses are analyzed with the help of SPSS software to understand the consumer attitude towards online marketing and how it influences their decision making process. The major findings of the study revealed that the growing importance of IMC when applied in online marketing as a promotional strategy significantly affected consumer's buying decision. It is suggested that the companies must not depend only on online marketing but make sure that it isa part of their integrated marketing strategy. So that the limitations of online marketing can be veiled by other mediums which will eventually build trust and loyalty among consumers.

*Key words: Integrated marketing communication (IMC), online marketing, consumer awareness, Promotion, Purchasing Decision, Consumer preference.*

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**INTRODUCTION:**

Marketing companies are in high competition in terms of absorbing consumer satisfaction. They try to market with new marketing strategies for promoting their /product /service through various medium of communications. Therefore marketing communications has been one of the important elements in promoting the company to reach its target audience. The impact of the marketing communication elements would be greater if they were not working separately as a single medium. Today, Companies are redesigning to an integrated approach towards marketing communication. This could help marketers in creating interest, awareness, preference and responding to the same. This would also help them in executing and making it an influential campaign and thereby, increase their sales. This approach would help companies in creating their own uniqueness, trust among customers and also obedience to their own firm. Hence, an integrated approach would definitely be the best when the marketers realize the importance of each medium with the consumers. Thereby, creating a strong brand from an integrated approach will not only help the marketers in developing a good image but also helps in building a long term relationship with the consumers.

As AAA has defined IMC to be “an approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other.” it means that it is a holistic approach that would help in promoting their sales by harmonizing the various promotional tools. Hence, IMC is a synergy of various marketing techniques inclusive of various promotional tools that helps in achieving their marketing venture in terms of communication, economic and social efficiency of the company (I.L. Litovchenko, 2016)

The major elements that come under marketing communication mix, which most of the marketers uses are Advertising- is the process of informing, persuading and reminding by using media such as T.V., Internet, Radio and Print., Sales Promotion- Encouraging product or service purchases by offering incentives to consumers and channel members., Personal Selling- Is the direct interaction of companies with the customer or prospective customer in order to communicate about the goods or services., Public Relations and Direct Selling- It is the fastest growing component in the marketing mix. This involves direct communication by the

organizations with the customers through e-mail, direct response, advertising and e-commerce. These techniques which are used by most of the marketing companies are considered to be traditional elements but also existing.

Initially companies relied on advertising agencies for guiding them in marketing communication. Every element was functioning separately to which they failed. They never realized that a coordinated approach would help them in communicating more efficiently. Eventually, the entry of digital media came in which became one of the best interactive media between the organizations and the customers. Here, the consumers are said to be the creators of the content. Hence this has disturbed the traditional limits between the producers and the consumers. This not only helps the consumers in the product expectation but also changes their buying behavior. And so, Integrated Marketing Communication has its own benefits in contributing a combined brand message

#### **REVIEW OF LITERATURE:**

In nineties, the concept of IMC was developed which emphasized on shifting the importance to the customers and thereby concentrate the product, price and promotion according to customer's needs and wants(Duncan, 2015): "IMC is the process of managing all sources of information about a product or service to which a customer or prospect is exposed which behaviorally moves the customer towards a sale, and maintains customer loyalty". This definition says that it's a continuous process and thereby it brings a long term relationship between the customers and the organization. It would also create loyalty between the brand and customers.

Hence, IMC was emerging as one of the major marketing issue which lead to its development as a discipline. The framework on the emergence of integrated marketing communication is from three areas. First from corporate side with a rise in competition and high risk to meet the consumers need with new marketing strategies, Secondly, due to the emergence of information technology, the traditional trends were weakened by media and market side which resulted in cost effective methods in communication among marketers. Finally, change in consumer lifestyle has created more opportunity for the advertisers in developing new communication strategies. (Shakeel-UI-Rehman, 2011)

### Conceptual Development of IMC:

It took a long way for IMC to become present concept as the integration of various communication tools. Initially it was known a vague concept as it consisted only of generating messages. Even after so many approaches from the part of the researchers in the area of IMC for more than a decade, yet the researchers have a different view point in its conceptualization. As a result, it still exists as a controversial concept in the sense as a theoretical concept on one hand and on the other; it is viewed as a management fashion. (Sreedhar Madhavaram, 2005)

Initially, IMC evolved from tactical coordination to a much focused strategic coordination that is transmitting the messages in consistent with time and target audience. In fact the concept included all messages emphasizing on both internal and external marketing communication efforts that contribute to the creation of brand value. (Gurau, 2008). Again it was reviewed as a concept that would develop long lasting brand relationship between the organizations, stakeholders and consumers with a mutual knowledge along with team contribution .This has resulted on an ongoing consumer brand relationship as a result of the strategic integration of various marketing communication tools.

IMC has evolved from	To
Tactical orientation	Strategic orientation
Local	Global
Emerging development "Inside-out"	Major communication development "Outside-in" customer-oriented"
Managerial fashion Emerging paradigm	New management paradigm Representing a paradigm shift
Representing an emiceticgap	Representing a post structural set of practices and discourses
"What is it?" (concept)	A multistage model incorporating a focus on all contacts with consumers
Most basic notion of coordinating all corporate communications	One associated with management and brands.

The change of IMC has become a strategy in combining all factors which represents a new paradigm shift and associated with management and brands. Earlier IMC was used as a concept to achieve their marketing communication goals with the customers whereas it has changed to a

strategy in implementing an integrated approach which helps in building relationship with the customers. This has enabled to have one-to-one marketing where the outputs of marketing communication have changed to the outcomes of marketing communication.

### **Summary of Operational Definitions:**

Shultz, Tannenbaum and Lauterborn has defined IMC to be a concept of marketing communication plan that understands the value of a plan which evaluates the strategic role of different communicator factors and combines them in providing clear ,consistent and maximum communication impact. Whereas Duncan and Moriarty has defined it to be a process in creating relationships with customers and other stakeholders by administering and affecting them by providing required information. Later in 2001, Keller proposed that using various communication factors by improving, implementing and evaluating is considered to be the nature and content of other communication options that result to the communication programme.

### **Internet's impact on Marketing Communication:**

Past a decade, there has been a shift from traditional communication approach as a result of the quick development of technology mainly, Internet due to its interactivity, transparency and memory. (Gurau, 2008)

The 21<sup>st</sup> century is observing a drastic impact of Internet-based communication through online platforms. They have become an inevitable element in affecting different aspects of consumer behavior including perception, gaining information, way of thinking, attitudes, purchasing decision, and post-purchase communication and assessment. This has resulted in the way consumers accept and behave to market information. (W. Glynn Mangold, 2009)The significant impact of internet on marketing communication that affects the consumer attitude and behavior are mainly because of its “accessibility” at any time, “interactive communication”, “global reach”, “advanced multimedia applications”. Hence it is essential to adopt an integrated attitude in terms of understanding customer needs and wants and also inter-relationship with the shareholders. In order to achieve this goal, the organizations has to give special interest on emerging technologies of information and communication by analyzing their strengths and weaknesses and develop new online appliance. (Ivanov, 2012)

Thus, the role of internet on communication process has made a revolutionary change in the attitude of firm towards its marketing strategy and the decision process of consumer .In the present global condition , which is identified by highly powerful and strong competition, organizations are trying to find the best way of communicating with their clients. Hence they work on all possible way that would help in providing customers the best product condition and also realize the satisfaction that the people get from using their products or services (BRUNELLO, 2013)As the companies has realized that internet plays a major role in the their communication discipline, they are equally trying to hold possible marketing policies which are effective and efficient in cost by actively communicating with the consumers when compared to traditional advertising medium. (Cristina Castronovo, 2012).

### **OBJECTIVES:**

1. To find out the most motivating IMC factor on consumers purchasing decision.
2. To analyze the overall impact of IMC on online marketing.

### **SCOPE OF THE STUDY:**

The study mainly aims to understand the importance of IMC as a part of online marketing and to analyze how its excellent efforts contribute towards promotional activities. It also focuses to find the improvement in online marketing over traditional marketing and the challenges faced in adopting IMC as a part of online marketing. It also finds out the importance of integrated marketing communication followed by the effectiveness of IMC as a part of online marketing strategy. This could help organizations to analyze changes in customer attitude and the decision making process with respect to their product or service. The recommendations of the study will help companies in developing a strategy which gives a special consideration for IMC as an appropriate tool in online marketing along with other traditional tools of IMC.

### **STATEMENT OF THE PROBLEM:**

The paper identifies the purpose of integrating various marketing tools to communicate their product and service by the companies. It describes how consumers are made aware of the features and attributes of the different products and services. Significantly, the additional role of IMC in companies promotional activities and the reasons for its influence and popularity in

online marketing among consumer. Moreover, the advancements that took place in communication technology and in the structure of the promotional activities of marketing industry create a way for conceptualizing the promotional mix which calls for integrating various promotional elements rather than segregating them. The effectiveness of communication by adopting the approach of IMC as part of online marketing activities has offered several benefits on online marketing over traditional marketing.

## **RESEARCH METHODOLOGY:**

### **Data collection:**

The data relevant to the study has been collected from primary and secondary sources. Primary data was collected in the form of a well-structured questionnaire by mailing to the respondents to arrive at customer's inclination towards IMC as a part of online marketing which forms the core focus of the study.

A series of secondary sources of data has been accessed in the first instance from the publications, past studies and those used by others in order to get general information about IMC concept, its evolution, online marketing and communication and online audiences. It includes various publications of international and national bodies, marketing and trade journals, magazines, books, newspapers, reports of research scholars etc.

### **Sampling method and size:**

As the population of the study is infinite in nature and since it is a descriptive study, the sampling technique used here is quota sampling as the respondents were those customers who were interested in online purchasing and the sample size of the study is 384.

### **Data Analysis tools:**

The data is analyzed with the help of SPSS 22.0 and MS-Excel Add-In Data Analysis. Statistical tools used for analysis are crosstabulation and frequency analysis

**ANALYSIS:****TABLE 1 RELIABILITY STATISTICS**

Cronbach's Alpha	N of Items
.728	9

Since the value of Cronbach's Alpha is greater than 0.7, the data is said to be reliable.

**TABLE 2 DEMOGRAPHIC DETAILS: OCCUPATION \* AGE \* GENDER**

			AGE				Total
			Between 18-25	Between 25-35	Between 35-45	Above 45	
Male	OCCUPATION	Student	100	1	0	0	101
		Employed	24	17	0	1	42
		Self-Employed	6	1	1	2	10
	Total	130	19	1	3	153	
Female	OCCUPATION	Student	187	3	1	0	191
		Employed	22	12	4	0	38
		Self-Employed	0	0	1	1	2
	Total	209	15	6	1	231	
Total	OCCUPATION	Student	287	4	1	0	292
		Employed	46	29	4	1	80
		Self-Employed	6	1	2	3	12
	Total	339	34	7	4	384	

**TABLE 3 RELY ON A SINGLE MEDIUM TO GET KNOWLEDGE OR NOT AND SOURCES OF AWARENESS**

			SOURCES OF AWARENESS					Total
			In Store Promotions	Print-ads	Television Communications	Outdoor Media	Online Media	
RELY ON A SINGLE MEDIUM TO GET KNOWLEDGE	Yes	Count	9	6	17	2	44	78
		% within SOURCES OF AWARENESS	45.0%	46.2%	23.3%	14.3%	16.7%	20.4%
		% of Total	2.3%	1.6%	4.4%	0.5%	11.5%	20.4%
	Somewhat	Count	4	2	30	3	73	112

	% within SOURCES OF AWARENESS	20.0%	15.4%	41.1%	21.4%	27.8%	29.2%
	% of Total	1.0%	0.5%	7.8%	0.8%	19.1%	29.2%
No	Count	7	5	26	9	146	193
	% within SOURCES OF AWARENESS	35.0%	38.5%	35.6%	64.3%	55.5%	50.4%
	% of Total	1.8%	1.3%	6.8%	2.3%	38.1%	50.4%
Total	Count	20	13	73	14	263	383
	% within SOURCES OF AWARENESS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	5.2%	3.4%	19.1%	3.7%	68.7%	100.0%

Here majority of the negative responses reveals that because of unlimited brand choices and price sensitivity, consumers have an option to choose between various brands by undergoing a detailed evaluation with respect to their purchase decision. So the availability of various mediums has helped the customers to know about various brands. Each medium has its own limitation, therefore relying on just one medium may not give sufficient information. Once consumers acquire the necessary information, it becomes easy to take purchase decision which saves time in evaluating the last moment of purchase. From the marketer's point of view, excessive competition, globalization, changing needs of consumers and advancements in technology has led the way for advertisers to use the above mentioned sources to reach their target consumers. Usually consumers depend on various mediums to get information on the products. Using IMC could help the advertisers in attracting customers through newspapers, magazines, television, internet, banner and posters ads wherever they go.

**TABLE 4 KNOWLEDGE ABOUT THE USE OF INTERNET AND REQUIREMENT OF INFORMATION TO TAKE PURCHASING DECISION**

		DO NOT REQUIRE MUCH INFORMATION TO TAKE PURCHASING DECISION				Total
		Strongly Agree	Agree	Neutral	Disagree	
KNOWLEDGE ABOUT THE USE OF INTERNET	No	14	63	85	86	248
	Somewhat	4	7	17	11	39
	Yes	1	1	0	1	3
	Very well	9	19	29	37	94
Total		28	90	131	135	384

Since online marketing is not possible without internet, it requires the customers to be aware of the use of internet. So it is necessary that the people should concentrate more on technical education. It is a cheap and low cost medium to share knowledge, skills and ideas.

It is possible that the consumers may get confused with respect to various brands available in the market while taking their final purchasing decision. The solution to avoid this confusion is to make a detailed analysis and evaluation of the various brands and find out the differences in their characteristics. The information provided by various sources has improved their awareness and knowledge about various attributes and features of the product, benefits that they can ultimately attain by choosing the right brand. This would take only less time in taking the purchase decision.

**TABLE 5** **FREQUENCY OF BEING ONLINE AND PURPOSE OF BEING ONLINE**

	PURPOSE OF BEING ONLINE					Total
	Social Networks and Blogs	Information, Knowledge and Learning	Entertainment	Banking	Online Shopping	
FREQUENCY OF BEING ONLINE						
Very Low	1	1	2	0	0	4
Low	1	11	4	3	2	21
Moderate	40	60	62	15	10	187
High	43	35	36	15	6	135
Very high	11	4	12	6	4	37
Total	96	111	116	39	22	384

Due to the technological improvements, the number of people using internet is improving. Because of its anywhere anytime access, it offers flexibility in location, time and speed. People are using internet as an informational, educational and an interactive medium.

**TABLE 6 FREQUENCY OF VISITING E-COMMERCE WEBSITE AND REASONS FOR USING E-COMMERCE WEBSITE**

		REASON FOR USING E-COMMERCE WEBSITE				Total
		Convenience	Cost effectiveness	Trust	After-sale services	
FREQUENCY OF VISITING E-COMMERCE WEBSITE	Very E-Low	27	9	3	3	42
	Low	43	25	5	1	74
	Moderate	102	67	11	8	188
	High	36	25	4	1	66
	Very high	5	7	2	0	14
Total		213	133	25	13	384

When it comes to use of E-commerce websites, it is evident that users are not using it more or less but moderately. The main reason behind the use of e-commerce websites is due to its convenience followed by cost effectiveness and trust.

Though a noticeable portion responded that they are very low in terms of visiting e-commerce websites but when it comes to convenience and cost effectiveness, they are comfortable in its usage.

Only a small portion of them support very high usage of e-commerce websites.

Based on these facts, it is understood that e-commerce websites play a prominent role among the online consumers. Because of the factors like convenience and cost effectiveness, it is providing a better customer support. Among the online buyers e-commerce is of great usage and importance in product evaluation and purchasing decisions.

	To receive discount	To stay informed about the activities of the company	To get updates on brand and its future extensions	To fun and entertainments	To get excess to the exclusive content	To intend
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**TABLE 7 DO COMPANIES INCLUDE ONLINE ACTIVITIES FOR PROMOTION**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	82	21.4	21.4	21.4
Agree	221	57.6	57.6	78.9
Neutral	79	20.6	20.6	99.5
Disagree	2	.5	.5	100.0
Total	384	100.0	100.0	

When it comes to the part of companies, majority of the customers are of the opinion that the companies should use online activities for promotion. Because of its good access and coverage to the customers, online activities has helped companies to make use of this advantage by adopting online advertising as part of their marketing strategy. Online activities has helped customers to stay updated, comparison that leads to purchase decision, getting complete product information, 24/7 shopping etc.

**TABLE 8 FACTORS THAT MOTIVATE TO LIKE A BRAND ON INTERNET**

	F	%	F	%	F	%	F	%	F	%	F	%
Most important	131	34.11	116	30.2	42	10.94	82	21.35	60	15.63	85	22.14
Important	90	23.44	111	28.91	74	19.27	190	49.48	130	33.85	155	40.36
Least important	88	22.92	90	23.44	188	48.96	79	20.57	110	28.65	70	18.23
Not important	75	19.53	66	17.19	80	20.83	33	8.59	84	21.88	74	19.27
TOTAL	384	100	384	100	384	100	384	100	384	100	384	100

Among the factors, receiving discounts is found to be the most important factor that motivate online buyers to like a brand. Therefore, majority of the respondents are motivated towards a particular brand on the internet because of its discount factor. Respondents are mostly influenced by the discounts provided by online marketing as compared to offline marketing. Providing information about the products by the company through internet also influences them to a great extent. Internet is a most preferable medium to get well informed about the product description whereas other factors are comparatively less.

However majority of them also rely on being aware about various activities of the company but in terms of getting updates on the brands, it doesn't seem to be much important to the online users as 48.96% (majority) of the responses have considered to be least important whereas coming to fun and entertainment, online users find it important. Moving to the next factor, it means majority of respondents (130) are motivated to use internet as it offers them Products at discounted rates, gives access to exclusive content such as specific functional & emotional benefits of the brand and facilitates interaction about the brand directly with the company. It is the same with the last factor. Intending describes expressing the customer's feedbacks through internet as an interactive medium which helps them in sharing the strengths and weaknesses about the brand.

**TABLE 9 FACTORS INFLUENCING PURCHASING DECISION**

	Frequency	Percent	Cumulative Percent
Valid Banner, Pop-ups, Cookies, YouTube ads	70	18.2	18.2
Free- Gifts, Discounted price, Vouchers and Coupons, Rating	148	38.5	56.8
Q and A, Interviewers, Digital Magazines, Review	114	29.7	86.5
Telemarketing , Personnel Emails, E-catalogues, Immediate Feedback and Response Marketing	52	13.5	100.0
Total	384	100.0	

When it comes to the factors that are influencing purchasing decision, it can be concluded that people are mostly influenced by sales promotion activities such as Free- Gifts, Discounted price, Vouchers and Coupons, Rating provided by the company i.e. This is followed by Q and A, Interviewers, Digital Magazines, and Review which is supported by. Various public relation strategies used by companies like Telemarketing , Personnel Emails, E-catalogues, Immediate Feedback and Response Marketing were influenced the consumers to a certain extent. Advertising tools like Banner, Pop-ups, Cookies, and YouTube ads has also a significant influence on consumer purchase.

When it comes to online marketing, not only a single factor but a group of factors is always influencing the customers to take their purchase decision. From the data it is clear that almost all the factors have its own importance. The most important factor that leads to the final purchase of

the consumers is the sales promotion technique. This is because consumers are always influenced with the attractive gifts and benefits like discounted prices and vouchers.

The consumers who are very much valuing the product quality rely on reviews, interviews, magazines etc. This is because published information and personal opinions of experienced consumers is also one among the factors influencing the purchase behavior of consumers. Advertising is, an inevitable part of marketing, when it comes to online marketing, various online advertising strategies like banners, pop-ups, cookies etc. influence the consumers. Since the consumers are being online for a long time, these types of advertisements between their online activities have succeeded in getting customer attention.

The advantage of customers to provide their views and experiences with respect to their understanding in the form of feedback response marketing etc. had helped to maintain a good relation between the marketers and consumers. Hence it can be concluded that these factors have a great role in influencing the final purchase of a consumer.

**TABLE 10**                      **BENEFITS OF ONLINE MARKETING OVER TRADITIONAL MARKETING**

	Frequency	Percent	Cumulative Percent
Valid Wide range of information	83	21.6	21.6
Low cost	69	18.0	39.6
Ease of shopping	155	40.4	79.9
Interactive medium	17	4.4	84.4
Time saving	60	15.6	100.0
Total	384	100.0	

From the view point of online consumers, ease of shopping is the major benefit they derive from online marketing when compared with traditional marketing. Followed by wide range of information, low cost, time saving and finally it is an interacting medium. Majority of the respondents have agreed that ease of shopping is the main benefit of online marketing followed

by wide range of information, time saving and low cost. There is only a small proportion who argues that online marketing as an interacting medium is its benefit when compared to traditional marketing. Hence it is clearly evident that convenience with respect to shopping is what the consumers felt as most important because it provided advantages like time and cost saving. When compared to traditional marketing, online marketing has a large information base. It provides information anywhere at any time. As online marketing is always developing and competitive in nature, its low cost and time saving features are the main advantage over the traditional marketing.

**TABLE 11** **PREFERENCE OF ONLINE ADVERTISING AS IT IS SAFEST TO USE**

	Frequency	Percent	Cumulative Percent
Valid Strongly Agree	8	2.1	2.1
Agree	67	17.4	19.5
Neutral	227	59.1	78.6
Disagree	65	16.9	95.6
Strongly Disagree	17	4.4	100.0
Total	384	100.0	

When it comes to privacy and safety , we cannot say that it is either safe or unsafe. It is supported by the neutral attitude of the consumers opinion on the same. Most of them donot have any clear idea on its safety side. As it says that everything has a positive and negative impact, online marketing has also positive and negative outcomes. There were many fraudulent activities takingplace behind this online marketing and a significant proportion of the consumers are cheated by these kind of activities. Also consumers are scared that there online activities are traced and studied by various websites and related services.

Even though the respondents prefer online marketing for various purposes, they are not sure that whether it is safe to use.

TABLE 12                    **LOOPHOLES IN ONLINE MARKETING OVER TRADITIONAL MARKETING**

	Frequency	Percent	Cumulative Percent
Valid More Susceptible	27	7.0	7.0
Privacy Issue	118	30.7	37.8
More scope for fraudulent activities	163	42.4	80.2
Often interrupting	33	8.6	88.8
Lack demonstration	43	11.2	100.0
Total	384	100.0	

Techno friendly feature of online marketing is increasing the consumer's preference to use online marketing over traditional marketing. At the same time it has some limitations with respect to the impact of technology on marketing. So this limitations suggest that there is always a chance for the online activities to improve further and develop. So the main limitation which are traced by the study is scope for fraudulent activities and privacy issue. Therefore the companies should concentrate more on developing features that will protect the consumer details and their online activities. Consumer trust is an important factor that will lead to the eventual success of any online activity. Hence it is necessary that the platform for the online activities should be less susceptible, interrupting and avoid the chances of fraudulent activities and concentrate more on protecting customer privacy.

### **CONCLUSION:**

The study concludes that consumers never depend only on a single medium to get awareness about various brands. It shows that they use a combination of variety of sources for taking ultimate buying decision. With improvement in technology, they highly rely on advanced marketing tools along with other traditional tools.

The study revealed that the major cause behind the increasing significance of online marketing is time saving, cost saving, 24/7 availability and accessibility. The adoption of IMC in online

marketing is knowingly or unknowingly influencing the consumer preference towards online marketing .Even though the consumers are not more knowledgeable about the technical use of internet , they have identified that internet is very much advantageous in their marketing efforts and also for various purposes like social networking, media sharing etc. This capability of internet has intensified the tendency of the consumers being online.

The consumers felt that the companies should use this capability in order to make it its marketing efforts more effectively. So that the consumers can be influenced to use various online marketing and promotional strategies of the companies in order to get more access, exclusive content ,information on features and attributes of various brands.

The wide range of information and ease of shopping along with the capability of interaction provided by online marketing is tremendously influencing the consumers. These benefits make online marketing superior over traditional marketing.

On the other side, it is evident that consumers are also susceptible about the safety aspect provided by online marketing .They may also have a feeling that online marketing is unsafe since it has led to many fraudulent and privacy issues.

The only limitation of the study is that it is not limited to any particular domain or region. The study is completely analytical in nature. It could be useful if it includes a model which satisfies the present needs of IMC as a tool of online marketing.

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