

SURVEY REPORT OF CUSTOMER, COMPANY AND 3RD PARTY AGENCIES IN THE INTERNET MARKETING

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ABSTRACT

In the present research work, obviously the investigation of internet marketing for the most part includes a purchaser viewpoint, organization point of view and outsider point of view. In spite of the fact that everyone i.e. purchaser, organization and outsider can be considered in separation however the focal point of the investigation was to think about different elements identified with all these 3 components in connection to each other. The fundamental focal point of the present investigation was to accumulate data about the current patterns in internet marketing.

Keywords: Internet Marketing, Organization, Business Technique

INTRODUCTION

Amid the underlying time of internet time Ann (1999) directed an overview with an example of 400 individuals to ponder whether the consumer inclines toward internet publicizing or not. This investigation depended on the examination between internet promoting and general publicizing. The conclusion drawn by her was that there was not really any slant of the consumer towards favoring internet promoting. This was the circumstance in early period as the idea of Internet promoting was new. However development of internet has been huge in the course of recent years. Presently a day the advanced marketing methods are used and in this way the patterns in the field of Internet Marketing are evolving. Henceforth the accentuation of present investigation was to know late patterns in the developing field of internet marketing.

As the idea of Internet promoting was new. However development of internet has been huge in the course of recent years. Presently a day the cutting edge marketing systems are used and therefore the patterns in the field of Internet Marketing are evolving. Consequently the accentuation of present examination was to know late patterns in the developing field of internet marketing. Mulling over significance of every component i.e. the

consumer, company and outsider office influencing internet marketing 3 study polls were composed i.e. isolate one for consumer, for company and for outsider organization. Data was assembled by utilizing the accompanying techniques amid the review.

Table No: 1
Survey Method

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

Design of Survey questions

In the underlying phase of the examination work just a single study survey was intended for every one of the 3 components i.e. consumers, organizations and outsider offices. However considering the criticisms got, it was seen that specific inquiries were of novel nature for every one of these components and henceforth such inquiries were not material to other component. Accordingly it was chosen to get ready 3 surveys for every one of the substance. The inquiries were planned thinking about the targets of the investigation and also with the point that the respondent will have the capacity to answer each inquiry. In the survey the vast majority of the inquiries had various decision answers. For few inquiries the respondents needed to rank their inclinations.

Particularly for inclination positioning, the inquiries were identified with know the demeanor towards the utilization of internet marketing by the company, explanations behind the development of internet marketing and the effect on the volume of turnover of the company.

One of the inquiries was identified with internet marketing in light of Gender perspective. This inquiry was with respect to the critical part that sex plays in the present internet marketing as it was seen through survey of writing that female consumers tend to give a lower valuation than guys for the ease of web based obtaining. In view of writing survey another viewpoint under examination was in connection to the abuse or frequencies of fakes experienced in internet marketing. This angle was considered as it can be seen that, Mastercard taking, dread of providing individual data, erotic entertainment and viciousness, huge internet publicizing, data dependability, absence of physical contact, non-receipt of items bought through Internet Marketing were the elements which could keep consumers from enjoying internet marketing.

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 up to 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 finalised. Of these 10 agencies were from cities Mumbai, Pune Noida, Gurgaon, Jaipur and Bangalore. 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: 2
Male and Female Respondents

Category	Male Respondents (%)	Female Respondents (%)
Consumers	72	28
Companies	92	8
3 rd Party Agencies	98	2

It is seen from Table No.2 that of the aggregate 1000 consumers, 72% of respondents were male and 28% were female. With respect to company top level administrators who were the respondents in the overview it was discovered that out of 100 just 9% were female officials. As for the responsibility for outsider Agency it was discovered that of the 10 outsider Agencies just 2% were female proprietors. Along these lines top level administrators of the organizations and also proprietors of outsider office had male predominance and represented over 90% of the respondents.

A few inquiries were joined in the survey in order to judge the development of Internet Marketing. Right off the bat respondents were judged to know whether at all they concur with respect to the overarching development of Internet Marketing in the present period. Data was additionally assembled to know the effect of Internet Marketing on the Traditional Marketing. The information gathered additionally knew whether more number of players is required to take into account the expanding number of consumers in the field of Internet Marketing. Likewise the Information was gathered to know whether there will be long haul effect of Internet Marketing in the situation of Indian market. In conclusion the effect of the accessible data about item/administrations gave on entryway of outsider Agencies was additionally contemplated.

Table No. 3

Internet Awareness for the Growth of Internet Marketing

Respondent Opinion	Consumer (%)	Companies (%)	3rdParty Agency (%)
Strongly agree	87	9	90
Agree	10	80	10
Agree to some extent	3	11	0

The lion's share of respondents from three elements i.e. Consumer, Company and outsider Agency were found to Agree that mindfulness about Internet is required for the development of Internet Marketing. With respect to Internet mindfulness it is found from Table No 5.6 and that 87% Consumer and 90% outsider Agency Strongly Agree that obligatory mindfulness about internet is basic for the development of Internet Marketing. Despite the fact that substantial number of Company respondents don't Strongly Agree the need of obligatory internet mindfulness for the development of Internet Marketing and still, at the end of the day the connection amongst mindfulness and development is pleasant to 80% company officials. In this setting the relationship is Strongly Agreed just by 9% of company respondents. The required mindfulness about Internet and in this way the development of Internet Marketing is consented to some degree by 3% of consumer and 11% of company respondents

The sentiment given by respondents about having compulsory attention to internet for the development of Internet Marketing is additionally delineated from Figure No: 1 wherein extensive number of consumers and outsider office respondents are found to Strongly Agree. However the vast majority of the company officials are found to Agree to have compulsory consciousness of internet for the development of Internet Marketing.

Figure No: 1
Internet Awareness for the Growth of Internet Marketing

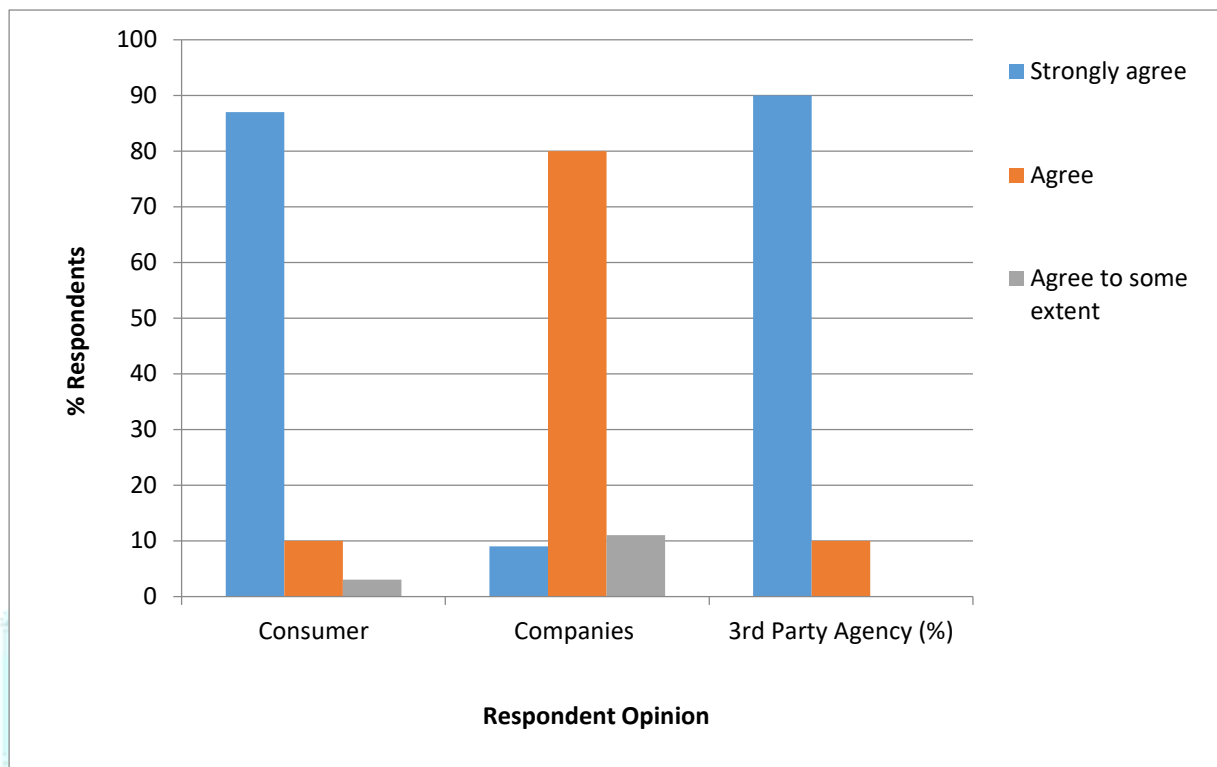


Table No: 4
Growth of Internet Marketing

Respondent opinion	Consumer (%)	Company (%)	3rd Party Agency (%)
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.

CONCLUSION

We finish up from the above overview, it is seen that 92% Consumer, 82% Company and 75% outsider Agency respondents Strongly Agree to the present day encountering of the development of Internet Marketing. Note that none of the respondents had communicated negative assessment with respect to the continuous development of Internet Marketing. Around One fourth of the outsider Agency respondents Agree to some

degree with respect to the predominant marvels of the development of Internet Marketing. This view is additionally bolstered by 18% company respondents and by 8% consumer respondents.

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