

A Study of the Effectiveness of Online Marketing to Enhance Product Awareness (From the Perspective of Integrated Marketing Communication)

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ABSTRACT

The business environment is frequently revolving and changing, so is the tools employed in decision making process. With the growth in the internet users and application since the last three decades, organization have started shifting focus from offline marketing to online in reaching out to more customers. Online marketing is therefore not seen by many scholars as another form of promotional tools like advertising, personal selling, direct marketing among others but seen as a powerful medium of implementing the various marketing tools online to reach more targeted local and global audience. This research work investigated the effectiveness of online marketing to enhance product awareness (from the perspective of integrated marketing communication). Specifically, the work aimed at assessing the extent online platform improves product awareness through integrated marketing communication strategy. To achieve the objectives of the study, the researcher employed descriptive survey where the all-online consumers were sampled to collect relevant information regarding the effectiveness of online marketing for enhancing product awareness through integrated marketing communication. The data was analyzed using Descriptive and Inferential analysis, correlation and regression analysis.

Keywords: Online Marketing, Product Awareness, Social Media Advertising, Digital Public Relations, Email Marketing.

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1. INTRODUCTION

1.1 Background of the Study

Integrated Marketing Communication is a marketing concept that secures all shapes of communication and messages are carefully connected together. At its most elementary level, Integrated Marketing Communication or IMC means integrating all the promotional tools, in order that they work together consonant. Promotion is one among the Ps within the marketing mix. Promotion has its own mix of communication tools. All of those communication tools work better if they work together consonant instead of in isolation.

According to William Stanton, "IMC is a component in organization's marketing mix that's want to inform, persuade and remind the market regarding the organization and / or its products." It blends various tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity. Xi Effective IMC messages and pictures are meaningful and useful to consumers, and messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

Promotion is one of the elements of Marketing Mix which includes advertising, sales promotion, and personal selling activities, internet marketing, sponsorship marketing, direct marketing, database marketing and public relations. Integration of all these promotional tools along with other components of marketing mix will gain edge over competitor. This is Integrated Marketing Communication. There are other levels of integration such as Horizontal, Vertical, Internal, External and Data integration. Horizontal Integration occurs across the marketing mix and across business functions. Vertical Integration means marketing and communication objectives must support the higher-level corporate objectives and missions. Internal Integration requires internal marketing where keeping all staff informed and motivated about any new developments from new advertisements, to new corporate identities, new service standards, new strategic partners and so on. External Integration requires external partners such as advertising and PR agencies to work closely together to deliver a single seamless solution – an integrated message (KA, & C, 2019).

Similarly, Online Marketing is that the art and science of merchandising product and/or services over digital networks, such as the Internet and cellular phone networks. The different forms of online marketing include: a) Display advertising, b) Web banner advertisings, c) Frame ad (traditional banner), d) Pop-ups/pop-under, e) Floating ad. The art of on-line selling involves finding the correct on-line selling mixture of methods that appeal to the target market and can really translate into sales. Online selling uses net to deliver promotional selling messages to customers. It includes email promoting, search engine marketing, social media marketing, (Sutha, 2019).

1.2 Statement of the Problem

The corporate world has gone through tremendous changes in the last three decades with technology advancement particularly information technology. ICT has revolutionized the way the businesses are done, how they interact and live. It has revolutionized the means of organizations to communicate to both existing and prospective customers, increasing return on investment and reduce cost of reaching out to the customers. Furthermore, it has also provided a better platform to reach customer at ease and the process of reaching the customer through the internet is called online marketing (Dharmappa, 2018).

Online marketing or e-marketing represents all online marketing activities to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on television and on radio (Goldfarb, & Tucker, 2011). It is the promotion of organization products through digital or electronic platform. Internet marketing uses online platform to deliver promotional marketing message to consumers which includes e-mail marketing, social media marketing, mobile phone marketing, search engine marketing, and banner advertising (Pawar, 2014).

For a successful marketing communication strategy, the IMC must follow series of steps including recognizing a clear targeted audience, setting communication goals and objectives, creating the message, planning an integrated communication strategy and developing a framework that clearly deliver the organization message to the audience.

1.3 Objectives of the Study

The main objective of this study is to understand the correlation between integration marketing communication tools and product awareness. Derived from the above research problems, followings are the research objectives:

- » To examine the impact of social media advertising on product awareness.
- » To examine the relationship between live chat sales and product awareness.
- » To examine the relationship between online sales promotion and product awareness.
- » To examine the relationship between digital public relations and product awareness.
- » To examine the relationship between email-marketing and product awareness.

1.4 Research Questions

This study focuses on following problems:

- » What are the different tools of IMC?
- » Do IMC tools such as social media marketing, live chat sales, online sales promotion, digital public relations and email marketing influence product awareness?
- » Do IMC tools impact effectiveness of online marketing?

1.5 Research Hypothesis

The research hypotheses to be tested are:

H01: There is no significant relationship between Social Media Advertising and product awareness.

H02: There is no significant relationship between live chat sales and product awareness.

H03: There is no significant relationship between online sales promotion and product awareness.

H04: There is no significant relationship between digital public relations and product awareness.

1.6 Significance of the Study

The goal of the study is to learn about the role of online marketing in enhancing product awareness through Integrated Marketing Communication tools, as well as its outstanding efforts in promotion in practice. Also, to learn about some of the obstacles of using online marketing as a tool for boosting product awareness as part of an integrated marketing communication strategy. The findings of this study can be used to develop appropriate Integrated Marketing Communication tools for increasing product awareness, with different organizations focusing on internet marketing in addition to traditional IMC methods.

1.7 Limitations and Delimitations of the Study

The major limitations of this study are stated below:

- » The study is conducted inside Kathmandu valley only and hence if area is covered more the data will be more accurate and reliable.
- » There are many variables related to topic but only 5 variables are undertaken in this study.
- » Instead of including business organization as respondents, this study has online consumers as respondents.
- » This study is based on primary data and present context of Nepal and may differ to future.

1.8 Organization of the Study

The report is divided in five chapters, each chapter deals with some important factors integrated marketing communication and online marketing to make better understanding of topics and helps to meet objectives of the study.

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Data Analysis**Chapter V: Summary, Conclusion and Recommendations****2. REVIEW OF LITERATURE****2.1 Concept of Integrated Marketing Communication**

Integrated marketing has been variously defined based on certain factors. In this section, the researcher will provide review of popular definition of IMC and what differentiate each one of them. The most popular foremost definition of IMC is that provided by American Association of Advertising Agencies. The agency defines IMC as “a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communication impact” (Schultz, & Schulz, 2004).

Kliatchko (2005, P. 23) definition of IMC as “a concept and process of strategically managing an audience-focused, channel centered, and result-driven brand communication programs over time” is short and more detailed definition of IMC. The definition highlighted four key things, first, that IMC is both a concept and a process. Secondly, that IMC should be audience focused, a good IMC should have a particular target all the promotional tools are directed at reaching with same message in every platform. Thirdly, IMC should be channel-centered, there should be clear differentiation of the various medium of reaching the targeted audience. And lastly, IMC should be result-driven. It should be directed towards changing consumer buying behaviors and should be measurable based on the changes in the organization sales level. In general, integrated marketing communication is a holistic management strategy and meta discipline that focus on optimizing the organization wide optimizing value chain to stakeholders that involves the planning and execution of all marketing related activities of the organization whether online or offline in a way that is consistent across all customers, consumers and stakeholders of the organization with the intent of impacting the buying behavior of the consumers on the organization products and services.

2.2 Concept of Online Marketing

Advancement in information technology (ICT) have made online advertisement indispensable for an organization to achieve competitive advantage in any industry (Fang, & Mykytyn, 2007). Marketing in its basic meaning is the promotion of organization products and services to the general public with intent of wooing more customers and ensuring customer loyalty to the brand. Percy (2008) viewed marketing as a process of discovering or assessing societal needs, designing and developing products or service to meet those needs as well as making conscious effort to influence consumer to discover those products and services offered. It involves keen evaluation of organization products and services, the

demographic, geographic and psychographic of the consumer to determine which products and services to offer to different individuals at each point in time (Percy, 2008).

As observed by Jennifer (2001) marketing is a collective medium with which individuals or group of individuals can collectively exchange goods and services based on their needs and wants. This medium was first presented by Neil Borden in 1953 which is known today as marketing mix – place, promotion, price and product. Kotler and Armstrong (2012) observed that the marketing mix are collection of different tools employed by the organization to achieve the marketing plan. **Forms/Types of Online Marketing**

There are various medium as noted earlier that marketing can be carried out on the internet. In this sub-section we shall evaluates few of the categories and their success stories.

Display Advertising

This is the earliest form of advertising on the internet and still remain among the most popular advertising tool employed in the internet especially in blogs and non-advertising agencies website. It is a type of advertising platform that incorporate the advertising company message in the form of text, image, animation, videos, logos and other enticing graphic that easily capture the attention of the consumers.

Pop-Up Advertising

Though appear to be annoying sometimes, it still appears to be the most effective display advertising tools. A pop-up is described as a new web page displayed above the current web page the internet user is surfing currently. This could be pop-up under where the advert is displayed in a new web page below the one currently being surfed or pop-in where the content the internet user is seeking is blurred or temporarily blurred to pave way for the advert. In some website, the pop-up often displays when the visitors scroll down to a certain level or when attempting to exist the web page (Pawar, 2014; Markova, Prajova, & Salgovicova, 2011).

Search Engine Advertising

This kind of advertising is common among the search engine organizations like Google, Yahoo, Yandex, Ask.com, etc. among others who often display sponsored adverts outside the normal search engine results pages. The search engine organization normally places ads along with 11 the result to differentiate it from the non-sponsored SERPs. It is one of the most prominent and highly profitable advertising platforms for organization that provide specific services.

Social Media Advertising

Social media advertising has become one of the most popular advertising platforms with Facebook being a leading advertising earner in the world after Google (Ovijidus, 2018).

Pawar (2014) observed that social media advertising is the promotion of organization products and services in social media handle. Organization can pay for sponsor ads in social media or simply keep on updating their social media handle to increase interaction among customers in the social media handle.

E-mail/ Newsletter Marketing

E-mail marketing appear to be one of the most successful platforms of advertising an organization products and services. It involves sending customers (subscribers) e-mail regarding the organization products based on their previous browsing history. According to Short (2012), the report from Direct marketing Association reveal that e-mail marketing is the most paying online marketing platform as it saves advertiser about \$44 for every \$1 spent.

2.2 Review of Related Studies

Under this section an effort has been made to look at and review of some related research works:

As per **Don Schultz (2008)**, —IMC could also be a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmers over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. The key difference during this definition of IMC from that of straightforward Marketing Communication is highlighted by use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of selling communication mix in such how that it's strategically designed to understand certain objectives, measured to enforce accountability over marketers and are evaluated over time. These elements also are stressed on by various IMC authors (Schultz, 1996; Duncan, & Caywood, 1996), who believe that although the concept of IMC isn't new, but the very fact that previously marketing communication wasn't coordinated strategically and strategy is now believed critical, gives this concept a replacement look.

According **Perkin (2003)** “as media-blitzed, ad-cynical, time-poor, channel flicking audience living during a fast-paced, attention-challenged world” the actual fact is that because of fast pace of technology, and globalization of the earth, consumer behavior round the world is changing. Today customers have more control over what to determine, and skim and thus IMC need to tailor the organization campaign as per the requirements of the market.

Kaplan and Haenlein (2010) define social media as —a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which facilitates the creation and exchange of user-generated content. It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds. Russell S. Winer (2009) affirms that many companies today

are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media.

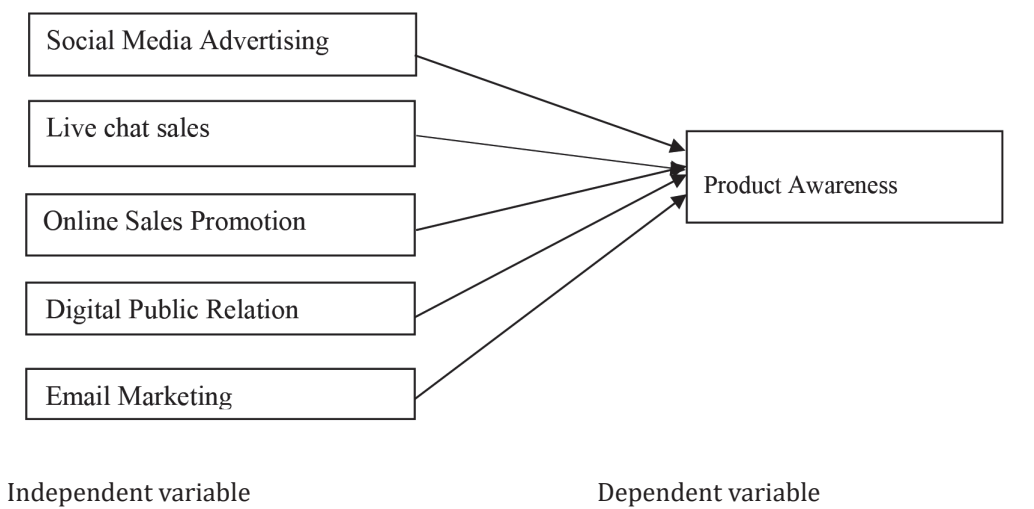
Mangold and Faulds (2009) argue that marketing managers should comprise social media in the communication mix when developing and executing their Integrated Marketing Communication strategies and they presented the social media as a new hybrid element of promotion mix.

According to **Oladele (2009)**, marketing communication serve four basic purposes: to differentiate organization’s products from other competitors, remind the targeted audience about the product, to inform the target audience about the existence of a product and to persuade the audience to take some set of actions like buying the products or ordering for the service.

Development of Theoretical Framework of the Study

This section provides the conceptual framework of the study and describes about variables that have been used in study and the relationship between the variables. In this study, dependent variable is effectiveness of online marketing. The independent variables are: (i) Social media advertising, (ii) Live Chat Sales, (iii) Online sales promotion, (iv) Digital public relation and (v) email marketing. Thus, conceptual model of the study and the relationship between dependent and independent variables is shown by figure 2.3.1.

Figure 2.3. 1 Conceptual Framework



3. RESEARCH METHODOLOGY

3.1 Research Approach and Design

This section deals with the research approach and design employed in this study. The first step is to formulate a research design. This means planning a strategy of conducting research. It is an in-depth plan of how the goals of research are going to be achieved. Research design is either exploratory, descriptive or experimental in nature. It is helping the investigator in providing answers to varied sorts of social/economic questions. After collecting and analysis of the info, the researcher has got to accomplish the task of drawing inferences. Only by interpreting the data researcher will uncover the relationships and processes that underpin his observations and, eventually, conclusions.

3.2 Population of the Study

The population of this study include every online consumer inside Kathmandu valley. Those people who use electronic devices like smartphone, laptop and internet are taken into consideration. It includes different demographic parameters such as all the age groups, both male and female gender, occupation includes self-employed, retired, private, government, student, etc.

3.3 Sampling Techniques

In present study, the research has been conducted through random sample survey technique. In this research, convenience sampling was used because of current pandemic so it was difficult to collect sample by other sampling methods. As convenience sampling people are sampled simply because they are convenient sources of data. The total sample size of the study is 103 but the questionnaire was sent to 200 Individuals.

3.4 Data Modeling Techniques

In this study it is intend to analyze the relationship between product awareness and integrated marketing communication tool variables. The regression analysis and correlation analysis are used in the study in an attempt to examine the empirical relationship between the effectiveness of online marketing to enhance product awareness through integrated marketing tools. Therefore, the regression tool is also used to test the hypothesis of this study and drawn the conclusions.

3.5 Data Collection Instruments

The primary data are collected through sample survey using structured questionnaire. Hence a structured, open and closed ended questionnaire was prepared for consumers only. The questionnaire was sent through Google form and distributed to respondents respectively. Despite the fact that a questionnaire is a cost-effective method for data gathering, the rate of non-response or incomplete responses is significant in this scenario. However, sufficient

follow-up was performed to overcome this obstacle, ensuring that each questionnaire was completely filled out. Secondary data are also has been used in the study from different articles, journals and publications.

3.6 Test of Validity and Reliability

The accuracy and consistency that the newly built data collection instrument sought to measure were confirmed using both the confirmation of validity and the test of reliability. In fact, the degree to which a statistical instrument measures what it is designed to assess is referred to as validity.

Validity is concerned with whether the findings are really what they appear to be about (Saunders et.al, 2003, as cited in Dehghan, 2006). The current researcher used content and construct validity as a confirmation tool to test the validity.

The Cronbach’s Alpha is used to test the reliability in the study. The distributed questionnaires to online consumers of Kathmandu Valley with 103 respondents and the data were transcribed into IBM SPSS version 21 and Cronbach’s Alpha $r = 0.863$ was calculated to examine the level of reliability which indicated a highly acceptable level of reliability of the data collection instrument for its administration.

Table 3. 1 Reliability Statistics

Cronbach's Alpha	N of Items
.863	6

4. DATA PRESENATTION AND ANALYSIS

4.1 Descriptive Analysis of Primary Data

This part of study is mainly focused on verifying main objectives of study. Researcher used statistical tools like frequency, table, percentage and graphs for analysis of primary data.

4.2 Profile of Respondents

Survey for research work was conducted in the city of Kathmandu keeping in mind that online marketing is still a metropolitan phenomenon in the developing country like Nepal. Sample of 103 respondents was selected for survey. The questionnaire included a segment on customers profile as a classification of their demographic factors such as gender, age & occupation. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents.

The detailed respondent profile is as follows:

		Occupation						Total	Gender		Total
		Government	Housewife	Private	Retired	Self-employee	Student		Female	Male	
Age	25 to 35	2	4	31	0	14	6	57	24	33	57
	35 to 45	1	0	3	0	2	0	6	2	4	6
	45 and above	3	0	1	2	0	0	6	1	5	6
	Below 25	2	1	13	1	0	17	34	11	23	34
Total		8	5	48	3	16	23	103	38	65	103

As seen in table no.4.1, Out of 103 respondents - 23 are students out of which 17 are below 25 years & 6 are between the ages 25 to 35 years. There are 56 respondents who are jobber out of which 15 are below 25 years, 33 are between the ages 25 to 35 years, 4 are between the age 35 to 45 years & 4 are 45 and above years. Also, there are total 16 respondents who are self-employed out of which 14 are between the 25 to 35 years & 2 are between the ages 35 to 45 years. There are 5 respondents who are housewives out of which 4 are between 25 to 35 and 1 below 25 years. Also, there are 3 respondents who are retired.

4.3 Importance of Integrated Marketing Communication

Integrated Marketing Communication (IMC) is an approach used by organizations to create brand awareness and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as “a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact.” The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. Marketing mix include the combination of various promotion tools such as print ads, outdoor ads, television commercials, direct mailers, public relations personal selling, sales promotion etc.

Number of Medium to get Knowledge about any Brand or Product

In today’s market scenario, due to wide number of small & large as well as local & global competitors; it has become difficult for the advertisers to reach their target audience exactly. Ever-changing likes & dislikes of consumers have also provided the impetus to this market vulnerability. As a result of which, advertisers today, are using the maximum possible ways that will convey their ad message to the right prospects at the right time and through the right medium which will further create brand awareness and influence customers’ purchase decision.

The details of responses given regarding the medium to get knowledge are given in the following table.

	Frequency	Percent
No	64	62
Somewhat	23	22
Yes	16	16

Total	103	100
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Table 4. 2 Do consumers rely on just one medium to get knowledge about any brand or product?

Interpretation

From table no. 4.2, it is observed that when respondents were asked if they rely on just one medium to get knowledge about any brand or product;

- » 62% have given negative response.
- » 16% respondents have given complete positive response while only,
- » 22% responded that they rely partially.

It means major percentage is with negative response. This reveals that consumers reckon upon more than one medium to get knowledge of any brand or product. Due to unlimited brand choices & price sensitivity, they undertake a detailed evaluation of various brands by referring more number of sources of information. So, they may be using combination of various mediums such print ads, television commercials, in-store promotion to know about different aspects of the brand or product.

Sources of Awareness of Various Products

Excessive competition, globalization, fluctuating wants of consumers and advent of technology are the major factors that encourage advertisers to make use of various sources available to reach their TA. These sources can be print media (through newspapers & magazines), Television commercials, Internet (Mobile marketing and online advertising), and sales promotion (discounted products, flash sale, etc.) Many a times consumers may also rely on various sources to get product related information. Using IMC may help advertisers to convey this information to the customers wherever they go. So, while reading Newspapers or magazine, watching Television, halting at railway station or on traffic junctions or while surfing internet; everywhere advertisers can drag the attention of their prospects towards their brand. The details of responses given regarding different sources of awareness of various brands are given below.

	Frequency	Percent
Internet	76	74
Print ads	2	2
Television commercials	14	12
Sales promotion	11	13
Total	103	100

Table 4. 3 Sources of awareness for various products

Interpretation

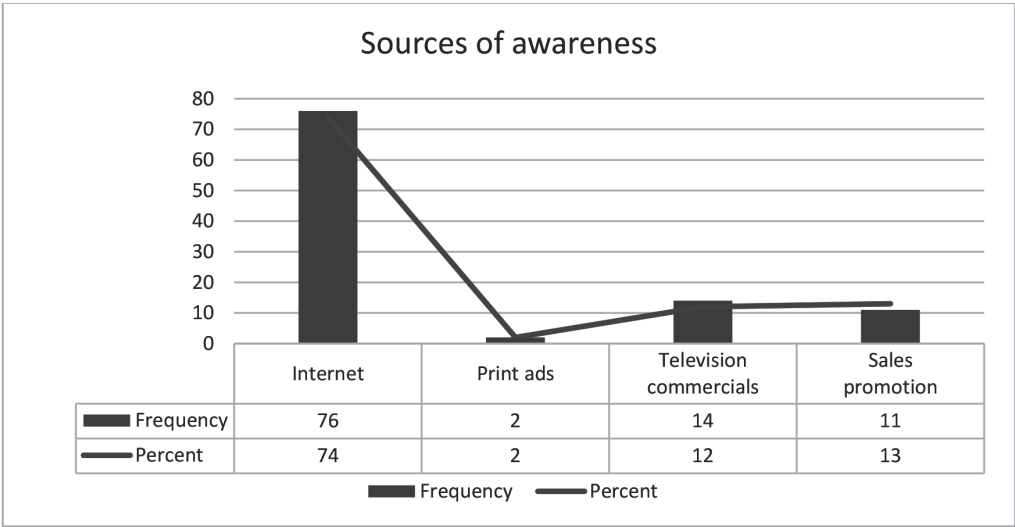
From table no. 4.3, it is observed that when respondents were asked about which source do they refer the most to get awareness of various products;

- » 2% have chosen print ads,
- » 12% respondents have chosen Television commercials,
- » 13% have chosen sales promotion,
- » 74% respondents have chosen Internet, which is the higher of all.

It means consumers do refer various mediums to get awareness but highest Preference is being given to Internet. Internet incorporates online marketing like blogs, online PR, Window displays, banner ads etc. And consumers today are more exposed to these forms of online advertising as compared to advertising through other mediums.

To analyze further we represent above data graphically. This is as follows

Graph no. 4. 1 Graphical representation of Sources of awareness of various products



Consumer’s Engagement Preferences

The concept of customer engagement only fully emerged in the digital era. Engagement became more prevalent and more visible as two-way communication between customer and brand developed over online channels. Engagement isn’t only digital, of course – it can also happen in person and through traditional communication channels. The consumers can prefer social media, public relations, direct marketing, sales promotions, personal selling or advertisement. The details of responses given regarding consumer’s engagement preferences are given below:

	Frequency	Percent
Social Media	55	53.40
Public Relations	12	11.7
Direct Marketing	8	7.8
Sales Promotion	5	4.9
Personal Selling	2	1.9
Advertising	21	20.4
Total	103	100

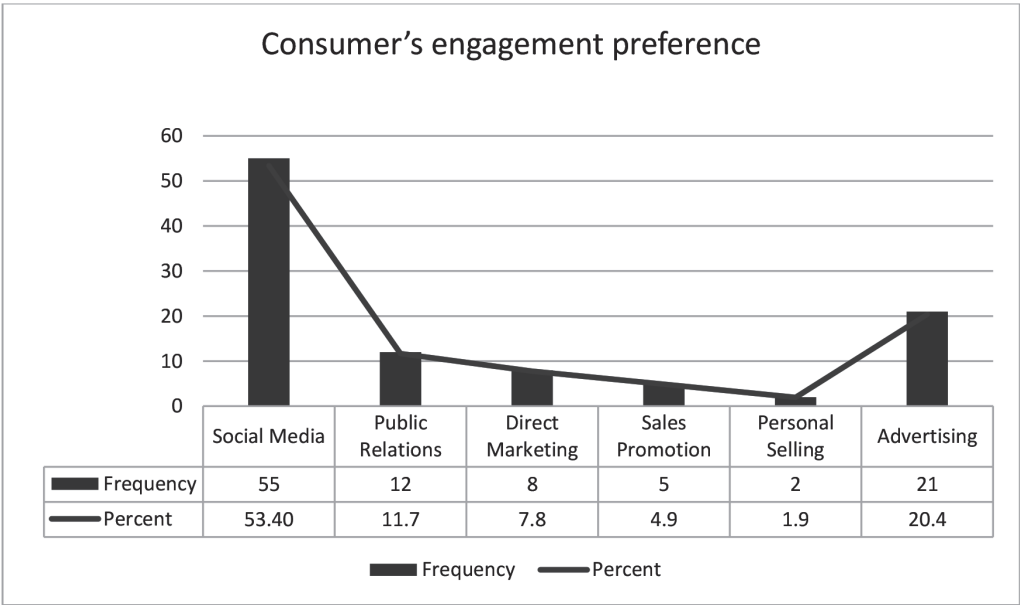
Table 4. 4 Consumer’s engagement preference

Interpretation

From table no. 4.4, it is observed that when respondents were asked about which consumer’s engagement preferences refer the most to reach products;

- » 1.9% have chosen personal Selling,
- » 4.9% respondents have chosen sales promotion,
- » 7.8% have chosen direct marketing,
- » 11.7% have chosen public relation,
- » 20.4% have chosen advertising,
- » 53.40% respondents have chosen social media, which is the higher of all.

Graph no. 4. 2 Graphical representation of Consumer’s engagement preference



Purpose for Using Internet

To understand the real purpose for using internet respondents were asked to ranking each purpose between the scales of 1 to 5, where 1 is the most important and 5 is least important. The details are tabulated in the following table.

	Social Networks		Media sharing sites		Blogs		Podcasts & RSS		Collaborative websites		Other content sharing websites		Online shopping	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Most Important	42	40.8	24	23.3	16	15.5	15	14.6	21	20.4	10	9.7	33	32.0
2	15	14.6	36	35.0	23	22.3	15	14.6	20	19.4	41	39.8	29	28.2
3	20	19.4	27	26.2	39	37.9	41	39.8	40	38.8	31	30.1	21	20.4
4	17	16.5	9	8.7	19	18.4	25	24.3	14	13.6	8	7.8	10	9.7
5	5	4.9	2	1.9	2	1.9	4	3.9	5	4.9	8	7.8	7	6.8
6	2	1.9	3	2.9	2	1.9	1	1.0	2	1.9	2	1.9	2	1.9
Least Important	2	1.9	2	1.9	2	1.9	2	1.9	1	1.0	3	2.9	1	1.0
Total	103	100	103	100	103	100	103	100	103	100	103	100	103	100

Table 4.5 Purpose for using internet

Interpretation

From table no. 4.9, it is observed that

- » Social networks are considered most important 40.8% respondents and least important by 1.9% respondents.
- » Media sharing sites are considered most important 23.3% respondents and least important by 1.9% respondents.
- » Blogs are considered most important 15.5% respondents and least important by 1.9% respondents.
- » Podcast & RSS are considered most important 14.6% respondents and least important by 1.9% respondents.

4.4 Correlation Analysis

Pearson correlation coefficients are computed presented in Table 4.10.

		SMA	LSC	OSP	DPR	EM	PA
SMA	Pearson Correlation	1	.523**	.630**	.485**	.444**	.560**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	103	103	103	103	103	103
LCS	Pearson Correlation	.523**	1	.605**	.534**	.484**	.408**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
OSP	Pearson Correlation	.630**	.605**	1	.598**	.424**	.536**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103
DPR	Pearson Correlation	.485**	.534**	.598**	1	.467**	.446**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103
EM	Pearson Correlation	.444**	.484**	.424**	.467**	1	.650**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103
PA	Pearson Correlation	.560**	.408**	.536**	.446**	.650**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 4. 6 Pearson’s correlation matrix

From the table, it can be inferred that there is positive relationship between product awareness and the online integrated communication tools. The result shows that there is positive relationship of social media advertising, live chat sales, online sales promotion,

digital public relation and email marketing with product awareness. This means that higher the social media advertising, live chat sales, online sales promotion, digital public relation and email marketing, higher would be the product awareness.

4.5 Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.518	.57910

Table 4. 7 Model Summary

The table shows that 54.2 % variations in product awareness is due to the mentioned independent variables and the rest is due to other factors.

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	38.470	5	7.694	22.943	.000 ^b
	Residual	32.529	97	.335		
	Total	70.999	102			

As p =.000 < .05, the regression model is a good fit of the data in this study.

Table 4. 8 ANOVA

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B		Std. Error	Beta			
1	(Constant)	.602	.255		2.363	.020
	SMA	.273	.102	.247	2.663	.009
	LCS	-.115	.104	-.104	-1.105	.272
	OSP	.258	.118	.224	2.178	.032
	DPR	.022	.099	.021	.225	.822
	EM	.434	.074	.486	5.826	.000

Table 4. 9Coefficients

Table 4.9 shows that beta coefficients are positive for social media advertising, online sales promotion, digital public relation and email marketing with product awareness. This indicates that higher the social media advertising, higher would be the product awareness which is significant at 5 percent level of significance. This indicates that higher the email

marketing, higher would be the product awareness which is significant at 1 percent level of significance.

4.6 Major Findings

variable is product awareness which measures the effectiveness of online marketing. The results are based on the primary and secondary data. The primary data is collected via structured questionnaire and the secondary data is collected via different websites, journals and reports.

The correlation result shows that there is positive relationship of social media advertising, live chat sales, online sales promotion, digital public relation and email marketing with product awareness. The regression analysis revealed that beta coefficients are positive for debt to social media advertising, online sales promotion, digital public relation and email marketing with product awareness. However, the beta coefficient for live chat sales is negative which indicates that higher the live chat sales, lower would be the product awareness.

The study, furthermore, revealed that the results accepted two hypotheses i.e. H02 and H04. The results were not able to show any significant relationship of live chat sales and digital public relations with product awareness. However, the results were not able to accept the remaining hypothesis i.e. H01, H03 and H05 as they show significant relationship with product awareness.

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

ICT has revolutionized the way the businesses are done, how they interact and live. It has revolutionized the means of organizations to communicate to both existing and prospective customers, increasing return on investment and reduce cost of reaching out to the customers. Furthermore, it has also provided a better platform to reach customer at ease and the process of reaching the customer through the internet is called online marketing (Dharmappa, 2018).

Online marketing or e-marketing represents all online marketing activities to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on television and on radio (Goldfarb, & Tucker, 2011). It is the promotion of organization products through digital or electronic platform. Internet marketing uses online platform to deliver promotional marketing message to consumers which includes e-mail marketing, social media marketing, mobile phone marketing, search engine marketing, and banner advertising.

The main objective of this study is to analyze the correlation between integration marketing

communication tools and product awareness. Derived from the above research problems, followings are the research objectives:

- » To examine the impact of social media advertising on product awareness.
- » To examine the relationship between video call selling and product awareness.
- » To examine the relationship between online sales promotion and product awareness.
- » To examine the relationship between digital public relations and product awareness.
- » To examine the relationship between email-marketing and product awareness.

5.2 Discussions

The main aim of this study is to examine the relationship between different online integrated marketing communication tools and product awareness in Nepal. The independent variables; social media advertising, live chat sales, online sales promotion, digital public relation and email marketing are used as online integrated marketing communication tools. The dependent variable is product awareness which measures the effectiveness of online marketing. The main source of data of this study is primary i.e. structured questionnaire.

The result of this study shows that there is positive relationship of social media advertising, online sales promotion, digital public relation and email marketing with product awareness. However, live chat sales were shown negative relationship with the product awareness. The study, furthermore, revealed that the results accepted two hypotheses i.e. H02 and H04. The results were not able to show any significant relationship of live chat sales and digital public relations with product awareness. However, the results were not able to accept the remaining hypothesis i.e. H01, H03 and H05 as they show significant relationship with product awareness. There has not been any study consistent with this study.

5.3 Conclusions

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The study has identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its time saving followed by ease of shopping & availability of wide range of information. These benefits make online marketing superior than traditional marketing. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

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