CHAPTER - III
RESEARCH METHODOLOGY

3.1 TITLE
A Study of the Growth of Internet Marketing in Indian Scenario.

3.2 OBJECTIVES
1. To study the role of internet marketing in Indian scenario.
2. To study the recent trends in the field of internet marketing.
3. To identify various reasons and schemes that affecting the growth of internet marketing.
4. To study the opinions of 3 entities viz. consumer, company and 3rd party agency with regard to the growth of internet marketing.

3.3 HYPOTHESIS OF THE STUDY
1. The growth of internet marketing is related to the increase in usage of internet.
2. Alike traditional market there exists strong relationship between company and 3rd party agency in the field of internet marketing.
3. The growth of internet marketing is incredible yet inevitable in today’s era of globalization.

3.4 SCOPE AND LIMITATIONS
In today’s era of dynamic marketing it is found that Internet Marketing is gradually increasing with the significant increase in the use of internet. The scope of the present research was confined to study the opinions of 3 entities: Consumer, Company and 3rd Party Agency with regards to aspects related to the growth of Internet Marketing. The behavioral approach of the consumers especially their attitude in using of internet marketing and their inclination towards Internet Marketing was taken into account. Similarly the role of the company was studied especially to know their approach towards the marketing strategy. Lastly the
suitability of 3rd party agency in Internet Marketing was considered as it plays an important role in building the relationship between consumer and company.

The research work is confined only to the respondents from few major cities in India. Based on the survey and analysis the general overview is taken with regard to the growth of Internet Marketing in Indian scenario. The prevailing trend in Internet Marketing in Indian were considered and hence to the study of global trend is beyond the scope of this research work.

3.5 Research Methodology

The Research methodology applied in the present study is quantitative as well as descriptive in nature. To study the influence of the use of internet and thereby the impact of Internet Marketing in overall market scenario it was decided to record opinions on various aspects related to the growth to Internet Marketing. Hence the 3 important entities of market i.e. Consumer, Company and 3rd Party Agency were taken into account as the respondents.

The survey carried out was based on questionnaires that prepared separately of Consumer, Company and 3rd Party Agency. The inputs received (answers to every question) were analyzed and tables were prepared. Further the tabulations were used to calculate the percentage responses which resulted to draw the inferences.

For carrying out the survey Non-Probability sampling method was used and hence purposive sampling size of 1000 consumers was decided. The consumers from various major cities were contacted either in person or through telephonic and email modes. Similarly for selecting the company respondents, the criteria used was that the company executive (respondent) should be from a company which has been providing the logistic support in Internet Marketing field for atleast 5 years. The companies were identified from the list available through the Maharashtra Chamber of Commerce, Industry & Agriculture’s (MACCIA). Lastly it was noticed that there are only few 3rd party agency players especially in the field of Internet Marketing. Hence 10, 3rd party agency with their involvement in providing logistic support in Internet Marketing could be identified. The 10 players were from major cities i.e. Pune, Mumbai, Noida, and Bangalore.
All the respondents were thus contacted and inputs were gathered. The responses received were further analysed and were tabulated. The tabulation helped to draw the inferences related to several aspects related to the recent growth of Internet Marketing in India. The conclusions drawn are represented in tables and also for few aspects the graphical representation is made.