CHAPTER - IV

APPROACH FOR THE PRESENT STUDY

Any Research essentially requires a systematic approach which helps the researcher to properly arrange the data collected which in turn leads to properly analyze the same and finally helps to draw conclusions.

4.1 The approach for the present research

In the present research work, it is clear that the study of internet marketing mainly comprises of a consumer perspective, company perspective and 3rd party perspective. Though each one i.e. consumer, company and 3rd party can be studied in isolation however the focus of the study was to know about various factors related to all these 3 elements in relation to one another. The review of various Literatures (Chapter 2) was very helpful to the researcher so as to develop the approach that resulted to undertake present study of the internet marketing as a whole. The main focus of the present study was to gather information about the recent trends in internet marketing. During the initial period of internet era Ann (1999) conducted a survey with a sample of 400 people to study whether the consumer prefers internet advertising or not. This study was based on the comparison between internet advertising and general advertising. The conclusion drawn by her was that there was hardly any inclination of the consumer towards favoring internet advertising. This was the situation in early period as the concept of Internet advertising was very new. However growth of internet has been tremendous over the past few years. Now a days the modern marketing techniques are utilized and thus the trends in the field of Internet Marketing are changing. Hence the emphasis of present study was to know recent trends in the emerging field of internet marketing. Taking into consideration importance of each element i.e. the consumer, company and 3rd party agency affecting internet marketing 3 survey questionnaires were designed i.e. separate one for consumer, for company and for 3rd party agency. Information was gathered by using the following methods during the survey.
### Survey Method

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Element</th>
<th>Methods used</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consumer</td>
<td>Face to Face, Email, Telephone</td>
</tr>
<tr>
<td>2</td>
<td>Company</td>
<td>Face to Face, Email, Telephone</td>
</tr>
<tr>
<td>3</td>
<td>3rd party</td>
<td>Email, Telephone</td>
</tr>
</tbody>
</table>

Table No 4.1

#### 4.1.1 Design of Survey questions

In the initial stage of the research work only one survey questionnaire was designed for all 3 elements i.e. consumers, companies and 3rd party agencies. However considering the feedbacks received, it was noticed that certain questions were of unique nature for each of these elements and hence such questions were not applicable to other element. Therefore it was decided to prepare 3 questionnaires for each of the entity. The questions were designed taking into consideration the objectives of the study and moreover with the aim that the respondent will be able to answer each question. In the questionnaire most of the questions had multiple choice answers. For few questions the respondents had to rank their preferences.

Especially for preference ranking, the questions were related to know the attitude towards the use of internet marketing by the company, reasons for the growth of internet marketing and the impact on the volume of turnover of the company.

One of the question was related to internet marketing based on Gender aspect. This question was with regard to the important role that gender plays in today’s internet marketing as it was observed through review of literature that female consumers tend to give a lower valuation than males for the effortlessness of online purchasing. Based on literature review another aspect under study was in relation to the misuse or incidences of frauds experienced in internet marketing. This aspect was considered as it can be noticed that, credit card stealing, fear of supplying personal information, pornography and violence, vast internet advertising, information reliability, lack of physical contact, non receipt of products purchased through Internet Marketing were the factors which could prevent consumers from indulging in internet marketing.
4.2.2 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 upto 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 finalized. Of these 10 agencies were from Mumbai, 2 each from Pune and Noida, 1 each from Gurgaon, Jaipur and Bangalore.