Almost all the respondents Agree that the increase in use of internet and mobile has resulted for the increase in the growth of Internet Marketing. Hence with the increase in use of internet it is largely observed now a days that the consumers inclination to have access towards Internet Marketing is increasing significantly.

- In the present study of the total consumer respondents there were 72% male and 28% female. Of the total male Consumer respondents 21% and among female 26% were dependents as these respondents were found to pursue their studies and hence study could also incorporate the views of student community regarding the recent trends in Internet Marketing. Though gender differentiation among respondents was not the aspect of present study, inspite of this genderwise there was remarkable difference with respect to company and 3rd Party Agency respondents. Of the total company executive respondents only 8% were female while in case of 3rd Party Agency only 2% were female owners. Of the total working respondents among the consumers the average range of annual income ranged from Rs.1 Lakhs to 3 lakhs.

- It is true that the purchase made by female consumers in India is especially based on physically handling of the products.

- All the respondents were found to Agree that awareness of Internet is mandatory for the growth of Internet Marketing. More than 80% consumers and 3rd party agency respondents Strongly Agree that the mandatory awareness of internet leads for the growth of Internet Marketing.

- The success of internet marketing is directly related to the increase in the usage and awareness of internet. As the usage and awareness of internet is rapidly increasing many companies have directly or through the medium of third party agency have ventured into the field of internet marketing. In this context about 80% of the company respondent Agree regarding the present rise in awareness of internet. It was also found that more than 75% respondents Strongly Agree that the growth in Internet Marketing would be significant in near future.
With regard to the presence of flexibility aspect in either Traditional or Internet Marketing, there happens to be contrast opinions. On one hand it is found that nearly 77% Consumers and 56% Company respondents Agree that traditional marketing is more flexible than internet marketing while on other hand about 75% of 3rd party agency respondents Agree that Internet Marketing is more flexible than Traditional Marketing.

While comparing the Traditional and Internet Marketing it was found that 67% Consumers have strong opinion that in near future the Internet marketing will fully takeover traditional marketing. Similarly more than 25% of company and 3rd party agency respondents. Strongly Agree to the growing significance of Internet Marketing and hence have opinion that it may take over the Traditional Marketing. However about 20% respondents Disagree and hence had no willingness to have any comparison between Traditional Marketing and Internet Marketing.

About 70% consumers and 3rd party agency respondents Strongly Agree that more number of players would enter in the field of Internet Marketing in the next 5 years so as to cater to the growing number and needs of consumers. Similarly 83% of company respondents support the likely increase in number of service providers.

The usual existing of regular channel network prevailing in Traditional Marketing is not Agreed in the context of Internet Marketing Hence there were more than 41% of company and 20% of 3rd party agency respondents with the opinion that there would be no long term impact of channel network in Internet Marketing alike that prevailing in Traditional Marketing.

Though Internet Marketing happens to be one of the factor for increasing the revenue generation, however the presence of junk traffic results for negative impact on the growth of internet marketing. This negativity was judged by more than 80% of all the respondents. Hence consumer respondents have opinion that Company or 3rd Party Agency must avoid or atleast minimize junk traffic and if junk traffic is not controlled then it may certainly restrict the growth of Internet Marketing.
Regarding the success of Internet Marketing irrespective of product/service it was found that about 50% of the 3rd party agencies were Undecided to state their opinion. Though the service providers were found to be Undecided there were more than 90% consumer and company respondents which Agree that the internet marketing will be successful only for selected products and services.

For providing better services in the field of Internet Marketing the service providers should have strong support of online services. The need of support of online services was necessary according to the large number of respondents wherein 70% or more respondents Strongly Agree to have online support services.

With regard to various reasons for the use of Internet Marketing by the company it was found that the prominent reason to adopt Internet Marketing by them was to gain Wider Reach to their product/services. According to 30% of the respondents the second important reason to use of Internet Marketing by the producer could be to generate more revenue. The other reasons quoted were such as to compete with other players in the market and the adoption of Internet Marketing was the decision as per management policy.

Today there is no doubt that throughout the world the use of internet is increasing significantly. According to the report of I.M.R.B around two third of the active internet users see the sponsored ads and about half click on them. Hence this proves that internet users do have inclination for internet marketing. However internet users prefer to have hassle free operation i.e. to have the user Internet Marketing. To have the user friendliness of internet was Strongly Agreed by majority of respondents. (60% consumer, 81% company and 90% 3rd Party Agency).

In today’s internet era, the market doors are wide open to large number of players. However the reliability of the country forms to be an integral part for the success as well as for the growth of Internet Marketing. As reported in Business Standard, 25th May 2011 the French President Nicolas Sakozy’s government has adopted the law wherein a law calls for copyright pirates to be cut off from the internet. Hence government’s role in the field of Internet Marketing must be a welcome step so as to have reliability. The reliability in Internet Marketing was found to be essential for 71% consumer and of 3rd Party Agency respondents. Surprisingly 68%
company respondents have no specific comments on reliability component and thus these respondents were found to be Undecided.

- The present study could not find any specific relationship between the use of Internet Marketing and thereby the increase in revenue of the company. The majority of the respondents were found to be Undecided and hence did not make any specific comment. On drawing conclusion the company revenue increases with the use of Internet Marketing on the contrary relating the use of Internet Marketing and the increase in revenue, it was found that more than 70% consumer and company respondents Strongly Agree that internet marketing if focused on specific regions will certainly help to generate more revenue.

- In comparison to the revenue generation in Traditional Marketing than in Internet Marketing it was found that 60% of 3rd party agency Strongly Agree that the revenue generated through Internet Marketing will be more than Traditional Marketing. Presently the market size of Internet Marketing in India is estimated to be close to Rs.1400 cr. In next two years this will touch to Rs 2000cr. (Business Standard 6th February 2011). The opinion of 87% of the consumer respondents is on similar lines and hence they Agree that revenue generation will be more in Internet Marketing than in Traditional Marketing. However 39% of company respondents Disagree regarding generation of more revenue in Internet Marketing than in Traditional Marketing.

- About 60% or more respondents from company and 3rd party agency Agree that the internet marketing improves the brand image of the company as well as of product or both. Though branding of product through internet marketing is the new trend, however 70% of the consumer respondents do not fully Agree with this concept of branding.

- Majority of the consumers, companies, and 3rd party agencies Agree that web-mavens (internet product review experts) would play a major role in establishing the brand image of the company in the mindsets of people.

- Company and 3rd Party agency respondents feel that the incidences of frauds are minimal. Though the incidences of frauds are minimal even then 50% of the respondents feel that the incidences of click fraud would certainly affect and hamper the growth of Internet Marketing.
• Inspite of the incidences of fraud cases, more than 50% of company and 3rd party agency respondents believe that Internet Marketing will grow even if fraud cases are commonly reported.

• Now-a-day the news of misuse of internet is common which may further lead to have negative impact on the growth of Internet Marketing. However it was striking to find that 68% consumers Strongly Agree that the growth of internet marketing will have no negative impact.

• With the increase in use of internet and thereby the growth of the Internet Marketing it was found that many companies would spend more towards the promotion of their products. This seems to be true as the increase in spending by companies on promotional purpose is reported in U.S economy. According to Business Standard report dated 14th April 2011 the internet advertising revenue increased by 15% and thus the total revenue spending accounted to 26 Billion dollars. About 75% to 90% of the respondents Agree that the spending by company in Internet Marketing for promotion of the products would increase in near future.

• It was found that 60% of the 3rd party agencies were Undecided regarding the variation in import duty in different countries which prevents suppliers from indulging in internet marketing.

• Regarding the trend in the field of internet marketing most of the respondents (93% consumer and 84% company) were found to Agree that in near future the virtual world of advertising will increase and will thus bring a new trend in the field of Internet Marketing. Based on the Business Standard report (14th April 2011) presently the most popular form of advertising was search and the other was digital video advertising.

• More than 75% of the Consumer and Company respondents Agree that traditional marketing is more flexible than internet marketing. About 34% of 3rd party agency respondents were found to Disagree with such flexibility aspect. However other respondents Agree to some extent to experience more flexibility in Traditional Marketing rather than Internet Marketing.

• Large number of consumer and 3rd party agency respondents (80%) were found to Agree that the presence of 3rd party agency in the field of Internet Marketing is
more suitable than the company involving in marketing on its own. Surprisingly 70% of company respondents Agree to have suitability of 3rd party agency for marketing their products.

- There are various schemes i.e. marketing techniques in Internet Marketing. The search engine marketing scheme was found to be one of most successful marketing technique followed by schemes like E-mail Marketing, Video Marketing, Blog Marketing and so on.

- Besides the above findings there are certain facts which also needs a mention as the facts are related to the field of Internet Marketing. Today it is found that the Sponsored links in search engines are maximum and this is followed by Email marketing. It is reported that the viral marketing advertisements have minimum viewership and hence are least clicked (Internet and mobile association of India Report).

- According to the data available (refer table no 1.1) the use of internet in Asian countries has increased manifold. In China the increase is almost 18 times and in India it is 16 times. It is true that there exists a relationship between the use of internet and the growth of Internet Marketing. One will certainly agree that there is significant growth of Internet Marketing in various regions as there is easy accessibility towards internet.

- As the study tried to judge the Internet Marketing potential, it was found that as the company respondents estimated the potential to be between Rs.1000 Cr. to 1300 Cr. The consumer respondents believe the potential to be between Rs. 1000 Cr. to 1200 Cr. The potential stated by the 3rd party agencies ranges between Rs. 1200 Cr. to 1300 Cr. The expected potential of internet marketing determined by the respondents in the present study seems to be correct. The finding about Internet Marketing potential can be related with one of the report of Business Standard wherein internet marketing size in India is estimated to be of Rs.1500cr. It has also been estimated that in the next two year (2013) the internet market potential will touch Rs 2000 Cr.

Finally to conclude the finding of this research work it can be noted that the growth of internet marketing is certainly a phenomena experienced by almost all the
respondents. The growth of internet marketing is directly related to the increase in the use of internet. Hence the effect of internet era is experienced in marketing sector.

Alike the existence of specific relationship between company and 3rd party in traditional marketing, there also exists similar relationship in internet marketing. The only variation found between traditional marketing and internet marketing is that there is no compulsion of channel network in internet marketing.

Most of the respondents have judged the importance of internet marketing and hence have commented that in near future the potential of internet marketing is bound to increase and also this will generate more revenue for companies.

Most of the respondents agree that internet marketing will be successful in coming days.