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CURRENT TRENDS IN
INTERNET MARKETING

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ABSTRACT

Internet marketing involves the usage of the Internet to market and sell goods or services. In this thesis we wished to seek answers for the following questions with the help of web, email surveys taking into consideration consumer perspective, company perspective and 3rd party internet marketing agency perspective. Our survey sample was based on a small set of companies, consumers and internet marketing agencies. The survey results helped us in predicting the trends in internet marketing. We were able to obtain responses to surveys only from consumers and companies and not from 3rd party agencies as none of them responded to the surveys. The questions and answers are listed below.

What are the successful techniques of internet marketing used today?

Most successful marketing technique from both company and consumer perspective is search engine marketing.

To what extent does internet marketing bring revenue for the companies and not just end up attracting junk traffic which does not generate any revenue for the company?

Both consumers and companies agreed that internet marketing improves the brand image of the company or products or both, internet marketing is a revenue earner, reliability of the country is very important for success of internet marketing , many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing. Companies agreed that they have to necessarily focus their internet marketing based on the gender difference so as to make more money. Consumers were undecided on this. Companies were undecided that variation in import duty in different countries prevents suppliers from indulging in internet marketing. Consumers agreed to this. Companies agreed that immaterial whether it is industrial products/consumer products, internet marketing can be used successfully but consumers are undecided on this. Companies and consumer are undecided that internet marketing focused on geographical regions only can generate revenue. Companies disagreed that 3rd party agency will only generate better revenue than the direct internet marketing by company, where as consumers are undecided on this

How big is the internet marketing industry today and what is the growth potential for this?

As per companies internet marketing potential was found to be between 20-40 billion dollars. As per consumers the industry marketing potential was found to be between 20-40 billion dollars and above. Companies and consumers agreed that more number of internet marketing players would enter to cater to the growth in the next 5 years. (Unfortunately, we could not find any recent work on the size of internet marketing due to which we had to rely on market research analyst reports for comparison with our survey).
Which is the most preferred internet marketing approach?

Companies and consumers agreed that many of the 3rd party internet marketing provided only junk traffic which has a negative impact on the growth of internet marketing. Companies and consumers disagreed that 3rd party agency would only generate better revenue than the direct internet marketing by company. Consumers and companies agreed that online support is an important factor to make internet marketing a success. Companies and consumers agreed that more user friendly, better key word matches would drive the future search engine marketing. Companies and consumers agreed that click fraud is a deterring factor for your company, not to go into internet marketing. Consumers and companies agreed 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. Companies agreed that 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own. Companies disagreed that internet market has less channel focus and hence does not have long term growth but consumers are undecided on this. Companies agreed that 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself but consumers are undecided on this.

Do companies prefer internet marketing to traditional marketing?

Companies and consumers disagreed that internet marketing would fully takeover traditional marketing in their company. Companies agreed that from now on company would spend more on internet marketing than on traditional marketing but consumers did not agree to this view. Companies agreed that from now on revenue gained through internet marketing would be surely more than revenue gained through traditional marketing but consumers disagreed to this view. Companies were undecided that traditional marketing is more reliable than internet marketing but consumers agreed to this view. Companies agreed that traditional marketing is more flexible than internet marketing but consumers are undecided on this. Companies agreed that traditional marketing relationships were long term compared to internet marketing but consumers are undecided on this.

Where is the internet marketing trend heading to in the future?

Companies and consumers agreed that awareness of internet marketing trends is mandatory for internet marketing trends. Both companies and consumers agreed that internet marketing will surely grow. Both companies and consumers believed that payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow. Both companies and consumers agreed that reliability of the country is very important for success of internet marketing. Companies and consumers agreed 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. Both companies and consumers were undecided whether irrespective of product/service internet marketing is useful. Companies agreed that only for selected products and services internet marketing will be successful but consumers were undecided on this. Companies agreed that virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing but consumers were undecided on this.
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GLOSSARY

B2B Business to Business

B2C Business to Consumer

P2P Peer to Peer

ISP Internet service provider

CPM Cost per mile

SEO Search engine optimization

SMS Short message service

MLM Multi level marketing

RSS Really simple syndication

USD US dollars

GM General Motors

IBM International Business Machines
CHAPTER 1

INTRODUCTION AND LITERATURE SURVEY
1.1 Introduction:

Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. Electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text-based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way, internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. Internet marketing has brought forth so many strategies such as affiliate marketing which consists of pay per click, pay per view, pay per call, pay per click advertising. Affiliate marketing also includes banner advertisements. In addition to this e-mail marketing, viral marketing, interactive advertising, blog or article based marketing are also popular. There are newer marketing techniques being invented all the time. It is important to know how the trend would be. Companies are inventing new techniques to find better ways to make revenue and establish their brand on the internet. Consumers are becoming more and smarter. They don’t want to be a party to the internet advertising campaigns made by companies unless they get some incentive in doing so. They would be quite keen in participating in campaigns provided they are compensated in someway by the companies. There are usually 2 or 3 parties involved in internet marketing. It is companies and end users or companies, internet marketing companies and end users. If it is a two party model then companies themselves directly gets revenue from the end users. If it is a three party model then internet marketing service providers acts as intermediate revenue providers for companies. In order to attract end users they can share a part of their revenue which they receive from the companies with them. Internet marketing serves three business models. They are the B2B model, B2C model and P2P model. The B2B model deals with complex business to business transactions and internet advertising helps bring revenue to both. B2C model involves direct interaction between the business and customer. P2P model involves distributed computing which exploits individual exchange of goods and services. P2P model was mostly useful for distribution of video and data. But due to copyright problems P2P models have had troubles.

1.2 Motivation for this thesis

Most of the literature which we have come across in the area of trends in internet marketing focuses on company perspective, consumer perspective and 3rd party perspective individually. I felt that there was a gap in these approaches. What companies feel about internet marketing trends need not be felt by consumers or 3rd party agencies. Consumer awareness could play an important role in their interests to pursue internet marketing. It would be useful for companies and 3rd party agencies to understand the minds of the consumers as consumers would be the ones who would eventually drive internet marketing in a big way. More buyers mean more products to sell and more products to sell means more marketing to be done by 3rd party marketing agencies. This will help me understand whether all the 3rd entities understand trends in internet marketing in the same way or there are differences in their understanding. Instead of studying these entities in isolation I decided to pose the same set of questions to companies, consumers and 3rd party agencies. This will help me understand whether there are
differences at all in their thinking and if there is, I can make suggestions to these entities to positively influence the internet marketing trend.

1.3 Objective

We want to know how companies, 3rd party agencies and consumers would perceive the trend of internet marketing to be for which we have designed the following questions.

1. What are the successful schemes of internet marketing used today?
2. To what extent does internet marketing bring revenue for the companies and not just end up attracting junk traffic which does not generate any revenue for the company?
3. How big is the internet marketing industry today and what is the growth potential?
4. Which is the most preferred internet marketing approach?
5. Do companies prefer internet marketing to traditional marketing?
6. Where is the internet marketing trend heading to in the future?

These questions will help us predict the trends in internet marketing and make suitable suggestions to companies wherever necessary in order to bridge the gap with consumers.

1.4 Internet marketing-Company perspective

Companies have to take into consideration many parameters during their presence in the internet marketing arena. Some of the companies may be new entrants into internet marketing. They could be driven by various factors. Companies may have to understand which marketing channel is better for which of their products or services. On providing products they need to keep mind how much of information and disclose and how to provide security for information which is put up on the web to prevent hackers and malicious people from getting access to it. They should be in a position to build confidence in the minds of buyers so that they can make purchases without the fear of credit card frauds. They should clearly have in mind how internet marketing can benefit them. In addition to this they need to understand the sector which has an impact on the minds of people for example web mavens. We found relevant literature on the following parameters that would interest companies pursuing internet marketing.

They are as follows:

- Drivers for internet marketing
- Marketing channel preference
- Importance of web mavens
- How to be successful in internet marketing
- Effects on environment
- Use of internet marketing in service provision
- Catering to consumer interest
- Focus on gender
Drivers for internet marketing:

One would wonder what would drive firms to pursue internet marketing effectively and what size of firms would be interested in internet marketing. When we refer to size of firms it is important to state how firms are categorized into small, medium or big. There is lot of existing work done in this area. (Maria Bengtsson et al 2007) provides valuable information in her publication regarding what are the factors that would drive companies to adopt to internet marketing. Her study is based on a survey conducted in various Swedish companies of different sizes. They have categorized companies into different sizes depending upon the number of employees. Their study states that different factors drive companies of different sizes to pursue internet marketing. The drivers are willingness to cannibalize, entrepreneurial drivers, management support, and market pressure. In addition to this their study exactly pointed out which of these factors drive what size of firms. The authors could have considered turnover and profit in addition to just considering number of employees to be the only criteria for categorizing companies by size.

Marketing channel preference:

(Jaeki song et al 2006) in their work compares and contrasts between companies motivation to choose between internet channels and traditional channels. He suggests web would a serious alternative to traditional marketing and proper pricing by internet companies is what which attracts the consumer. I totally agree to this view. However we believe that examples are provided only of some successful dotcoms at least failure, reasons of failure of some dotcoms should have been taken into consideration for discussion. That would have provided some more insight into their research. Market access, price information, Competition and pricing policies have been used to compare between both the channels. But internet security issues and fraudulent practices in the internet by companies are excluded in this discussion. His primary finding is that internet offers consumers better prices.

Importance of web mavens:

(Davidson Alistair et al 2006) have discussed how web-mavens positively influence the minds of both consumers and companies. I fully agree with authors that web mavens come in handy when consumers find it difficult to purchase products that are technically complex and buying the best value products taking into consideration frequent model changes. It would be good if we had included what extent of sophistication is required for consumers in order to understand web mavens. It would have been good to include how useful consumers perceive web mavens information and utility. We fully agree with the authors that constructive criticism by the web mavens on the products can help improve the product quality by companies quickly, improve loyalty to the product and help them gain market share. The author could have included information as to whether companies are still able to sell well without actually being concerned about web mavens at all. If so it would be good to see how they manage to do it. It would also be interesting the percentage of companies that react to web mavens and those who don’t. This would establish more credibility of web mavens.
How to be successful in internet marketing:

(Aldridge Alicia et al 1997) in their paper discuss about what companies should consider when operating in internet commerce space. From the author’s point of view to be successful in internet marketing the companies should recognize that consumer market is different, communication with the consumer is going direct, open competition has to be faced and market accessibility is going to be the key, net users want more control, authenticity is important as touch and feeling is missing and security to protect consumer privacy. I agree that these factors do play an important role. In addition to this author discusses various strategies that could be used on the internet namely targeting, promotional strategy, product strategy and distribution strategy. These strategies are indeed important for survival in the internet space. If the authors had collected data to justify their claims it would be more authentic.

Effects on environment:

(Chen et al 2000) claim that internet marketing will bring about a greener atmosphere (environmental protection) by reducing fuel consumption needed for regular purchase. I totally agree to their view. Credit should be given to the authors who have looked at internet marketing from this perspective. I also agree that Internet marketing promotes paperless office and saves space and brings about energy savings by preventing kiosk displays. It is also true that it promotes easy shipping of commodities which would be difficult in traditional sales. The author could have included some information as to what drives companies to pursue a paperless office whether it is cost savings alone or company’s decision to protect the environment for a social cause or other factors such as market pressure from other companies who are doing the same. Authors could have included information about various companies in various sectors who have considered internet marketing as an environmental friendly scheme.

Use of internet marketing in service provision:

(Kim D.J et al 2007) in their work have focused on consumer preferences on online air travel agencies. They have considered 9 criteria which consumers consider important. They are security, ease of use, finding low fares, useful and relevant content, design and presentation of the website, speed of the website, ability to book all travel services in one transaction, booking flexibility and sorting option. Considering all these attributes they conclude that low fares was the primary motivator for consumers. Unfortunately authors have decided not to consider direct marketing by airline companies themselves for comparison because an airline company could be driven by the urge to provide new services to compete with travel agencies. This comparison would have strengthened their conclusion as to whether low far alone is the driving factor for consumers to choose a particular airline agency. This article provides valuable input to companies who are provide services through the internet. Based on the service provided by the company one or more of these attributes will take more prominence than the other. For online banking services security will become priority.
Catering to consumer interest:

(Urban Glen, 2006) in his paper emphasizes that companies should act as advocates in promoting customer interest if they have to win business and retain their customers. In the author’s own words “When a company advocates for its customers, the customers will in turn advocate for the company”. The author has cited many valuable examples ranging from consumer products to high value industrial products and services to prove how various companies irrespective of the size of the companies adopt techniques to satisfy consumer interest. The author is silent about the cost factor in these approaches which could affect the company’s bottom-line on sustenance.

Focus on gender:

(Chiu Yu-Bin et al. 2005) in their work explains how gender of consumers plays an important role in online retailing. Some of their key findings are that female consumers tend to give a lower evaluation than males of the effortlessness of online purchases. I agree to this view. This means that user-friendliness is quite important for users and companies should give importance to this. They also claim that online community based on gender and hobbies should be established to improve the ease of purchasing as perceived by females. I am in agreement with the view that companies should treat consumers differently based on gender in order to win business. In the authors opinion companies should offer male consumers the right products whenever they need them and should to respond to inquiries in a timely fashion, which would surely strengthen the attitudes and purchase intentions of male consumers. Similarly an online store that is targeted for only females as user-friendly could bring forth more online visits and online purchases. They suggest that for this to be achieved applying interactive virtual reality along with background music, companies can demonstrate to female consumers how to use products in a fashionable manner, and can keep them busy with surprising visual effects, and thus successfully stimulate positive attitudes and increased purchase intentions. The customerisation of homepages is treated to be very positive for positive by females because it increases the sense of consumer freedom and accessibility. Valuable contribution by the authors is the suggestion of schemes which companies have to use based on the gender.

From what publications we considered for our literature study, value contributions made by authors are mainly centered on what companies have to focus on in order to be successful in internet marketing. The authors discuss drivers for internet marketing and various market channels and preferences and how companies can be successful if their approach is customer centric. Even benefits from an environmental perspective are elicited by them. Companies should also have knowledge about security which authors in these publications have addressed. Many times companies are not aware of security risks and face problems once their campaigns are lost. In my opinion companies must take efforts to have full knowledge about security related issues before entering into internet marketing.
1.5 Internet marketing – consumer perspective

Having looked at what are the parameters that influence the minds of companies which pursue internet marketing, it would be useful to see what influences consumers to actually use the internet for either shopping purposes or for some particular service. We found relevant literature on the following parameters that would interest consumers pursuing internet marketing. The parameters are as follows.

- Consumer privacy
- Consumers decision making process in buying a product or using a service
- Consumer interaction and role of personalization in internet marketing
- How consumers evaluate companies in the internet
- Factors preventing consumers from indulging in internet marketing
- Effects of consumer gender differences on internet purchases

**Consumer privacy:**

(Chung W et al 2002) based on their study of New Zealand consumers suggest that companies must have a privacy policy statements under their website. This would assure consumers that the company would not misuse the information gathered from them. This publication interestingly discusses arguments for and against internet privacy concerns. Though this approach is good I think the author could provide input on whether some cookies do steal user information or not. The authors make valuable contribution in this paper by providing solutions that can be used to protect privacy of users. I agree with authors view that only a combination solution i.e. combination of legislation, self regulation and technical solutions will protect user privacy.

**Consumers decision making process in buying a product or using a service:**

Many times, consumers are caught up in a situation where there are too many factors involved in deciding what type of product they have to purchase.

(George Joey F, 2002) in his publication explains what could actually influence consumers behavior in deciding whether to make purchases or not. His contribution is quite innovative because of his taking assistance of theory of planned behavior in conceiving his research model. I agree with his view that intent, attitudes and prior experience largely influence consumer behavior. He has extensively focused on privacy concerns and provided valuable conclusions on the same. He says that users gain confidence only after they have made a few purchases. Some of the users are very privacy conscious and don’t want their private information to be sold or disclosed without their consent. Unless they are confident about the company they would not wish to make purchases online.

(Davidson Alistair et al 2006) in his paper typically describes this scenario and how users would react to them. Consumers may be caught up with various factors that influence decision making such price, feature, technology etc. This influences them to seek advice from web mavens who provide product information to them. In such situations consumers would use the internet for purchase with web maven reviews influencing their mind set. (Urban Glen, 2006)
in his paper quotes examples of how people are making automobile purchases today. He says that buyers get complete information about the product online before visiting the automobile showroom, which in turn gives them advantage over the dealer. He also claims that customers of today are very aggressive in expressing what they like and what they don’t like. Some of the customers do not want to purchase any product from companies that are too aggressive in marketing them i.e. who don’t care about what customers really want but try to dump their marketing material.

Having looked at how consumers purchase products it is also important to know the mindsets of consumers involved in service usage. A typical service on the internet is the online travel agency service. (Kim D.J et al 2007) based on survey studies provides input on how online travel agencies are perceived by consumers. Their study states that lowest price was given first priority by customers. Security was treated to be next in line. Ease of navigation of the website and less wait time on the website is viewed as also important. I agree with the author’s view that human intervention is less when doing online booking so customers would naturally expect good support from sites.

(Fang Chen-Ling et al 2006) from his survey based on leisure farming industry tried to provide information on what the mindset of customers would be when indulging in leisure farming. He from his survey and cluster analysis on the data collected concludes that customers tend to look for unique offerings, differentiation of websites, service quality, adequate information on websites and strategic alliances. The most valuable contribution by the authors is that they investigated the power of internet marketing even in less known sectors such as leisure farming.

Consumer interaction and role of personalization in internet marketing:

(Tianyong Wang et al 2005) in their publication provide information the importance of interactivity and individualization in customer decision making process. In their view interaction refers to different methods used by companies to establish a proper two way communication between them and the consumers. Some of the interaction mechanisms provided by companies are chat rooms, forums and interactive platforms. Individualization refers to specialized information exchanged between company and consumer. Individualization mechanisms involve gathering specific information about consumers and their preferences and providing with what they need. In our opinion these factors are very vital as lack of touch and feel of the product is absent in internet marketing. These two techniques can build trust in the consumers mind about the product and the company and drive internet marketing in a personalized fashion.

How consumers evaluate companies on the internet:

(Cheung Christy M K et al 2006) have done extensive work on trying to understand how consumer trust works in the internet shopping area. Their approach on trying to consider past approaches from a social and psychological perspective and then build on it is quite innovative. They have used students for gathering survey data. I think it would have been better if authors in their data collection had included people of different ages because my belief is that students would possess better knowledge of internet usage than people from older generations. Younger generation being tech savvy does not reflect the entire population of internet users. From their empirical study they show that consumers would evaluate internet merchants based on integrity, competence through professional websites and security.
I also agree to their view that external factors such third party recognition also plays an important role. For example any merchant could have an electronic seal from a third party which says that the site is secure. This builds trust in the minds of consumers. Companies could offer a money back guarantee and clearly mention on their website guarantee rules for their products.

**Factors preventing consumers from indulging in internet marketing:**

(Liebermann Yehoshua et al 2002) in their publication identify some of the key factors which would prevent users from participating in the internet and ecommerce. The key identified factors are internet credit card stealing, fear of supplying personal information, pornography and violence, vast internet advertising, information reliability, lack of physical contact, not receiving internet products purchased, missing the human factor when internet purchases are made, internet usage addiction. I find that their most valuable contribution comes from the fact that they have considered demographic traits such as gender, younger/older age, married/unmarried, high/low education and also considered usage behavior variables such as internet user/non user, bought online/not bought online, heavy/light internet user to arrive at their model. Their conclusions support the fact that consumers consider credit stealing and fear of supplying personal information as risky. From the authors results one can conclude that in the perception of risk gender and age usage patterns and buyer or non buyer play an important role.

**Effects of consumer gender differences on internet purchases:**

(Chiu Yu-Bin et al 2005) in their work discuss how different genders perceive internet marketing. Their empirical model is a direct modification of technical acceptance model. They use four antecedent constructs namely personal awareness of security, personal innovativeness, and perceived ease of purchasing and perceived usefulness. Some of the key gender based findings are as follows. Improving the usage speed of the site is a driver for males to do shopping. Male consumers are more goal oriented in their approach towards shopping. Male consumers will make purchases when they are confident that their sensitive information is safe regardless of the security provided on the website. They claim that females use word of mouth broadcasting to help other females overcome the barrier in internet shopping at least during the initial stages. The most valuable contribution from this author is bringing out the differences in what each gender perceive about internet marketing. In the publications we have considered the value contributions have been importance of consumer privacy, role of web mavens, consumer’s preference in the selection of internet services, building consumer trust with companies, consumer behavior in internet purchasing, and gender differences. I consider protection of consumer privacy and trust to be most significant for consumers to indulge in internet marketing. Without these factors internet marketing cannot grow.
1.6 Internet marketing-3rd party perspective

There are several techniques provided by 3rd party service providers to help companies promote their products such as affiliate marketing, search engine marketing, and email marketing, viral marketing schemes etc. No matter what technique is followed it is important that the 3rd party agency is customer centric in its approach. (Tianyong Wang et al 2005) in his publication provides a model based on 2Is i.e. interaction and individualization. The market space matrix model maps product, prize, communication, community, distribution to different consumer relationship stages such as awareness, exploration, commitment and dissolution. This model is similar to marketing models used in traditional marketing. 3rd party agencies can use this model before launching their internet marketing campaigns for the companies. In addition to the above we also found some relevant literature on the following parameters that would interest 3rd party agencies pursuing internet marketing. The parameters are as follows.

- 3rd party marketing techniques
- How ISP’s affect 3rd party marketing campaigns

3rd party marketing techniques:

Search engine marketing, email marketing and viral marketing:

(Bonello Deborah, 2006) in her publication discusses different 3rd party marketing approaches used currently. For instance she explains how search engines actually helps establishing brand image for the company. I totally agree to her view that search engines bring about maximum revenue thus driving internet revenue. Companies bid for the words, which people use when they search for products. When ever the user clicks on that particular link, search engine charge the companies. This technique is efficient because users use search engines to search for products and don’t type links always on the browser. Some of the other schemes discussed by the author are email marketing and viral marketing. Email marketing offers companies the chance to reach customers thru targetting and helps in branding and acquires customers. It helps generate quick responses that are the more targeted and helps achieve all this in an inexpensive way. The marketing channel being specific and helps cater to interests of the consumers based on their interests in products or services. Traditional companies have hired SEO’s to actually understand keywords and redesigns the website if necessary. Email marketeres offers advertisers the chance to reach out to individuals with targeted communications. It can be helpful for customer acquisition and aid brand image building. It helps generate immediate responses. This is possible only when it is targeted to the right set of consumers. The author could have stated the costs which are incurred in these marketing campaigns. This will give us a better picture as to whether small firms can afford 3rd party internet marketing campaigns or not.

Affiliate marketing:

(Duffy Dennis L, 2005) in his publication discusses how affiliate marketing can be a win-win relationship for both the company and the affiliate. I agree to the authors opinion that affiliate don’t have to spend a lot on infrastructure and inventory. In his opinion the win-win situation is possible only when both the company and affiliates are happy. The consumer has to be satisfied with the commission percentage offered to him on generating a suitable lead. I think it would have been better if the author could have provided more information (some
examples) on whether companies wish to do affiliate marketing themselves or they wish to use 3rd party junctions for the same. Some of the 3rd party affiliate junctions are Linkshare, Commission junction (cj) and Performics. The advantages and disadvantages in the companies using them will give us a realistic picture of affiliate marketing.

**How ISP’s affect 3rd party marketing campaigns:**

(Cara Garretson, 2006) in her paper claims that ISP’s provide help to prevent email spams. She provides information as to what size of the companies would be willing to tackle spam themselves or outsource the same. From the facts provided by the author it seems that majority of the employees don’t prefer outsourcing of security functions. On the other hand some companies are keen in outsourcing and some are not keen. In my opinion 3rd party marketers in particular email marketeers have to get smarter otherwise they would be treated in the same way as phishers would be.

The authors have mainly contributed in building awareness and exposure to the companies as to what 3rd party internet marketing techniques are available so that companies could select the same. The companies should have a model in mind before they launch any of these campaigns so that they can be more customer centric. They should also have in mind 3rd party agencies could generate junk data or spam. As authors have suggested companies could outsource their security services or have their own security division to tackle these problems.
CHAPTER 2

DIFFERENT TECHNIQUES IN INTERNET MARKETING
Different techniques are used in internet marketing. They are as follows affiliate marketing, viral marketing, email marketing.

## 2.1 Affiliate marketing

An affiliate marketing scheme is also known as associate marketing scheme. This establishes a relationship in which a merchant pays the affiliate for links that are generated from the affiliate site to the merchant site. A simple example for this would be a merchant wanting to sell his products through affiliate marketing. He would offer an affiliate marketing program say X affiliate marketing program. They would provide a link or a banner advertisement to an affiliate who becomes their member. Once the affiliate is a member he can put up that link on his website. Once somebody makes a sale through his website, the merchant can track which affiliate was responsible for that sale and pay a suitable commission to them. This is the most common affiliate marketing scheme available. This is typically called pay per sale or pay per action. But some of the companies want results for survey or want leads generated for them. They take the help from affiliates and pay them a commission when ever an affiliate gets a survey form filled through his site or generates a lead. This is typically called pay per lead. Libai Barak et al 2003 in his publication compared why these schemes pay per lead and pay per action prevail and under what conditions one is advantages over the other. The authors find that pay-per-lead is more profitable when a merchant and affiliate have a separate deal with each other. Merchant negotiates the deal in this case. In such a scenario, pay-per-conversion is not optimal for the affiliation alliance because it leads to suboptimal pricing by the merchant. On the other hand, pay per lead is less profitable than pay-per-conversion for a merchant if he works with a large number of affiliates such that all of them are under the same terms. It is less profitable because of the problems encountered due to fraud referrals that cannot be converted to customers. Some of the companies want their presence felt and this is possible through clicks on their websites generated for them through affiliates. Pay per click is when companies pay affiliate who generate traffic for them thru clicks. Companies believe that clicks could result in potential sales. This is the reason why companies pay affiliates who generate clicks. Sometimes companies like to pay affiliates who can generate banner impressions for them. This is called pay per impression. Companies believe that banners once displayed by the affiliate can generate potential leads so they pay them for the banner impressions. Some companies provide direct affiliate programs and reach out to consumers directly. Some companies don’t directly provide affiliate programs. Instead some of them hand over that responsibility to a affiliate junction which takes care of doing the same. The affiliate marketing junctions are responsible in match making between merchants and affiliates. They charge companies a suitable amount for running their marketing companies and provide services like pay per click or pay per lead or pay per sale as requested by the companies. They share an amount of the commission they charge companies to the affiliates. Affiliate junctions act as a bridge between companies and consumers.
2.1.1 Generic steps involved in direct affiliate marketing

STEP 1:
COMPANIES ----→ PRODUCT LINKS/SURVEY FORMS/BANNER-----→ AFFILIATES

STEP 2:
AFFILIATES----→ PRODUCT LINKS/SURVEY FORMS/BANNER/CLICKS-----→ COMPANIES

STEP 3:
COMPANIES ----→ COMMISION-----→ AFFILIATES

2.1.2 An example of direct affiliate marketing

The Affiliate marketing program method was started by Amazon.com. We specify the following steps that are involved in affiliate marketing.

STEP 1:
We need to sign up as an affiliate on their website. On signing up an affiliate id is provided to the user.

STEP 2:
The affiliate can link any particular book to amazons website.

STEP 3:
When ever anyone purchases a book through the affiliates website, he gets paid a commission from Amazon. This is possible only because Amazon is able to track which affiliate was responsible for bringing about that purchase. In case the person bought some other book instead of the one mentioned in the link the Amazon offers a lesser amount of commision to the user.

2.1.3 How direct affiliate marketing programs are advantageous to both

These affiliate programs are advantageous for both merchant and affiliate.

**Advantage for merchant:**

The primary cost involved in the merchants campaign is the percentage commision paid to an affiliate, and the merchant only does this when a purchase is actually made. On comparing this to banner advertising or click based advertising the merchant pays whether or not any purchase occurs. In the case of banner advertising the cost for the merchant is actually in terms of cost per 1000 banner views, CPM. The chances that the customer will stick on to
Amazon is also bright so the customer is retained for life. In addition to this Amazon gets the benefit of selling products no matter which affiliate generates sales for them.

**Advantage for affiliate:**

As long as the affiliate who is a website owner has decent traffic in his site, he has the chance to make revenue using affiliate programs. He does not have to invest his time, effort and money to actually set up payment options. That is managed by the company itself and is more cumbersome for the user.

**2.1.4 An example of direct affiliate marketing**

We specify the following steps that are involved in junction based affiliate marketing. We take Linkshare.com to be an example for this.

**STEP 1:**

We need to sign up as an affiliate on their website. On signing up an affiliate id is provided to the user.

**STEP 2:**

The affiliate is provided with different options such as pay per click, pay per lead, pay per sale. There are several companies that provide one of these options. There is a duration after which some of these options expire. The affiliate can select different banner sizes place these on his website.

**STEP 3:**

When ever a user visits the affiliate’s website and makes a purchase, linkshare pays a commission to this affiliate. The affiliate also gets paid for clicks generated through him and also leads generated through them. It is the responsibility of the affiliate to ensure that he replaces the banners (offers that have expired) with newer offers. The affiliate is paid in what certain currencies available as soon a minimum amount is reached. The user is given an option to set that minimum amount.

**2.1.5 Generic steps involved in junction affiliate marketing**

**STEP 1:**

COMPANIES ----→PRODUCT LINKS/SURVEY FORMS/BANNER----→JUNCTION----→ AFFILIATES

**STEP 2:**

JUNCTION----→PRODUCT LINKS/SURVEY FORMS/BANNER/CLICKS----→COMPANIES

**STEP 3:**

COMPANIES ----→COMMISION----→JUNCTION
2.1.6 How junction affiliate marketing programs are advantageous to both

These affiliate programs are advantageous for both merchant and affiliate.

**Advantage for merchant:**

Merchant need not take care of investment needed for marketing. They need not worry about establishing brand image at the affiliates end. They do not have to pay unless a lead, sale or click occurred. They can reach large online audiences because as affiliates keep growing their reach will keep growing.

**Advantage for affiliate:**

Affiliates need not have to sell anything on their own. Based on the service they are providing they can choose certain banners which are related to that so as to fetch addition revenue for advertising. They can again act as a junction and provide banners to others and track that down. This is done to build more traffic for them and also share the revenues with others who generate a lead or sale. When the same principle is extended then it becomes MLM.

### 2.2 Search engine marketing

There are several categories of search engine techniques included in this. They are listed as follows.

- Search engine optimization attempts to improve rankings for relevant keywords in search results by improvising on various attributes of a web site be it structure or content.
- Pay per click advertising makes use of sponsored listings. The companies bids for search terms, and the search engine ranks ads based on certain criteria.

#### 2.2.1 Search engine optimization

This can be treated as a subset of search engine marketing. This is used to improve the quality of the traffic which arrives at a website from search engines. When ever users search for a particular key word and find a match, they see a few sites which are visible on the first page of search engine result. SEO’s objective is precisely this. They want their client websites to be listed higher in search engine results. This way they give their clients i.e. companies a better chance to be noticed by consumers. SEO’s can target various searches such as image searching, local searching or vertical search engines. People involved in search engine optimization are called search engine optimizers. They could be either company personnel trained in search engine optimization or 3rd party agencies who take the responsibility from
the company. Typically SEO personnel have to understand how search engines actually rank pages. This could involve attaining knowledge in search engine algorithms extensive knowledge of search engines through the mechanism of patents. SEO personnel may need to modify their client web pages by adding unique content. Since they have to modify web pages associated with companies, some companies may be reluctant in divulging information as it could be private and there may be several security risks related to this. Companies could hire SEO personnel to train their staff. The companies then may do SEO work themselves. There are two categories of SEO personnel white and black. White hat SEO personnel use techniques which search engines find acceptable. Black hat SEO personnel use techniques which could case link spams. Their goal is to improve page ranking no matter what it takes. This is typically a black hat principle. The black hat can provide one version of a page to search engine spider and another version to consumers and this is called cloaking. (Z.Gyongyi et al 2005) discuss how link spams are created i.e. by interconnecting web pages in a spam form to optimize ranks. They have also explained how page ranks can be maximized in spam farms. They also provide information on entire class of farm structures that yield the largest achievable target page rank score. Their contribution is quite valuable because their focus is on understanding how link spams are created. Only when this is understood it is possible to suggest methods to prevent them.

2.3 Social networking and social media based advertising

Many sites have been responsible for creating social networks where people post their information and also connect to each other either for business networking or dating. Some of the prominent web-sites are tribe.net, myspace.com, orkut.com, linkedin.com. Initially they all started as sites which connect people. Some of them have make revenues through marketing. Linkedin.com provides banner based advertising which focuses on specific targets. Youtube.com can be treated as social media based advertising trendsetter. (Fernando Angelo, 2007) in his publication explains how social media marketing schemes are getting popular. He emphasizes the fact that consumer based content has importance which can be exploited by marketing personnel. Social media advertising in his perspective means intersection of software marketing, media, information and entertainment. I agree to his view. For example Youtube.com allows users to capture their videos and put it up on the site for sharing with others. Unregistered users can watch most videos on the site. It provides features to rate videos and also keep track of number of times the video has been watched. But only Registered users have the ability to upload an unlimited number of videos. (Naím Moisés, 2004) claims how Youtube.com has had an effect on the mindsets of people. He claims how a few individuals posted certain videos which were related to political systems. The power of individuals could easily overpower journalists because millions could post their videos. I think approach is interesting because individuals can sometimes bring out information which journalists would not like to share with the public. This may either have a positive or negative effect in the society.

2.4 Blog based marketing

A blog is a website that provides an individuals opinion on a particular subject. Some of the blogs act as personal diaries. A typical blog consists of text, images, and links to other blogs, web pages, and other media related to its topic. Some of the blogs consist of photos, video, audio, podcasts. The power of blog in the words of (Dawson Ron et al 2007) shows how the trend of blogging will be. ”39% of American adults (57 million) are blog readers”. This is based on statistics of 2006.11 million people, or one out of every 17 American citizen, have
created a blog. Every 7.4 seconds a new blog is created. These statistics revealed by the author show how blog marketing is going to grow. His paper also claims that video blogging is immensely popular and video blogging is bound to increase with youtube.com being the trendsetter. Every individual given an opportunity would like to express his feeling uninhibited given a chance. Today even a common man could become popular by bringing out his views through blogging. Blogs encourage this. So in my opinion it is bound to grow. In the past only celebrities or selected few who have access to media could express their views.

There are several types of blogs:

<table>
<thead>
<tr>
<th>Blogs</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vlog</td>
<td>Blogs that contains videos.</td>
</tr>
<tr>
<td>Linklog</td>
<td>Blogs that contain url to several links.</td>
</tr>
<tr>
<td>Sketchblog</td>
<td>Blogs that contain portfolio of sketches.</td>
</tr>
<tr>
<td>Photoblog</td>
<td>Blogs that contain photos.</td>
</tr>
<tr>
<td>Tumbleblog</td>
<td>Blogs that contain shorter posts and mixed media types.</td>
</tr>
<tr>
<td>Phlog</td>
<td>Blogs that uses gopher protocol is known as Phlog.</td>
</tr>
<tr>
<td>Moblog</td>
<td>Blogs that are written using mobile devices.</td>
</tr>
<tr>
<td>Splog</td>
<td>Blogs used for spamming purposes.</td>
</tr>
<tr>
<td>Slog</td>
<td>Blogs that are used for business purposes.</td>
</tr>
<tr>
<td>Corporate blogs</td>
<td>Blogs that are used to enhance the communication and culture in a corporation.</td>
</tr>
<tr>
<td>Miscellaneous types of blogs</td>
<td>There are various blogs such as political blogs, travel blogs, fashion blogs, project blogs or legal blogs.</td>
</tr>
</tbody>
</table>

Table 2.1: Different types of Blogs

Companies can advertise on blogs through banner ads or with the help of third party blog advertising networks (such as Pheedo.com or Blogads.com). Either the company or the 3rd party agency must ensure that these banners are regularly replaced so as to always convey relevant content. The advertisements can be targeted for a specific group or sector based on requirement. An example for this is Payperpost.com which provides an opportunity for advertisers to decide what feedback they want from the bloggers. The bloggers on providing feedback get paid by Payperpost. In addition to companies even advertisers also get benefitted.
2.4.1 How companies can exploit the power of blogs

Market perspective of products:

Several personalized blogs mention the reasons what kind of products they prefer and why. Some of them also discuss competitor products. Companies referring to these blogs can get an idea about how consumers view their products and then launch marketing campaigns based on this.

Recruiting bloggers to carry on conversation:

A company can recruit bloggers to continuously communicate with other bloggers. This can help other bloggers in understanding true worth of the product.

Encouraging corporate blogging:

Companies can allow the CEO’s and senior management people to participate in blogging within limitations so that consumers will be able to understand the transparency in a company. But this is not possible in all organizations as they may not want any opinion on the company to be made public. (Marken G A, 2005) in his publication claims “blogs provide management a fast, effective and economic means of carrying out two-way communications with firm’s many audiences”. He also claims that blogs would work when they emphasize on candor, pithiness, urgency, utility, timelessness.

2.5 RSS marketing

RSS basically refers to web feeds which is used for publishing latest information used to publish frequently updated content which could be blog entries or podcasts or news. An RSS document which is called a feed helps users always keep up with latest information without they having to go and check again. All that the user has to do is to subscribe feeds. RSS content would be the latest summary of the site. RSS content can be read using an RSS reader. RSS readers come integrated with the browser. For example Firefox browser has an integrated RSS reader built with it. The reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds.

How RSS can be used for marketing:

<table>
<thead>
<tr>
<th>Technique used and their Benifits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coupon feeds</strong></td>
</tr>
<tr>
<td>Coupuns are provided with the help of RSS feeds. Some provide customizable coupon feeds.</td>
</tr>
<tr>
<td><strong>Affiliate marketing</strong></td>
</tr>
<tr>
<td>Some of the companies prefer affiliate marketing to actually promote their rss feed instead of directly dealing with consumers.</td>
</tr>
<tr>
<td><strong>Press release and Press announcements</strong></td>
</tr>
<tr>
<td>Most multinational companies like Microsoft, IBM use RSS to feed their press announcements, press releases.</td>
</tr>
<tr>
<td><strong>Product feeds</strong></td>
</tr>
<tr>
<td>Latest updates in products, services are fed to</td>
</tr>
</tbody>
</table>
Table 2.2: Different RSS techniques

2.6 Email marketing

This is a form of marketing which exploits the power of electronic mail. Emails are sent primarily to improve the relationship with the old/new consumers or other old/new customers. Emails could include advertisements/newsletters which are meant to tempt new or older consumers to make purchases or inform them of new products/services.

Advantages of using email marketing:

- Email marketing campaigns are cost effective when compared to campaigns such postal campaigns or printed newsletters.
- Email arrives quicker than post.
- The companies can do mass mailing with the help of mailing list. This helps distribute quality information to a specific range of consumers/customers.
- Companies can easily track their returns when they use this scheme. They can also track how many campaigns were successful or how many failed etc with the help of read receipt, un-subscribed or messages that bounced on failure.
- Advertisers are able "push" the message to consumers where as website marketing has to attract customers to come to the advertiser. So reach is better.
- Companies that use html based email can provide other links which can generate further leads for them.
- Companies can also know the tastes of consumers by sending emails which ask for opinions from consumers.
- Companies can target based on consumers interest i.e. only after taking consumers interest when he signs up for a particular email service.
- Email marketing does not take up paper so it is environmental friendly.

Disadvantages of using email marketing:

Spamming is one of the biggest problems and it is very difficult to distinguish between genuine email marketing and spamming. Many of the companies install spam filters but filters end up preventing even genuine emails from reaching. Most of the companies are taking all efforts to prevent Spam. Email marketing needs to be done carefully in order to be not treated as spam.

2.7 Viral marketing

Viral marketing also termed as viral advertising consist of marketing techniques that that use already existing social networks to increase brand image with help computer virus like techniques. It is also called word of mouth marketing. This technique encourages consumers to
pass on marketing message in voluntary way. Viral promotions could involve video clips, interactive flash, images, or even mobile messaging such as SMS. It works on the belief that consumers who are impressed would tell people what they like and also tell people what they would not like. This basic behavior can be exploited to encourage viral marketing. (Dobele Angela et al 2007) in their publication explain how emotions could play a vital role in making viral marketing a success. Emotions such as joy, surprize, sadness, anger, fear and disgust are considered for their research. Gender’s role role in viral marketing campaigns are also given importance. They have drawn their conclusion based on 9 successful and failed viral message campaigns. Their main conclusions suggest that companies cannot rely on emotions alone in their viral marketing campaigns. Their campaigns should be effective in capturing the imagination of the recipient in order to make it successful. What authors consider important is how successfully companies can achieve message forwarding. I agree to their view that only targeted viral marketing campaigns based on brand, product or service can succeed in convincing the audience. I also agree to their view that viral marketing offers other advantages such as low cost, reduced response time and increased potential for impact on the market.

2.8 Comparison on different techniques-my perspective

I have posed a few questions under each of these techniques to help us compare these techniques better.

Internet marketing techniques used for comparison:

**Affiliate marketing:**

**Question 1:**

Would a consumer wish to participate in these marketing campaigns which use the following techniques?

**Answer:**

Yes. I think so. Consumers in this case webmasters, bloggers or home page owners would be interested in becoming affiliates provided they already have high traffic in their sites. They would become affiliates with the hope that they can earn revenue from genuine traffic on their sites. Some of them would be very keen in participating if affiliate marketing companies would allow them to create more tiers i.e. they could act as merchants themselves and share revenue with consumers who visit their sites.

**Question 2:**

Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

**Answer:**
In my opinion 3rd party agencies are preferred. The exceptions to this rule are those companies that are internet based or solely rely on internet for their revenue. Most of the companies use services of 3rd party such as Commission junction, Linkshare etc. Only internet based companies such as dotcoms do affiliate marketing on their own. For example Amazon.com provides its own affiliate marketing program.

**Question 3:**
Is this technique a revenue earner for companies?

**Answer:**
Yes I think so. Many companies use them for marketing their products. Some of them could face problems with pay per click fraud or pay per lead fraud. Companies have to ensure that 3rd party agencies would refund money spent by the company in such a case.

**Question 4:**
Is it expensive for the companies to implement these services?

**Answer:**
Probably not so much. Some of the companies charge initial fees for registration and some of them don’t. It depends on the affiliate marketing service provider.

**Question 5:**
Is this technique the trend of the future?

**Answer:**
Probably not. It would grow for sure with more companies using affiliate marketing. Unless affiliate marketing brings new features or promote existing ones such as pay per view it would not be the trend of the future.

**Search engine marketing:**

**Question 1:**
Would a consumer wish to participate in these marketing campaigns which use the following techniques?

**Answer:**
I don’t think so. Usually consumers are not aware that when they click on a particular link, search engine makes money. Search companies are not ready part with a small part of this revenue with consumers because consumers would then generate clicks without being actually interested in company’s service or product. Consumers would not be very happy making revenue for companies without getting even a small percentage of the revenue.
Question 2:
Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

Answer:
Most of the companies use services of 3rd party services provided by popular search engines.

Question 3:
Is this technique a revenue earner for companies?

Answer:
Yes I think so. Many companies use them for marketing their products. Some of them could face problems with pay per click fraud. Companies have to ensure that 3rd party agencies would refund money in such a case.

Question 4:
Is it expensive for the companies to implement these services?

Answer:
It depends on the type of search engine, cost per click, popular search items etc.

Question 5:
Is this technique the trend of the future?

Answer:
Probably yes. With new search engines who provide visual search, video search and not just text search more companies would advertise in these new search engines.

Search engine optimization:

Question 1:
Would a consumer wish to participate in these marketing campaigns which use the following techniques?

Answer:
Not noticeable by the consumer.

Question 2:
Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

Answer:

Most of the companies use services of 3rd party. Some of the companies initially depend on 3rd party agencies and then train their own staff to do SEO on their own.

Question 3:

Is this technique a revenue earner for companies?

Answer:

Not easy to gain revenue because of heavy competition from several SEO agencies trying different techniques to promote companies. Companies have to be careful not to indulge in Black hat practices or employ 3rd party agencies that practice the same. They could be sued if they followed such practices.

Question 4:

Is it expensive for the companies to implement these services?

Answer:

Probably yes. Companies sometimes have to get their complete site redesigned in order to support SEO. It all depends on how much is expected from the SEO consultant.

Question 5:

Is this technique the trend of the future?

Answer:

Probably not. Already too many 3rd party agencies are providing these services. Companies would have a difficult time positioning their sites with purely white hat techniques.

Social networking and social media based advertising:

Question 1:

Would a consumer wish to participate in these marketing campaigns which use the following techniques?

Consumers would receive targeted advertisements for e.g. Facebook.com a very popular social networking site uses "flyers" to bring forth advertisements that are mainly targeted toward students. Consumers can even expect lot of interactivity on these sites. Another example is Tagworld.com which provided this feature in the past. Participants were encouraged to submit their original music for a shot at a spot on the film "Snakes on a Plane." soundtrack
Question 2:

Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

Answer:

Most of the companies use services provided by social networks or social media networks such as Linkedin.com, Myspace.com.

Question 3:

Is this technique a revenue earner for companies?

Answer:

Yes for sure. But companies could lose revenue if click fraud happened due to banner advertising in social networks.

Question 4:

Is it expensive for the companies to implement these services?

Answer:

Probably yes because companies have to indulge in advertising which could include audio video and not just banners.

Question 5:

Is this technique the trend of the future?

Answer:

Probably yes. Social networks are bound to grow and are growing. Companies would surely want to use this scheme to have an extra edge over competitors not using social networking for their marketing.

Blog based marketing:

Question 1:

Would a consumer wish to participate in these marketing campaigns which use the following techniques?

Answer:

Consumers if they wish could have for example: Google Ads, Yahoo search marketing Ads, Microsoft Ad center Ads in their blogs to cash on the traffic they receive on their websites.
But consumers mainly use it to make themselves known so they may not be interested in revenue at all.

**Question 2:**

Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

**Answer:**

Most of the companies use blogging companies such as blogger.com or typepad.com.

**Question 3:**

Is this technique a revenue earner for companies?

**Answer:**

Yes. Companies could lose revenue if click fraud happened due to banner advertising in social networks.

**Question 4:**

Is it expensive for the companies to implement these services?

**Answer:**

I don’t think so. Companies could allocate funds to setup blogs as a part of their marketing plan.

**Question 5:**

Is this technique the trend of the future?

**Answer:**

Probably yes. Mainly depends on the type of blog. Video blogging is growing. With portals such as Youtube.com setting the trend more video blogging networks have emerged and companies would advertise in them.

**RSS marketing:**

**Question 1:**

Would a consumer wish to participate in these marketing campaigns which use the following techniques?

**Answer:**

Consumers could take product feeds through RSS and add them in their site. If products get sold through them then they can make additional revenue.
Question 2:
Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

Answer:
Most of the companies do the RSS marketing on their own. I have not come across any 3rd party agencies that provide such services.

Question 3:
Is this technique a revenue earner for companies?

Answer:
Yes. Companies could lose revenue if click fraud or pay per lead fraud happens during RSS based affiliate marketing campaigns.

Question 4:
Is it expensive for the companies to implement these services?

Answer:
It depends on the type of service provided. Setting up coupon feed service could be cheaper than setting up product feed service.

Question 5:
Is this technique the trend of the future?

Answer:
Probably not. Companies don’t consider this as a great new feature which they can exploit. RSS has been around for quite some time and never been used for marketing as such but used for providing latest news feeds mostly.

Virtual world advertising:

Question 1:
Would a consumer wish to participate in these marketing campaigns which use the following techniques?

Answer:
Question 2:
Is it a common practice for the company to follow this technique on its own or use 3rd party agency services for the same?

Answer:
Consumers can set up stalls in various virtual worlds and provide services or products.

Question 3:
Is this technique a revenue earner for companies?

Answer:
Yes. Companies should be careful not to get trapped with some false services or fraud deals in such worlds.

Question 4:
Is it expensive for the companies to implement these services?

Answer:
Probably yes.

Question 5:
Is this technique the trend of the future?

Answer:
Yes for sure. Companies have realized the potential of setting up stalls in these worlds. Including embassies are being setup in these worlds. Companies would surely want to participate in all the activities in these worlds which could promote their products.
CHAPTER 3

RESEARCH METHODS AND OUR APPROACH
3.1 Research methods

Research methods are used to provide a systematic approach to research and helps in ordering the data collected in order to be to analyze it and conclude whether it answered a particular question or not. There are basically two approaches. Quantitative approach and Qualitative approach. The main differences between both are the procedures used by them. Some of the differences are stated below in tabular format.

<table>
<thead>
<tr>
<th>Qualitative method</th>
<th>Quantitative method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance is given to understanding i.e. theory is developed</td>
<td>Importance is given to testing and verification i.e. theory testing is done.</td>
</tr>
<tr>
<td>Typical research questions involve are what, why?</td>
<td>Typical research questions involve how many?</td>
</tr>
<tr>
<td>Dependant on the context</td>
<td>Context free.</td>
</tr>
<tr>
<td>Uses a rational and an integration based approach</td>
<td>Uses a logical and critical approach</td>
</tr>
<tr>
<td>Observations and measurements are made using natural settings.</td>
<td>Usually a controlled environment is followed</td>
</tr>
<tr>
<td>Researcher is part of the process</td>
<td>Researcher is separate</td>
</tr>
<tr>
<td>Orientation is explorative</td>
<td>Mainly focus is on hypothesis based testing</td>
</tr>
<tr>
<td>Process oriented approach is used</td>
<td>Result oriented approach is used</td>
</tr>
<tr>
<td>Holistic perspective is taken into consideration</td>
<td>It focuses on particular areas and is analytical.</td>
</tr>
</tbody>
</table>

Table 3.1: Difference between qualitative and quantitative research methods
In many cases researches use one of these approaches or combine both. In our case we have used a mix both. We have used survey method as a means of collecting data and also performed an analysis of the data using logic and critical approach.

3.2 The approach for the thesis

Most of the approaches, which we have discussed in chapter 1, study internet marketing solely from a consumer perspective, company perspective or 3rd party perspective in isolation. After reviewing various publications in chapter 1, from our perspective there were certain shortcomings which wanted to cover in our research for collecting data. We are mainly concerned in knowing the trends in internet marketing from all 3 entities so that we can compare between them to draw a better conclusion on the trends. For example (Ann, 1999) conducted a survey with a sample of 400 people to conclude whether they prefer internet advertising over general advertising. She concludes that there was no majority opinion favouring internet advertising. However internet has grown tremendously over the past years and the modern techniques are different and this trend could have changed. This is what we want to really know. Had we studied these entities in isolation we would have the views from each of these parties but we would not be able to compare between them. We have designed 3 survey forms one for companies, one for consumers, one for 3rd party agencies. We chose email survey to obtain results.

3.2.1 Design of Survey questions

What comes to our mind initially is that we could have selected just one survey form for all 3 categories i.e. consumers, companies and 3rd party agencies. But some questions would be unique for each of these categories which is not applicable to others. So we decided to prepare 3 survey forms each of these. The survey questions have been designed taking into consideration that the data collected should answer questions mentioned in Objectives of this chapter. We also have questions that would directly answer those questions in Objectives and questions which are close but not directly answering questions in Objectives. Most of our questions are multiple choice, but we have a few questions where the user has to rank his preferences.

We use the following conventions:

(D) -> Direct question
(C) -> Close question

Besides Question 2 and Question 3, all others would be represented by the following format.

Question number ((D) or (C))
Example:

22(C), 23(D)

This means question 22 is a close question and question 23 is a direct question.

Question 2 in objectives section is divided into 2 parts revenue represented by letter R and Junk traffic represented by letter D.

Question 3 in objectives section is divided into 2 parts big represented by letter B and growth potential represented by letter G.

Example:

5(R,D) indicates that question 5 in survey is direct and refers to revenue. Refering to the survey form for companies in Appendix A we have created the following table with our conventions.

<table>
<thead>
<tr>
<th>QUESTIONS IN RESEARCH PROPOSAL</th>
<th>SURVEY QUESTIONS FOR COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23(D)</td>
</tr>
<tr>
<td>2</td>
<td>5(R,D), 6(R,C), 8(R,C), 15(R,C), 16(R,D), 19(R,C), 26(R,D), 28(J,D), 29(R,D)</td>
</tr>
<tr>
<td>3</td>
<td>35(G,D), 36(B,D)</td>
</tr>
<tr>
<td>4</td>
<td>7(D), 22(C), 27(D), 28(D), 29(D), 30(D), 31(D), 32(D), 33(D)</td>
</tr>
<tr>
<td>5</td>
<td>18(D), 20(D), 21(D), 24(D), 25(D), 34(D)</td>
</tr>
<tr>
<td>6</td>
<td>4(D), 9(D), 10(C), 11(D), 12(D), 13(C), 14(D), 17(D), 19(C), 33(C)</td>
</tr>
</tbody>
</table>

**Table 3.2: Basis of survey question design for companies**

(D) -> Direct question

(C) -> Close question

<table>
<thead>
<tr>
<th>QUESTIONS IN RESEARCH PROPOSAL</th>
<th>SURVEY QUESTIONS FOR CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23(D)</td>
</tr>
<tr>
<td>2</td>
<td>5(R,D), 6(R,C), 8(R,C), 15(R,C), 16(R,D), 19(R,C), 26(R,D), 28(J,D), 29(R,D)</td>
</tr>
<tr>
<td>3</td>
<td>35(G,D), 36(B,D)</td>
</tr>
<tr>
<td>4</td>
<td>7(D), 22(C), 27(D), 28(D), 29(D), 30(D), 31(D), 32(D), 33(D)</td>
</tr>
<tr>
<td>5</td>
<td>18(D), 20(D), 21(D), 24(D), 25(D), 34(D)</td>
</tr>
<tr>
<td>6</td>
<td>4(D), 9(D), 10(C), 11(D), 12(D), 13(C), 14(D), 17(D), 19(C), 33(C)</td>
</tr>
</tbody>
</table>

**Table 3.3: Basis of survey question design for consumers**
3.2.2 Data Collection

We decided to approach 3rd party market survey companies to help in this data collection.

**Offers made by 3rd party survey data collection companies:**

There are quite a lot of internet market survey companies available. They provide software which is needed to create surveys online. They charge a fee on a suitable basis for providing access to their software. In addition to this some survey companies guarantee sure responses for survey. Some of them charge on a wholesome way based on total number of participants who would fill up these forms. Some of them charge based on difficult in reaching the mass for the survey. Some of the companies also do charge on a per participant basis. A few survey companies wanted me to provide them with company information corresponding to the survey. After repeated attempts I did realize that this would be quite a tedious process and an expensive one. Some of them did not respond after repeated requests. I was also quite concerned about the reliability of the survey. We have stated what the responses were from the survey companies and why we did not proceed with them.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Companies that have been contacted</th>
<th>Response for email</th>
<th>Cost of Survey</th>
<th>Quote requested</th>
<th>Answer received for quote</th>
<th>Willing to proceed further</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>Yes</td>
<td>1500 USD for 200 people response.</td>
<td>Yes.</td>
<td>They said minimum itself is 200 and no concession seems to be there for students</td>
<td>No as it is too expensive.</td>
</tr>
<tr>
<td>2</td>
<td>B</td>
<td>Yes</td>
<td>1500 USD for 300 responses i.e 100 of each category</td>
<td>How much would it cost for 25 sure responses from consumers,3rd party agencies, companies and whether student concession is available.</td>
<td>No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Yes</td>
<td>Not provided yet.</td>
<td>How much would it cost for 25 sure responses from consumers, 3rd party agencies, companies and whether student concession is available.</td>
<td>No</td>
<td>No response so felt no point in pursuing further</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>-----</td>
<td>-------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
<td>----</td>
<td>-----------------------------------------------</td>
</tr>
</tbody>
</table>

**Table 3.4: Response from survey data collection companies**

### 3.2.3 Selection of Sample

Initially I decided to focus on global companies taking into consideration that 3rd party survey companies would be helpful in gathering data. But since that did not materialize, I decided to contact companies, consumers and 3rd party companies on my own.

### 3.2.4 Method for Data collection:

**3rd party marketing agency:**

I searched for 3rd party internet marketing companies globally and sent my survey form to them by email.

**Companies:**

I mailed a set of companies after getting the corporate email addresses from an Industrial product finder at Hyderabad India. I contacted a marketing agent from a known company and requested him to help me with survey data collection. He had physically presented the forms to them. Anticipating poor response with email surveys we decided that physical presence would be absolutely essential in gathering data.

**Consumers:**

I contacted a set of known people from various parts of the world to get survey forms filled. Most of them were known friends, relatives and their friends. Some of them were I did not choose to use buy email addresses as most of the people I would correspond with would treat my mail as spam. Best way to avoid the spam problem is to avoid people who are not known so that the possibility of their reading the mail is higher. I hoped that our survey would result in at least 25 filled responses from companies, consumers and 3rd party agencies. This is did not prove to be true due to various reasons.
CHAPTER 4

SURVEY RESULTS AND ANALYSIS
4.1 Response from various entities

I got responses from Companies and Consumers but none from 3rd party marketing agencies. Results are presented in the table shown below. It was surprising to see that inspite of contacting only known people, consumer response to survey forms was quite poor.

<table>
<thead>
<tr>
<th>Category</th>
<th>Approach used to contact them</th>
<th>Successful in getting responses (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies</td>
<td>Marketing agent physical presence with company/ Email contact</td>
<td>Yes</td>
</tr>
<tr>
<td>Consumers</td>
<td>Contacted only a set of known people</td>
<td>Yes</td>
</tr>
<tr>
<td>3rd Party agencies</td>
<td>Email</td>
<td>No</td>
</tr>
</tbody>
</table>

Table 4.1: Methods adopted to contact respondents and their response

4.1.1 Response from companies:

I have provided the names of the respective companies and also the method used to contact them for better clarity.

<table>
<thead>
<tr>
<th>No of Companies</th>
<th>Company name</th>
<th>Method of contact(Marketing agent(M)/Email(E))</th>
<th>Location in India</th>
<th>Full Response i.e. answered all questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Media Tech</td>
<td>M</td>
<td>Baroda</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>Fontec Foundry Pvt Limited</td>
<td>M</td>
<td>Baroda</td>
<td>Yes</td>
</tr>
<tr>
<td>3.</td>
<td>Aakar scientific instruments</td>
<td>M</td>
<td>Baroda</td>
<td>Yes</td>
</tr>
<tr>
<td>4.</td>
<td>Gujarat Automotive</td>
<td>M</td>
<td>Baroda</td>
<td>Yes</td>
</tr>
<tr>
<td>5.</td>
<td>Sew euro drive</td>
<td>M</td>
<td>Baroda</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Company Name</td>
<td>Type</td>
<td>Location</td>
<td>Status</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------</td>
<td>------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>6</td>
<td>Polartech India Pvt Limited</td>
<td>M</td>
<td>Hyderabad</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Moleculer gene technologies Pvt Limited</td>
<td>M</td>
<td>Bangalore</td>
<td>Yes</td>
</tr>
<tr>
<td>8</td>
<td>Avu engineers private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>9</td>
<td>Abhedya Industries</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>10</td>
<td>Akil laboratories private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>11</td>
<td>Alcowire products private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>12</td>
<td>Alladi drilling equipments private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>13</td>
<td>Alok packaging industries</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>14</td>
<td>Alpa steel industries limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>15</td>
<td>Amazon papyrus chemicals private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>16</td>
<td>Amrit packaging</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>17</td>
<td>Ankit biscuits private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>18</td>
<td>Ann stones</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>19</td>
<td>Annapurna bio-ved private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>20</td>
<td>Annapurna electronics and services limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>21</td>
<td>Anu's laborotories limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>22</td>
<td>Anukampa polymers and technologies private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>23</td>
<td>Aof filtration systems private limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>24</td>
<td>Arrow cables limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>25</td>
<td>Aravind Cans limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>26</td>
<td>Ashian herbex limited</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>27</td>
<td>Ashrae clean room presentations</td>
<td>E</td>
<td>Hyderabad</td>
<td>No</td>
</tr>
<tr>
<td>No.</td>
<td>Company Name</td>
<td>City</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------</td>
<td>----------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>28.</td>
<td>Astha textiles co limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>29.</td>
<td>Astra diamond tools co private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>30.</td>
<td>Aurobindo pharma limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>31.</td>
<td>Avis press private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>32.</td>
<td>A.P farms limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>33.</td>
<td>Adhikasri electromech Limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>34.</td>
<td>Accurate Engineers</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>35.</td>
<td>Aishwarya Telecom Limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>36.</td>
<td>Bajaj Customer Care Limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>37.</td>
<td>Balaji Pressure Vessels Limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>38.</td>
<td>Cal-on instruments</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>39.</td>
<td>Canflex engineering private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>40.</td>
<td>Cary Air Systems private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>41.</td>
<td>Deccan enterprises private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>42.</td>
<td>Deccan industrial products private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>43.</td>
<td>Elico limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>44.</td>
<td>Emation</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>45.</td>
<td>Esjay poly products private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>46.</td>
<td>Euroflex transmissions(India) private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>47.</td>
<td>Enon Drugs(India) Private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>48.</td>
<td>Fine Fab private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>49.</td>
<td>Fine Cab wires and cables private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>50.</td>
<td>Focus rockbit private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>51.</td>
<td>Frizair private limited</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>52.</td>
<td>Fullers earth</td>
<td>Hyderabad</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>No of Companies</td>
<td>Company name</td>
<td>Type of internet marketing technique used</td>
<td>Method of contact(Email(E))</td>
<td>Response</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------------------</td>
<td>------------------------------------------</td>
<td>-----------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>1</td>
<td>Eaffiliatez</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>incentaclick.com</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Clixgalore</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>4</td>
<td>Cj</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>5</td>
<td>Ebrandz</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>6</td>
<td>Linkshare</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>7</td>
<td>Zanox</td>
<td>Affiliate</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>8</td>
<td>Inetgiant</td>
<td>Email</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>9</td>
<td>Netatlantic</td>
<td>Email</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>10</td>
<td>Mindcomet</td>
<td>Email,viral</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>11</td>
<td>Murgent</td>
<td>Email,mobile</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>12</td>
<td>Eroi</td>
<td>Email</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>13</td>
<td>TheMediaCrew</td>
<td>Email and others</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>14</td>
<td>Promodo</td>
<td>SEO</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>15</td>
<td>Ztrenz</td>
<td>SEO</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>16</td>
<td>seocompanyuk</td>
<td>SEO</td>
<td>E</td>
<td>No</td>
</tr>
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<td>17</td>
<td>Seomaestro</td>
<td>SEO</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>18</td>
<td>Miva</td>
<td>PPC</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>19</td>
<td>Nddw</td>
<td>SEO</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>20</td>
<td>Kerb</td>
<td>Viral</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>21</td>
<td>Viralfactory</td>
<td>Viral games</td>
<td>E</td>
<td>No</td>
</tr>
</tbody>
</table>

Table 4.2: Response from companies

4.1.1 Response from 3rd party agencies

With such a poor response from 3rd party agencies I could not proceed further and analyze the effect of 3rd party agencies on internet marketing.
Table 4.3: Response from 3\textsuperscript{rd} party agencies

4.1.2 Response from consumers

I chose only to number the consumers and not mention their names to maintain privacy.

<table>
<thead>
<tr>
<th>Consumer no</th>
<th>Method of contact(Email(E))</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>2</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>3</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>8</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>E</td>
<td>Yes</td>
</tr>
<tr>
<td>10</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>11</td>
<td>E</td>
<td>No</td>
</tr>
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<td>18</td>
<td>E</td>
<td>No</td>
</tr>
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<td>19</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>20</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>21</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>22</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>23</td>
<td>E</td>
<td>No</td>
</tr>
<tr>
<td>24</td>
<td>E</td>
<td>No</td>
</tr>
</tbody>
</table>

Table 4.4: Response from consumers
4.2 Suggestions obtained from various entities

Though I took care in designing in the survey questions, there were a few comments/doubts on survey questions after the survey form was presented to the companies, consumers. There are described here. For example one of the consumers wanted the currency to be explicitly mentioned when their income bracket was asked. I should have mentioned dollars to clarify it better. Another customer did not understand what internet market channel meant may be I could have specified it in a clearer way.

4.3 Survey Results and analysis

We have divided questions into 4 categories because of the methods used to analyze them. The three categories are named as CATEGORY A, CATEGORY B and CATEGORY C and CATEGORY D

CATEGORY A:

Questions that fall under this category mainly involved consumers/companies to rank options based on order of preference. The questions that fall under this category are questions 10, 12 and 23. We have assigned suitable points to these preferences to decide the overall rank from the set of 7 consumers and 7 companies individually that have participated in this survey.

CATEGORY B:

There is only 1 question which falls under this category i.e. question 36. We calculated the percentages of the consumers/companies who have selected a particular option.

CATEGORY C:

Questions 1-4 in the survey form are used to gain basic information about consumers/companies and don’t serve any other purpose beyond this.

CATEGORY D:

All other questions fall under this category. We have used the following method to analyze the result.

**Statistical Method for analysis:**

We have used 7 point Likert scale system for all the questions under this category. We have assigned points from 1 to 7 where 1 corresponds to Strongly disagree and 7 corresponds to strongly agree. 4 points is assigned for undecided.
<table>
<thead>
<tr>
<th>Response</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>7</td>
</tr>
<tr>
<td>Agree</td>
<td>6</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>5</td>
</tr>
<tr>
<td>Undecided</td>
<td>4</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

We calculated the mean for all responses for both companies and consumers under this category. Refer to **STAT TABLE1** and **STAT TABLE2** in Appendix D (Category D).

**Formula arrived at based on mean:**

<table>
<thead>
<tr>
<th>Mean Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean &gt; 4</td>
<td>Agreement</td>
</tr>
<tr>
<td>Mean &lt;4</td>
<td>Disagreements</td>
</tr>
<tr>
<td>Mean = 4</td>
<td>Undecided</td>
</tr>
</tbody>
</table>

We realized that for mean values that slightly greater than 4 we were not very sure how an increase in the sample size could change the decision. So in order to make the conclusion more reliable we decided to use a modified formula for the same.

**Modified formula based on confidence interval:**

For the calculation of confidence interval we assumed that the alpha value of 0.5. Our sample size was small and all samples were selected at random. We had no idea whether these companies/consumers were already aware of internet marketing or not. So we were not very sure if companies/consumers would understand all these questions and provide correct answers. That was primarily the reason why we set alpha value to 0.5.

Our sample size is small i.e. < 30. We have adopted the following method to calculate confidence interval.

Calculation of confidence interval (CI):

The sample mean = $M$

The sample size = $n$

$\sigma(M) = S.D/ \sqrt{n}$

SD stands for standard deviation, sqrt stands for square root

$t*\alpha/2$ values are obtained from the t distribution table.
We have used Microsoft excel function CONFIDENCE for our calculations.

\[ M - t*/alpha/2*Sigma(M) \leq CI \leq M + t*/alpha/2* Sigma (M) \]

Mean +/- confidence interval > 4  Agreement
Mean +/- confidence interval < 4  Disagreement
Mean -confidence interval < 4      Undecided
Mean+ confidence interval > 4

Use this techniques we have obtained results which shown in STAT TABLE1 and STAT TABLE 2 in Appendix D (Category D)

Question 1:

What are the successful techniques used in Internet marketing?

Answer:

Most successful marketing technique from both company and consumer perspective is search engine marketing. To arrive at this result we used point system to rank the preferences obtained from both consumers and companies. We assigned six points for most preferred technique and one point for least preferred techniques. After summing up all the points, we compared the points for each technique to decide which had the highest ranking amongst consumers and companies. Question 23 under Appendix C contains all the calculations to substantiate our claim.

<table>
<thead>
<tr>
<th>Survey question number</th>
<th>Criteria of comparison</th>
<th>Companies</th>
<th>Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>23*</td>
<td>Successful techniques used for internet marketing</td>
<td>Search engine was most preferred. Second preference is for both video advertising end email marketing. Blog marketing was ranked third. Viral marketing and affiliate marketing were ranked fourth.</td>
<td>Search engine marketing was most preferred. Email marketing was ranked second. Affiliate marketing was ranked third. Blog marketing was ranked fourth. Video advertising was ranked fifth. Viral marketing was ranked sixth.</td>
</tr>
</tbody>
</table>

(* Refer to Appendix C for ranking, calculation to arrive at the above results)
Question 2:

Does internet marketing really bring revenue for the companies or just end up attracting junk traffic which does not generate any revenue for the company?

Answer:

Based on results obtained from STAT TABLE 1 and STAT TABLE 2 in Appendix D Category D, I have presented the result here in tabular form.

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Criteria for comparison</th>
<th>Companies (Agreed/disagreed/Undecided)</th>
<th>Consumers (Agreed/Disagreed/Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Companies have to necessarily focus their internet marketing based on the gender difference so as to make more money.</td>
<td>Agree</td>
<td>Undecided</td>
</tr>
<tr>
<td>6</td>
<td>Variation in import duty in different countries prevent suppliers from indulging in internet marketing</td>
<td>Undecided</td>
<td>Agree</td>
</tr>
<tr>
<td>8</td>
<td>It is immaterial whether it is industrial products/consumer products, internet marketing can be used successfully.</td>
<td>Agree</td>
<td>Undecided</td>
</tr>
<tr>
<td>15</td>
<td>Internet marketing improves the brand image of the company or products or both</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>16</td>
<td>Internet marketing is not a revenue earner</td>
<td>Disagree</td>
<td>Disagree</td>
</tr>
<tr>
<td>19</td>
<td>Reliability of the country is very important for success of internet marketing</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>26</td>
<td>Internet marketing focused on geographical</td>
<td>Undecided</td>
<td>Undecided</td>
</tr>
</tbody>
</table>
regions only can generate revenue

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing</td>
<td>Agree</td>
</tr>
<tr>
<td>29</td>
<td>3rd party agency will only generate better revenue than the direct internet marketing by company</td>
<td>Disagree</td>
</tr>
</tbody>
</table>

Table 4.6: Revenue for companies/junk traffic

Suggestions for companies to positively affect the trend based on the consumer mind set:

- Consumers are sure that gender difference is a key feature that would affect internet marketing campaigns. Companies could initiate gender based campaigns see how consumers react to it and how their mind sets could be changed. This would give companies a clear idea whether such campaigns are really revenue winners or not.

- Companies have to keep in mind how import duty would affect consumers when they make product offerings to them because consumers do agree that this is what prevents them from indulging in internet marketing.

- Companies agree that it is immaterial whether it is industrial products/consumer products, internet marketing can be used successfully. They would have to work towards convincing consumers on this.

- Companies are undecided internet market campaigns based on geographical regions only can generate revenue. They could launch test marketing campaigns to see whether this can change their mindset. Only then will they companies be able to change the consumer mindset because consumers themselves are undecided.

- Since companies are sure they don’t have depend on 3rd party agencies, they could directly interact with customers through their websites and provide marketing campaigns to change the mindsets of the consumers.
Conclusion based on consumer and company data:

Both consumers and companies agree that internet marketing improves the brand image of the company or products or both, internet marketing is a revenue earner, reliability of the country is very important for success of internet marketing, many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing. Companies agree that they have to necessarily focus their internet marketing based on the gender difference so as to make more money. Consumers are undecided on this. Companies are undecided that variation in import duty in different countries prevents suppliers from indulging in internet marketing. Consumers agree to this. Companies agree that immaterial whether it is industrial products/consumer products, internet marketing can be used successfully. Consumers are undecided on this. Companies and consumer are undecided that internet marketing focused on geographical regions only can generate revenue. Companies disagree that 3rd party agency will only generate better revenue than the direct internet marketing by company, where as consumers are undecided on this.

Question 3:

How big is the internet marketing industry today and what is the growth potential for this?

Answer:

For question 35 I have obtained the result from STAT TABLE 1 and STABLE 2 in Appendix D Category D, I have presented the result here in tabular form. For results on question 36, refer to Category C in Appendix C.

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Criteria of comparison</th>
<th>Companies</th>
<th>Consumers</th>
<th>Research analyst views</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>More number of internet marketing players would enter to cater to the growth in the next 5 years</td>
<td>Agree</td>
<td>Agree</td>
<td>David Hallerman notes that in 2007 the rate of growth will be &quot;only&quot; 18.9 per cent, largely because of overall economic weakness. Other research from eMarketer reveals that shoppers are due to increase online spending by 41 per cent in 2007. Zenith predicts that global Internet advertising spend will increase 30 per cent to $24.1 billion this year and by 84 per cent to 2008.</td>
</tr>
<tr>
<td>36*</td>
<td>In your opinion, how big is the internet marketing</td>
<td>As per companies internet marketing will</td>
<td>As per consumers internet marketing will</td>
<td>David Hallerman, senior analyst at eMarketer, notes that this year's online ad spend in the US increased...</td>
</tr>
</tbody>
</table>
industry in terms of turnover & be 20-40 billion | be 20-40 billion and above | by 30.8 per cent from 2005, up to $16.4 billion (£8.4 billion)

(* Refer to Appendix C for ranking, calculation to arrive at the above results)

**Table 4.7: Size/growth of internet marketing companies**

I have used some information available on news sites because of the lack of availability (to the best of my knowledge) of publications or journals that could provide me with the most recent details about the trend. These details will provide us more clarity on the size and growth of internet marketing.

**Conclusion based on consumer and company data:**

As per companies internet marketing potential is between 20-40 billion dollars. As per consumers the industry marketing potential is between 20-40 billion dollars and above. Companies and consumers agree that more number of internet marketing players would enter to cater to the growth in the next 5 years.

**Question 4:**

Which is the most preferred internet marketing approach?

**Answer:**

All the result are obtained from STAT TABLE 1 and STATABLE 2 in Appendix D Category D, I have presented the result here in tabular form.

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Criteria for comparison</th>
<th>Companies (Agreed/disagreed/Undecided)</th>
<th>Consumers (Agreed/Disagreed/Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>3rd party internet marketing service is more suitable than company running internet marketing campaign on its own.</td>
<td>Agree</td>
<td>Disagree</td>
</tr>
<tr>
<td>22</td>
<td>Internet market has less channel focus</td>
<td>Disagree</td>
<td>Undecided</td>
</tr>
<tr>
<td></td>
<td>and hence does not have long term growth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>3\textsuperscript{rd} party internet marketing agencies are more suitable than direct marketing done by the company itself</td>
<td>Agree</td>
<td>Undecided</td>
</tr>
<tr>
<td>28</td>
<td>Many of the 3\textsuperscript{rd} party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>29</td>
<td>3\textsuperscript{rd} party agency will only generate better revenue than the direct internet marketing by company.</td>
<td>Disagree</td>
<td>Disagree</td>
</tr>
<tr>
<td>30</td>
<td>Online support is an important factor to make internet marketing a success?</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>31</td>
<td>More user friendly, better key word matches will drive the future search engine marketing.</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>32</td>
<td>Click fraud is a deterring factor for your company, not</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>
to go into internet marketing

<table>
<thead>
<tr>
<th>33</th>
<th>Web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agree</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.8: Most preferred internet marketing approach

Suggestions for companies to positively affect the trend based on the consumer mind set:

- Companies believe that 3rd party agencies are the most preferred internet marketing approach. On the other hand consumers disagree to this view. This is in a way good for the companies because they could try out the internet marketing on their own and see if they are able to successfully reach large amount of consumers and attract them to visit their site and avail services/email. They could offer incentives such as discounts, gift coupons, surprise gifts to retain the customer with them. The commission to consumers would be more because middlemen is cut.

- Companies believe that internet marketing has channel focus. Consumers are undecided about it. Companies could help bring the benefits of internet channels over traditional channels to convince them of the channel focus.

- Companies are sure that 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself but consumers are undecided about it. Companies should inform 3rd party agencies to be more proactive with the consumers to make them prefer them over direct marketing from companies.

Conclusion based on consumer and company data:

Companies and consumers agree that many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing. Companies and consumers disagree that 3rd party agency will only generate better revenue than the direct internet marketing by company. Consumers and companies agree that online support is an
important factor to make internet marketing a success. Companies and consumers agree that more user friendly, better key word matches will drive the future search engine marketing. Companies and consumers agree that click fraud is a deterring factor for your company, not to go into internet marketing. Consumers and companies agree that web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people. Companies agree that 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own. Companies disagree that internet market has less channel focus and hence does not have long term growth but consumers are undecided on this. Companies agree that 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself but consumers are undecided on this.

Question 5: Would companies prefer internet marketing to traditional marketing?

Answer:

All the result are obtained from STAT TABLE 1 and STAT TABLE 2 in Appendix Category D, I have presented the result here in tabular form.

<table>
<thead>
<tr>
<th>Survey question numbers</th>
<th>Criteria of comparison</th>
<th>Companies (Agree/Disagree/Undecided)</th>
<th>Consumers (Agree/Disagree/Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Traditional marketing is more reliable than internet marketing</td>
<td>Undecided</td>
<td>Agreed</td>
</tr>
<tr>
<td>20</td>
<td>Traditional marketing is more flexible than internet marketing</td>
<td>Agreed</td>
<td>Undecided</td>
</tr>
<tr>
<td>21</td>
<td>Traditional marketing relationships are long term compared to internet marketing</td>
<td>Agreed</td>
<td>Undecided</td>
</tr>
<tr>
<td>24</td>
<td>Internet marketing will fully takeover traditional marketing in my company</td>
<td>Disagreed</td>
<td>Disagreed</td>
</tr>
<tr>
<td>25</td>
<td>From now on company will spend more on internet marketing than on traditional marketing</td>
<td>Agreed</td>
<td>Disagreed</td>
</tr>
<tr>
<td>34</td>
<td>From now on revenue gained</td>
<td>Agreed</td>
<td>Disagreed</td>
</tr>
</tbody>
</table>
through internet marketing will be surely more than revenue gained through traditional marketing

<table>
<thead>
<tr>
<th>Internet marketing</th>
<th>Traditional marketing</th>
</tr>
</thead>
</table>

**Table 4.9: Internet marketing or traditional marketing**

Suggestions for companies to positively affect the trend based on the consumer mind set:

- Companies should take steps to make internet marketing more reliable. Unless companies themselves are convinced of this fact, they cannot make consumers agree to this view.

- Companies believe that traditional marketing is more flexible than internet marketing. But consumers are undecided. This is good for companies because there is a possibility for them to make internet marketing easy to use so that those consumers who have even an iota of doubt on the flexibility can get convinced and use internet marketing.

- Companies should realize that the growing internet marketing and give more focus to establishing long term internet marketing relations. Only then consumers can be convinced by this view.

- Though companies agree their spending on internet marketing will be more, consumers disagreed to this. To reach the consumer and make them aware that the companies are going to spend more adequate promotional techniques to reach the consumers should be adopted.

**Conclusion based on consumer and company data:**

Companies and consumers disagreed that internet marketing will fully takeover traditional marketing in their company. Companies agree that from now on company would spend more on internet marketing than on traditional marketing but consumers did not agree to this view. Companies agree that from now on revenue gained through internet marketing will be surely more than revenue gained through traditional marketing but consumers disagreed to this view. Companies are undecided that traditional marketing is more reliable than internet marketing but consumers agreed to this view. Companies agreed that traditional marketing is more flexible than internet marketing but consumers are undecided on this. Companies agreed that traditional marketing relationships are long term compared to internet marketing but consumers are undecided on this.
Question 6:

Where is the internet marketing trend heading to in the future?

Answer:

All the result except for questions 10 and 12 are obtained from STAT TABLE 1 and STABLE 2 in Appendix D Category D, I have presented the result here in tabular form.

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Criteria of comparison</th>
<th>Companies (Agree/Disagree/Undecided)</th>
<th>Consumers (Agree/Disagree/Undecided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Awareness of internet marketing trends is mandatory for internet marketing growth</td>
<td>Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>9</td>
<td>Irrespective of product/service internet marketing is useful</td>
<td>Undecided</td>
<td>Undecided</td>
</tr>
<tr>
<td>11</td>
<td>Internet marketing will surely grow</td>
<td>Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>13</td>
<td>Only for selected products and services internet marketing will be successful.</td>
<td>Agreed</td>
<td>Undecided</td>
</tr>
<tr>
<td>14</td>
<td>Virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing</td>
<td>Agreed</td>
<td>Undecided</td>
</tr>
<tr>
<td>17</td>
<td>Payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow</td>
<td>Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>19</td>
<td>Reliability of the country is very important for success of internet marketing</td>
<td>Agreed</td>
<td>Agreed</td>
</tr>
</tbody>
</table>
Web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people

| 33 | Web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people | Agreed | Agreed |

**Table 4.10: Internet marketing trend of the future**

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Factor</th>
<th>Companies attribute it to the following</th>
<th>Consumers attribute it to the following.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10*</td>
<td>Drivers for internet marketing</td>
<td>Companies ranked wider reach as one. Additional revenue was ranked two. To counter market pressure was ranked third. Management policy was ranked fourth</td>
<td>Consumers ranked wider reach as one. Additional revenue was ranked two. To counter market pressure was ranked third. Management policy was ranked fourth.</td>
</tr>
</tbody>
</table>

(* Refer to Appendix C- Category A for ranking, calculation to arrive at the above results)

**Table 4.11: Drivers for Internet marketing**

<table>
<thead>
<tr>
<th>Survey question Numbers</th>
<th>Factor</th>
<th>Companies attribute it to the following</th>
<th>Consumers attribute it to the following.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12*</td>
<td>Growth in internet marketing</td>
<td>Companies ranked Internet and mobile users are growing as rank 1, easy accessibility to products from any part of the world as rank 2, Television will be going the internet way as ranked 3, traditional marketing costs are growing was ranked as four. Everything is going the personalized marketing way was ranked as five. Ease of tracking success or failure was ranked 6.</td>
<td>Companies ranked Internet and mobile users are growing as rank 1, easy accessibility to products from any part of the world as rank 2, traditional marketing costs are growing was ranked as third. Everything is going the personalized marketing way was ranked as four. Television will be going the internet way as ranked fifth. Ease of tracking success or failure was ranked sixth.</td>
</tr>
</tbody>
</table>

(* Refer to Appendix C-Category A for ranking, calculation to arrive at the above results)

**Table 4.12: Growth in Internet marketing**
Suggestions for companies to positively affect the trend based on the consumer mind set:

- Companies should explore different internet marketing techniques to convince themselves and can then convince consumers that irrespective of product/service internet marketing is useful.

- Companies believe that virtual world internet advertising campaigns such as Second life are the future trend settlers for internet marketing but consumers dont think so. Companies could invest in existing internet marketing techniques to be confident of attracting consumers through these campaigns or rely on 3rd party agencies to do the same.

- Companies don’t believe easy accessibility to products from any part of the world, traditional marketing costs are growing which could drive internet marketing growth. Consumers on the hand believe that these play a role too. Companies could re-examine their view so that they can give importance to easy accessibility to products from any part of the world which will then bring them more customers.

- Companies and consumers agree that wider reach, additional revenue and countering marketing pressure will be drivers for internet marketing companies to pursue internet marketing in the future. In addition to this companies could also implement management policies to encourage internet marketing instead of the marketing department alone to act as a driver.

Conclusion based on consumer and company data:

Companies and consumers agreed that awareness of internet marketing trends is mandatory for internet marketing trends. Both companies and consumers agreed that internet marketing will surely grow. Both companies and consumers believed that payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow. Both companies and consumers agreed that reliability of the country is very important for success of internet marketing. Companies and consumers agreed 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. Both companies and consumers were undecided whether Irrespective of product/service internet marketing is useful. Companies agreed that only for selected products and services internet marketing will be successful but consumers were undecided on this. Companies agreed that virtual world internet advertising campaigns such as Second Life are the future trendsetters for internet marketing but consumers were undecided on this.
CHAPTER 5

CONCLUSION
AND FUTURE WORK
5.1 Conclusion

What are the successful techniques of internet marketing used today?

Most successful marketing technique from both company and consumer perspective is search engine marketing.

To what extent does internet marketing bring revenue for the companies and not just end up attracting junk traffic which does not generate any revenue for the company?

Both consumers and companies agreed that internet marketing improves the brand image of the company or products or both, internet marketing is a revenue earner, reliability of the country is very important for success of internet marketing, many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing. Companies agreed that they have to necessarily focus their internet marketing based on the gender difference so as to make more money. Consumers were undecided on this. Companies were undecided that variation in import duty in different countries prevents suppliers from indulging in internet marketing. Consumers agreed to this. Companies agreed that immaterial whether it is industrial products/consumer products, internet marketing can be used successfully but consumers are undecided on this. Companies and consumer are undecided that internet marketing focused on geographical regions only can generate revenue. Companies disagreed that 3rd party agency will only generate better revenue than the direct internet marketing by company, where as consumers are undecided on this.

How big is the internet marketing industry today and what is the growth potential for this?

As per companies internet marketing potential was found to be between 20-40 billion dollars. As per consumers the industry marketing potential was found to be between 20-40 billion dollars and above. Companies and consumers agreed that more number of internet marketing players would enter to cater to the growth in the next 5 years. (Unfortunately, we could not find any recent work on the size of internet marketing due to which we had to rely on market research analyst reports for comparison with our survey).

Which is the most preferred internet marketing approach?

Companies and consumers agreed that many of the 3rd party internet marketing provided only junk traffic which has a negative impact on the growth of internet marketing. Companies and consumers disagreed that 3rd party agency would only generate better revenue than the direct internet marketing by company. Consumers and companies agreed that online support is an important factor to make internet marketing a success. Companies and consumers agreed that more user friendly, better key word matches would drive the future search engine marketing. Companies and consumers agreed that click fraud is a deterring factor for your company, not to go into internet marketing. Consumers and companies agreed 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. Companies agreed that 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own.
Companies disagreed that internet market has less channel focus and hence does not have long term growth but consumers are undecided on this. Companies agreed that 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself but consumers are undecided on this.

**Do companies prefer internet marketing to traditional marketing?**

Companies and consumers disagreed that internet marketing would fully takeover traditional marketing in their company. Companies agreed that from now on company would spend more on internet marketing than on traditional marketing but consumers did not agree to this view. Companies agreed that from now on revenue gained through internet marketing would be surely more than revenue gained through traditional marketing but consumers disagreed to this view. Companies were undecided that traditional marketing is more reliable than internet marketing but consumers agreed to this view. Companies agreed that traditional marketing is more flexible than internet marketing but consumers are undecided on this. Companies agreed that traditional marketing relationships were long term compared to internet marketing but consumers are undecided on this.

**Where is the internet marketing trend heading to in the future?**

Companies and consumers agreed that awareness of internet marketing trends is mandatory for internet marketing trends. Both companies and consumers agreed that internet marketing will surely grow. Both companies and consumers believed that payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow. Both companies and consumers agreed that reliability of the country is very important for success of internet marketing. Companies and consumers agreed 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. Both companies and consumers were undecided whether Irrespective of product/service internet marketing is useful. Companies agreed that only for selected products and services internet marketing will be successful but consumers were undecided on this. Companies agreed that virtual world internet advertising campaigns such as Second Life are the future trendsetters for internet marketing but consumers were undecided on this.
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www.tagworld.com

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www.facebook.com

www.google.com

www.alibaba.com

www.yahoo.com

Books:

APPENDIX A

SURVEY FORM FOR COMPANIES

This survey is conducted as a part of the online MBA thesis I am completing at BTH Sweden. Details provided by you in the survey will be used for academic purposes only. Information will be strictly confidential. In advance I sincerely thank you for your time.

INSTRUCTIONS:

Please complete the following questions to reflect your opinions as accurately as possible and to answer factual questions to the best of your knowledge. You can provide your comments wherever necessary. Please be as kind as to answer ALL questions.

EXAMPLE:

How do you take this survey?

Question:

I prefer making purchases from internet retailers more than using local offices, malls or stores.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

Answer:

Check the answer which you feel is most appropriate. Please mention comments wherever necessary

I prefer making a purchase from internet retailers more than using local offices, malls or stores.

☐ Strongly agree
Comments:

I buy most things on the new now, except for clothing. I even buy shoes. I guess as soon as I can scan my profile and have details available in a small file to send to all clothing companies there will be no limit to what I buy over the net.

1. What sector/industry are you in?
   Answer:

2. Please mention your designation in the company
   Answer:

3. The company you represent is in one of the following income brackets?
   1. 0-5 million
   2. 5-50 million
   3. 50-100 million
   4. 100 million- above
   Answer:

4. Awareness of internet marketing trends is mandatory for internet marketing growth.

   Strongly agree
   Agree
   Agree somewhat
   Undecided
   Disagree somewhat
   Disagree
   Strongly disagree

Comments:
5. Companies have to necessarily focus their internet marketing based on the gender difference so as to make more money.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

6. Variation in import duty in different countries prevent suppliers from indulging in internet marketing

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

7. 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
8. It is immaterial whether it is industrial products/consumer products, internet marketing can be used successfully.

Strongly agree
Agree
Agree somewhat
Undecided
Disagree somewhat
Disagree
Strongly disagree

Comments:

9. Irrespective of product/service internet marketing is useful

Strongly agree
Agree
Agree somewhat
Undecided
Disagree somewhat
Disagree
Strongly disagree

Comments:

10. Companies use internet marketing for one or more of the following reasons mentioned below

1. Wider reach
2. Additional revenue
3. To counter Market pressure
4. Management policy

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

11. Internet marketing will surely grow
12. Internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are growing
2. Television will also be internet based
3. Everything going the personalized marketing way
4. Traditional marketing costs are growing
5. Ease of tracking success of failure
6. Easy accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

13. Only for selected products and services internet marketing will be successful.

14. Virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing
15. Internet marketing improves the brand image of the company or products or both.

Comments:

16. Internet marketing is not a revenue earner

Comments:

17. Payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow.
18. Traditional marketing is more reliable than internet marketing

Comments:

19. Reliability of the country is very important for success of internet marketing

Comments:

20. Traditional marketing is more flexible than internet marketing

Comments:
21. Traditional marketing relationships are long term compared to internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

22. Internet market has less channel focus and hence does not have long term growth

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

23. Companies have to use the following internet marketing schemes to be successful today

1. Search engine marketing
2. Viral marketing
3. Blog marketing
4. Video advertising
5. Email marketing
6. Affiliate marketing

Rank them according to order of preference, if you think none of them are successful approaches please mention others that you prefer:
Comments:

24. Internet marketing will fully takeover traditional marketing in my company

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

25. From now on company will spend more on internet marketing than on traditional marketing.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

26. Internet marketing focused on geographical regions only can generate revenue.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
27. 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

28. Many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

29. 3rd party agency will only generate better revenue than the direct internet marketing by company.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:
30. Online support is an important factor to make internet marketing a success?

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

31. More user friendly, better key word matches will drive the future search engine marketing.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

32. Click fraud is a deterring factor for your company not to go into internet marketing

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:
33. Web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people.

[ ] Strongly agree
[ ] Agree
[ ] Agree somewhat
[ ] Undecided
[ ] Disagree somewhat
[ ] Disagree
[ ] Strongly disagree

Comments:

34. From now on revenue gained through internet marketing will be surely more than revenue gained through traditional marketing

[ ] Strongly agree
[ ] Agree
[ ] Agree somewhat
[ ] Undecided
[ ] Disagree somewhat
[ ] Disagree
[ ] Strongly disagree

Comments:

35. More number of internet marketing players would enter to cater to the growth in the next 5 years.

[ ] Strongly agree
[ ] Agree
[ ] Agree somewhat
[ ] Undecided
[ ] Disagree somewhat
[ ] Disagree
[ ] Strongly disagree

Comments:
36. In your opinion, how big is the internet marketing industry in terms of turnover.

1. 5-10 billion
2. 10-20 billion
3. 20-40 billion
4. 40 billion-above

Answer:

Thank you!
APPENDIX B

SURVEY FORM FOR CONSUMERS

This survey is conducted as a part of the online MBA thesis I am completing at BTH Sweden. Details provided by you in the survey will be used for academic purposes only. Information will be strictly confidential. In advance I sincerely thank you for your time.

INSTRUCTIONS:

Please complete the following questions to reflect your opinions as accurately as possible and to answer factual questions to the best of your knowledge. You can provide your comments wherever necessary. Please be as kind as to answer ALL questions.

EXAMPLE:

How do you take this survey?

Question:

I prefer making purchases from internet retailers more than using local offices, malls or stores.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

Answer:

Check the answer which you feel is most appropriate. Please mention comments wherever necessary

I prefer making a purchase from internet retailers more than using local offices, malls or stores.
Comments:

I buy most things on the new now, except for clothing. I even buy shoes. I guess as soon as I can scan my profile and have details available in a small file to send to all clothing companies there will be no limit to what I buy over the net.

1. Please mention your gender (male/female)?

☐ Male
☐ Female

2. Please mention your occupation

Answer:

3. Your annual income bracket?

5. 0-5 million
6. 5-50 million
7. 50-100 million
8. 100 million- above

Answer:

4. Awareness of internet marketing trends is mandatory for internet marketing growth.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree
5. Companies have to necessarily focus their internet marketing based on the gender difference so as to make more money.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

6. Consumers have to pay import duty directly or indirectly in their respective countries and this prevents them from indulging in internet marketing

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

7. 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
8. It is immaterial whether it is industrial products/consumer products, internet marketing can be used successfully.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

9. Irrespective of product/service internet marketing is useful

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

10. Companies use internet marketing for one or more of the following reasons mentioned below

5. Wider reach
6. Additional revenue
7. To counter Market pressure
8. Management policy

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

11. Internet marketing will surely grow
12. Internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are growing
2. Television will also be internet based
3. Everything going the personalized marketing way
4. Traditional marketing costs are growing
5. Ease of tracking success of failure
6. Easy accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

13. Only for selected products and services internet marketing will be successful.

14. Virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing
15. Internet marketing improves the brand image of the company or products or both.

Comments:

16. Internet marketing is not a revenue earner

Comments:

17. Payment frauds are unavoidable in internet marketing, in spite of this internet marketing will grow.

Comments:
18. Traditional marketing is more reliable than internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

19. Reliability of the country is very important for success of internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

20. Traditional marketing is more flexible than internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:
21. Traditional marketing relationships are long term compared to internet marketing

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

22. Internet market has less channel focus and hence does not have long term growth

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

23. Companies have to use the following internet marketing schemes to be successful today

1. Search engine marketing
2. Viral marketing
3. Blog marketing
4. Video advertising
5. Email marketing
6. Affiliate marketing

Rank them according to order of preference, if you think none of them are successful approaches please mention others that you prefer:
24. Internet marketing will fully take over traditional marketing in my company

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

25. From now on companies will spend more on internet marketing than on traditional marketing.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

26. Internet marketing focused on geographical regions only can generate revenue.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
27. 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

28. Many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree

Comments:

29. 3rd party agency will only generate better revenue than the direct internet marketing by company.

- [ ] Strongly agree
- [ ] Agree
- [ ] Agree somewhat
- [ ] Undecided
- [ ] Disagree somewhat
- [ ] Disagree
- [ ] Strongly disagree
30. Online support is an important factor to make internet marketing a success?

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

31. More user friendly, better key word matches will drive the future of search engine marketing.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

32. Click fraud is a deterring factor for companies not to go into internet marketing

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
33. Web-mavens (internet product review experts) will play a major role in convincing consumers in buying a product.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

34. From now on revenue gained through internet marketing will be surely more than revenue gained through traditional marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

35. More number of internet marketing players would enter to cater to the growth in the next 5 years.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:
36. In your opinion, how big is the internet marketing industry in terms of turnover.

1. 5-10 billion
2. 10-20 billion
3. 20-40 billion
4. 40 billion-above

Answer:

Thank you!
APPENDIX C

SURVEY FORM FOR 3rd PARTY INTERNET MARKETING AGENCIES

This survey is conducted as a part of the online MBA thesis I am completing at BTH Sweden. Details provided by you in the survey will be used for academic purposes only. Information will be strictly confidential. In advance I sincerely thank you for your time.

INSTRUCTIONS:

Please complete the following questions to reflect your opinions as accurately as possible and to answer factual questions to the best of your knowledge. You can provide your comments wherever necessary. Please be as kind as to answer ALL questions.

EXAMPLE:

How do you take this survey?

Question:

I prefer making purchases from internet retailers more than using local offices, malls or stores.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

Answer:

Check the answer which you feel is most appropriate. Please mention comments wherever necessary

I prefer making a purchase from internet retailers more than using local offices, malls or stores.

☐ Strongly agree
☐ Agree
I buy most things on the new now, except for clothing. I even buy shoes. I guess as soon as I can scan my profile and have details available in a small file to send to all clothing companies there will be no limit to what I buy over the net.

1. What kind of internet marketing does your company indulge in?
   1. Search engine marketing
   2. Viral marketing
   3. Blog marketing
   4. Video advertising
   5. Email marketing
   6. Affiliate marketing
   7. Others (please specify which one)

   Answer:

2. Please mention your designation in the company

   Answer:

3. The company you represent is in one of the following income brackets?
   1. 0-5 million
   2. 5-50 million
   3. 50-100 million
   4. 100 million- above

   Answer:

4. Awareness of internet marketing trends is mandatory for internet marketing growth.

   □ Strongly agree
   □ Agree
   □ Agree somewhat
5. Companies have to necessarily focus their internet marketing based on the gender difference so as to make more money.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

6. Variation in import duty in different countries prevent suppliers from indulging in internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

7. 3rd party internet marketing service is more suitable than company running internet marketing campaign on its own.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat

Comments:
8. It is immaterial whether it is industrial products/consumer products, internet marketing can be used successfully.

9. Irrespective of product/service internet marketing is useful

10. Companies use internet marketing for one or more of the following reasons mentioned below

1. Wider reach
2. Additional revenue
3. To counter Market pressure
4. Management policy
Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

11. Internet marketing will surely grow

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

12. Internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are growing
2. Television will also be internet based
3. Everything going the personalized marketing way
4. Traditional marketing costs are growing
5. Ease of tracking success of failure
6. Easy accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

13. Only for selected products and services internet marketing will be successful.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:
14. Virtual world internet advertising campaigns such as Second Life are the future trend setters for internet marketing

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

15. Internet marketing improves the brand image of the company or products or both.

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:

16. Internet marketing is not a revenue earner

☐ Strongly agree
☐ Agree
☐ Agree somewhat
☐ Undecided
☐ Disagree somewhat
☐ Disagree
☐ Strongly disagree

Comments:
17. Payment frauds are unavoidable in internet marketing; in spite of this internet marketing will grow.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

18. Traditional marketing is more reliable than internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

19. Reliability of the country is very important for success of internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

20. Traditional marketing is more flexible than internet marketing

- Strongly agree
21. Traditional marketing relationships are long term compared to internet marketing

Comments:

22. Internet market has less channel focus and hence does not have long term growth

Comments:

23. Companies have to use the following internet marketing schemes to be successful today
1. Search engine marketing  
2. Viral marketing  
3. Blog marketing  
4. Video advertising  
5. Email marketing  
6. Affiliate marketing

Rank them according to order of preference, if you think none of them are successful approaches please mention others that you prefer:

Comments:

24. Internet marketing will fully take over traditional marketing in my company

☐ Strongly agree  
☐ Agree  
☐ Agree somewhat  
☐ Undecided  
☐ Disagree somewhat  
☐ Disagree  
☐ Strongly disagree

Comments:

25. From now on company will spend more on internet marketing than on traditional marketing.

☐ Strongly agree  
☐ Agree  
☐ Agree somewhat  
☐ Undecided  
☐ Disagree somewhat  
☐ Disagree  
☐ Strongly disagree

Comments:

26. Internet marketing focused on geographical regions only can generate revenue.

☐ Strongly agree  
☐ Agree
27. 3rd party internet marketing agencies are more suitable than direct marketing done by the company itself.

Comments:

28. Many of the 3rd party internet marketing provide only junk traffic which has a negative impact on the growth of internet marketing.

Comments:

29. 3rd party agency will only generate better revenue than the direct internet marketing by company.

Comments:
30. Online support is an important factor to make internet marketing a success?

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

31. More user friendly, better key word matches will drive the future search engine marketing.

- Strongly agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Comments:

32. Click fraud is a deterring factor for your company, not to go into internet marketing

- Strongly agree
- Agree
- Agree somewhat
- Undecided

Comments:
33. Web-mavens (internet product review experts) will play a major role in establishing the brand image of the company in the mindsets of people.

34. From now on revenue gained through internet marketing will be surely more than revenue gained through traditional marketing.

35. More number of internet marketing players would enter to cater to the growth in the next 5 years.
36. In your opinion, how big is the internet marketing industry in terms of turnover.

1. 5-10 billion
2. 10-20 billion
3. 20-40 billion
4. 40 billion-above

Answer:

Thank you!
APPENDIX D

CATEGORY A:

Question 10:

Companies use internet marketing for one or more of the following reasons mentioned below

1. Wider reach
2. Additional revenue
3. To counter Market pressure
4. Management policy

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:

POINT SYSTEM TO RANK THE COMPANY RESPONSE TO SURVEY

(QUESTION 10)
WE HAVE ADOPTED THE FOLLOWING SYSTEM

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COMPANY RESULTS FROM SURVEY MAPPED TO POINTS

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TOTAL SUM OF POINTS 26 18 16 10

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**POINT SYSTEM TO RANK THE CONSUMER RESPONSE TO SURVEY**

*(QUESTION 10)*

WE HAVE ADOPTED THE FOLLOWING SYSTEM

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TOTAL SUM OF POINTS 26 18 16 10

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CONSUMER RESULTS FROM SURVEY MAPPED TO POINTS

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AS PER THE ABOVE

- WIDER REACH
- ADDITIONAL REVENUE
- TO COUNTER MARKET PRESSURE
- MANAGEMENT POLICY

Question 12:

Internet marketing will grow due to one or more of the following reasons

1. Internet and mobile users are growing
2. Television will also be internet based
3. Everything going the personalized marketing way
4. Traditional marketing costs are growing
5. Ease of tracking success of failure
6. Easy accessibility to products from any part of the world

Rank them according to order of preference, if you think none of them are the reasons please mention other reasons:
### POINT SYSTEM TO RANK THE COMPANY RESPONSE TO SURVEY

*(QUESTION 12)*

We have adopted the following system:

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**COMPANY RESULTS FROM SURVEY MAPPED TO POINTS**

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**TOTAL SUM OF POINTS**

40  26  16  23  11  31

As per the above:

**IMG**

**RANK 1**

**EAP**

**RANK 2**

**TVI**

**RANK 3**

**TMC**

**RANK 4**

**EGPM**

**RANK 5**

**ETS**

**RANK 6**

**CODING CONVENTIONS USED IN THE EXCEL SHEET:**

- **IMG**: Internet and mobile users are growing
- **EAP**: Everything going the personalized marketing way
- **TVI**: Television will also be internet based
- **TMC**: Traditional marketing costs are growing
- **EGPM**: Easy accessibility to products from any part of the world
- **ETS**: Ease of tracking success or failure
POINT SYSTEM TO RANK THE CONSUMER RESPONSE TO SURVEY

(Question 12)

We have adopted the following system:

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Consumer results from survey mapped to points:

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As per the above:

- IMG: Internet and mobile users are growing
- EAP: Everything going the personalized marketing way
- TVI: Television will also be internet based
- TMC: Traditional marketing costs are growing
- EGPM: Easy accessibility to products from any part of the world
- ETS: Ease of tracking success or failure

Coding conventions used in the Excel sheet:
POINT SYSTEM TO RANK THE COMPANY RESPONSE TO SURVEY

(QUESTION 23)

Question 23 in the consumer/company survey form:

Companies have to use the following internet marketing schemes to be successful today

1. Search engine marketing
2. Viral marketing
3. Blog marketing
4. Video advertising
5. Email marketing
6. Affiliate marketing

Rank them according to order of preference, if you think none of them are successful approaches please mention others that you prefer:

POINT SYSTEM TO RANK THE COMPANY RESPONSE TO SURVEY

(QUESTION 23)
WE HAVE ADOPTED THE FOLLOWING SYSTEM

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COMPANY RESULTS FROM SURVEY MAPPED TO POINTS

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TOTAL SUM OF POINTS 40 18 23 24 24 18

AS PER THE ABOVE

SEM: Search engine marketing
VID: Video advertising
EMAIL: Email marketing
BLOG: Blog marketing
VIR: Viral marketing
AFF: Affiliate marketing

CODING CONVENTIONS USED IN THE EXCEL SHEET:
POINT SYSTEM TO RANK THE CONSUMER RESPONSE TO SURVEY

(QUESTION 23)

WE HAVE ADOPTED THE FOLLOWING SYSTEM

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CONSUMERS RESULTS FROM SURVEY MAPPED TO POINTS

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TOTAL SUM OF POINTS 38 18 22 20 25 24

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SEM: Search engine marketing
VID: Video advertising
EMAIL: Email marketing
BLOG: Blog marketing
VIR: Viral marketing
AFF: Affiliate marketing
Question 36:

In your opinion, how big is the internet marketing industry in terms of turnover.

1. 5-10 billion
2. 10-20 billion
3. 20-40 billion
4. 40 billion and above

We have a plotted a pie diagram which reflects how big the internet marketing industry in terms of turnover.

Overall 57.2% of the companies opined that internet marketing industry is 20-40 billion. Overall 28.6% of the companies said that internet marketing industry is 40 billion and above. Overall 14.2% of the companies said that internet marketing industry is between 5-10 billion.
Overall 40% of the consumers opined that internet marketing industry is 40 billion above and 40% of the consumers that it is between 20-40 billion. 20% of them believed that it is between 10-20 billion.
CATEGORY C:

All questions in the range [1-4] Company/Consumer/3rd party survey forms have no relevance for analysis of Data. Example of these questions are provided below.

1. What sector/industry are you in?
   Answer:

2. Please mention your designation in the company
   Answer:

3. The company you represent is in one of the following income brackets?
   9. 0-5 million
   10. 5-50 million
   11. 50-100 million
   12. 100 million- above
   Answer:

4. Awareness of internet marketing trends is mandatory for internet marketing growth.

   [ ] Strongly agree
   [ ] Agree
   [ ] Agree somewhat
   [ ] Undecided
   [ ] Disagree somewhat
   [ ] Disagree
   [ ] Strongly disagree

Comments:
## Analysis of Survey Questions

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### STAT TABLE 1

In the results column A indicates Agreement. D indicates Disagreement. U indicates Undecided.
## ANALYSIS OF CONSUMER SURVEY QUESTIONS

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**STAT TABLE 2**

In the results column A indicates Agreement. D indicates Disagreement. U indicates Undecided.