FACTORS MANAGING THE EFFECTIVE DIFFUSION OF INFORMATION: A CASE STUDY

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Abstract. The purpose of this study is to examine the factors that control effective information diffusion in internet marketing, particularly in the Business Process Outsourcing (BPO) industry. It is believed that in the digitalization age, to remain competitive in the business it is important to have a competitive advantage in internet marketing. The literature review shows some important factors that tend to have a greater impact on information diffusion thus the researcher designed the hypothesis based on the following variables; Relevancy, Clarity, Dependency, Responsiveness and Customer Relations. All these were examined to find out their impact on the dependent variable of the study that is Effective Information Diffusion. To gather the information on this issue, a quantitative research is conducted to carry out. The primary data has been attained through a Five-Point Likert scale questionnaire that had close-ended and structured questions relating to all the variables of the study. The results explained that Relevancy, Clarity, Dependency and Responsiveness have a significant impact on effective information diffusion in internet marketing in the BPO industry. However, the sig. value of customer relations, all tested through Linear Regression shows no impact on effective information diffusion.


JEL Codes: O1, O35

1. Introduction

The world is changing, and it is rapidly demanding companies to turn highly responsive, efficient, and dynamic. The traditional ways of competing are transforming into more hi-tech, innovative and digitalized. In such circumstances, the marketing department of an organization is significantly affected as the information age is becoming the reason for the rise of more knowledgeable customers (Kasabov, 2016). Thus, customers demand more relevancy, reliance, and responsiveness to the message that has been conveyed to them so that they can build long-term relations with the organization, its brands, and products/services.

Therefore, with this understanding, the core aim of this paper was to investigate the impact on effective information diffusion with the perceived knowledge, necessities and demands of customers in internet marketing particularly in the organizations operating in the BPO industry. Through the study, the researcher will identify the variances that manage effective information on the internet and provide relevancy, clarity, and dependency to the end customers through which they build a relationship with the organization.

In internet marketing the main focus of marketers is to design and deliver such information on internet that is easy to understand, has a factor of strong communications, strong connection with the mission, vision and goals of the organization, and depict a message that has significance for both consumers and communities (Kasabov, 2016; Rungsrisawat, Joemsittiprasert, & Jermsittiparsert, 2019; Rungsrisawat, Sriyakul, & Jermsittiparsert, 2019) On the other hand, organizations also focus on keeping a strict balance between what should be provided online and what should not be disclosed, how much to disclose and how much to keep to themselves. It may seem a simple...
process of attracting customers on internet channels, but it really is not as simple. Companies need to be efficient enough to contemplate the amount of information that must be diffused on the internet (Mahrinasari, M. S., Haseeb, M., & Ammar, J. (2019).

Most prior researchers discuss the dynamics of organizational success with the rapid digitalization in every industry (Shaltoni, 2017). It is now believed that for the businesses to succeed in the respective industries it has become vital to develop procedures to generate settings encouraging technological advancements (Kasabov, 2016). This necessitates the requirement to prioritize obtainable resources to enable the growth and implementation of new notions to reach new customers and sustain them. This advancement also opens new prospects for the Business Process Outsourcing (BPO) industry (Kozminykh O. V. 2019; Mussapirov, K., Djalkibaev, Kurenkeyeva, J.G., Kadirbergenova, A., Petrova, M., Zhakypbek, L. 2019).

For past few years, many companies have approached BPOs as a cost-effective activity. However, in recent times, a more controlled approach is now evolving that instills significant business actions with technology controls that support companies and constantly improve process effectiveness and efficiency. This has successfully directed to new rationale on how BPO can enhance substantial value, or constant business influence, beyond the bottom line. In this case, BPO industry has highly identified internet marketing as a significant method to induce more and more customers towards the services and attain their satisfaction and trust (Manoj, 2016). It is now extensively acknowledged that the internet revolution will have an insightful influence on the conduct of BPO industry as they move towards the internet era. According to the depiction by (Shaltoni, 2017) approximately 40 million people and businesses are presently connected to the Internet with the connectivity increasing on an average of 10% monthly. Thus, with the growth of internet usage and awareness companies have identified that putting information online can attract and sustain maximum customer base. Hence, information is utilized as a substitute for knowledge through touch, vision, and human interaction during the promotion of services by e-dealers. Services catalogs, various deals, interactive videos, various blogs, FAQ inclines, and support sections are evident uses of information in boosting and increasing the efficiency of customer relationships (Rowley, 2002).

However, the problem here remains in the effective diffusion of information on the internet channels. According to (Kasabov, 2016), numerous businesses are till date implementing “top-down” network streams and communications with the consumers and endure to deliver irrelevant e-mails to their patrons, who might not be pleased with the given information stream until both parties communicate their information in a more interactive and relevant manner. The study conducted by (Wong, Chan, & Leung, 2005) shows there is a significant impact of factors like relevancy, clarity, and reliance with information competency, however, there is still an absence of empirical research in this subject matter particularly in the BPO industry.

Thus, the subsequent research questions are comprehended and analyzed in this study:

- What is the impact of Relevancy on effective information diffusion in internet marketing in the BPO industry?
- What is the impact of Clarity on effective information diffusion in internet marketing in the BPO industry?
- Does Dependency have a significant effect on information diffusion in internet marketing in the BPO industry?
- Does Responsiveness have a significant effect on information diffusion in internet marketing in the BPO industry?
- Does effective information diffusion in internet marketing help in sustaining significant customer relations in the BPO industry?

The foremost aim of this study is to deliver with rationales and resourceful insights on how information should be effectively diffused on the internet during the marketing and interactive activities of companies. This will be
presented by addressing the gap in the studies on the effectiveness of information diffusion in internet marketing. Many scholars have extended their insights on disclosing the significance and emergence of internet and internet marketing in this era, however, not many have focused on comprehending the relevancy, clarity dependency and responsiveness of information used during internet marketing processes and how effective information can help in building strong customer relations.

Hence, this study will be helpful for those companies and researches that tend to learn about the factors that have effects on information during the internet marketing efforts. Lastly, it is important for the BPO industry to understand how they should pursue information diffusion on the internet in future and which factors should highly be focused during the process. It will be an exploratory study in nature, which will support in identifying the factors significantly necessary to be implemented during the efforts of information diffusion in digital or more specifically internet marketing.

The subsequent section discusses the comprehension of various different researchers and scholars and their literature that have prescribed their insights on the following subject matter. Section 3 present with the list and explanation of the method used in collecting, analyzing and completing the research. Then, section 4 showed the results of the overall research and section 5 concluded the overall study by providing researcher’s insights on the topic of discussion.

2. Literature Review
2.1 Underpinning and Supporting Theories/Models

In today’s world, the internet marketing is developing at a rapid pace becoming the most stimulating division of marketing (Omar, Bathgate, & Nwankwo, 2011) The world is coming online, people seek new ways and convenience of getting connected, thus marketers have identified internet as the most significant field to share their information and interact with more and more audience (Shaltoni, 2017). Moreover, they are trying to grasp greater audiences that are increasingly perceptive, fragmented and comparatively skeptical. Thus, the area of discussion on the following topic is internet and social media marketing that comes under the subject of marketing (Khalid, Pahi & Ahmed, 2016).

Internet marketing frequently known as online marketing is fundamentally that marketing action which is led online through the consumption of internet tools. It encompasses not only advertisements that marketers put on websites, but also further types of online actions like email, vlogs, blogs and social interactions with an aim to interact with people (Dalón et al., 2016). Every facet of internet marketing comes under digital marketing that is electronic information diffused on the computer, however certainly it can link in with customary offline marketing (Shaltoni, 2017). Consequently, with the understanding that social media and internet marketing have become such significant tactics of marketing these days that one of the factors to take into consideration while incorporating these strategies is using relevant and powerful information to cater the maximum number of customers and sustain strong relations with them (Kasabov, 2016).

Similarly, the diffusion of effective information is also vital in Business Process Outsourcing (BPO) companies. People do not really comprehend how BPO industry works and it is often identified as call centers that have no or less scope for growth (Umer & Naseem, 2011). With this understanding company uses internet marketing to diffuse strong information on digital channels facilitating people to interact with the company as working with them in their sales representatives and customer care position does not bound an employee to this job only rather give them opportunity to grow in the company as they believe in internal hiring. Thus, effective diffusion of information is
vital for the company to connect people and make them identify big opportunities and many other benefits. Furthermore, the review of various literature has revealed few significant factors that have an impact on effective information diffusion thus they will be discussed subsequently.

2.1.1 Relevancy

The notion of relevancy, at times also known as appropriateness, is essential to the model of effective diffusion of information on the internet. Wong, Chan & Leung (2005) states relevancy as the measure affecting straight to the significance of the subject as well as reveals how information confined in the stimulus increases or decreases the clear understanding of a matter or key message being conversed. Consequently, businesses must contemplate the needs of consumers or individual by understanding the actual message.

According to Grimaldi et al. (2015), it is significant to develop the appropriate design of information that has maximum relevancy so that it can reach out to maximum number of people and they can easily extract the understanding out of it. The research by (Kasabov, 2016) has shown that relevancy has a strong effect on the effective diffusion of information. Moreover, the study by Dalon et al. (2016) revealed that relevancy in marketing a product or any information attracts more audience than irrelevant messages. So, the comprehension of different articles has made one point clear that if a company is seeking to provide their information on the internet, they must make sure that the information has immense appropriateness for the audience to connect without difficulty.

2.1.2 Clarity

According to (Dobni, Klassen, & Drummond Sands, 2016), there are thousands and millions of information circulating and present on the internet each day encompassing product marketing, interactive blogs, videos and much more. Companies are putting all their efforts in attracting the maximum audience with the most effective information. In this case, with so much of information already present on the internet, it becomes more difficult for a business to come up with something unique and highly effective.

However, companies need to focus more on the clarity factor while aiming to provide the best possible information on the internet (Dobni, Klassen, & Drummond Sands, 2016). By clarity, it is meant that the information that is diffused on the internet should have immense transparency in it so that there are least chances of the occurrence of ambiguity (Dobni, Klassen, & Drummond Sands, 2016).

Providing the audience with new information can be tricky and highly risky as once the content of the message is delivered it will converse the manner in which the information is highlighted in the minds and perception of the different audience. Thus, the information delivered on the internet and social media should have clarity so that maximum number of people easily understands the precise message that the organization aimed at delivering (Dobni, Klassen, & Drummond Sands, 2016).

2.1.3 Dependency

According to most of the prior literature, the dependency factor is considered as one of the most significant factors that differentiates effective information on the internet from the irrelevant ones. Through the understanding build up by (Ting, Lim, Patanmacia, Low, & Ker, 2011), people are observed to be dependent on that information only which they regard to be necessary and the rest of information is discarded by people that can be common, irrelevant or does not provide any reliability in sources.
Moreover, Khare (2016) explained dependency as the level of reliability and consistency that is present in any information or data provided. People only build trust relation with a company when they are assured that the information provided by the company is reliable and it is as accurate as explained (Ting, Lim, Patanmacia, Low, & Ker, 2011).

2.1.4 Responsiveness

Prior literature reviews strong connections between the effectiveness of information on the internet with responsiveness. Responsiveness is the capability of the business structure and processes to react to potential and targeted audience demands (Bhatt, Emdad, Roberts, & Grover, 2010). The kinds of flexibility essential to attain such responsiveness in the processes are dependent upon the organization’s efficiency and effectiveness (Pehrsson, 2014). Certainly, responsiveness is considered as a business strategy in order to integrate and express information in an effective manner (Bhatt, Emdad, Roberts, & Grover, 2010). The authors suggested in their study, that audience and customers are only retained and stay attentive towards a business’s information when they provide prompt responsiveness. This is made certain by interacting with the customers on constant basis so that the audience is able to develop a connection and not consider the information to be unimportant.

2.1.5 Customer Relations

The growing amounts of businesses that offer internet access are presenting users with a convenient and reasonable yet effective mode to turn into affiliates of the internet community. Recognized businesses and brands online are also developing increased awareness among consumers (Omar, Bathgate, & Nwankwo, 2011). The internet has demonstrated to be an extremely influential vehicle for marketing determinations and has developed into an immense opportunity for people to discover more about various distinct functions of any business. It has moreover provided businesses with the opportunity to develop strong relationships with their customers by communicating with them on a routine basis. Shin et al. (2017) proposed that such communications raise the organization’s capability to apprehend customer’s behavior, understand their requirements, resolve their frequently asked questions and queries and respond them whenever necessary. Improved and further effective use of information has been measured as a central factor in internet marketing for any company. Information is highly deliberated to have a vital significance in developing and sustaining strong customer relationships (Reijonen & Laukkanen, 2010). Additionally, the utilization of information on the internet mediums is perceived to lead to the improved overall performance of the business; since Business performance is the ultimate objective of every corporate organization (Umran, Mahmood & Ahmed, 2016).

2.2 Empirical Review

The overall review and understanding through different articles and research of varying time has explained that the information world is deviating very fast and this is transforming the way people perceive information. Now whether this information is directly conveyed through a one on one manner or indirectly sent through various ways people contemplate and analyze critically. And since the competition is reaching its peak, it is highly important to not only send information but also maintain the information so that the relevancy never fades out. So this explains one thing very clear for any information to maintain good customer relation, give customers the ease of dependency and reliance it is important to have relevancy and so almost all the factors of this study are closely linked to each other when the discussion is related to information diffusion.

2.3 Research Framework

Relevancy
2.4 Hypothesis

H1: Relevancy has a significant impact on effective information diffusion in Internet marketing in the BPO Company.

H2: Clarity has a significant impact on effective information diffusion in Internet marketing in the BPO Company.

H3: Dependency has a significant impact on effective information diffusion in Internet marketing in the BPO Company.

H4: Responsiveness has a significant impact on effective information diffusion in Internet marketing in the BPO Company.

H5: Customer Relations has a significant impact on effective information diffusion in Internet marketing in the BPO Company.

3. Methodology

3.1 Research Approach

This is an empirical research that has planned to attain information relating to the purpose of understanding the relationship of varying factors on information diffusion specifically in internet marketing. In order to accomplish validated results, the research in the following project will be conducted through quantitative research methodology under which the collection of data will be through structured close-ended questionnaires that come under primary method along with secondary data collection.

3.2 Research Design

The design of this research is Quantitative with descriptive design. More often this kind of research is expressed in statistics. The purpose is to explain statistically what is being apparent in the study and to comprehend the detailed results.

3.2 Sampling Design

To complete the research in the righteous manner and deliver the most accurate results it is significant to select the most appropriate sample. To attain information on how information diffusion takes place in internet marketing of BPO industry. The audience or sample selected is from one company working in this industry. This company is Genpact and the sample from it is selected randomly within the marketing department as well as the both genders are incorporated having age between 18 to above 40. Number of people participated in completing the survey is 40. Since this study is completely grounded on the BPO sector thus the targeted population is from a company working within the BPO sector. The sample size of the following study is 40; selected sample was random people working within the marketing department of Genpact Company. The following study will use simple random sampling technique that will be depending on randomization. The research will choose employees working in the marketing and social media departments of the company randomly.

3.3 Instruments of Data Collection
**Scopus®**

The following is an exploratory study discussing the cause and effect of various factors on a dependent variable that is effective information diffusion. It will help the researcher study the subject matter in an in-depth manner and attain reliable data for the variables studied. This study will be completed through a structured process having a primary Likert-scale close-ended questionnaire with all the variables incorporated and hypothesis are made to be tested by quantitative techniques and analysis will be presented based on the results attained. However, the data collection will be completed by both primary and secondary means.

### 3.4 Procedure of Data Collection

Primary data will be acquired directly from selected study sample that are the employees working in the organization under study that will provide information about which factors are significant while putting information on the internet for marketing purposes. The primary method to be utilized in this research for data collection will be structured close-ended Questionnaire.

### 4. Results and Findings

#### 4.1 Analyzing the Data

The mere purpose of the following research project was to study the effect of various factors on the effective information diffusion in internet marketing. Thus, with this purpose those variables are presented that have the highest possibility of causing an effect on effective information diffusion in internet marketing during the process of a company’s digital interaction with the audience. These identified variables are as following:

**Independent Variables**
1. Relevancy
2. Clarity
3. Dependency
4. Responsiveness
5. Customer Relations

**Dependent Variables**
1. Effective Information Diffusion

The various independent variables are identified to be factors of effective information diffusion and so they have the possibility of having an effect on the presented dependent variable. The linear regression model has been applied on the gathered data.

The overall aim of completing this particular chapter of the study is to accomplish correct and precisely validated test results on the attained information for the study. The intended questionnaires for this study had five-point Likert scale points initiating with the first scale as “strongly disagree” and the last one as “strongly agree”. The outcomes have shown reliability as explained in the reliability analysis. The scale fused in this research to assess the questions was Likert Scale. The first part of the overall test is to examine the reliability of each, and every question incorporated within the questionnaire of this study. The following are the results achieved through the regression test on the survey:

<table>
<thead>
<tr>
<th>Scale: ALL VARIABLES</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases Valid</td>
<td>40</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Excluded | 0 | .0
Total | 40 | 100.0

a. Listwise deletion based on all variables in the procedure.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>.745</td>
</tr>
</tbody>
</table>

Interpretation

It is a reliable assessment of a model, and Cronbach’s alpha is one technique of determining the strength of that reliability.

The presented α figure of reliability ranges from 0 to 1 in delivering the general valuation of a measure’s consistency. If each scale items are completely independent from each other, for instance they are not interrelated or have no covariance, then α = 0; besides, if each item sustain a high covariance, then α will be towards 1 as the items in each scale are directed to infinity.

Thus, in this following study the Cronbach’s alpha is 0.745 showing 74.5% covariance in all items of the scale and showing good reliability closer to the set range of 1, that means the overall model is fit and accepted and all items are included appropriately.

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.686</td>
<td>.471</td>
<td>.393</td>
<td>.51389</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer_Relation, Clarity, Relevancy, Responsiveness, Dependency

Interpretation

R-square, on the other side, is a statistical method that defines the extent of variance occurred within the association among the five variables. The value of R-square in this precise research is 0.471 that amounts to 47.1% showing the amount of independent and factors controlling the constant of the study that is the dependent variable. The residual 53.9% determines those particular elements that are not included in this particular research.

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>7.984</td>
<td>5</td>
<td>1.597</td>
<td>6.046</td>
</tr>
<tr>
<td>Residual</td>
<td>8.979</td>
<td>34</td>
<td>.264</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

282
Interpretation

The ANOVA table within the regression analysis explains the reliability of the overall model. It explains whether or not the model has the acceptability in it. The significance value of the table explains its validity. Thus, here the sig. value is 0.00 that is less than 0.05 showing that the overall model is acceptable and has the validity to provide accurate results of all variables.

This is the coefficients table that has all the variables added in it along with their overall results. The important things determining the test outcomes are acceptance and rejection of each variable are t-value and sig. value. The first thing to see is the sig. value. Just like the sig. value of relevancy is 0.002 that is less than 0.05. If the significance is less than 0.05 it means the variable is supporting the hypothesis and it is accepted explaining relevancy has an impact on the constant that is effective information diffusion. On the other hands, the 0.324 sig. value of customer relations shows that there is no impact of this variable on the effective information diffusion in internet marketing because the sig value of 0.324 is greater than 0.05.

The next thing to see is the t-value for which the range is greater than 2 to be accepted showing association among the variables comprising independent and dependent both. Let’s assess the t-value of 2.193 and 3.198 for dependency and responsiveness respectively are greater than 2 showing that both variables have association and impact on the constant.

The study and results have shown that customers’ relations have no significant impact on the effective information diffusion in internet marketing with this particular industry.
4.2 Hypothesis Assessment Summary

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Sig.</th>
<th>Result</th>
<th>Gradient (Beta, β)</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1  Relevancy has a significant impact on effective information diffusion in Internet marketing in the BPO Company.</td>
<td>0.002</td>
<td>Supported</td>
<td>0.511</td>
</tr>
<tr>
<td>H2  Clarity has a significant impact on effective information diffusion in Internet marketing in the BPO Company.</td>
<td>0.014</td>
<td>Supported</td>
<td>-0.519</td>
</tr>
<tr>
<td>H3  Dependency has a significant impact on effective information diffusion in Internet marketing in the BPO Company.</td>
<td>0.035</td>
<td>Supported</td>
<td>0.380</td>
</tr>
<tr>
<td>H4  Responsiveness has a significant impact on effective information diffusion in Internet marketing in the BPO Company.</td>
<td>0.003</td>
<td>Supported</td>
<td>0.530</td>
</tr>
<tr>
<td>H5  Customer Relations has a significant impact on effective information diffusion in Internet marketing in the BPO Company.</td>
<td>0.324</td>
<td>Not Supported</td>
<td>-0.150</td>
</tr>
</tbody>
</table>

5. Discussion and Conclusion

This particular study has concluded by showing the increased significance of information diffusion in internet marketing. Even though it is believed that internet marketing has become vital for each and every business sector to endeavor for a longer time in effective manner. However, studying the BPO industry was necessary as it is one of the growing sectors. The study has depicted, in majority, almost all the factors have a positive influence on the effective information diffusion in internet marketing and that more and more focus should be diverted to how the information is going on internet.

Obtaining customers and sustaining them through internet has become necessary thus information of company that is going digital must have relevancy, dependency, clarity and responsive to effectively interact with the customers. This subject matter is new in the internet sector thus people have contemplated on it in a keener manner to know how internet marketing is changing or shaping the image of the company digitally.

The objective of this study was to attain results on the factors that impact and manage the information diffusion in internet marketing specifically in the BPO industry. And so the study researcher deliberated on critically analyzing the prior research on this subject matter and attained few factors as the variables that have the potential to effect information
diffusion in internet marketing. Over here there were five variables selected to cause an impact on effective information diffusion. These variables were previously discussed by other researchers just like (Khare, 2016) discussed in their literature that dependency has a greater impact on information diffusion as people do not accept an information on internet unless it has dependency in it. Thus, the following study has also shown that people believe that dependency is important.

Moreover, (Bhatt, Emdad, Roberts, & Grover, 2010) in their research explained that only the information that has the ability to revert back with responses is considered an active information thus responsiveness shows a higher level of significance on information diffusion during internet marketing processes. In comparison our research has shown that effectiveness of information diffusion is highly affected by responsiveness as the sig. value is 0.003 < 0.05 depicting that the hypothesis is accepted.

Similarly, Kasabov (2016) proposed that relevancy and clarity in an information is vital to attain greater impact on the audience. The people online perceive information by the level of clarity it has which also proves its relevancy. The information should always be in simple language and easier fonts so that more and more people are able to connect with it. Information moreover should always have flow to attain relevancy. Thus, these two remain among the important factors managing effective information diffusion and so this research has shown that they have noteworthy effect on the dependent variable with the sig. value of 0.002 and 0.014 depicting that the hypothesis are accepted.

The survey of this study was completed through five-point Likert scale questionnaire having a close-ended structured question incorporating all 5 items or factors of the study. To further achieve results for the following survey the responses and collected data is measured through Linear Regression test. The regression analysis has tested covariance and reliability of each factor and depicted that all the variables except customer relations has a sig. value of less than 0.05 showing they are significant. However, customer relations have less or no effect on information diffusion in internet marketing, with a sig. value of 0.324 it has rejected the hypothesis that customer relationship has a significant effect on information diffusion in internet marketing in the BPO industry. The generalized aim of the study was to answer the research questions that which factor effect information diffusion in internet marketing. And here all the questions are answered by showing positive results and only one variable has no such affect. Thus, relevancy, dependency, clarity and responsiveness have positive and significant impact whereas customer relation has no relation with information diffusion. So, the hypothesis of four variables are accepted, only one is rejected.

5.1 Implications

The findings and discussion of the research suggest that information diffusion in internet marketing is yet a new phenomenon for this social community and it is immature to a level that individuals are not able to appropriately think of it. It is significant to increase more understanding on this problem in order to attain greater comprehensions on the subject and issue. The study has however provided some very positive results explaining that information diffusion is one of the most important topics of discussion. People were observed taking more keen interest on knowing about what factors run the overall information diffusion in internet marketing since digitalization is becoming one of the fastest growing marketing platforms and everyone seeks opportunity here. The research has remained very informative overall and opened a new prospect for future researchers to attain more data on the subject.

References


**Questionnaire**

a. Factors Managing Effective Information Diffusion

<table>
<thead>
<tr>
<th>Relevancy</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>We try to design the most attractive post to publish on the internet for our audience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>In order for our targeted audience to connect with the information, we provide source and existing references in our content online.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>We focus on delivering up-to-date information so that it answers the present-time queries.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Our content online strives to attain relevancy and reached maximum audience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>People only believe on information on the internet if it has relevant source and effective content.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clarity</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information on internet must have high transparency.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Our information on interest is short, interesting and has clear message.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>We emphasize highly to deliver information on the internet with clarity.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dependency</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>We have strategist who works to deliver reliable information about the company online.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Effectiveness in information for internet marketing needs to have dependency factor.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>People remain dependent on information that seems concerning with strong reliability.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsiveness</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>We believe information should be interactive on internet to gain responsiveness.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>We have designed the most effortless ways to approach us on internet for our audience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Responding in a timely manner is vital to sustain effective information.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>We respond to the audience needs through our information on internet in a prompt manner.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Responsiveness has a great impact on effective information diffusion on the internet for this company.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Relations</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internet marketing has immensely supported this company to sustain strong relationship with targeted audience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
We strive to build connectivity and communication through blogs and vlogs on our page.

Our targeted audience shows willingness towards our information and response rate is quite high.

We will provide information more actively with aim to build more customer relations.

If targeted audiences share their knowledge with us, we try to exchange even more information with them.

Effective Information Diffusion

1. We believe maximum audience is attracted on Internet through effective information diffusion.
2. Effective information diffusion is significant for successful internet marketing.
3. BPO industry necessitates effective information diffusion in internet marketing.
4. We pay keen attention on the information that goes on internet.

b. Personal Information

Please provide the following details and ‘tick mark’ on the answer that apply to you:

Name: __________________________________________________________
Designation: _______________________________________________________
Contact #: _________________________________________________________
Email ID.: _________________________________________________________
Gender: [ ] Male [ ] Female
Age: [ ] 20 – 25 years [ ] 26 – 30 years
     [ ] 21 – 35 years [ ] 36 – 40 years
     [ ] 41 – 45 years [ ] 46 years or above

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