

A Study on Customer Perception & Satisfaction on Digital Marketing in Online Advertising Company

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ABSTRACT

While working in the organization I was trained as a relationship personnel being engaged into various jobs such as dealing with clients, answering customer queries through telephonic conversations and providing them knowledge about new schemes and converting them into our customers.

As my research project I was given the topic on “**Customer Satisfaction and perception on Digital Marketing in Online Advertising Company**”. The project work was for this research was conducted in Lucknow to study the customer relation management.

The research has been conducted to gather information from 100 respondents & a structured questionnaire will be used to collect the information from the respondents. The data which was collected from them will be analyzed and classified.

CHAPTER – 1

1.1 INTRODUCTION

In the business world, advertising is a type of marketing communication that is meant to influence, manipulate, or inspire an audience to act now or in the future. Usually, the goal is to influence customer behaviour in relation to a business offering. According to Richard F. Taflinger, advertising is "the non-personal connection of information about products, services, or ideas by identified sponsors through the various media that is usually paid for and persuasive in nature."

An advertising agency is a third party that typically handles advertising. An advertising agency is a service-oriented company that specialises in conceptualising, organising, and managing advertising on behalf of its customers. Advertising agencies operate independently of their clients and offer a different perspective on the endeavour to market the clients' goods and services. For its clients, an agency can also manage sales promotions, general marketing, and branding strategies.

Types of ad agencies are

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

Conversely, digital marketing describes advertising techniques that let businesses monitor campaign performance in real time, including what gets viewed, how often, and for how long, in addition to other

performance in real time, including what gets viewed, how often, and for how long, in addition to other metrics like sales conversions.

Conversely, digital marketing describes advertising techniques that let businesses monitor campaign performance in real time, including what gets viewed, how often, and for how long, in addition to other metrics like sales conversions.

1.2 INDUSTRY PROFILE

Digital Media Marketing or Digital Marketing

The 1990s saw the introduction of the phrase "digital marketing." Digital marketing evolved into a more sophisticated strategy in the 2000s and 2010s as a means of building a meaningful and deep connection with customers.

According to Wikipedia, digital marketing is "marketing that engages customers through the use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets, and game consoles." Digital marketing makes use of platforms and technology like social networks, e-mail, websites, and mobile and traditional apps.

It is incorrect for people to refer to digital marketing as "online marketing" or "internet marketing," as they frequently do. Because digital marketing and Internet marketing are closely related, many people mistakenly think that they are the same thing. Still, they are not the same. Digital marketing is the umbrella term for internet marketing. Digital marketing services like email marketing, display advertising, and search engine optimisation are all included in internet marketing.

1.3 COMPANY PROFILE



About Populus Empowerment Network (PEN)

Populus Empowerment Network (PEN) is a dynamic socio-political research organization dedicated to advancing democracy through a rigorous social scientific approach. Our mission is to provide actionable insights and evidence-based recommendations that empower decision-makers and shape the discourse of contemporary politics.

Mission and Approach

At PEN, we employ advanced scientific methods to conduct systematic and empirical studies on various political phenomena. Our commitment to reliability and objectivity ensures that our recommendations are grounded in rigorous research, making us a trusted partner in navigating the complexities of modern politics.

Culture and Values

PEN fosters a culture of flexibility, openness, and collaboration, where purpose-driven work positively impacts society. We value cultural competency and diversity of thought, embodying traits such as teamwork, honesty, and problem-solving. Embracing challenges as opportunities for growth, we celebrate success and uphold our core values in both our professional and personal lives.

Services Offered

We offer a range of advanced socio-political research services to inform decision-making and policy development:

- 1. Public Opinion Research:** Customised research design, data collection, and analysis to provide strategic consultation for informed decision-making.
- 2. Agenda Building:** Collaborative creation of compelling manifestos by integrating research insights with client input.
- 3. Policy Analysis:** Thorough examination of existing policies, gap analysis, and provision of custom recommendations for policy development.
- 4. Social Movement Building:** Development of digital marketing strategies, content creation, PR campaigns, and community partnerships to foster social movements.
- 5. Real-time Trend Analysis:** Utilization of AI and machine learning to track trends across media platforms and provide custom insights in real-time.

At PEN, we are committed to building a brighter, more democratic future for all through our research-driven approach and dedication to excellence.

NATURE OF INTERNSHIP

Introduction:

During my internship with the digital network team at Populus Empowerment Network (Pen Organisation), I underwent comprehensive training in various facets of political campaigning and digital marketing. The digital network team is structured into four distinct units, each with specific roles and responsibilities. My journey began with an introduction to the basics of politics, followed by hands-on training in utilising social media platforms like Facebook and Twitter, content creation tools like Canva, and live streaming software like OBS.

Learning Journey:

Phase 1: Feb 5 to Feb 29

- 1. Political Fundamentals:** I started by familiarizing myself with fundamental political concepts, including the structure of parliamentary and legislative bodies, such as Lok Sabha and Rajya Sabha seats. Additionally, I learned about district-level organizational structures, including district secretaries.
- 2. Facebook Basics:** I gained practical knowledge in creating and managing Facebook accounts, pages, and groups. I also learned about the process of sharing invitations and friend requests to expand our network and increase engagement.
- 3. Twitter Basics:** I acquired skills in Twitter basics, including manually posting tweets, retweeting, and quoting tweets. Understanding the nuances of the Twitter algorithm enabled me to strategically optimise our content for maximum visibility, reach, and engagement. Additionally, I learned the importance of post rescheduling to ensure that our tweets reached our target audience at optimal times, enhancing our campaign's effectiveness. Leveraging these skills, I effectively amplified our campaign's message and engaged with a wider audience, contributing significantly to the success of our digital campaign efforts.
- 5. Content Creation:** I honed my creative skills by learning to design engaging cards and videos using Canva. These creative assets played a crucial role in conveying our campaign messages effectively across various social media platforms.

6. **Live Streaming:** I received training in using OBS software to facilitate live streaming of events and rallies. This included broadcasting live events featuring prominent political leaders which helped increase audience engagement and outreach.
7. And there are four teams in the Digital network team. After 1 month the interns were separated to the allocated teams and the 4 teams are:

Digital Media Enhancement:

The digital campaign strategy encompasses several specialized teams: the Networking Team coordinates with volunteers, ensuring effective message dissemination; and the SMPOC Team monitors key party members' social media presence; the Campaign Page Team focuses on creating and managing constituency-specific pages, engaging voters with party initiatives; the Surrogate Team maintains backup accounts, generates Twitter trends, and boosts engagement; Together, they amplify the party's message, engage voters, and mobilize support for the 2024 MP election.

Each team plays a crucial role in the overall digital campaign strategy, working collaboratively to amplify the party's message, engage with voters, and mobilise support for the upcoming MP election in 2024.

Phase 2 : March 1 - present

After completing my initial training, I transitioned to the Campaign Page Team, where I have been actively involved in managing separate 5 pages from the 40 parliamentary constituencies pages of the campaign page team . Here are my key responsibilities and experiences:

Role and Responsibilities: Campaign Page Team:

Within the digital network team, I was assigned to the Campaign Page Team, where I played a pivotal role in managing separate 5 pages from the 40 parliamentary constituencies pages of campaign pages. My responsibilities included:

- Collaborating with volunteers to create content focused on highlighting the ground-level initiatives and achievements of the political party, schemes, and live interactions .
- Coordinating live streams, ensuring active participation from volunteers and maximising engagement. Making the live stream according to the official pc pages with the help of OBS Software.
- Designing visually appealing cards and videos using Canva to accompany campaign messages and announcements.
- Circulating live event links to volunteers and encouraging them to share campaign page links with their networks to enhance engagement and reach.
- Our efforts were directed towards increasing the organic reach and engagement of the campaign pages. By strategically curating content and fostering meaningful interactions, we aimed to drive participation from constituents and enhance the online presence of the political party party.
- Our internship experience was characterised by continuous learning and improvement. We actively sought feedback from supervisors and team members, allowing us to refine our skills and strategies. By staying abreast of emerging trends and best practices in digital campaigning, we remained adaptable and responsive to evolving campaign dynamics.

1.4 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the effectiveness of digital marketing services at Digital Marketing company.

SECONDARY OBJECTIVE

1. To study the impact of digital marketing in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization (SEO)
2. To identify the perception of customers on the major aim of digital marketing
3. To understand the most preferred digital marketing strategy to promote the website
4. To assess the satisfaction level with Marketing company on the digital marketing
5. To provide suitable suggestions for improving the effectiveness of digital marketing services and improve the overall customer satisfaction.

1.5 NEEDS OF THE STUDY

- Investigating customer perceptions and satisfaction levels regarding digital marketing strategies.
- Examining how customers perceive and assess their satisfaction with digital marketing tactics.
- Exploring factors influencing customer satisfaction in digital marketing strategies.
- Examining the correlation between digital marketing strategies and customer satisfaction to uncover insights for enhancing marketing effectiveness and customer experience.

1.6 SCOPE OF THE STUDY

- The study aims to evaluate the extent of customer satisfaction with digital marketing strategies and identify areas for improvement.
- The study seeks to assess customer satisfaction levels with digital marketing initiatives, examining factors such as content relevance, engagement strategies, and overall user experience to provide actionable insights for optimizing marketing efforts.
- Investigating customer perceptions of digital marketing strategies to understand their preferences and attitudes towards online promotional efforts.
- Analyzing customer perceptions of digital marketing practices to unveil insights into their preferences, behaviors, and responses towards online promotional campaigns.

CHAPTER-2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:- **Chaffey et al., (2019)** Internet marketing has been described simply as ‘achieving marketing objectives through applying digital technologies’.
2. **Chaffey (2023)** The application of technology to support marketing initiatives with the goal of bettering consumer understanding by aligning requirements is known as digital marketing. Businesses in the industrialised world have come to understand the value of digital marketing.
3. **Waitman, Parsons, and Zeisser (2019)** Businesses that want to succeed will need to combine traditional and online approaches to better serve their customers' requirements.
4. **Kiani (2018)**, With the introduction of new technology, marketers now have more ways to manage their websites, accomplish their goals, and gain a larger market share.

5. **Song (2019)** For businesses to succeed, online advertising is a potent marketing tool for creating brands and driving traffic and to attract larger audience to the business.
6. **Pepelnjak (2018)** Digital marketing is more cost-effective for calculating return on investment (ROI) from advertisements in terms of results and success measurement. Digital marketing has replaced boring advertising and marketing strategies in the modern day.
7. **Munshi (2022)** Furthermore, its immense power can be used to boost the economy and provide governments with great chances to operate more effectively. Singaporean businesses have evaluated the efficacy and usefulness of digital marketing tools in producing desired outcomes.
8. **Judy Drennan Sullivan (2022)** More crucially, shifting market dynamics and quick technological advancements have contributed to the expansion of digital marketing. Digital content features like speed, accessibility, and navigation are deemed essential for marketing in order for digital marketing to benefit firms.
9. **Shobana E. and Chitra S. (2017)** Since cutting-edge technology have been integrated into businesses, digital marketing has become more and more popular. It has significantly changed traditional marketing strategies, requiring marketers to be in online communication with their clients or customers in order to promote their products and services. Therefore, when creating marketing plans and setting corporate goals, marketers must consider the advantages and disadvantages of digital marketing.
10. **B.M. Muniraju (2017)** The enormous Indian market is changing quickly. Both mobile phone usage and internet usage among professionals are rising. The volume and strength of digital channels are only increasing, hastening the rate of change. India's population is growing every year, and the digital tools and websites they use are becoming more and more integral to their daily life. Marketers who keep up with the rate of change make sure that their touch points and strategies correspond with the places where their target audience spends their time.
11. **Cote, Joseph A. (2019)** In today's technologically advanced world, a new fast-paced digital economy is emerging. In the near future, it wouldn't be astonishing to find businesses that only operate inside computer networks. Customers actively participate in the development of products in the area of digital marketing. It offers greater coverage and superior customer care due to its lower cost.
12. **Armstrong (2019)** Consumer attitudes towards advertising—which have to do with what they think about internet advertising—can affect their decision to make an online purchase. Interest in buying goods is frequently used to project sales of goods and services.
13. **Hair and colleagues (2018)** Online advertising relies heavily on the interesting, informative, visually appealing, and well-designed content of websites to draw in viewers.
14. **Perner et al. (2018)**, An individual's culture, beliefs, social context, profession, title, and connections to friends, family, and relatives all have an impact on their purchasing decisions.
15. **Zeitmal (2020)** The efficacy of the finished content marketing strategy determines whether or not the desired level of client satisfaction is reached. Retailers benefit when their customers are satisfied because it attracts their attention over the long run and generates favourable word of mouth.
16. **BCG Research, (2023)** Consumers are utilising digital channels in their purchasing process, disliking their recommendations and opinions, sharing their opinions publicly, publicly demonstrating their engagement with a specific brand, receiving and promoting information, and interacting with Indian digital marketers.

17. **Angelides (2017)** Because digital channels are inherently outbound, they produce more leads than traditional marketing methods and help businesses cut down on the cost of client engagement.
18. **Wicaksana (2021)** One of the marketing channels that the public is currently requesting more and more support for is digital marketing, which aims to boost consumer satisfaction through a variety of activities. This is due to the fact that digital marketing speeds up communications between businesses and consumers, raises the perceived value of products for consumers, establishes desirable standards for consumers, and eventually increases customer happiness.
19. **Muhammad & Al Zulhijjah, (2022)** In order to facilitate transactions between buyers and sellers, digital marketing is a key factor in the advancement of business technology. Because digital marketing may offer clients various extra benefits in addition to the same fundamental benefits as previous kinds of marketing, it has a significant impact on customer satisfaction levels. At times like these, it is highly appropriate to market items through digital marketing because with the advent of the period where the internet has been integrated in people's lives, potential clients can also look for product information offered in the form of social networks.
20. **Laksana and Dharmayanti's (2018)** research, digital marketing is a crucial component of every business endeavour aimed at enhancing customer satisfaction. Additionally, their research indicates that digital marketing significantly and favourably affects customer satisfaction.
21. **Rusmanto (2017)** Digital marketing is a commercial strategy used to advertise and support a product or brand online or in the digital realm. with the intention of being able to promptly and efficiently reach customers and potential customers. To put it simply, digital marketing is the use of digital media to advertise and support specific companies or items.
22. **E. Shobana (2017)** Since businesses have begun implementing cutting-edge technologies, digital marketing has become more and more common. It has significantly changed traditional marketing strategies, requiring marketers to be in online communication with their clients or customers in order to promote their products and services. Therefore, while creating marketing plans and setting corporate goals, marketers need to consider the advantages and disadvantages of digital marketing.
23. **Muniraju B.M (2017)** The enormous Indian market is changing quickly. Both the use of mobile phones and the internet among professionals are growing. The volume and strength of digital channels are only increasing, hastening the rate of change. In India, the number of individuals using the internet grows annually, and the websites and digital tools they use become more and more integrated into their daily lives. Marketers who keep up with the rate of change make sure that their touch points and tactics correspond with the places where their target audience spends their time.
24. **Joseph A. Cote (2019)** Marketers' jobs and responsibilities have evolved as marketing's tools and reach have expanded. A new fast-paced digital economy is emerging in today's technology-driven world. It wouldn't be shocking to see companies that exclusively work inside computer networks in the near future. In the digital marketing world, the customer is a active participant in the product development process. Because it is less expensive, it provides for more coverage and better customer service.
25. **Maya (2020)** Due to the ease, speed, and convenience of online shopping over traditional methods, the majority of people prefer it in this age of digitalization.
26. **Ngure Alvin (2017)** that internet advertisements have a significant impact on customers' perceptions. Additionally, they found that customers prefer to purchase goods from the companies' official websites due to the distrust issue.

- 27. Preetham D. (2021)** Consumer Perception towards Online Marketing. Online platforms provide a wide range of products at affordable prices, with easy payment options. Additionally, e-commerce enhances customer purchasing behaviour. The success of online marketing in rural areas, the online framework, as well as the opportunities and challenges associated with online marketing, should all be the focus of the researcher's study. In conclusion, the researcher claims that online marketing is a gift for both customers and traders in his research report.
- 28. Zeeshan, M., & Imam, M. A. (2016)** "Consumer Perception towards Online Marketing in India," consumers are still afraid of losing money and receiving inferior products. Many events have been happening daily throughout the past few days, as reported in the newspapers as well. to enhance appropriate consumer protection laws, product quality, prompt refunds, and the ability to ease consumer anxiety. Then, for end users, only internet marketing is efficient and helpful.
- 29. Thakur, S., & Aurora, R. (2018)** "Consumer perception: a study on e-marketing," purchasing goods and services online is practical and simple, and it can be done at a fair price. When it comes to the conventional way of purchasing goods and services, we can visit several stores, compare the products' quality and prices, and then make the purchase. It will require further time. However, consumers who shop online save time and energy.
- 30. Chaffey (2020)** further stated that internet marketing In addition, computerised promoting involves using cutting-edge innovations such as the web, email, databases, flexible/remote media, and computerised television to support user-friendly and interactive advertising exercises aimed at achieving advantageous client lifecycle management and security within a multichannel purchasing process. This is a result of the usage of digital marketing to satisfy customer needs and wants regarding the quality of the services provided. One of the most notable innovations in the online company landscape over the past five years is advanced marketing.
- 31. Zeithaml and Berry (2018),** customer satisfaction may be viewed as an experience that is primarily determined by an evaluation given by customers or clients regarding the degree to which their overall needs for the services they have received have been met. Furthermore, customer satisfaction refers to consumers' overall evaluation of their use experience. Similarly, in the current study, the overall client perception of their overall experience using and interacting with a computerised outlet is used to define client fulfilment.
- 32. Dendawijaya, (2019)** Businesses are realising more and more that satisfying consumers with high-quality goods and services at reasonable costs is the key to competing successfully. Banks can attain customer satisfaction if they consistently establish a suitable plan for the bank products they will give to the market as part of their company operations. Bank CEOs need to plan their products first. In addition, price, location, and advertising strategies must be decided upon throughout the product planning phase.
- 33. Wicaksana (2021)** found that one of the marketing mediums that the public is currently clamouring for to support a variety of actions undertaken in an effort to boost customer satisfaction is digital marketing. This is because digital marketing expedites communications between businesses and consumers, raises the perceived worth of products for consumers, establishes criteria that appeal to them, and eventually results in customer happiness.
- 34. Marlina and Bimo (2018),** this reality compels the banking sector to be inventive in order to preserve customer satisfaction and establish competitive advantages in the face of fierce rivalry for clients. By doing so, the sector can grow its clientele and boost revenues.

35. **Saputro (2020)** Digital marketing has been found to have an impact on a company's image in a number of earlier studies, including one that found a strong and positive correlation between digital marketing and this impact.
36. **Sabila (2019)** The practice of marketing and promoting a brand or product online or through digital platforms is known as digital marketing. with the intention of being able to promptly and efficiently reach customers and potential customers.
37. **Kaini (2018)** Innovation of new technology i.e wide internet, helps in opening the gate for marketers and do online marketing to achieve their business goals.
38. **Song (2020)** More choices are available for customers. So it is difficult to enterprise to build brand image. Online advertising is powerful marketing tool used for creating brand image and helps the corporate to increase the sale up to many extent.
39. **Mort, et al(2022)** Due to advancement in technologies and market dynamics, digital market is rapidly growing. The survey was conducted by firms in Singapore and findings revealed that digital marketing is effective marketing tool for gaining results.
40. **Kucuk and Krishnamurthy(2017)** The study revealed that internet and virtual communities helps the consumers, societies and marketer to access and share information with others. It too helps in enhancing the communication skills also.
41. **Basheer et al.(March,2020)** The Study is on the impact of mobile advertising on consumer purchase decision. Findings revealed that there is a positive relationship between perceived usefulness of advertisement and consumer purchase decision.
42. **Godes & Silva(2022)** The Study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read at least four reviews before make their final decision of purchase. Reviews play important role in purchase decision.
43. **Mohan Nair (2019)** takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term —social media can mean to their businesses.
44. **Mohammed Bin Afif (2022)** this article champions communication as an effective tool in marketing. Within the marketing sphere there are many mediums by which advertising messages can be conveyed to consumers. The marketing manager must utilize all of the mediums in their thinking in order to determine the right mix of mediums to use and in the right frequency in each to best convey their message to the selected target market.
45. **Joanna Lord (2023)** states that Online marketing in 2022 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2023 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions.
46. **Muhammad & Al Zulhijjah, (2022)** In order to facilitate interactions between buyers and sellers, business technology is developing, and digital marketing is playing a significant part in this process. Because digital marketing may provide consumers various more benefits in addition to the same fundamental benefits as previous kinds of marketing, it has a significant impact on customer

satisfaction levels. At times like these, it is highly appropriate to market items through digital marketing because with the advent of the period where the internet has been integrated in people's lives, potential clients can also look for product information offered in the form of social networks.

47. **Bareisis & Latimor (2014)** is about providing a customized yet consistent financial institution brand experience to customers through all channels and points of interaction supported by analytics and automation, and requires changes in products and services, information technology, organization and HR to realize demonstrable and sustainable economic value.
48. **According to Johnson (2022)**, digital banking is a business organization that offers fully online banking activities which were previously only available at bank branch offices. Koes Manto explained how the banking business is moving towards becoming digital, driven by the emergence of financial technology companies or also known as fintech. This is in accordance with research by the Development Bank of Singapore (DBS) with the title "Digital Banking: New Avatar – Banks Watch Out for Banks". This research shows that fintech is able to serve its consumers more personally, able to reach people in remote areas that are certain. difficult to reach by banks, and operational costs are cheaper compared to traditional banking
49. Sugiyono (2017) Qualitative research methods, rooted in post positivism philosophy, are employed to examine participants in authentic, non-set, natural environments, with the researcher serving as the primary instrument. A literature review that complies with methodological presumptions is also used to bolster the current findings. This means that in order to prevent researcher-directed inquiries, this approach needs to be used inductively.
50. Wendrita & Alfian (2023) Numerous other studies have also demonstrated the beneficial impact of a firm's image on customer happiness. One such study was carried out by, and the findings indicate a positive and substantial relationship between company image and satisfaction. This implies that the company will be able to boost customer satisfaction if it has a positive reputation in the community.

CHAPTER-3 RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology's main objective is to specify the research procedure as well as the designs and tools that will be used for the project. Customer thoughts on the product are ascertained with the help of the research procedure. Finding out what investors think about investing in mutual funds is the aim of this study's research methodology.

3.2 DATA REQUIREMENT

- **Primary data**

The present study is based on the primary data which was collected using the questionnaire method using google forms.

- **Secondary data**

Secondary data has been collected mainly from internet, reports, publications, records and websites.

3.3 RESEARCH DESIGN

Research design refers to the full research methodological process. A researcher's study plan is created before to starting any research project. This is known as research design. The researcher used a descriptive research design in this work in order to examine and analyse the given issue.

3.4 SAMPLING TECHNIQUE

For the study the sample, study participants are employees present in the various it firms present in this

location. They were selected and interviewed for present study. The methodology for selecting respondents for this study through convenience sampling method.

3.5 SAMPLE SIZE

In this study 105 customers of the Digital Marketing firm are taken into consideration.

3.6 SAMPLE LOCATION

The research was conducted in Chennai.

3.7 TOOLS FOR ANALYSIS

In this study, the hypotheses were made and then analyses with the help of statistical techniques of Chi-Square and Anova test for relationship using IBM SPSS software.

Both hypotheses were tested with 95 percent confidence level i.e., at 5 percent significant levels.

3.8 HYPOTHESIS FRAMED

Hypothesis-1 – CHI -SQUARE

H0- There is no significant association between the age of the respondents and the educational qualifications of the respondents.

H1- There is a significant association between the age of the respondents and the educational qualifications of the respondents.

Hypothesis-2 - ANOVA

H0- There is no significant association between Which Social networking site will boost the rank in your website and what is your satisfaction level with Digital marketing company on the following factors

H1- There is a significant association between Which Social networking site will boost the rank in your website and what is your satisfaction level with Digital marketing company on the following factors

3.9 LIMITATIONS OF THE STUDY

- The geographical area of this study is confined to the opinions expressed customers of the Digital Marketing firm
- A few respondents might have furnished the required information from their momentary memory hence the collected data might be subject to bias.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

Gender	No. of. respondents	percentage
Female	25	24.8
Male	79	75.2
Total	105	100

Source: Primary Data

1. GENDER
105 responses

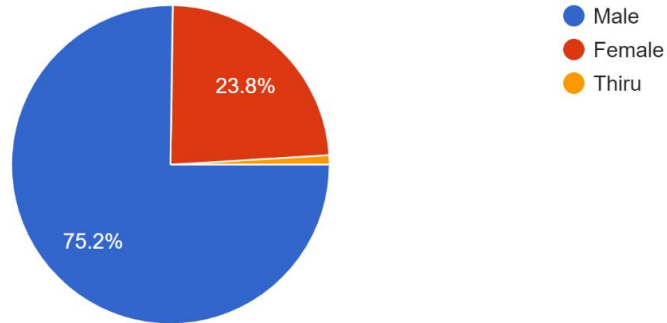


Chart 4.1.1: Gender of the respondents

Interpretation

From the above table it is interpreted that 24.8% of respondents are in the category of female, 75.2% respondents are in the category of male.

Inference

75.2% of the respondents are in the category of male.

Table 4.1.2: Age of the respondents

Age	No. of respondents	percentage
Below 20	14	13.3
21 to 30 years	42	40
31 to 40 years	35	33.3
41 to 50 years	12	11.4
Above 50 years	2	1.9

Source: Primary Data

2. AGE
105 responses

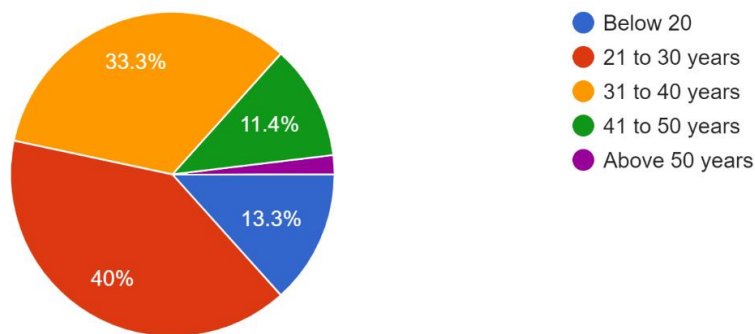


Chart 4.1.2: Age of the respondents

Interpretation

From the above table it is interpreted that 13.3% of respondents are in the age category of Below 20, 40% respondents are in 21 to 30 years, 33.3% respondents are in the age category of 31 to 40 years and 11.4% of the respondents are 41 to 50 years, 1.9% of the respondents are Above 50 years

Inference

40% of the respondents are in the age category of 21-30 years.

Table 4.1.3: Highest level of education of the respondents

Education	No. of. respondents	percentage
12th	10	9.5
UG	33	31.4
PG	55	52.4
DIPLOMA	7	6.7
Total	105	100

Source: Primary Data

3. EDUCATIONAL QUALIFICATION:
105 responses

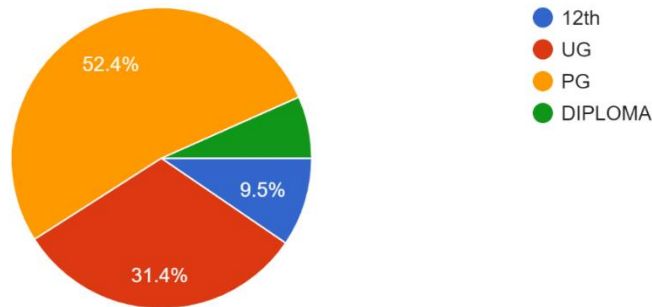


Chart 4.1.3: Highest level of education of the respondents

Interpretation

From the above table it is interpreted that 9.5% of respondents are 12th, 31.4% are UG, 52.4 % are PG and 6.7 % are DIPLOMA.

Inference

52.4% of the respondents are PG

Table 4.1.4: Annual Income of the respondents

	No. of. respondents	percentage
Less than 10,000	13	12.4
10,001 - 25,000	27	25.7
25,001 - 50,000	27	25.7
Above 50,000	38	36.2
Total	105	100

Source: Primary Data

4. INCOME

105 responses

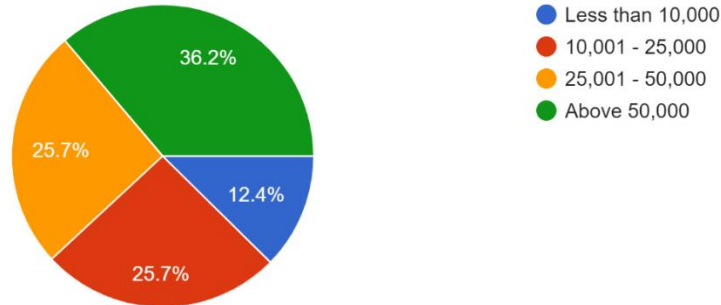


Chart 4.1.4: Annual Income of the respondents

Interpretation

From the above table it is interpreted that 12.4% of respondents are Less than 10,000, 25.7% respondents are 10,001 - 25,000, 25.7% of respondents are 25,001 - 50,000, 36.2% of respondents are Above 50,000.

Inference

36.2% of the respondents are Above 50,000

Table 4.1.5: Have you ever promoted your website before approaching Digital marketing company?

	No. of. respondents	percentage
Yes	81	77.1
No	24	22.9
Total	105	100

Source: Primary Data

5. Have you ever promoted your website before approaching Digital marketing company ?

105 responses

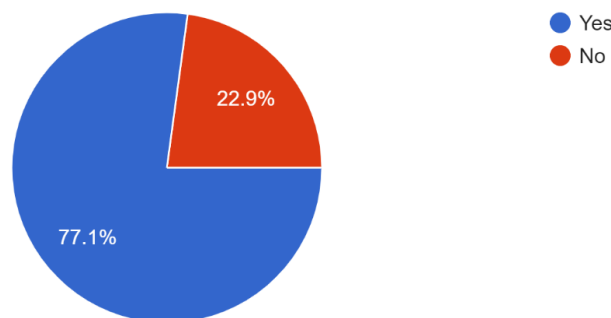


Chart 4.1.5: Have you ever promoted your website before approaching Digital marketing company?

Interpretation

From the above table it is interpreted that 77.1% respondents in the category say yes, 22.9% respondents say no.

Inference

77.1% respondents in the category say yes

Table 4.1.6: How long have you been using the Digital marketing services for your website optimization at Digital marketing company?

	No. of. respondents	percentage
Less than 1 year	17	16.2
1 to 3 years	14	13.3
1 to 5 years	37	35.2
1 to 10 years	27	25.2
Above 10 years	10	9.5
Total	105	100

Source: Primary Data

6.How long have you been using the Digital marketing services for your website optimization at Digital marketing company?

105 responses

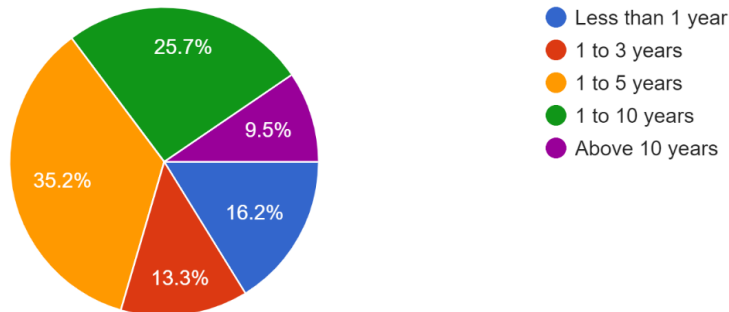


Chart 4.1.6: How long have you been using the Digital marketing services for your website optimization at Digital marketing company?

Interpretation

From the above table it is interpreted that 16.2% of respondents are Less than 1 year, 13.3% respondents are 1 to 3 years, 35.2% respondents are 1 to 5 years and 25.2% of the respondents are in the 1 to 10 years and 9.5% are Above 10 years

Inference

35.2% respondents are 1 to 5 years

Table 4.1.7: Through Digital marketing company, how many leads or customers you are getting per year?

	No. of. respondents	percentage
Less than 50 respondents	19	18.1
50 respondents	36	34.3
More than 50 respondents	45	42.9
Other	5	4.8

Source: Primary Data

7. Through Digital marketing company, how many leads or customers you are getting per year?
105 responses

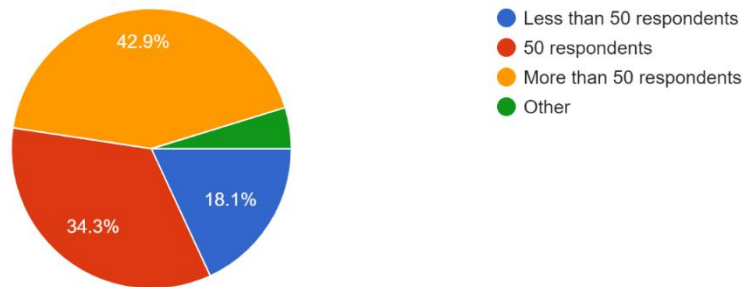


Chart 4.1.7: Through Digital marketing company, how many leads or customers you are getting per year?

Interpretation

From the above table it is interpreted that 18.1% of respondents in the category of Less than 50 respondents, 34.3% respondents are 50 respondents, 42.9% respondents are More than 50 respondents, 4.8% respondents are Other

Inference

42.9% respondents are More than 50 respondents.

Table 4.1.8: According to you which services offered by Digital marketing company gives you more traffic/customer to your website?

	No. of. respondents	percentage
Social Media Optimization	44	41.9
Search Engine Optimization	38	36.2
Search Engine Marketing	23	21.9
Total	105	100

Source: Primary Data

8. According to you which services offered by Digital marketing company gives you more traffic/customer to your website?

105 responses

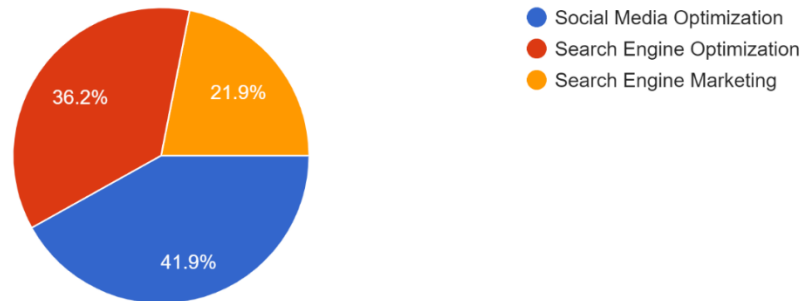


Chart 4.1.8: According to you which services offered by Digital marketing company gives you more traffic/customer to your website

Interpretation

From the above table it is interpreted that 41.9% of respondents say Social Media Optimization, 36.2% respondents are Search Engine Optimization, 21.9% respondents are Search Engine Marketing

Inference

41.9% of respondents say Social Media Optimization

Table 4.1.9: How long is Digital marketing company being servicing you?

	No. of. respondents	percentage
Less than 1 year	17	16.2
One year	39	37.1
More than 1 year	41	39
Others	8	7.6
Total	105	100

Source: Primary Data

9. How long is Digital marketing company being servicing you?

105 responses

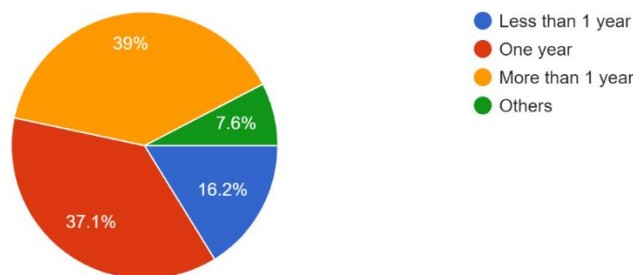


Chart 4.1.9: How long is Digital marketing company being servicing you?

Interpretation

From the above table it is interpreted that 16.2% of respondents in the category of Less than 1 year, 37.1% respondents are One year, 39% respondents are More than 1 year and 7.6% are Others

Inference

39% respondents are More than 1 year

Table 4.1.10: How much revenue are you currently generating from Organic search (Digital marketing) on a monthly basis?

	No. of. respondents	percentage
Less than 10,000	15	14.3
10, 001-25,000	20	19
25, 001-50,000	31	29.5
Above 50,000	39	37.1
Total	105	100

Source: Primary Data

10. How much revenue are you currently generating from Organic search (Digital marketing) on a monthly basis?

105 responses

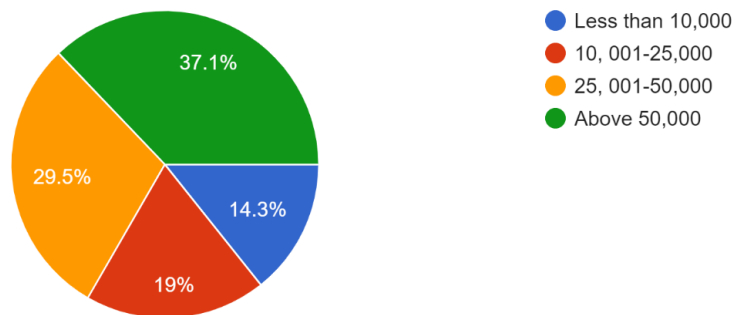


Chart 4.1.10: How much revenue are you currently generating from Organic search (Digital marketing) on a monthly basis?

Interpretation

From the above table it is interpreted that 14.3% of respondents are Less than 10,000,19% respondents are 10, 001-25,000, 29.5% respondents are 25, 001-50,000, 37.1% respondents are Above 50,000

Inference

37.1% respondents are Above 50,000

Table 4.1.11: How often is your website being updated?

	No. of. respondents	percentage
Three months	16	15.2
Six months	33	31.4
One year	36	34.3

More than 1 year	20	19
Total	105	100

Source: Primary Data

11. How often is your website being updated?

105 responses

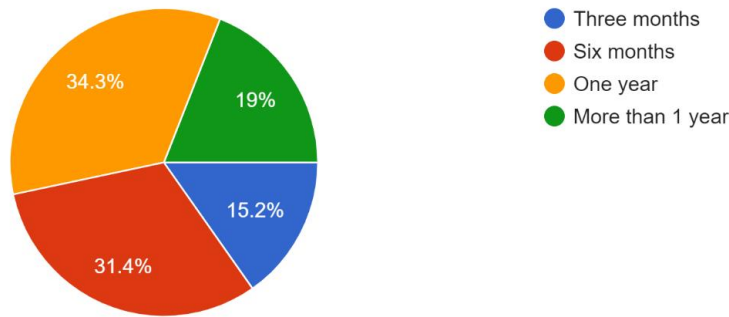


Chart 4.1.11: How often is your website being updated?

Interpretation

From the above table it is interpreted that 15.2% of respondents are Three months, 31.4% respondents are Six months and One year at 34.3% and 19% in More than 1 year

Inference

34.3% of respondents are One year,

Table 4.1.12: What you think as the major aim of digital marketing?

	No. of. respondents	percentage
Quality of traffic	42	40
Quantity of traffic	46	43.8
Organic results	39	37.1
Optimizing your website	46	43.8
Total	105	100

Source: Primary Data

12. What you think as the major aim of digital marketing?

105 responses

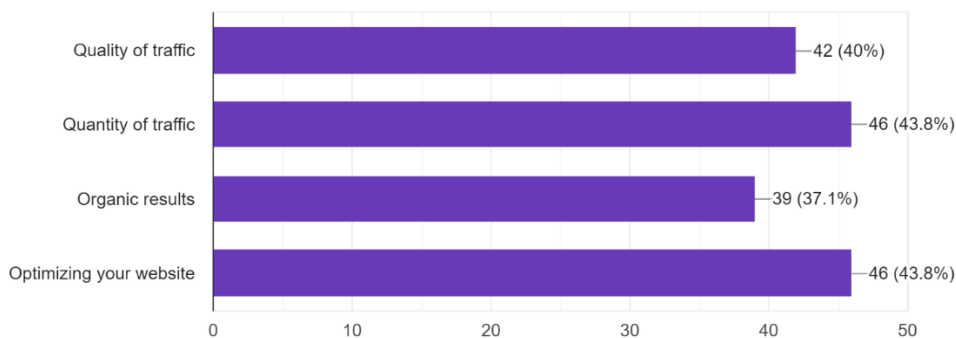


Chart 4.1.12: What you think as the major aim of digital marketing?

Interpretation

From the above table it is interpreted that 40% of respondents in the category of Quality of traffic, 43.8% respondents are Quantity of traffic, 37.1% respondents are Organic results, 43.8% respondents are Optimizing your website

Inference

43.8% respondents are Optimizing your website

Table 4.1.13: Rate which type of online media brings more traffic/customers to our website ?

	No. of. respondents	percentage
Blog submission	29	27.6
Forum submission	41	39
Book marking	36	34.3
Social networking sites	64	61
Directory submission	35	33.3
Total	105	100

Source: Primary Data

13. Rate which type of online media brings more traffic/customers to our website?

105 responses

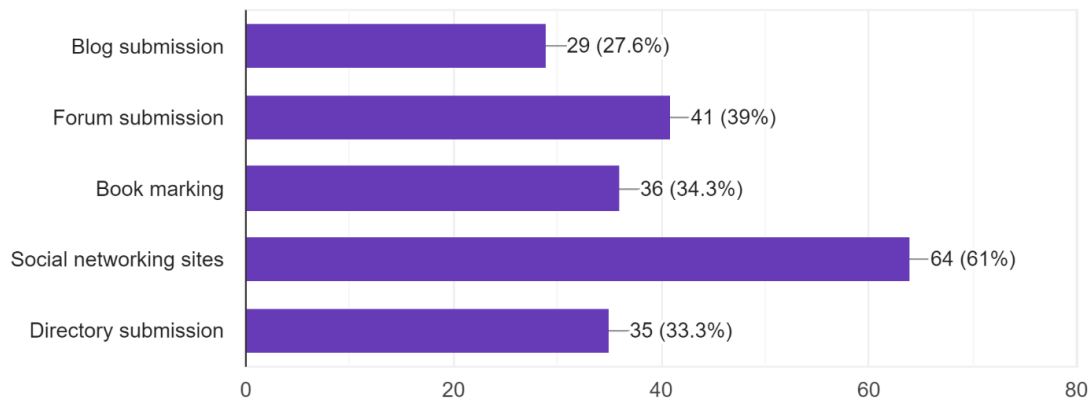


Chart 4.1.13: Rate which type of online media brings more traffic/customers to our website

Interpretation

From the above table it is interpreted that 27.6% of respondents are Blog submission, 39% respondents are Forum submission and Book marking at 34.3%, Social networking sites at 61%, Directory submission at 33.3%.

Inference

Social networking sites at 61%

Table 4.1.14: Which Social networking site will boost the rank in your website?

	No. of. respondents	percentage
Facebook	19	18.1
Twitter	20	19
Instagram	49	46.7

Pinterest	5	4.8
You tube	12	11.4

Source: Primary Data

14. Which Social networking site will boost the rank in your website?

105 responses

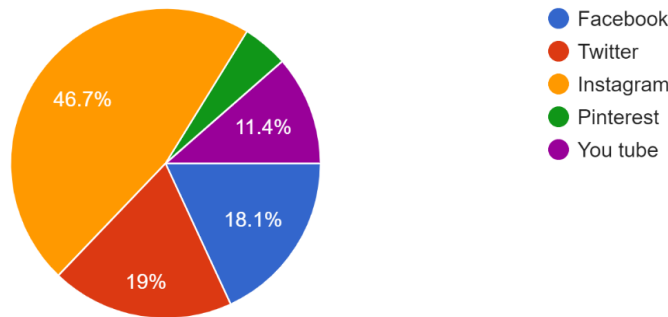


Chart 4.1.14: Which Social networking site will boost the rank in your website?

Interpretation

From the above table it is interpreted that 18.1% of respondents in the category of Facebook, 19% respondents are Twitter, 46.7% respondents are Instagram and 4.8% are Pinterest, 11.4% are You tube

Inference

46.7% respondents are Instagram

Table 4.1.15: What is your satisfaction level with Digital marketing company on the following factors?

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Website design	75	10	10	8	2
Website look and feel	15	71	11	6	2
Website User friendly	23	30	45	6	1
Website Compatibility	23	41	14	24	3
Content	37	25	24	10	9
Keywords	20	44	21	14	6
Internal linking	31	24	30	12	8
Back linking	29	42	18	8	8

Source: Primary Data

15. What is your satisfaction level with Digital marketing company on the following factors?

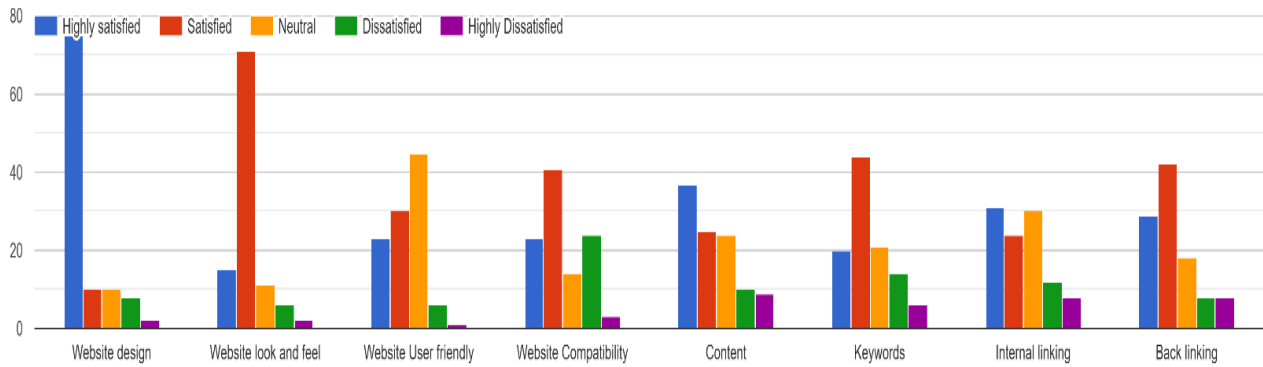


Chart 4.1.15: What is your satisfaction level with Digital marketing company on the following factors?

Interpretation

From the above table it is interpreted that 75% of respondents in the category of Website design, 71% respondents are Website look and feel, 45% respondents are Website User friendly, 41% respondents are Website Compatibility, 37% respondents are Content, 44% respondents are Keywords, 31% respondents are Internal linking, 42% respondents are Back linking.

Inference

75% of respondents in the category of Website design

Table 4.1.16: How important are the following attributes for you in service delivery?

	Most Important	Important	Neutral	Unimportant	Most Unimportant
Qualified personnel	73	18	6	1	7
Customized solutions	21	70	5	3	6
Price	40	33	24	2	6
Timely communication	33	48	11	7	6
Grievances redressal	45	34	15	2	9

Source: Primary Data

16. How important are the following attributes for you in service delivery?

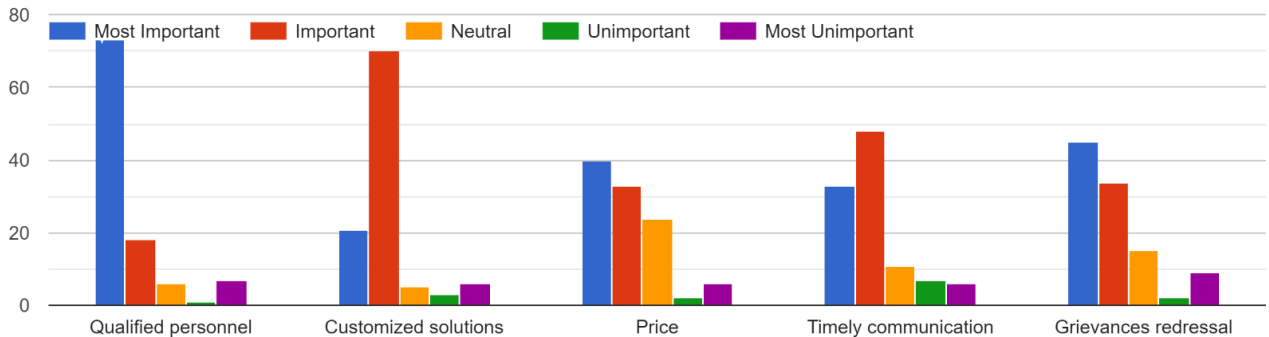


Chart 4.1.16: How important are the following attributes for you in service delivery?

Interpretation

From the above table it is interpreted that 73% of respondents in the category of Qualified personnel, 70% respondents are Customized solutions, 40% respondents are Price, 48% respondents are Timely communication 34% respondents are Grievances redressal .

Inference: 73% of respondents in the category of Qualified personnel

Table 4.1.17: Choose which Digital Marketing strategy can be preferred to promote your website?

	Strongly agree	Agree	Neutral	Dis Agree	Strongly Disagree
SEO	64	18	6	10	7
SMO	19	54	16	11	5
SMM	25	25	35	14	6
SEO/SMO	25	41	12	21	6
SMO/SEM	33	30	19	12	11
SMO/SMM	27	39	18	14	7

Source: Primary Data

17. Choose which Digital Marketing strategy can be preferred to promote your website?

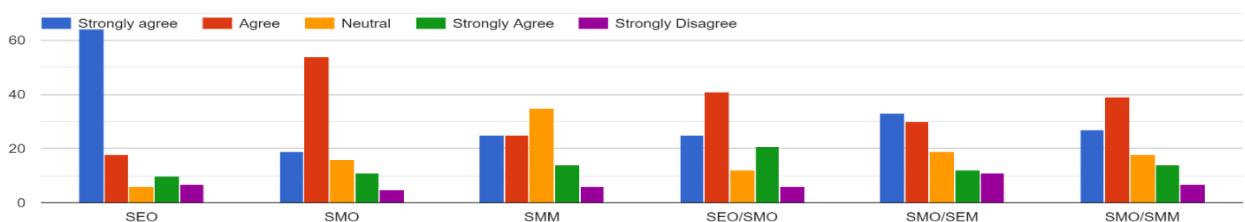


Chart 4.1.17: Choose which Digital Marketing strategy can be preferred to promote your website?

Interpretation

From the above table it is interpreted that 64% of respondents in the category of SEO, 54% respondents are SMO, 35% respondents are SMM, 41% respondents are SEO/SMO, 33% respondents are SMO/SEM, 39% respondents are SMO/SMM

Inference

64% of respondents in the category of SEO

Table 4.1.18: Please specify your agreement to the following statements related to Digital marketing company in digital marketing services?

	Highly satisfied	satisfied	Neutral	Dis Satisfied	Highly dis satisfied
Staffs are polite and understanding	75	15	5	4	6
Staffing knowledgeable	22	60	13	5	5
Staffs are trained adequately to handle the assignment	26	30	40	3	6
Information is provided adequately	31	37	19	12	6
Information is provided adequately	40	32	16	8	9

Source: Primary Data

18. Please specify your agreement to the following statements related to Digital marketing company in digital marketing services?

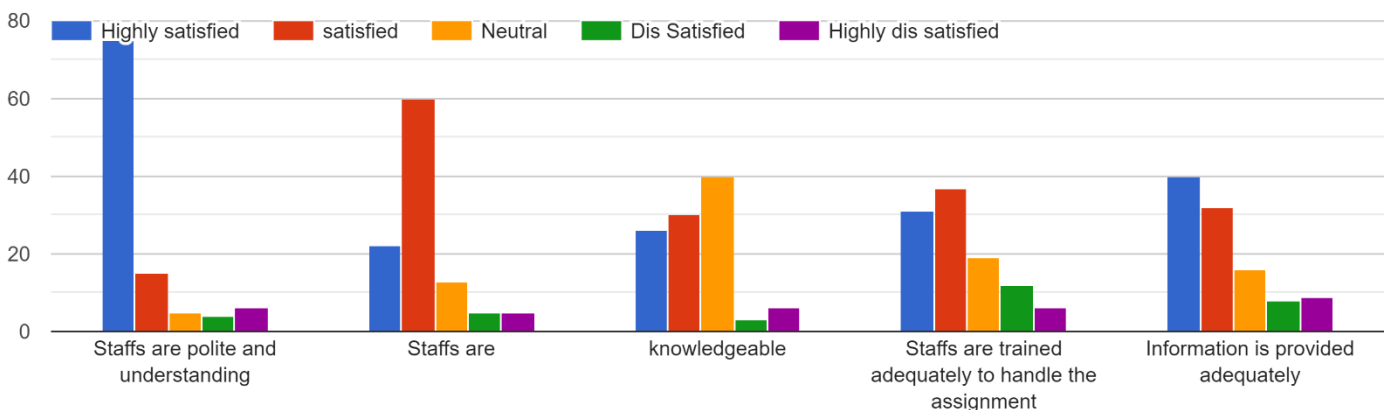


Chart 4.1.18: Please specify your agreement to the following statements related to Digital marketing company in digital marketing services?

Interpretation

From the above table it is interpreted that 75% of respondents in the category of Staffs are polite and understanding, 60% respondents are Staffing, 40% respondents are knowledgeable, 37% respondents are Staffs are trained adequately to handle the assignment, 40% respondents are Information is provided adequately.

Inference

75% of respondents in the category of Staffs are polite and understanding

Table 4.1.19: Please choose the percentage of annual revenue over spending on digital marketing efforts.

	No. of. respondents	percentage
1% to 2% of total revenues.	17	16.2
2% to 5% of total revenues.	14	13.3
5% to 10% of total revenues.	42	40
10% to 20% of total revenues	23	21.9
20% and higher	9	8.6
Total	105	100

Source: Primary Data

19. Please choose the percentage of annual revenue over spending on digital marketing efforts.
105 responses

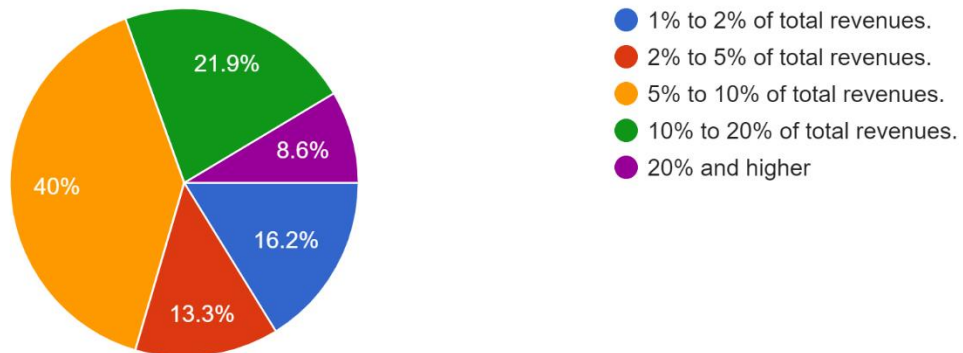


Chart 4.1.19: Please choose the percentage of annual revenue over spending on digital marketing efforts.

Interpretation

From the above table it is interpreted that 16.2% of respondents in the category of 1% to 2% of total revenues, 13.3% respondents are 2% to 5% of total revenues, 40% respondents are 5% to 10% of total revenues, 21.9% respondents are 10% to 20% of total revenues, 8.6% respondents are 20% and higher.

Inference

40% respondents are 5% to 10% of total revenues

Table 4.1.20: Would you recommend the marketing company to your friends?

	No. of. respondents	percentage
Yes	63	60
No	25	23.8
Maybe	17	16.2
Total	105	20

Source: Primary Data

20. Would you recommend the marketing company to your friends?

105 responses

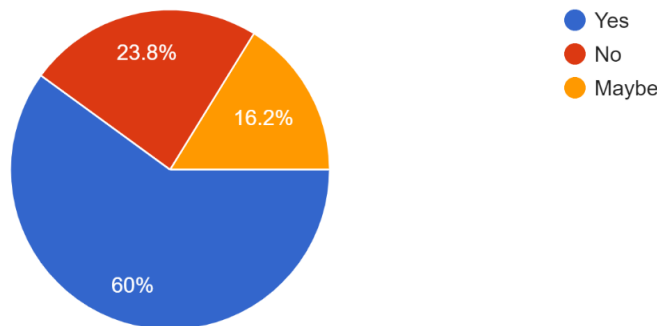


Chart 4.1.20: Would you recommend the marketing company to your friends?

Interpretation

From the above table it is interpreted that 60% of respondents are Yes, 23.8% respondents are No 16.2% respondents are Maybe.

Inference

60% of respondents are Yes

HYPOTHESIS – 1

H0- There is no significant association between the age of the respondents and the educational qualifications of the respondents.

H1- There is a significant association between the age of the respondents and the educational qualifications of the respondents.

CHI- SQUARE – 1

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * education	105	100.0%	0	0.0%	105	100.0%

age * education Crosstabulation		
Count		
	education	Total

		12th	DIPLOMA	UG	PG	
age	Below 20	2	5	4	9	20
	21 to 30 years	10	9	7	5	31
	31 to 40 years	4	4	1	5	14
	41 to 50 years	7	6	12	4	29
	Above 50 years	5	2	3	1	11
Total		28	26	27	24	105

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.588 ^a	12	.129
Likelihood Ratio	17.750	12	.123
Linear-by-Linear Association	2.786	1	.095
N of Valid Cases	105		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 2.51.

Inference

Since p value is 0.129 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between age and needs and educational requirement of the respondents.

ANOVA – 1

HYPOTHESIS – 2

H0- There is no significant association between Which Social networking site will boost the rank in your website and What is your satisfaction level with Digital marketing company on the following factors

H1- There is a significant association between Which Social networking site will boost the rank in your website and What is your satisfaction level with Digital marketing company on the following factors

Descriptives								
Socialnetworkingsitewillboosttherankinyourwebsite								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Highly satisfied	24	3.04	1.367	.279	2.46	3.62	1	5
Satisfied	24	2.67	1.373	.280	2.09	3.25	1	5
Neutral	23	2.52	1.344	.280	1.94	3.10	1	5
Dissatisfied	26	2.54	1.272	.249	2.02	3.05	1	5

Highly Dissatisfied	8	3.00	1.414	.500	1.82	4.18	1	5
Total	105	2.71	1.335	.130	2.46	2.97	1	5

ANOVA					
Socialnetworkingsitewillboosttherankinyourwebsite					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.936	4	1.234	.684	.605
Within Groups	180.492	100	1.805		
Total	185.429	104			

Inference

Since p value is 0.605 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between age and needs and educational requirement of the respondents.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF YOUR STUDY

- 75.2% of the respondents are in the category of male.
- 40% of the respondents are in the age category of 21-30 years.
- 52.4% of the respondents are PG
- 36.2% of the respondents are Above 50,000
- 77.1% respondents in the category say yes
- 35.2% respondents are 1 to 5 years
- 42.9% respondents are More than 50 respondents
- 41.9% of respondents say Social Media Optimization
- 39% respondents are More than 1 year
- 37.1% respondents are Above 50,000
- 34.3% of respondents are One year
- 43.8% respondents are Optimizing your website
- Social networking sites at 61%
- 46.7% respondents are Instagram
- 75% of respondents in the category of Website design
- 73% of respondents in the category of Qualified personnel
- 64% of respondents in the category of SEO
- 75% of respondents in the category of Staffs are polite and understanding
- 40% respondents are 5% to 10% of total revenues
- 60% of respondents are Yes

5.2 SUGGESTIONS

- To encourage clients to take use of all the digital marketing services provided by the digital marketing business, special offers may be made. This will assist the digital marketing firm in growi-

ng its overall revenue.

- More members of the point of contact can be assigned to every customer. This will enable them to regularly inform clients on the state of the website optimisation.
- Customers can receive specialised training to help them grasp the many recent advancements in the field of website optimisation. This will encourage clients to select further digital marketing offerings from the digital marketing firm.
- A digital marketing agency might develop new SEO services to maintain their high standards for website traffic generation and to obtain additional business contact information from their current clientele.
- Pay special attention to the analytics data and make use of it to educate your customers about your promotional and content tactics. Keep the consumer informed by keeping an eye on the pages and topics that are garnering the greatest interest. Customers will be more satisfied as a result.

5.3 CONCLUSION

The fact that this project was completed successfully suggests that digital will control marketing in the future. Digital marketing include integrated channels and integrated services in addition to portal ad placement. In order to reach target audiences and establish a brand, marketers aim to use these elements in an efficient manner. Marketers are no longer the guardians of a brand in this digital age; instead, it is the people who are connected through digital platforms.

Because consumers are more receptive to digital media than they are to traditional forms of media, brands are looking to expand their presence on digital platforms. Furthermore, consumers are avid information seekers, and digital media is the only channel that allows companies and consumers to communicate in both directions.

The most effective medium for turning a product into a brand is digital media. since it offers marketers several touch points and is more cost-effective. Through digital channels, brands may effectively engage their target population. Digital media is useful for more than just engagement; brands may use it to attract new consumers or keep hold of their current clientele. Target groups are more likely to recall brands when they are exposed to digital media.

According to a study on consumer purchasing behaviour, Indian customers are voracious information seekers who will investigate a product before visiting a store. Therefore, companies seek to provide customers with platforms that help them comprehend their goods or acquire a true sense of the brand.

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ANNEXURE –I QUESTIONNAIRE

Name _____

1. GENDER *

Mark only one oval.

Male Female

2. AGE *

Mark only one oval.

- Below 20
 21 to 30 years
 31 to 40 years
 41 to 50 years
 Above 50 years

3. EDUCATIONAL QUALIFICATION: *

Mark only one oval.

- 12th UG PG
 DIPLOMA

4. INCOME *

Mark only one oval.

- Less than 10,000
 10,001 - 25,000
 25,001 - 50,000
 Above 50,000

5. Have you ever promoted your website before approaching Digital marketing company ?

Mark only one oval.

- Yes No

6. How long have you been using the Digital marketing services for your website optimization at Digital marketing company? *

Mark only one oval.

- Less than 1 year 1 to 3 years
 1 to 5 years
 1 to 10 years
 Above 10 years

7. Through Digital marketing company , how many leads or customers you are getting per year?

Mark only one oval.

- Less than 50 respondents 50 respondents

More than 50 respondents Other

8. According to you which services offered by Digital marketing company gives you more traffic/customer to your website?

Mark only one oval.

Social Media Optimization Search Engine Optimization Search Engine Marketing

9. How long is Digital marketing company being servicing you? *

Mark only one oval.

Less than 1 year One year

More than 1 year Others

10. How much revenue are you currently generating from Organic search (Digital marketing) on a monthly basis?

Mark only one oval.

Less than 10,000

10,001-25,000

25,001-50,000

Above 50,000

11. How often is your website being updated? *

Mark only one oval.

Three months Six months One year

More than 1 year

12. What you think as the major aim of digital marketing? *

Check all that apply.

Quality of traffic Quantity of traffic Organic results

Optimizing your website

13. Rate which type of online media brings more traffic/customers to our website?

Check all that apply.

Blog submission Forum submission Book marking

Social networking sites Directory submission

14. Which Social networking site will boost the rank in your website? *

Mark only one oval.

Facebook Twitter Instagram Pinterest You tube

15. What is your satisfaction level with Digital marketing company on the following factors?

Mark only one oval per row.

Highly satisfied

Satisfied Neutral Dissatisfied Highly
 Dissatisfied
 Website design
 Website look and feel
 Website User friendly
 Website Compatibility
 Content
 Keywords
 Internal linking
 Back linking

16. How important are the following attributes for you in service delivery? *

Mark only one oval per row.

Most Important
 Important Neutral Unimportant Most
 Unimportant
 Qualified personnel
 Customized solutions
 Price Timely
 communication
 Grievances redressal

17. Choose which Digital Marketing strategy can be preferred to promote your website?

Mark only one oval per row.

Strongly agree
 Agree Neutral Strongly
 Agree
 Strongly Disagree
 SEO
 MO SMM SEO/SMO SMO/SEM
 SMO/SMM

18. Please specify your agreement to the following statements related to Digital marketing company in digital marketing services?

Mark only one oval per row.

Highly satisfied Neutral satisfied
 Staffs are polite and understanding
 Staffs are knowledgeable Staffs are
 trained
 adequately to handle the
 assignment

is Satisfied

19. Please choose the percentage of annual revenue over spending on digital marketing efforts.

Mark only one oval.

- 1% to 2% of total revenues.
 2% to 5% of total revenues.
 5% to 10% of total revenues.
 10% to 20% of total revenues.
 20% and higher

20. Would you recommend the marketing company to your friends? *

Mark only one oval.

- Yes
 No
 Maybe