

Appendices

Consent to Participate in Research

You are invited to participate in a research study; entitled “**ANALYZING THE EFFECTIVENESS OF INTERNET MARKETING IN GROWING SALES**”. The study is being conducted by Mr. Yash Bhagat. The purpose of this research is to explore the importance of IMC, marketing mix of 7Ps and about online marketing and its contribution towards promotion in practice as IMC tool. Your participation in the study will contribute to a better understanding of the above research study. The activity will take approximately 10-15 minutes to fill up the questionnaire attached with this consent form. Your name and contact details will be kept during the data collection phase for tracking purposes only. Identifying information will be stripped from the final dataset. Names in the survey will be kept completely anonymous and will not be displayed or shared with anyone. This Survey is completely for educational purpose.

Research Questionnaire

Respondent's details

Name: _____

Gender: Male Female

Occupation: Student Employee (Service) Self Employed

Age: Between 18 to 25 years

Between 25 to 35 years

Between 35 to 45 years

Contact details: _____

(Please tick \checkmark in the box besides option/s matching your response)

1. I rely on just one medium to get knowledge about any brand.

No Somewhat Yes

2. Which source do you refer the most to get awareness of various brands?

Print Ads

Television

In- Store Promotion

Outdoor Media

Online Media

3. I do not require much information to take purchase decision.

Strongly Disagree

Disagree

No Opinion

Agree

Strongly Agree

4. I do not prefer to spend much of my time in purchase of any commodity.

Strongly Disagree

Disagree

No Opinion

Agree

Strongly Agree

5. How IMC is effective?

Reach Wider Audience

Saves Tims & Money

Blend Various Marketing Tools

Develops Brand Awareness

Consistent Message

6. Which the important of marketing mix of 7Ps?

Product

Price

Place

Promotion

People

Process

Physical Evidence

7. Are you knowledgeable about the use of Internet?

Not Knowledgeable

Somewhat Knowledgeable

Knowledgeable

Very Knowledgeable

8. What is your frequency of being online?

Very Low

Low

Moderate

High

Very High

9. Please indicate your purpose for using internet by ranking each purpose between the scales of 1 to 5 (where, 1 is the most important and 5 is least important).

Social Networking	<input type="text"/>
Get Information	<input type="text"/>
Media Sharing Sites (Entertainment)	<input type="text"/>
Blogs	<input type="text"/>
Podcasts	<input type="text"/>
Online Shopping	<input type="text"/>
Other Purpose	<input type="text"/>

10. Companies should use online activities in their marketing efforts.

Strongly Disagree	<input type="text"/>
Disagree	<input type="text"/>
No Opinion	<input type="text"/>
Agree	<input type="text"/>
Strongly Agree	<input type="text"/>

11. What are the reasons for the growing popularity of online marketing?

	Most Important	Important	Least Important	Not Important
Discount	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Stay Informed	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Get updated	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Get Access	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Interaction	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

12. What benefits does online marketing offer over the traditional marketing?
(Tick only one, which is more prominent according to you)

Wide Range of Information

Easy Shopping

Saves Time

Cost Effective

Interactive

13. What loopholes does online marketing carry as IMC and 7Ps tool?
(Tick only one, which is more prominent according to you)

Privacy Issue

Susceptible

Fraud Activities

Lack of Touch

Annoying

Any comments / suggestions / opinions (Remember, your comments will be anonymous)

Thank You for your precious time to fill up this survey.

