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 imporatance 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

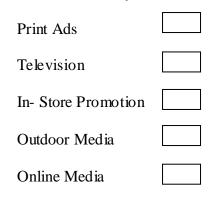
Responde	nt's details
Name:	
Gender:	Male Female
Occupatio	n: Student Employee (Service) Self Employed
Age:	Between 18 to 25 years
	Between 25 to 35 years
	Between 35 to 45 years
Contact de	etails:

(Please tick $\sqrt{}$ in the box besides option/s matching your response)

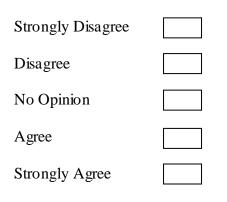
1. I rely on just one medium to get knowledge about any brand.

No	Somewhat	Yes	
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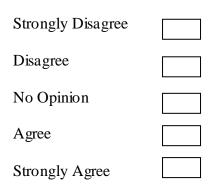
2. Which source do you refer the most to get awareness of various brands?



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



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



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 Knowled geable	

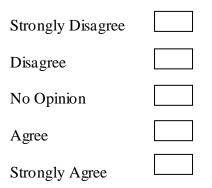
8. What is your frequency of being online?

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	
Get Information	
Media Sharing Sites (Entertainment)	
Blogs	
Podcasts	
Online Shopping	
Other Purpose	

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



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

	Most Important	Important	Least Important	Not Important
Discount				
Stay Informed				
Get updated				
Get Access				
Interaction				

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.