

## **Appendix**

Hello, my name is Ravi and I'm a student at Czech University. I am conducting research on Marketing Communication in the Digital era and your response will be helpful in developing strong insights. The data will be only used for academic purposes & follow the consent agreement as per GDPR. Thank you in advance for your kind consideration!

### **Consent**

- Yes
- No

### **Age**

- (A) Below 25 Years
- (B) 26 to 40 Years
- (C) 41 to 50 Years
- (D) 51 to 60 Years
- (E) Above 60 Years

### **Gender**

- (A) Male
- (B) Female

### **Education**

- (A) Bachelor's degree
- (B) Master's degree
- (C) Diploma
- (D) Certification
- (E) Doctorate

**Company Size**

- (A) Less than 10
- (B) 10 to 25
- (C) 26 to 50
- (D) 51 to 100
- (E) More than 100

**Position**

- (A) Executive
- (B) Assistant
- (C) Practitioner
- (D) Trainee

**Experience in Digital Marketing**

- (A) Below 10 Years
- (B) 10 to 20 Years
- (C) Above 20 Years

**Based on your experience in Digital Marketing, rate the following statements**

*(1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

Reduces advertising expenses.

Expands reach to a broader audience.

Enables marketing automation.

Accelerates the receipt of consumer feedback.

Simplifies the measurement of its effectiveness.

Offers prolonged visibility.

Enhances brand recognition.

Allows real-time customer engagement.

Adaptable and versatile marketing strategies.

Boosts company sales.

**Based on your experience in Integrated Marketing Communication, rate the following statements**

*(1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

Potential to amalgamate a range of marketing instruments.

Capability to harmonize marketing communication with organizational objectives.

Empowers companies with enhanced marketing prowess.

Linkage of marketing endeavours to customer contentment.

Augments the competitive edge of a company.

Enhances the market influence.

Broadens the audience reach across diverse platforms.

Ensures the delivery of a consistent and uniform message.

**Based on your experience in Digital Integrated Marketing Communication, rate the following statements**

*(1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

Expands its reach to a global audience.

Enhances customer service levels.

Enables the automation of IMC tasks.

Offers time, cost, and energy savings.

Gather diverse consumer feedback.

Serves as competitive advantage tools.

Simplifies the management process.

Yields direct digital revenue.

Effective sales promotion strategy.

Provides real-time performance monitoring.

**Based on your experience in Marketing Performance, rate the following statements**

*(1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

Quantity of distinct visitors to the designated webpage

Frequency of return visits

Visitor engagement patterns on the website

Extent of user interaction with the webpage

Revenue and earnings generated.

Number of pages viewed per visit.

Enhancement in company profitability

Attainment of established objectives

**Based on your experience in Marketing Tools, rate the following statements**

*(1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

Email-based Promotion

Digital video content

Artificial intelligence and chatbots

Promo codes and coupons

Product sampling and trial versions

Social media influencers

Social media marketing

Search engine marketing

Sponsorship based marketing.

Data analytics and insights

Mobile applications marketing