

A
RESEARCH PROJECT REPORT
On
“DIGITAL MARKETING”

Submitted in partial fulfillment of the requirements for the
award of
B.COM (Hons)

Submitted by
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B.COM (Hons.)

Batch – (2017 – 20)

ADMISSION NO. 17GSFC101055

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These words of thanks are just a token of my true appreciation for all who have supported me to give this report its shape.

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DECLARATION

I **CHETAN KHATTAR**, hereby declare that this project work is the result of my own research and no part of it has been presented for any other degree in this university or elsewhere. I am solely responsible for any found in this work.

Date:

Place:

Student signature:

CERTIFICATE

This is to certify that the project report "Digital Marketing" has been prepared by Mr. **Chetan Khattar** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time Bachelor of Commerce.

Prof. Viveka Rohilla

Date:

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Abstract

Digital marketing is rising in India with the fast and growing popularity of its strategy. For competitive advantage, many companies switch their marketing strategies into digital marketing strategies. Its demand is increasing whereas people now start believing in digital marketing more than the traditional one. Though it's not fully reached in rural areas it has covered a maximum number of places. It not only follows the 7 P's but also those strategies. Target is not only to attract customers but to make them comfortable and maintain the crm for a longer period of time. Some of its objectives are as follows:

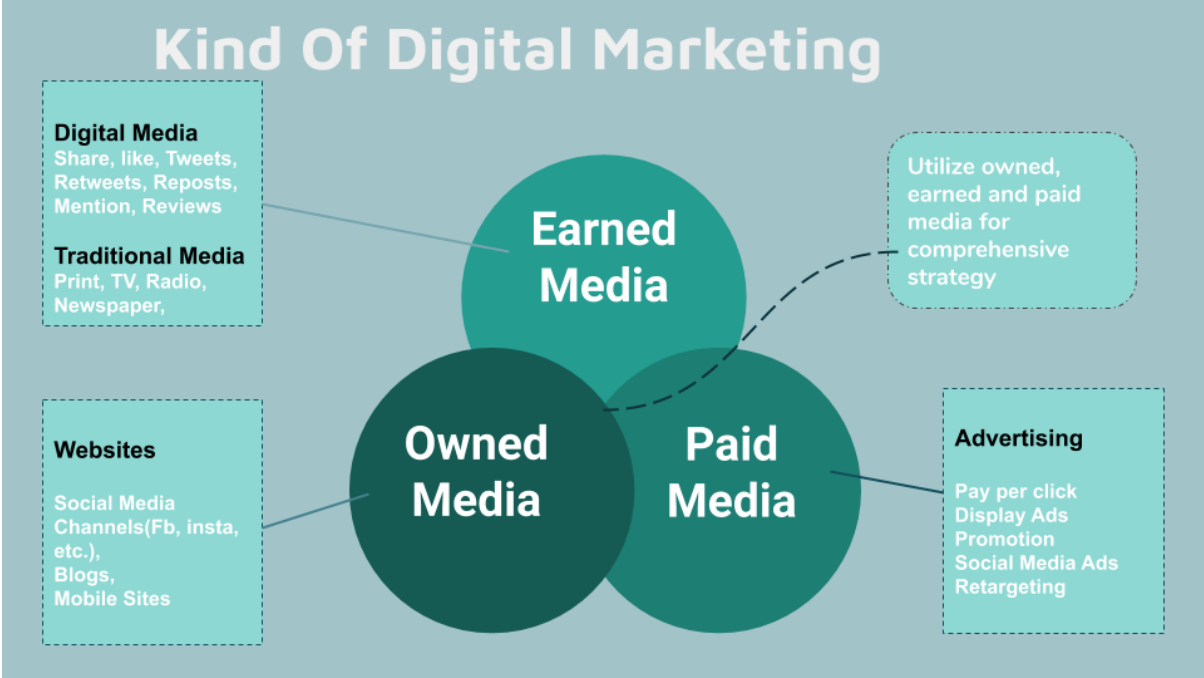
1. The objective of digital marketing is to study the influence and importance of marketing products or services growing digitally without depending on the old way of traditional marketing.
2. How its impacts emerged in Indian economy.
3. Increase of sales as the growing marketing and awareness about brands.
4. Opportunities and challenges faced by the digital marketing sector in India.

This study will show how people emerge in market digital and how competition became too high to attract and maintain relationships with customer. And also how the place of traditional marketing is taken by digital marketing and its strategy. How the use of online and offline marketing grows, how the startup became the high competitors for large firms.

How different kind of media are defined, those are as follows:

1. Paid Media
2. Owned Media
3. Earned Media

All these kinds are explained below with the following charts :



Introduction

Digital marketing is the broad term to marketing products or services not only in a traditional way but also online or offline i.e., digitally. In other words, buying or selling things through electronic media in one or more ways. In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. It differs from traditional marketing as it involves different strategies or modes for marketing.

It involves focus on each and every strategy of marketing which will help to give long term rewards either through social media marketing, to be in the rank of search engine optimization, branding product or service, maintaining old market or customer or to target the focus market. It can be done through affiliate marketing, content marketing, email marketing, social media marketing, etc.

Importance of digital marketing :

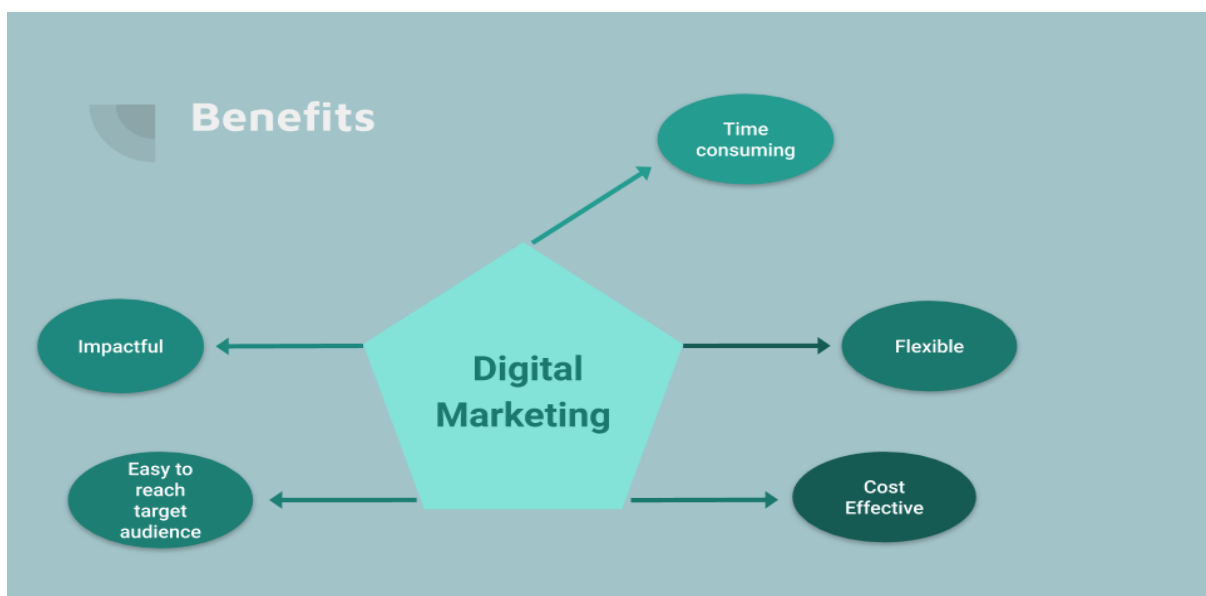
The importance of digital marketing are :

1. Reach out maximum audience: As the influence of net surfing increases everyday makes it simple to reach all kinds of customers from lower level to higher level. To focus on the target audience either to attract them with different types of marketing campaigns.
2. Competing with large firms: Since it's difficult to compete in the market with bigger firms or organizations. Digital marketing allows startups to compete with competitors and face the bigger corporations.
3. Branding: Brand is nothing but a term, logo, symbol, category that define your organization. Branding a new product or service through digital marketing helps to grow fast and can become popular in less time.
4. Time consuming: It helps to consume less time to reach a maximum number of people as compared to traditional marketing. Thus, it is so pervasive that consumers have access to information any time and any place they want it.

Challenges facing digital marketers

- Risk in security : - The security risk is increasing day by day as number of information shared online through different medium i.e., shopping online, bill pay, sharing private information increased the number of chances for hackers to hack easily, with the increased risk of security.
- Cluttered market : - In a limited number of niche markets it's difficult to handle or to stay for a long time as the competition is very high. To make value in the market you need to have good content and prove your agenda to customers.
- Less focus on keywords : - SEO in the past is the bread and butter keyword, where finding a right keyword to attract people and accommodate traffic is the only agenda.
But google changes by time keywords become less focused and focus on search phrases.
- More Ads blocker :- Blocking softwares is increasing day by day, Native advertising is emerging as the most effective solution right now, including sponsored blog posts, reviews and mentions. Intent-based native advertising will help marketers get even more results since it improves targeting to ensure that the right customers are seeing the ads.

Benefits of digital marketing:

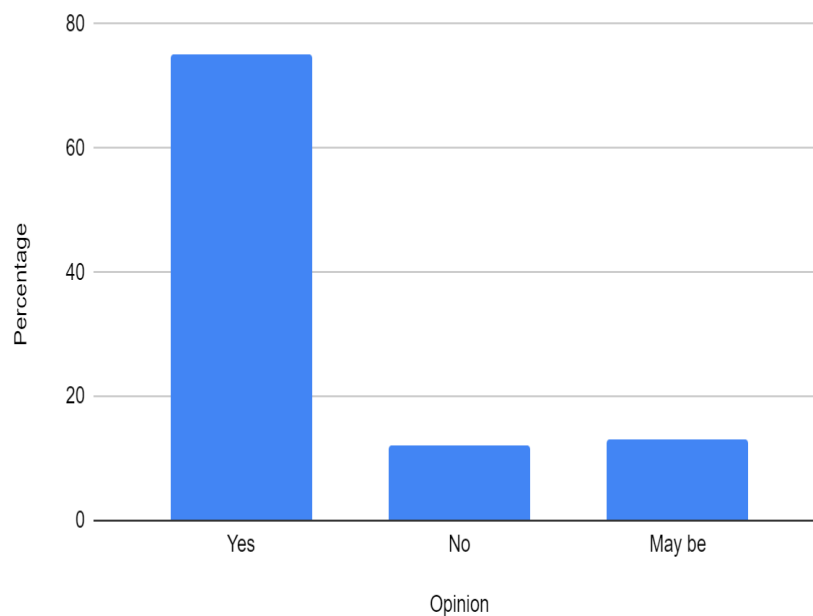


Data Analysis

1. Indian economy has the financial and marketing aspects over various growing digitalizations, are you aware about it?

Opinion	Percentage
Yes	75
No	12
May be	13

Percentage vs. Opinion

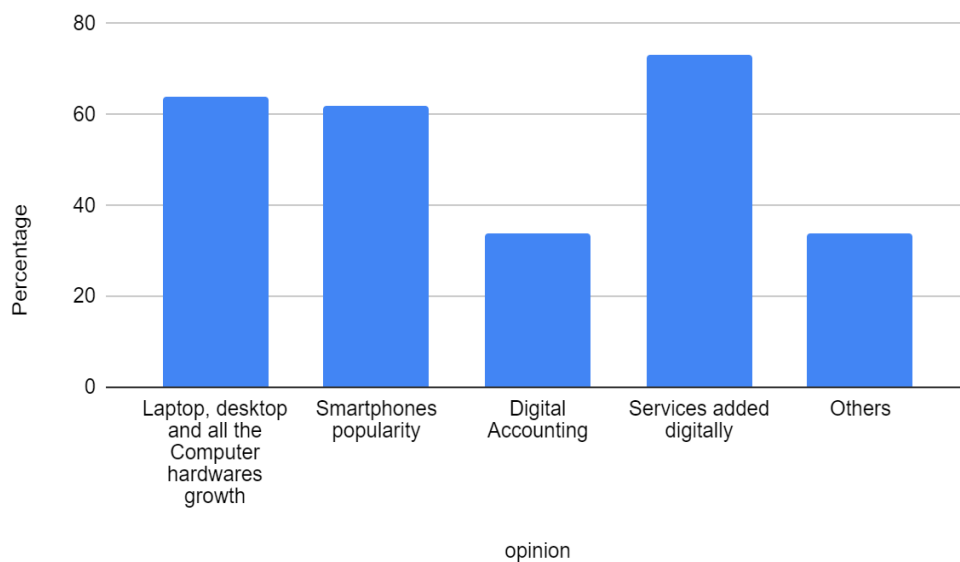


The survey says that 75% are aware that the Indian economy has the financial and marketing aspects over various growing digitalizations. This shows the high awareness level with increasing popularity of the digitalization phenomenon in India. While 12% are not aware about such and 13% are still confused.

2. Which platform do you feel is better for digital marketing and digital economy?

Opinion	Percentage
Laptop, desktop and all the Computer hardwares growth	64
Smartphones popularity	62
Digital Accounting	34
Services added digitally	73
Others	34

Percentage vs. opinion

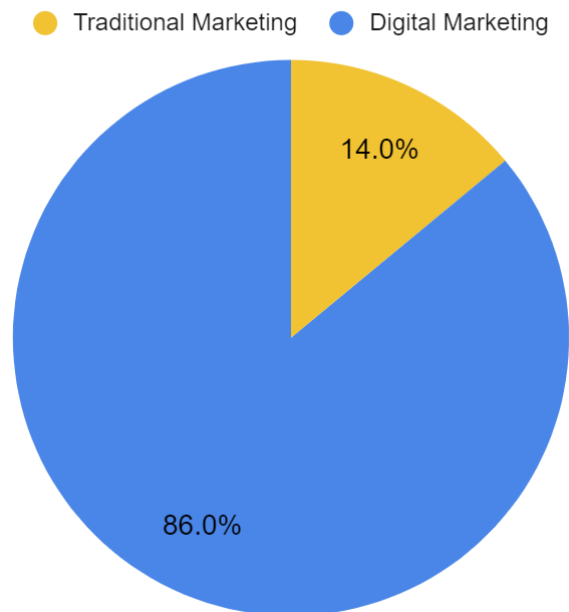


According to the survey, service added digitally around 73% is better for digital marketing and digital economy, while computer hardware and smartphones are between 60-65 percent. While the others or digital account feels only 34% feel that is on average.

3. What do you think is the best way for marketing the product or services and follow all the aspects of 7 P's ?

Opinion	Percentage
Traditional marketing	14
Digital marketing	86

Percentage



Digital marketing is the best way for marketing the product or services and following all the aspects of 7 P's compared to traditional marketing, according to the survey. 86% of people believe that digital marketing is the best way to market products and services, whereas only 14% still believe in traditional marketing.

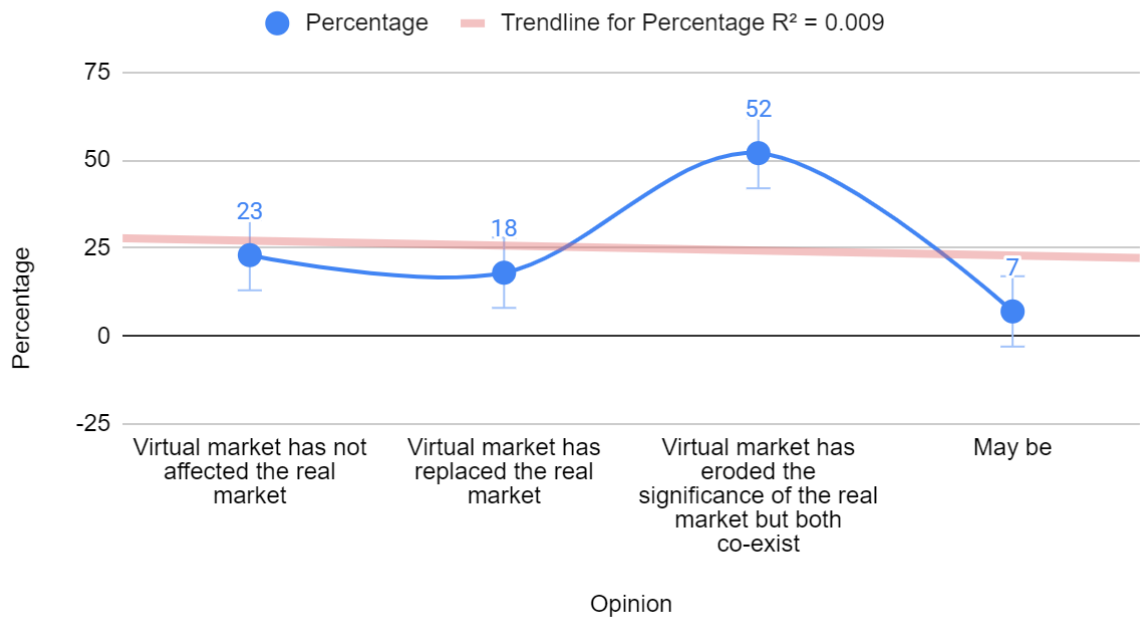
Difference between traditional as well as digital marketing are as follows:

Traditional Marketing I	Digital Marketing I
<ol style="list-style-type: none"> 1. Limited audience 2. Expensive 3. One to one communication 4. Take large number of time 5. Can only done through Tangible medium 	<ol style="list-style-type: none"> 1. Reach out to maximum audience 2. Less expensive or free 3. Mass communication 4. Time saving 5. Can done one - click means through online and offline

4. After digitalization growth and increasing popularity, what statement do you think is the correct for the cause?

Opinion	Percentage
Virtual market has not affected the real market	23
Virtual market has replaced the real market	18
Virtual market has eroded the significance of the real market but both co-exist	52
May be	7

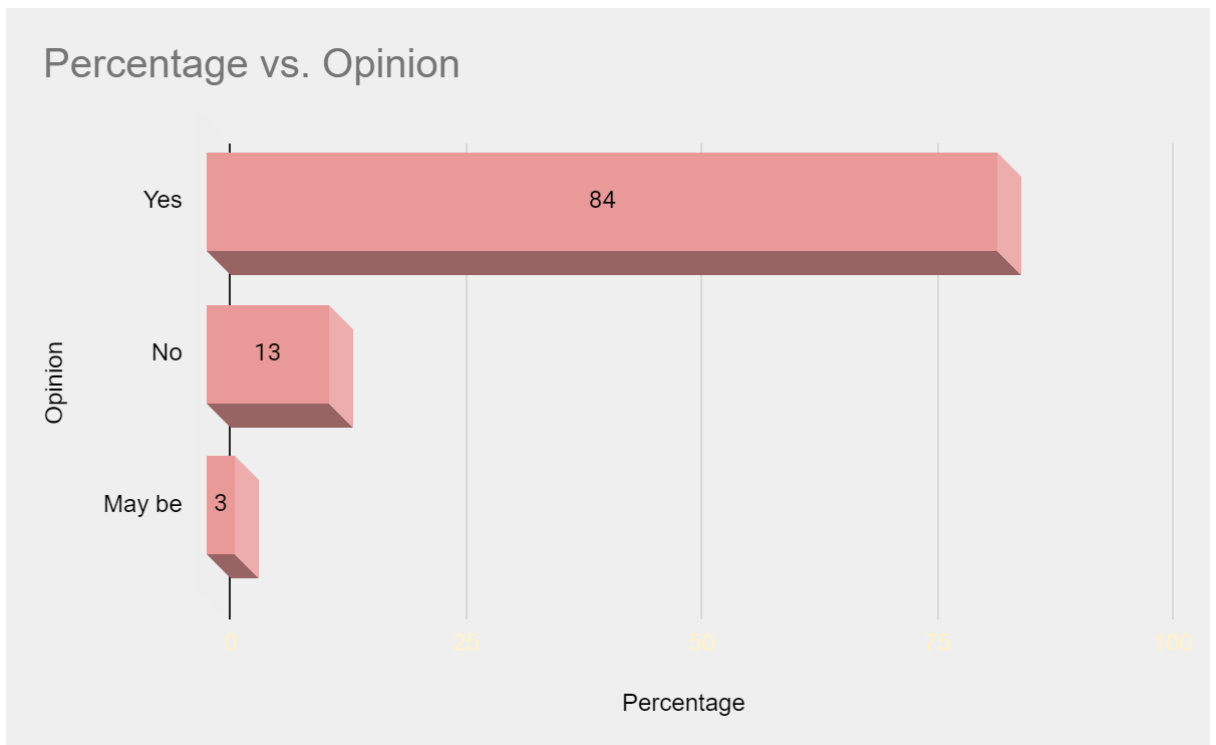
Percentage vs. Opinion



As discussed earlier in the literature aspect, the digital phenomenon is very nascent in India. 23 percent of the respondents felt that the virtual market or digital market has not affected the real market condition in India. Only 18 percent of the respondents felt that the virtual market has replaced the direct marketing strategies adopted by the companies. 52 per cent of the respondents were of the opinion that though the virtual or the digital market has eroded the significance of the direct marketing strategy, both the types of marketing practices co-exist.

5. Any kind of risk ,do you think digital marketing is involved?

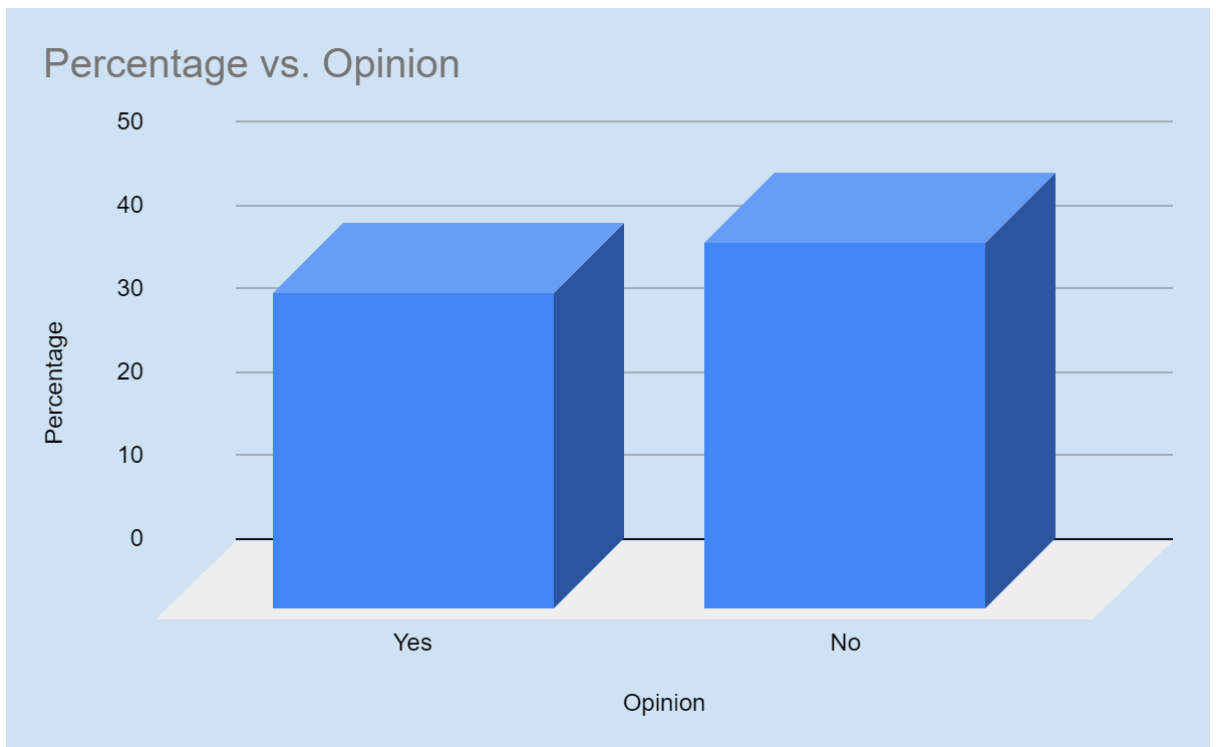
Opinion	Percentage
Yes	84
No	13
May be	3



As regards the risk factor involved in the digital marketing strategies, 85 percent of the respondents did accept that digital marketing strategies involve risk factor and this is comparatively more in comparison to other marketing strategies, in terms of return. 14 percent of the respondents did not accept any such risk factor.

6. Do you think that rural India has the potential for the entry and Operation of digital marketing?

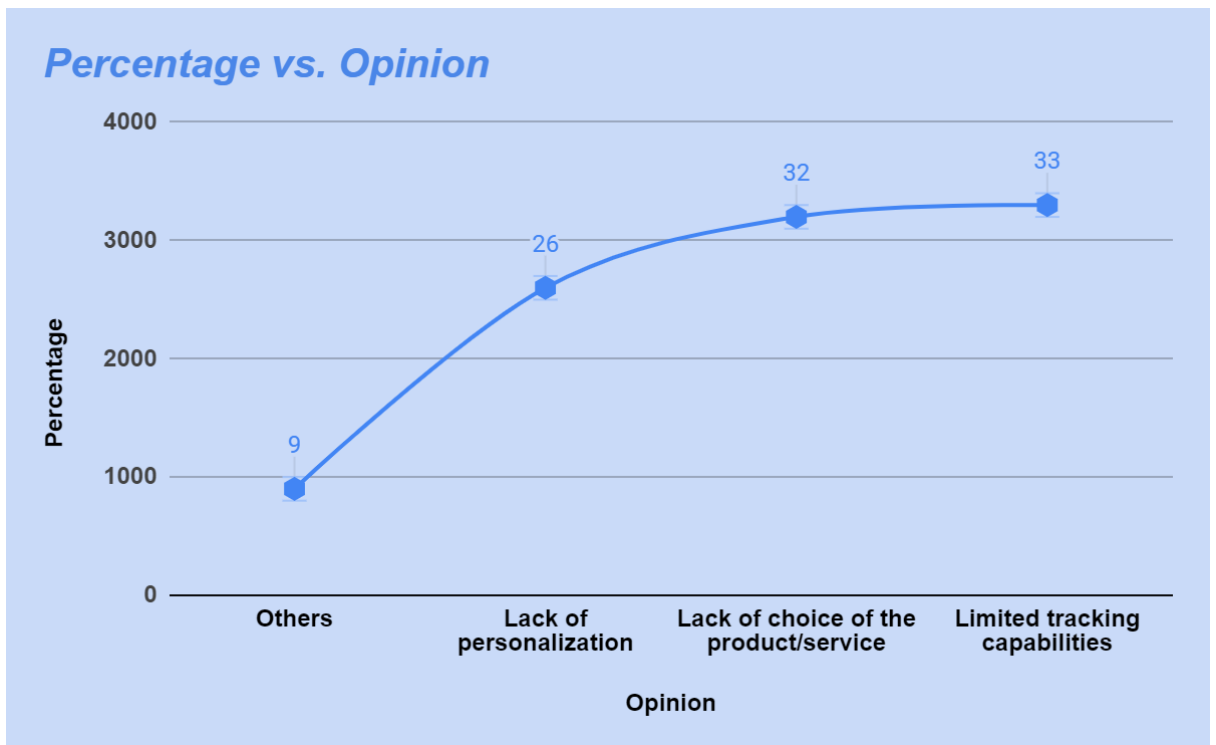
Opinion	Percentage
Yes	38
No	44



Rural India has the potential for the entry and operational growth of digital marketing strategies. But if we go by the respondents, 38 per cent of the respondents opined that rural India has the potential for the entry and operation of the digital marketing strategies in India. Against this, 44 per cent of the respondents felt that rural India lacks any such potentiality.

7. What are the various limitations in India for the digital marketing strategy?

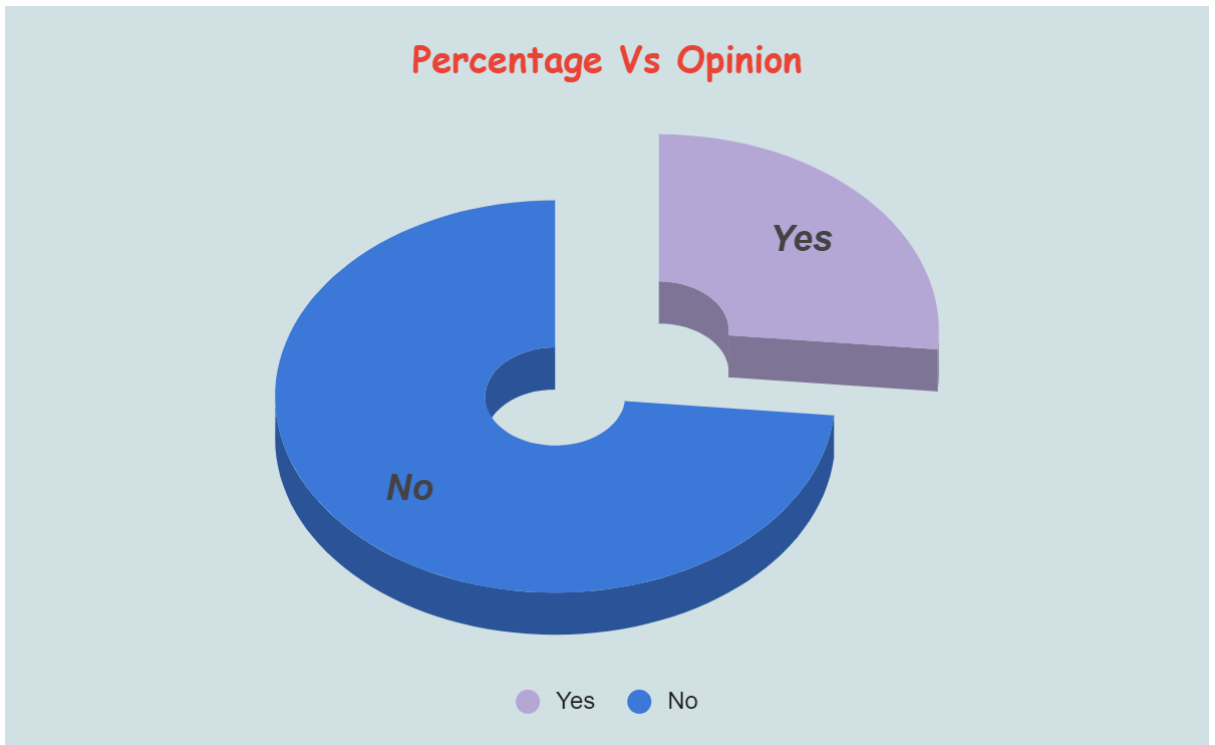
Opinion	Percentage
Limited tracking capabilities	33
Lack of choice of the product/service	32
Lack of personalization	26
Others	9



The respondents that were studied, 33% feel that there would be limited tracking capabilities while 32% feel that there would be a lack of choice of the product or service.

8. Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?

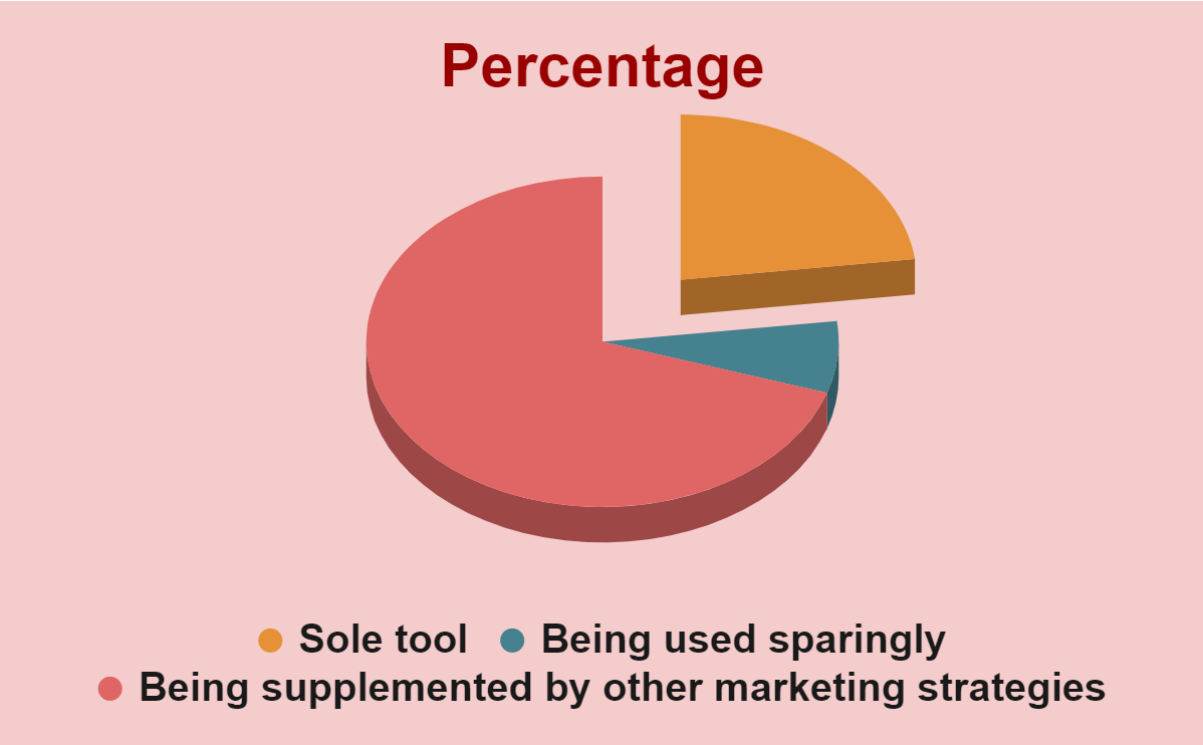
Opinion	Percentage
Yes	26
No	72



The respondents that were studied, 26% of the respondents say that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy while 72% of the respondents say that it can't be used as an effective marketing strategy.

9. What will be the best option for digital marketing strategy ?

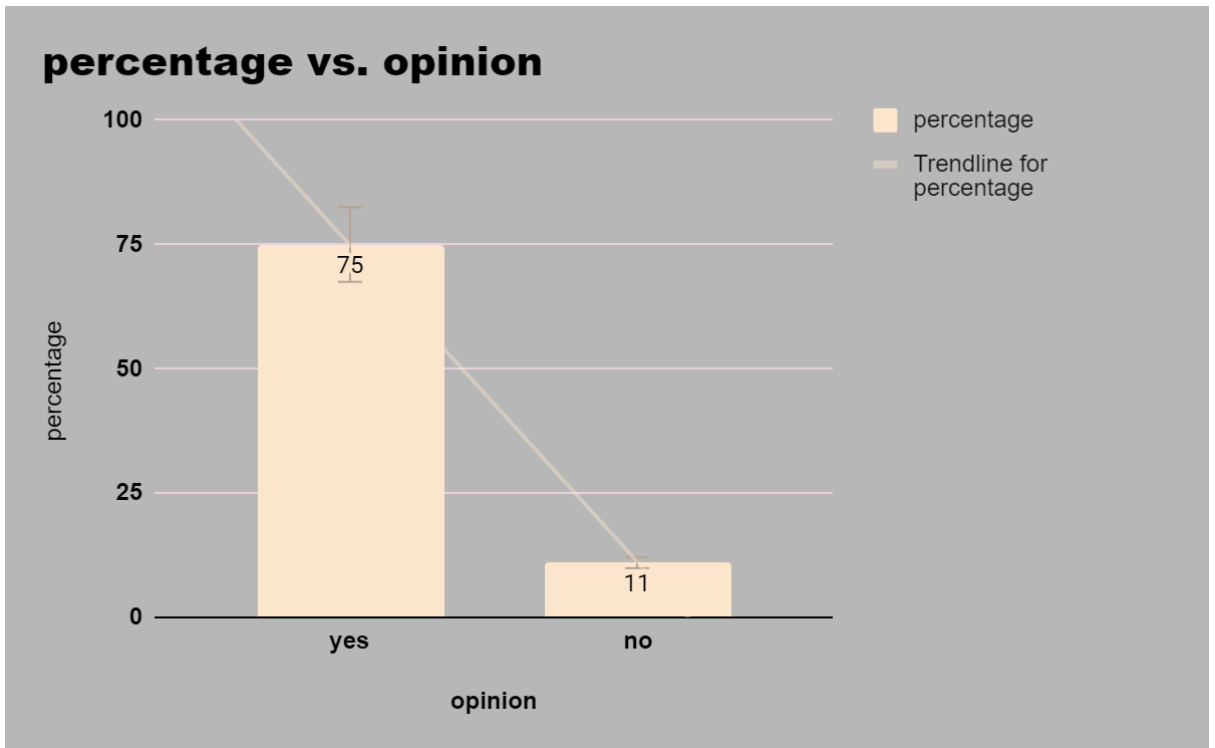
Opinion	Percentage
Sole tool	23
Being used sparingly	7
Being supplemented by other marketing strategies	70



The respondents that were studied, 70% of the respondents feel that digital marketing being supplemented by other marketing strategies is the best option followed by 23% who feel that digital marketing as a sole tool is the best option.

10. What according to you is the future strategy of digital marketing in India?

Opinion	Percentage
yes	75
no	11

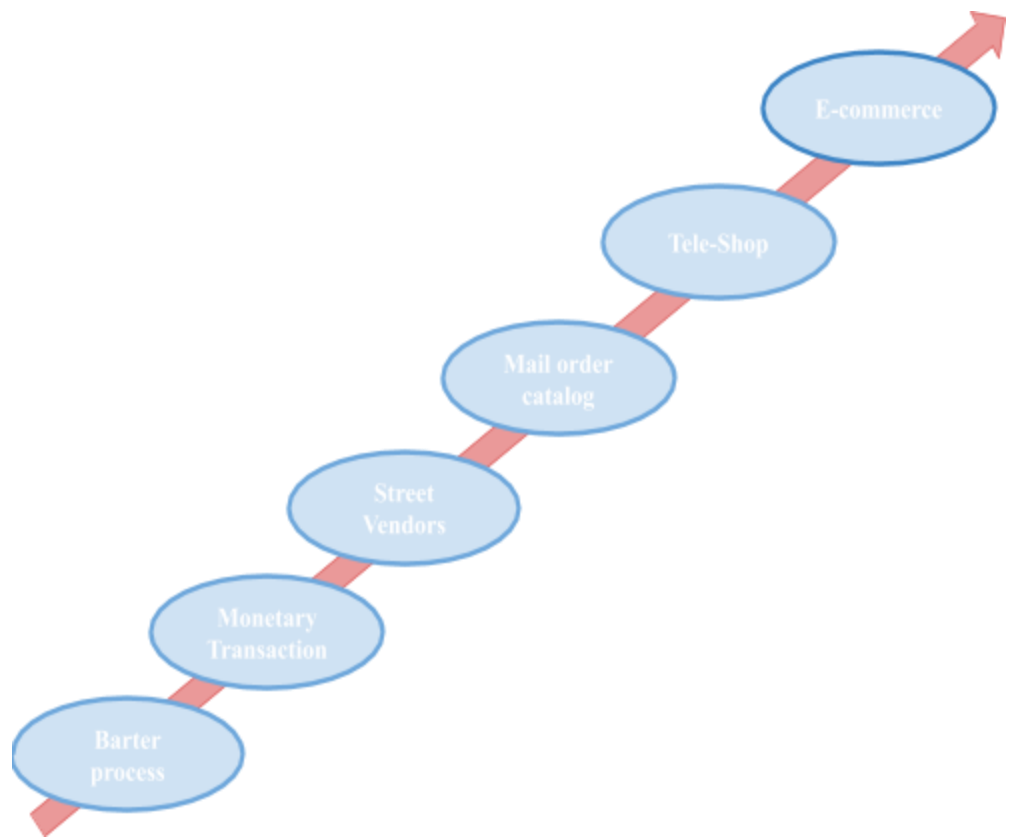


The respondents that were studied, 75% of the respondents feel that digital marketing has a potential in the future while 11% feel that it has no future.

Literature Review

Trade of commerce

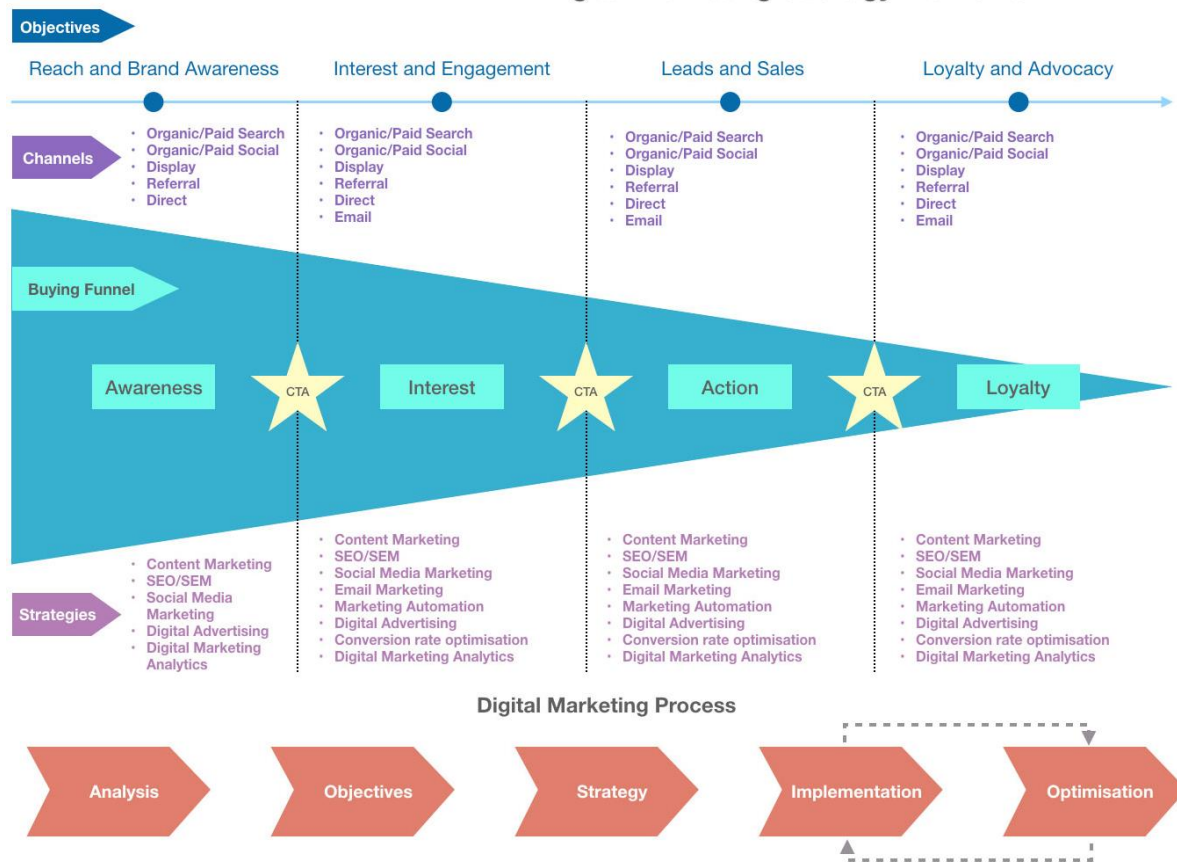
Prior to the evolution of money it was a simple “barter process” where things could be exchanged, same milk for grains. The evolution of money brought with it, the concept of a “marketplace”. In a market place, commerce is a function of four P’s. These entire four components play a vital role in a transaction to take place. Different combinations of 4 P’s determine different forms of commerce. Once the market place came into existence, a few pioneers realized that people would be ready to pay extra if they could deliver products at customer's door steps. A slight modification at price and place led to the convenience of getting products at their homes. This concept delighted the customers and thus, the concept of “street vendors” was born. When the postal system came into being the sellers decided to cash in on the new opportunity and started using mailers giving descriptions of their products. It led to the concept of “mail order cataloguing”. From here, the evolution of the “tele-shopping” network was inevitable with the development of media vehicles. The latest generation of commerce is one that can be done over the internet. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. They can be thousands of miles apart, may belong to different parts of the world, might speak different languages, “E-commerce” emerged as the boundary less trade medium in the era globalization. Since, internet has the ability to reach the customers home; the distribution channel has started to assume new meaning to the B2C and C2C e-Marketer. The Physical delivery got converted to electronic delivery; physical products were now electronic products, displayed on a website. With options of paying online through debit and credit cards, even the transaction was purely electronic. Another important P for the e marketer, the Promotion, assumed importance, especially because there is no face to face interaction between the buyer and seller. The focus of online promotions is the ‘great deals’, ‘discounts’, ‘convenience’ offered by the e-Marketers.



Digital marketing strategy

A digital strategy is the series of actions you plan and take to achieve your overarching digital marketing goal. In contrast, digital marketing campaigns are the building blocks and actions within your strategy that move you toward a specific, digital end goal.

Steps involved in creating a digital marketing strategy are :



There are 38.5 million Internet users in India and the number is set to grow to a 100 million in near future. An estimated 4.6 million Indian Internet users are Banking Online today and with the efforts of the government and the industry the number is expected to grow to 16+ million by 2015-16 including both Internet and Mobile Banking. While online marketing is a part of mainstream marketing activity in the more developed markets, in India it is still in the teething stage. Lack of awareness of the potential of the internet, spread of its use in India, low awareness of how internet marketing works and a general unwillingness to “try new things” accounts for the low level of online marketing activity in India. However, in the last two years, online marketing has seen a steep growth and seems to be gathering critical mass. There are many advantages of Online Banking. The digital infrastructure in India is undergoing a dramatic change, which may not be very obvious. This transformation will create opportunities for content and community portals and websites, and rekindle interest in Internet information services.

The critical issues in the online travel segments :

- **Poor Enabling Infrastructure:-** Though the status is improving, at the moment, the market has low PC penetration in households and limited broadband penetration. As each of these plays an important role in developing the market, these are significant roadblocks to overcome.
- **Apprehension of Paying Online:-** A majority of Internet users are still uncomfortable when it comes to paying online. They prefer standing in queues for hours rather than spend a few minutes to book railway tickets. This is further limited by low penetration of credit cards in the country.
- **Limited Inventory:-** Low Inventory is a big factor for the low percentage of hotel bookings currently happening online. According to a major hotelier, the size of the inventory offered online is limited to 122 rooms that can be booked through 100 odd websites. The online booking is thus limited to only 10% of the total bookings. However, the issues related to penetration of the Internet and apprehensions with paying online can be solved with the use of alternate technology, known as m-Commerce. The rise in number of subscribers and the replacement market for mobile handsets has made it one of the lucrative channels for reaching the customers. As these issues are addressed, coupled with increase in awareness of secure payment gateways being installed by various travel sites, the industry is expected to rise by 50% to Rs 7000 crores at the end of year 2018-19. Thus, introduction of new trains and low cost airlines, coupled with increasing confidence in payment gateways and hot deals offered by various players is expected to draw the attention of more people online making Travel stay at number one position among various B2C E-Commerce categories.

Digital marketing in the banking and commercial sector

The Internet banking is changing the banking industry and is having major effects on banking relationships. Even the Morgan Stanley Dean Witter Internet research emphasized that the Web is more important for retail financial services than for many other industries.

Internet banking involves use of the Internet for delivery of banking products & services. It falls into four main categories, from Level 1 – minimum functionality sites that offer only access to deposit account data - to Level 4 sites highly sophisticated offerings enabling

integrated sales of additional products and access to other financial services- such as investment and insurance.

In other words a successful Internet banking solution offers :

- Exceptional rates on Savings, CDs, and IRAs
- Checking with no monthly fee, free bill payment and rebates on ATM surcharges
- Credit cards with low rates
- Easy online applications for all accounts, including personal loans and mortgages
24 hour account access
- Quality customer service with personal attention

Digital Signatures

On October 1,2000, the Electronic Signatures in National and Global Commerce Act was signed. This act states that an agreement, contract, or transaction signed electronically is enforceable in a court of law. Accordingly, financial services institutions can now legally transact business using electronic signatures, allowing transactions such as mortgages, funds transfers, opening and closing of accounts, benefits enrollment, and beneficiary designations to occur in an electronic environment.

There are possible additional benefits to the implementing organization. These include reduced transaction timelines, reduction in paper processing costs, facilitation of customer migration to the Internet as a business channel, and increased online transaction security. When compared to physical signatures, e-signature technologies are, in general, a more secure authentication method. Many financial institutions are studying the possible implementation of a public key infrastructure (PKI) system that will allow them to exchange electronic information securely with unknown parties.

Opportunities for digital marketing in India:

Today, we are living in a digital era where there are 3,424,971,237 internet users in India, where the total population of India is 1,326,801,576. While talking about India the growth rate of internet users is 7.8%.

From a business point of view, India is a huge market to grow business, career, and opportunity, as well as to make money. It is the best place to attract the potential customer so that all the businesses are aware of it and started to create a better place in this competitive climate with a big profit and also an opportunity for digital marketing in India.

Digital Marketing is an innovative concept in marketing, which includes a huge concern regarding any commodity product or services with the online technology; It also covers the cell phones, smart phones, display advertisement with the help of electronic and Digital media.

The concept of Digital marketing came into action in the 1990s and 2000s. It has invented the path of brand and communication with potential customers.

As Digital Marketing rapidly integrated into the marketing Sector and our day to day life, so the people have started to go digital shops instead of the real ones. Digital Marketing concepts are becoming more and more habitual in our life. Concepts such as search engine optimization, social media optimization, search engine marketing, email marketing are becoming more and more familiar with our innovative technology.

In a survey, India found that from 2010 retailers started to register their own domain address. Digital Marketing is also known as Internet Marketing or Online Marketing. Digital Marketing concepts have risen faster in prevalence. The digital marketing term includes all the electronics communicating devices like computers, laptops, I-pads, mobile phones, tablets, palmtops and so on. With Digital Marketing Strategies Businesses want to reach more and more people as well as create a brand value.

What is Digital Marketing?

It is a promotional activity, awareness or Branding is done for any product, service or commodity via electronic media, which is different from traditional marketing which includes channels and methods which enable organization marketing campaigning for optimal internet users wanting to get from the internet

Further classification of digital marketing:

- SEO (Search engine optimization)
- SEO/SMM (Social media optimization / social media marketing)
- SEM (Search Engine Marketing)
- Email marketing
- Mobile SEO

1. SEO (Search engine optimization): A web search result is a software system which is designed to search for information on the world-wide-web. The search result is commonly presented in a line of results that are often referred to as search engine result pages. The information may be on a web page, image information, or another type of file. Some search engines also mine data available in the database or open directories. Search engines are able to maintain real-time information by following the number of system instructions.

Search engine optimization is a holistic approach delivering your business information to a potential client via online platform or Marketing with a modern and innovative way. There are different criteria by search engines which makes an impact on search result some of those are as follow-

- Similarity in your search query and URL of particular webpage
 - Quality content relevant to your query
 - Back-links for that website
 - Previous traffic for that web-page
 - High Page rank of webpage
 - Crawling of web page by bot
 - Indexing of your Page
 - Relevance of Meta properties of webpage to search query
 - Support of your website for different devices
 - Support of your website for different web browser

- Stuffing of keyword in Web pages
- Adwords PPC advertising services

2. SMO/SMM (Social Media Optimization / Social Media Marketing): Awareness of product, service, event and brand with the social media platform is called the Social Media Optimization. Just like posting on Twitter, Facebook, LinkedIn, Google plus and blogging sites. The objective of social media optimization is to bring traffic to your website. While doing digital marketing, social media optimization is one of the most important constraints.

It has a huge value in creating a brand. The term social media introduces itself that's making things social with the help of the media. Facebook, Twitter, Linked-in, Google plus, tumblr Instagram, Reddit, Pinterest and much more can be the example of social media.Or it can be defined as it is the avenue for like minded mankind to communicate and interact online.

The social media optimization can be defined as follow-

With the no social media platform people create publicity and awareness for their product, service or commodity and create a brand.

There are two types of Social media optimizations-

When you share a link, like a post or create engagement activity on any social media it can be considered as organic social media optimization and an advertisement one can see on social media can be considered as inorganic (Paid) social media optimization.

3. SEM (Search Engine Marketing): Search Engine Marketing is a mode of online marketing that covers the awareness about a website by increasing their availability in search engine result pages(SERPs) initially with the paid advertisement. If you are a website owner and you wish to come on the top in the search result within minimum time and generate traffic for your website in such situation you can go for Search Engine Marketing It is a paid service by

search engines that when you will pay them u will be the top of the result for particular search queries. Whenever you type a query in the search engine search box in the result at top of the result you will find the paid advertisement, nowadays it comes with and you click some of them. If you wish to conduct online business, you have to work in both organic and advertised links, which means you need both search engine optimization as well as Search Engine Marketing.

The advantages of Search Engine Marketing is

- Paying for only those clicks which bring users to your website this concept is called as cost per click (CPC) or we can say pay per click (PPC) it's a huge benefit of digital marketing that you pay for only that much that has consumed but it does not happen with traditional marketing.

Google ad words is able to promote three types of advertisement-

- Text advertisement (advertisement which we can see on Google search engine in text)
- Display advertisement (advertisement which we can combination of images and text)
- Video advertisement (advertisement which we can combination of video and text)

4. Email Marketing: Email marketing Means of sending a commercial and promotional message, to a group or bulk set of people, using email. In its voluminous sense, every email sent to a current customer or potential could be called email marketing. It usually uses email to send request business, advertisements, solicit sales or donations, and is meant to brand awareness, trust, or build loyalty Marketing emails can be sent to a purchased lead list or a current customer database. The concept usually refers to sending email

messages with the intention of enhancing a business's relationship with previous or current customers. Let us take an example of your free Gmail account : Your current Gmail account inbox is categorized into four primaries, Social, promotions and updates parts, in your Gmail inbox one can be able to see promotions there are updated emails these promotion mails updates as you are a potential or loyal customer so the main aim of briefing this information is that if you run an Email camping you can be able to reach directly inbox of people millions of people with single click and cross a milestone for your business.

5. Mobile SEO: An advertisement that is appearing on your mobile phones, smartphones, tablets, and other digital communicating devices is called mobile marketing. When the technical Customization (responsiveness) made in a website as per the requirement and suitability for portable communicating device (e.g. your mobile phones, smartphones, tablets) in real time is call as mobile Search engine optimization

An amazing fact of internet

- 80% of the internet users are using internet on mobile phones or on smartphones
- Google generates a half amount of the revenue from mobile ads.
- In the survey projected business intelligence.... by the year 2020, there will be 3.5 billion smartphones shipped worldwide. And users are rapidly shifting to smartphones for accessing the internet.
- “Most of the Google searches take place on mobile and smartphones than on computers/laptops in 10 countries, including the US, India, and Japan,” Google announced last year.

Research Methodology

Research Design

This study used descriptive research. Descriptive research involves gathering data that describe how large data can be mined and utilized in the real time.

Advantages of Secondary Data:

Advantages of secondary data are following:

- The primary advantage of secondary data is that it is cheaper and faster to access.
- Secondly, it provides a way to access the work of the best scholars all over the world.
- Thirdly, secondary data gives a frame of mind to the researcher in which direction he/she should go for the specific research.
- Fourthly secondary data save time, efforts and money and add to the value of the research study.

Disadvantages of Secondary data:

Following are the disadvantage of secondary data:

- The data collected by the third party may not be a reliable party so the reliability and accuracy of data go down.
- Data collected in one location may not be suitable for the other one due variable environmental factor.
- With the passage of time the data becomes obsolete and very old
- Secondary data collected can distort the results of the research. For using secondary data a special care is required to amend or modify for use.
- Secondary data can also raise issues of authenticity and copyright.

Conclusion

Digital marketing is a golden and high demanded marketing strategy i.e., used to be done. In the present and future its popularity and opportunity is increasing day by day. Its future is bright and will stay for a longer period of time. If the businesses are going to survive the race of digitization, then digital marketing is the only option available out there. It's getting famous in the business world whether its a smaller business or longer business, some of the businesses that are growing in the digital world are:

- Food sector
- Technology sector
- Entertainment sector
- Real Estate sector

Even now the educational and medical sector are also growing in this lockdown era. The online buying and selling of products or services are at its peak and everyone is using digital platforms. Though at the end I would conclude that digital marketing will become necessary and the important world of marketing as it's going to have a bright market will cover all over the virtual market.

Recommendation

- Not surprising if the uses of the Internet involve the facilitation of information exchange between global partners.
- Ability of the Internet to enable synchronous as well as asynchronous communication makes it an ideal tool to disseminate and collect information and enhance operational efficiency.
- Although, the inherent interactivity of the Internet makes it a more effective device for business enhancement activities such as dissemination of tailored information on the company and its products to specific audiences.
- Similarly, DCM usage for global B2B operations does not appear to be a function of how globally focused a company is. Percentage of revenues or profits that were derived from global operations did not affect to any significant degree how a company will use the Internet.
- The Internet has become such an integral part of today's competitive environment that whether or not a company is globally focused is immaterial.
- The companies in India need to be more focused on the practices of Digital marketing for it is only going to better their chances of exploring business opportunities nationally as well as internationally.

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- MAGAZINES – Consumer magazine

Questionnaire

1. Indian economy has the financial and marketing aspects over various growing digitalizations, are you aware about it?
 - a) Yes
 - b) No
 - c) May be
2. Which platform do you feel is better for digital marketing and digital economy?
 - a) Laptop, desktop and all the Computer hardwares growth
 - b) Smartphones popularity
 - c) Digital accounting
 - d) Services added digitally
 - e) Other
3. What do you think is the best way for marketing the product or services and follow all the aspects of 7 P's ?
 - a) Traditional Marketing - i.e., print media,etc
 - b) Digital Marketing - i.e., seo, online & offline marketing, etc
4. After digitalization growth and increasing popularity, what statement do you think is the correct for the cause?
 - a) Virtual market has not affected the real market
 - b) Virtual Market has replaced the real market
 - c) Virtual market has eroded the significance of the real market but both co-exist
 - d) May be
5. Any kind of risk ,do you think digital marketing is involved?
 - a) Yes
 - b) No
 - c) May be
6. Does rural India have the potential for digital marketing entries and operations?
 - a) Yes
 - b) No

7. What are the various limitations in India for the digital marketing strategy?
- a) Tracking capability
 - b) Lack of product/service choice
 - c) Lack of personalization
 - d) Other
8. Do you think that direct marketing strategy is affected by the digital marketing strategy?
- a) Yes
 - b) No
9. What will be the best option for digital marketing strategy ?
- a) Sole tool
 - b) Being used sparingly
 - c) Being supplemented by other marketing strategies
10. Do you think digital marketing has a future in India ?
- a) Yes
 - b) No