

Appendix A

Questionnaire(objective 1,2and 3)

Respected sir/madam,

This questionnaire form as the basis for my PhD thesis on the topic **A Study of Digital Marketing Initiatives in MSME's in Punjab Region: with Special Focus on Data Traffic, Conversion and Engagement**. The key aim of this questionnaire is to gain a credible and authentic insight about the digital marketing usage in Punjab. All information supplied to me will remain confidential and will only be used for research purpose.

Deepak

To be filled in by those who are owner or marketing manager of MSME.

Section A

Is your MSME/Organization using Digital marketing Yes ☐ No ☐

If the answer to question is yes then please provides the information's as per questionnaire as below:

Ref: Heini Maarit Taiminen, Heikki Karjaluo, (2015), Srinivasan,R.,Bajaj,R.,Bhanot,S.(2016)

1. Type of Usage

(Please read the following statements and put a tick mark (✓) in your desired column)

Exploration Stage	<ul style="list-style-type: none">• We are registered with a technology vendor of digital marketing/engaged in digital marketing media, but carry virtually no business via the digital channels.• Evaluating Pros and cons of doing business using digital channels.
Trial Stage	<ul style="list-style-type: none">• We have made several transactions via the Digital media.• We are still evaluating pros and cons of doing business via the digital channels.• Doing business via the digital media has still NOT become an important part of our business operations.
Commitment Stage	<ul style="list-style-type: none">• We are making carrying business operations through digital media, whenever necessary.• Doing business via digital media is an important part of our business operations.

2. Digital marketing experience

Less than 1 year ☐ 1-2 years ☐ 2-3 years ☐ 3-4 years ☐ more than 4 years ☐

3(A) Which of the following digital marketing resources does your company use?
(please tick all that apply)

- a) Websites b) Search engine optimization c) Email marketing
d) Social media marketing such as Facebook page or whatsapp advertisement
you tube e) Content marketing tools like blogs, memes, info graphics

3(B) Which channel provide your company the maximum engagements.

4. What are the uses of digital marketing tools in your company?
(please tick all that apply)

1. Advertise products and service ☐
2. Writing product related information on blogs ☐
3. Order products and services ☐
4. Take orders (sales) ☐
5. Network with other business ☐
6. Monitor competition ☐
7. Administrative support ☐
8. Human resource / personnel ☐
9. For business and strategic planning ☐
10. Others..... ☐

5. Are you participating in B2B e-marketplace for marketing activities?

Yes ☐

No ☐

6. Please mention your preferred B2B e- market place?
(please tick all that applies)

1. Alibaba. Com ☐ 2. Indiamart.com ☐ 3. Msmeglobalmart ☐

4. Trade india .com ☐ 5. Amazon business in ☐ 6. Jimtrade.com ☐

7. Others specify.....

7. Here are some of the possible benefits derived from the adoption of B2B

e- market place. **Instructions:** Read each item carefully, and then rate how much you agree with each item, using **five point Likert type scale**. After reading each item put a tick mark against the response which you feel is most appropriate according to you in relation to your organization. Avoid responding neutral as much as possible.

5= Strongly Agree

4=Agree

3= Neither agree or disagree(Neutral)

2= Disagree

1= Strongly disagree

Sl.no.	POSSIBLE Benefits from B2B e market(Alam, S et al. (2005),Rapih, Subroto & Sutrisno, Joko. (2018)	SA	A	N	D	SD
a)	Enable us to get new customers and increase sales.					
b)	Improve brand image					
c)	Help us in finding new suppliers, customers and business partners.					
d)	Flexibility in administration and communication.					
e)	Information about competitors at single source.					
f)	Improve customer service.					
g)	Update product information instantly and cost effectively.					
h)	Enter supply chain of large companies.					
i)	Enhancing customer relationship.					
j)	Exploring new market segments.					
k)	Improving product and supply capability.					

8. Please indicate your level of agreement with the following statement about awareness .Tick (✓) the relevant)

Sl no.	AWARENESS	SA	A	N	D	SD
i.	Our organisation is aware of our competitors digital marketing initiatives/B2B e-commerce and E-business initiatives.					
ii.	Our organisation recognizes the opportunities and threats enabled by B2B E-market place adoption.					
iii.	Our Organisation understands B2B E-commerce business models that is applicable to our business.					
iv.	We understand the potential benefits of B2B e-commerce to our business.					

v.	Our organisation has thought about whether or not B2B e-commerce has impacts on the way business is to be conducted in our industry.					
vi.	Our organisation has considered whether or not business in our industry that fail to adopt digital marketing/ B2B/E-commerce/E-business would be a competitive disadvantages.					

Section B

9. Please specify your views regarding following aspects by marking (✓) in the appropriate place.(Please tick all that applies)

Instructions: Read each item carefully, and then rate how much you *agree* with each item, using **five point Likert type scale**. After reading each item put a tick mark against the response which you feel is most appropriate according to you in relation to your organization. Avoid responding neutral as much as possible.

5= Strongly Agree

4=Agree

3= Neither agree or disagree(Neutral)

2= Disagree

1= Strongly disagree

Sl.no.	Reasons for adopting digital marketing(Alamro, Sattam & Tarawneh, Sami & Allahawiah, Sattam. (2011))	SA	A	N	D	SD
a)	Using digital marketing may be important to my business					
b)	It is necessary to gain competitive advantage .					
c)	Having a website is essential for my business					
d)	It is effective in advertising company's products					
e)	Going digital may help to operate at lower production cost.					
f)	Digital marketing provides accessibility to new customers and market places.					
g)	Digital marketing helps in lowering administration cost					
h)	Using digital media may provide rapid customer feedback.					
i)	Having the digital channels for marketing may improve credibility of marketing.					

Please express your opinion towards the following aspects/constructs by marking [✓] in the appropriate place. (Please mark in any box against each sub question).

Sl.no.	PERCEIVED USEFULNESS (Perceived usefulness (PU) is one of the independent constructs in the Technology Acceptance Model (TAM). It is "the degree to which a person believes that using a particular system would enhance his/her job performance" (Davis, 1989), Wendy Ritz, Marco Wolf, Shaun McQuitty, (2019)	SA	A	N	D	SD
a)	Digital marketing is useful in differentiating my company from others.					
b)	Digital marketing improves the performance of my company.					
c)	Digital marketing increases the potential business opportunities of my company.					
d)	Digital marketing usage enhances the effectiveness of my company					
e)	Digital marketing usage makes it easier to have internal company communication and coordination.					
f)	Digital marketing enables my company to accomplish tasks more quickly.					
	PERCEIVED EASE OF USE ("the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).) Wendy Ritz, Marco Wolf, Shaun McQuitty, (2019)					
g)	Learning to operate digital marketing channels is easy.					
h)	I think it is easy to get the digital marketing channels to do what my company wants it to do.					
i)	The interaction with the digital marketing channels is clear and understandable.					
j)	I think digital marketing is flexible to interact.					
k)	I think becoming skill full at using all digital marketing channel is easy.					
	PERCEIVED RELATIVE ADVANTAGE (It relates to those who are willing to adopt innovation and					

	want to know how far the new idea is better than the existing one.)(Ramli, Azlinda & Abdullah, C S & Mohd Nawi, Mohd Nasrun. (2017).), Nuseir, Mohammed & Aljumah, Ahmad. (2020), Kennedy Ojucku Mairura,2016					
l)	Re-organization and simplification of Work routines.					
m)	It may be able to save the use of resources.					
n)	Increase sales					
o)	Enlarge market share.					
p)	Development of new products and services.					
q)	Provides good value for money					
r)	Improved sales lead.					
s)	Improved service quality					
t)	Improved customer satisfaction					
u)	Monitoring the performance of competitors.					
v)	Cost reduction in advertising expenditure.					
w)	Easy access to international markets.					
x)	Enhancing company image.					

SECTION C Barriers in adopting Digital Marketing

10. Please express your perception regarding following aspects by **marking** [✓] in the appropriate place. (Please mark in any box against each sub question).I believe that the following are the complex issues **that affect the usage of digital marketing** in my organization.(Lukasz Arendt, (2008), Dlodlo, N. & Dhurup, M.. (2010). **Barriers to e-marketing adoption among small and medium enterprises (SMEs) in the Vaal Triangle**)

Sl.n	Some common Barriers in adoption of Digital marketing	SA	A	N	D	SD
a)	Lack of appropriate tools and Equipment.					
b)	Lack of internal technical expertise					
c)	Lack of external technical expertise.					

d)	Lack of Internet Access.					
e)	Cost of Technology(high installation cost)					
f)	Lack of technical support from vendors.					
g)	No reduction in operating cost.					
h)	No efficiency in operation.					
i)	Technically complex to use.					
j)	Lack of training systems to facilitate					
k)	Security Concerns(Lack of security)					
l)	Privacy concerns					
m)	Education level /lack of awareness.					
n)	Installation & maintenance of technology.					

SECTION D

11. OTHER FACTORS INFLUENCING use of digital marketing. Tick (✓) the relevant).

Sl.no	Organisational factors(Dlodlo, N. & Dhurup, M.. (2010)., Higón, Dolores. (2011), M.I, Dahnil et al. (2014), Jones. P,2013)	SA	A	N	D	SD
a)	Enough capital is required for start up.					
b)	Cost reduction is one of the main reason for adoption of digital marketing					
c)	Increase in profit is main reason for adopting digital technologies..					
d)	Availability of technical staff and consultants required..					
f)	Organization must provides resources,proper guidance and initiatives to encourage digital media development process.					
g)	Management/team must have all resources for training in digital media equipment & maintenance of the same.					
h)	Management should be fully aware of digital media.					
i)	Good alignment is required between digital media and business strategy.					

	Individual Factors(Qiuyan Fan,2016)					
j)	I provide guidance and initiatives to encourage digital media development process.					
k)	I provide allocation for training, digital media equipment & maintenance investment related to digital media.					
l)	I am able to lead people in achieving success regarding digital media adoption.					
m)	I am optimistic about the benefits of digital MEDIA					
n)	I am willing to spend time, money and effort on implementation					
o)	I am able to distinguish and critically analyze digital media's possible risk and and its solution.					
p)	I digital media's possible risk and its solution.					
q)	I am competent about digital media					
	INNOVATION FACTORS(Alamro, Sattam & Tarawneh, Sami & Allahawiah, Sattam. (2011)					
r)	Technology needs to be consistent with industry/business needs.					
s)	Expert/Consultant advice is must.					
t)	Technology needs to be tested before implementation.					
u)	In case of vendors tools of venders needs to be tested.					
v)	Staff needs to be fully competent for testing technology.					
w)	Complication of new technology is one of the major hurdle.					
x)	Customers are more satisfied when businesses use digital media channel.					
y)	Use of digital technology increases productivity & productivity.					
z)	Helpful in increasing product quality.					
aa)	Keep abreast with competition.					
	GOVT. SUPPORT AND SCHEMES(Zaied, Abdel Nasser. (2012), Kaur,R and Saini,D.(2016))					
bb)	Govt provides financial support in investing in digital media					
cc)	Govt has build the right legal and regulatory framework to ensure security, trust, privacy					

	and consumer protection.					
dd)	Provides tax incentives for enabling tools. Ex: interest.					
ee)	Provides awareness on benefits of using digital marketing.					
ff)	Provides digital media adoption training and consulting services.					
	INDUSTRY FACTORS (Alamro et al.. (2011),M.I, Dahnil et. al. (2014),					
gg)	Operating in a sector with great competition.					
hh)	Facing competitive pressure to adopt digital marketing as others are using it.					
ii)	Having sufficient support from technology vendor.					
jj)	Having supportive environment					

SECTION E

12. How much value do you think Digital marketing has added to the following aspects of your business?(**Jagongo,A.,Kinyua.C.(2013), Nory Jones, Richard Borgman, Ebru Ulusoy, (2015), Mommani,K.A.,Afifi.A.A,Mahfuz,M.A. (2015)**

	IMPACT ON SALES	SA	A	N	D	SD
a)	Sales has increased					
b)	Sales area has widened					
c)	Customer service improved					
	IMPACT ON INTERNAL EFFICIENCY					
a)	Internal processes more efficient					
b)	Staff productivity increased					
	IMPACT ON PROCUREMENT					
a)	Procurement cost decreased					
b)	Inventory cost decreased					
c)	Coordination with suppliers improved					

13.How much value do you think Social Media marketing has helped in increasing your brand awareness, reach and engagement?(**Verma,R.,Sharma,R,(2012), Lorache,M et al.,2012,H B Tritama et al., , 2016.)**

Sr. no.	Question Description	SA	A	N	D	SD
a)	Social media is good to be used as a marketing tool of company products.					
b)	MSME/Small scale industries should have social media as marketing tools					

c)	Advertising through social media is more quickly recognized by the community rather than advertising through other media (such as newspapers, TV, and radio).					
d)	Social media can attract more customers to the company products.					
e)	Ads that draw attention to social media determines the selling of company products.					
f)	Social Media is helpful in increasing reach & engagement.					
g)	Brand awareness is associated with increased reach and engagement.					

BACKGROUND INFORMATION:

- 1) COMPANY NAME.....
 - a) Owner Name..... age:
 - b) E Mail Id:.....
 - c) Education.....
 - d) Age of Your Company:
 - e) What is the main business activity of your company?
(manufacturing/service/any other)
 - f) Sector.....
 - g) Industry.....
 - f) Capital base:
 - h) Total assets.....
 - 2) How Many Employees Are There In Your Company Presently?
 - 3) Monthly sales turnover
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ANNEXURE B

To be filled in by those who are customers of MSME.

Please specify your attitude regarding following aspects by marking (✓) in the appropriate place.(Please tick all that applies)

Sr. no.	Question	Yes	No
a)	Are you aware of digital marketing?		
b)	Which of the following digital marketing resources attracts you the most?		
c)	How long you are using digital channels for taking purchasing decision.		
d)	Does digital marketing influence your buying behaviour ?		
e)	Do you think having a website is essential for any business.		
f)	Is it effective in advertising company's products?		
g)	Going digital may help to choice better product.		
h)	Digital marketing provides accessibility to new products and MSMEs		
i)	Do you think digital marketing helps in lowering purchasing cost.		
j)	Do you think using digital media helps to providing rapid feedback/ complaints		
k)	Digital marketing is important in any business		
l)	It helps in competitive advantage.		
m)	It is effective in advertising company's products		
n)	Having the digital channels for marketing improves credibility of marketing.		

6. Please express your opinion towards the following aspects by marking [✓] in the appropriate place. (Please mark in any box against each sub question).

Instructions: Read each item carefully, and then rate how much you *agree* with each item, using **five point Likert type scale**. After reading each item put a tick mark against the response which you feel is most appropriate according to you in relation to your organization. Avoid responding neutral as much as possible.

5= Strongly Agree

4=Agree

3= Neither agree or disagree(Neutral)

2= Disagree

1= Strongly disagree

Sl.no.		SA	A	N	D	SD
	USEFULNESS AND EASE OF USE					
6.1.1	Digital marketing is helpful in differentiating one company from others.					
6.1.3	Digital marketing increases the potential business opportunities .					
6.1.6	Digital marketing enables us to accomplish tasks more quickly.					
6.2.1	Learning to operate digital marketing channels is easy.					
6.2.2	I think it is easy to get the information from digital marketing channels to do which companies wants to provide.					
6.2.3	The interaction with the digital marketing channels is clear and understandable.					
6.2.4	I think digital marketing is flexible to interact.					
6.2.4	I think becoming skill full at using all digital marketing channel is easy.					
	RELATIVE ADVANTAGE					
6.3.1	Re-organization and simplification of Work routines.					
6.3.2	It may be able to save the use of resources.					
6.3.4	Enlarge choice market .					
6.3.5	Awareness of new products and services.					
6.3.6	Provides good value for money					
6.3.7	Improved purchase lead.					
6.3.9	Improved satisfaction level.					
6.3.10	Helps in comparing of competitors.					
6.3.11	Cost reduction in purchasing expenditure.					
6.3.12	Easy access to international markets.					

6. Please express your opinion towards the following aspects about **social media** by marking [√] in the appropriate place. (Please mark in any box against each sub question).

Instructions: Read each item carefully, and then rate how much you *agree* with each item, using **five point Likert type scale**. After reading each item put a tick mark against the response which you feel is most appropriate according to you in relation to your organization. Avoid responding neutral as much as possible.

5= Strongly Agree

4=Agree

3= Neither agree or disagree(Neutral)

2= Disagree

1= Strongly disagree

Sr. no.	Question Description	SA	A	N	D	SD
a)	Social media is easily accessible .					
b)	Social media is helpful in increasing brand awareness because of its reach.					
c)	Social media helps me to remember new products.					
d)	I know a lot of new products information from social media.					
e)	I like to buy a product from the ads on social media.					
f)	Social media ads sometimes proves fraudulent					

BACKGROUND INFORMATION:

- a) Name..... age:
- b) E Mail Id:.....
- c) Address:
- d) Education.....
- e) Age:
- f) What type of product you often purchase?

Appendix C (fourth objective)

Questionnaire on conversion/Engagement

To be filled in by those who are owner or marketing manager of MSME.

1. Do your company uses web page/landing page ? yes ☐ No ☐
2. Which source gives you maximum traffic?

Direct visitors	Search visitors	Referral traffic
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. From how many channels/social media platform you gets referral traffic?

a)Face book <input type="checkbox"/>	b)You tube <input type="checkbox"/>	c)Instagran <input type="checkbox"/>	d)Twitt <input type="checkbox"/>	e) Linked <input type="checkbox"/>
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4. Out of the following metrics, which three are you consider as goal completed?

Visits/conversions (i.e. sales or leads)/Revenue/Return on ad spend/Cost per conversion/Conversion rate/Followers/Subscribers/Engagement rate
5. How much referral traffic do you get from each source per month?_____
6. Which Social media channel gives you maximum engagement and what is the engagement rate per month?(likes/share/comments etc)

a)Face book <input type="checkbox"/>	b)You tube <input type="checkbox"/>	c)Instagran <input type="checkbox"/>	d)Twitt <input type="checkbox"/>	e) Linked <input type="checkbox"/>
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7. How qualified is each source of traffic measured by sales and/or leads?
8. What is your prospect sales conversion rate per month after opting into your lead capture?

a)Less than 5% <input type="checkbox"/>	b) 5% to 10 % <input type="checkbox"/>	c) 10% to 20 <input type="checkbox"/>	d) more than 20 <input type="checkbox"/>
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9. What is the average length of time on your prospect list before purchasing?

a)Less than month <input type="checkbox"/>	b) 01 to 02 months <input type="checkbox"/>	c) 02 to 03 months <input type="checkbox"/>
<input type="checkbox"/>		

d) more than 03 months

10. Please express your opinion towards the following aspects by marking [√] in the appropriate place. (Please mark in any box against each sub question).

Instructions: Read each item carefully, and then rate how much you *agree* with each item, using **five point Likert type scale**. After reading each item put a tick mark against the response which you feel is most appropriate according to you in relation to your organization. Avoid responding neutral as much as possible.

5= Strongly Agree

4=Agree

3= Neither agree or disagree(Neutral)

2= Disagree

1= Strongly disagree

S.no	Description	SA	A	N	SDA	DA
Effect of prior visit/time/past purchases (Moe and Fader (2004) Dynamic Conversion Behavior at E-Commerce Sites)						
1.	Influence of prior visits has no effect on conversion rate.					
2.	Effect of time they visited has effect on conversion rate.					
3.	Effect of past purchases has no effect on conversion rates.					
Privacy/Trust and Emotion effect (Liu <i>et al.</i> (2004) Beyond concern—a privacy-trust-behavioral intention model of electronic commerce) & Lu <i>et al.</i> (2012) , Effects of dissatisfaction on customer repurchase decision in e-Commerce-An emotion based perspective.						
4.	Individual perception on privacy & trust has impact on purchasing intention.					
5.	Digital channels enables customers to take quick decision and thus have impact on sales.					
6.	Negative emotion resulting out of prior experience/visits can have a profound negative effect on a consumer's repurchase intention.					
Information about product (Kuan <i>et al.</i> (2008) Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites)						
7.	Information's available on landing page has impact on conversion rate.					
8.	Information quality and service quality has positive influence on continued intention of purchase..					
Impact of attractive offers(Di Fatta et al., (2017) The determinants of conversion rates in SME e-commerce websites)						
9.	Any type of discount/free shipping/free return etc effects has impact on conversion					

	rate.					
10	Cost per click has no impact on engagement and conversion rate (ROI)					

BACKGROUND INFORMATION:

- 2) COMPANY NAME.....
 - a) Owner Name..... age:
 - b) E Mail Id:.....
 - c) Education.....
 - d) Age of Your Company:
 - e) What is the main business activity of your company?
(manufacturing/service/any other)
 - f) Sector.....
 - g) Industry.....
 - f) Capital base:
 - h) Total assets.....
- 4) How Many Employees Are There In Your Company Presently?
- 5) Monthly sales turnover