

**A STUDY ON THE IMPACT OF DIGITAL MARKETING ON HOME BASED  
BUSINESS WITH SPECIAL REFERENCE TO BAKERIES IN GUWAHATI CITY**

**Submitted to Gauhati University for partial fulfillment of the requirement for the  
Degree of Master of Commerce**



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## **CERTIFICATE OF ORIGINALITY**

This is to certify that the dissertation titled —“**A study on the impact of digital marketing on home based business with special reference to bakeries in Guwahati city**” is the bona-fide research work carried out by Ms. Debopriya Kar, student of M.Com, at K.C. Das Commerce College, Gauhati University, Guwahati, under my supervision and guidance, in partial fulfilment of the requirements for the award of the Degree of M. Com and that the dissertation has not formed the basis for the award previously of any degree, diploma, associateship, fellowship or any other similar title.

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## DECLARATION

I hereby declare that the dissertation titled “**A Study On The Impact Of Digital Marketing On Home Based Business With Special Reference To Bakeries In Guwahati City**” Submitted for the Award of Master of Commerce (M. Com) in Management and Marketing at K.C. Das Commerce College, Gauhati University, Guwahati, is my original work and the dissertation has not formed the basis for the award of any degree, associateship, fellowship or any other. The material borrowed from similar titles and other sources, incorporated in the dissertation has been duly acknowledged.

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## PREFACE

We all know that learning process is not perfect until and unless we got to know the practical aspect of the field and with this view, a dissertation report entitled, —“**A study on the impact of digital marketing on home based business with special reference to bakeries in Guwahati city**” as a part of M.com 3<sup>rd</sup> Semester curriculum have been prepared.

The main objective of this study is to study the factors influencing Home-based bakeries in Guwahati to adopt Digital Marketing, to study the various Digital Marketing strategies and to examine the impact of Digital Marketing on revenue of home-based bakeries in Guwahati.

Considering the above objectives and collecting relevant data thereby some findings and suggestions have been forwarded so that the research work may help other researchers in the same field to fill in the gaps and loopholes and thereby make the people more aware about the entrepreneurship programme.

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# **CHAPTER 1: INTRODUCTION**

# CHAPTER 1: INTRODUCTION

## 1.1 Introduction

Digital marketing is that component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms. In this era of technology, all spheres of human life have been touched upon by digitalisation. As digital platforms are incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops digital marketing campaigns have become more prevalent over the years. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'.

The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Digital marketing is more than just having a website. The website needs to be aesthetically pleasing and easy to navigate, and also needs to have quality content to reflect the nature of the business. Search engine optimization (SEO) is an important factor as well. Search engines need to read and index the website properly. There are content and SEO specialists who can help organisations to design websites which are responsive and accessed through all devices. Digital marketing also involves managing the organisation's social media presence and interacting with fans as well as marketing the business across major social media channels.

## History and Evolution of Digital Marketing

The development of digital marketing is inseparable from technological development. It started in 1971 when the first email was sent evolving into an era where people could send and receive files through different machines. In the 1990s, the term Digital Marketing was first coined. With the invention of server-client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology. Marketers were also able to own huge online customer database after the Internet was born and they could push their products for sale. During the first decade of the 21<sup>st</sup> Century, with increasing numbers of internet users, customers began

searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. Digital marketing came to the forefront during that phase and filled the gap online.

Digital marketing first appeared as a term in the 1990s. The first banner advertising started in 1993 and the first web crawler (called WebCrawler) was created in 1994. That was the beginning of search engine optimization (SEO). Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began. Blackberry, a brand not connected with innovation any more, launched mobile email and MySpace appeared. MySpace could be said as the true beginning of social media but it was not as successful as it could have been from a user experience perspective. Google's introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day. Cookies have been a key development in delivering relevant comments and therefore personalising user experience. The first search engine started in 1991 with a network protocol called Gopher for query and search. In 1993, the first clickable banner went live, after which HotWired purchased a few banners ads for their advertising. This marked the beginning of a new era, the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies entering the digital marketplace. In the same year, Yahoo was launched. 1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. In 2000, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving place for the giants. Then in 2006, digital marketing world saw its first steep surge. At that time, search engine traffic already grown to about 6.4 billion in a single month. Soon, Google began to expand and along with this social networking sites began to emerge. Myspace was the first social networking site followed by Facebook. With this, companies realized that all these new sites are opening new doors of opportunity for them to market their products and brands.

### **Home Based Business**

A home-based business is any business where the primary office is located in the proprietor's home. They don't have to own the property, but they need to be running a business out of the same premises they live in for the business to be considered a home business. A home based business is basically a small company or business that people operate from their home. Most home businesses do not have many employees. Starting a home business makes sense if you

want to minimize start-up expenses. It is also ideal for individuals who cannot leave their home every day for long periods. Women who also have to look after their families find it very feasible to conduct home based business. Home based bakeries are a very popular form of business which exposes women to fulfil their dreams of being an entrepreneur along with taking care of the family. A bakery is basically an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes and pastries. Some retail bakeries are also categorized as cafés which serve coffee and tea to customers who wish to consume the baked goods on the premises. Home based bakeries have attained great popularity in recent times mostly during the lockdown created by the COVID 19 pandemic.

## **Bakery**

A bakery is an establishment that makes and sells flour-based food baked in an oven such as bread, cookies, cakes, pastries, and pies. Some retail bakeries are also known as cafés, serving coffee and tea to customers who desire to consume the baked goods on the premises. Confectionery items are also made in most bakeries throughout the world.

## **Types of Bakery Services**

### **Bakery Cafe:**

A bakery cafe, or a sit-down bakery, is a retail bakery that comprises of a dining area for customers to sit and enjoy their food. Introducing a bakery cafe with seating can be more complicated than other bakery business models because one requires a location with sufficient space. Most bakery-cafes also have provisions for food and drink besides baked goods.



**Location: Patisserie Opera, Guwahati**

### **Counter Service Bakery:**

A counter service bakery is similar to a sit-down set up because both models require a space for customers to order their products. Although, counter service bakeries can be smaller as they don't have a dining area. This business model could reduce overhead costs and one could sell coffee and other food items too. Additional advantage of a counter service bakery is that one can cater to walk-in customers who want only a few items, as well as customers with bulk orders. Without having to give the extra focus on front-of-house space, one can spend more time preparing large orders.



**Location: Suchitra Bakery, Guwahati**

### **Food Truck Bakery:**

Bakery food trucks, like cupcake trucks, are becoming increasingly popular by the day. They're comparatively less expensive to procure, especially when compared to a sit-down establishment and they also provide the freedom to move around to different locations. However, preparing the products may pose a problem in such establishments. While it is possible to fit a bakery or cupcake food truck with a fully-equipped kitchen, it can be very expensive.



**Source: Zomato**

### **Home Bakery:**

Baking at home is perfect for entrepreneurs who have limited capital to invest in their new venture. All one requires to set up a home bakery is the proper equipment, adequate space, and the necessary permits. Some states, like Texas, prohibit the sale of homemade baked goods unless the kitchen area is completely separate from the house, so it is important to check the regulations in the concerned area. While choosing to start a home bakery, one will also need to consider the mode of operation and the manner of delivering the goods to the customers.



**Source: thebetterindia.com**

## **Specialty Bakery:**

A specialty bakery concentrates on making either one or a small number of baked goods. For instance, a wedding cake shop would be considered a specialty bakery because they specialize in baking one category of product exceptionally well. Allergy-friendly and health-conscious bakeries, like bakeries that offer vegan or gluten-free baked goods, also fall into the specialty category.

### **1.2 Statement of the problem**

Home based businesses are not exposed to the outside world like the ordinary brick and mortar shops. These businesses thus rely highly on word of mouth communication of their customers. But, it is a long process and happens over a long period of time. Under such circumstances, these small home based businesses resort to other mechanisms in order to publicize and popularize their business. Digital marketing is a very popular technique which is often adopted by businesses to market their products. This study would try to explore whether digital marketing could impact the growth and prosperity of such home based businesses.

### **1.3 Objectives of the study**

The study has the following objectives:

1. To identify the factors influencing adoption of Digital Marketing by home-based bakeries in Guwahati city;
2. To study the various Digital Marketing strategies adopted by home-based businesses;
3. To examine the impact of Digital Marketing on revenue of home-based bakeries in Guwahati.

### **1.4 Significance of the study**

Home-based business is a new paradigm of women entrepreneurship. Homemakers utilize their leisure time productively and also earn substantially. In addition to that, many people with limited capital can also establish their business at home and gradually expand it. The contribution of small businesses to the economy is highly acknowledged and thus this study



is expected to provide a platform to people who are interested in this field. This study would provide substantial information about Digital Marketing and how it can impact home based businesses. It will highlight the various strategies of digital marketing that can be adopted by home based businesses for business growth at minimum cost and effort.

## **1.5 Research Methodology**

Research Methodology represents the methods and procedures for conducting the present investigation so as to enable its analysis to interpret the findings in a systematic manner as laid down under the following heads:

### **1. Research Plan:**

The main objective of every research study is to gather the relevant information and analyse them properly and systematically. The research plan has been designed keeping in mind both the qualitative and quantitative data that the researcher has to deal with during the analysis phase. For analyzing the data about the impact of digital marketing on home based businesses, a detailed study has been made from the entrepreneur's point of view. For the purpose of the survey, a sample survey was undertaken among the women entrepreneurs in home based bakeries in Guwahati.

### **2. Area of the study:**

The study is conducted in Guwahati to get an idea about the impact of digital marketing on home based bakeries.

### **3. Research design:**

The research design is both Descriptive as well as Exploratory in nature. It includes a descriptive study on the various factors affecting digital marketing and the popular strategies of digital marketing. This study is also exploratory in nature as the investigation tries to find out the impact of such digital marketing on home based businesses.

### **4. Sources of data:**

Two sources of data are used in the present research study. It consists of primary as well as secondary sources.

#### **a) Primary Data:**

In present study, the required data was collected through Sample survey using structured questionnaire. Since ‘Impact of Digital Marketing on Home-based Businesses’ is the core focus of the study, therefore a structured and closed ended questionnaire was prepared for home-based bakery owners only. It was further followed by Telephonic interviews.

#### **b) Secondary Data:**

In present study, published and unpublished sources of secondary data have been used. Secondary data was collected to provide the dissertation with necessary theoretical back up. Information related to Digital marketing, its strategies and advantages etc. were collected through various secondary sources such as research journals, reference books, business magazines and content sharing websites.

#### **5. Sampling Technique:**

The sample for the study has been selected at random from among the women who run home based bakeries in Guwahati city.

#### **6. Sample size:**

The study is based on 35 samples selected at random.

#### **7. Data representation:**

The collected data is represented with the help of tables and it is supported by bar diagrams.

### **1.6 Limitations of the study**

The limitations of the study are as follows:

1. The primary data has been collected through direct interaction with the respondents are assumed to be correct as there is no provision to cross check and verify the data.
2. Time has also been a limiting factor as the study is conducted in a very short span of time.
4. The study was limited to the city of Guwahati only.
5. A total of 35 respondents have been taken for the study due to time and resource constraints which may not give exact representation of the actual scenario.
6. Some of the respondents were reluctant in answering the questions as they were least interested in the study. Some of them also hesitated to provide the required data.

## **1.7 Chapter Plan**

### **Chapter 1: Introduction**

In the first chapter an introduction has been provided regarding the meaning of digital marketing and its significance in home based businesses. This chapter also contains the objectives, methodology and limitations of the study.

### **Chapter 2: Review of Literature**

The second chapter contains the review of various studies related to the impacts of Digital Marketing on Small and Home-Based businesses and also on Women Entrepreneurship in India. A thorough study has been into the work of researchers to understand the gap in the existing literature.

### **Chapter 3: Digital Marketing Strategies**

The third chapter studies the difference between Traditional and Digital Marketing. It brings to light the different approaches and strategies of Digital Marketing. It also includes the various reasons for which businesses choose Digital Marketing.

### **Chapter 4: Analysis and Interpretation of Data**

In the fourth chapter, the collected data has been analysed and interpretations have been made to make the data more effective and understandable to the viewers.

### **Chapter 5: Findings, Suggestions & Conclusion**

This chapter contains the summary of the findings drawn on the basis of analysis and interpretations made during the study. It also includes certain suggestions to help the growing home-based businesses in implementing digital marketing as their promotion campaign.

**CHAPTER 2:  
REVIEW OF LITERATURE**

## CHAPTER 2: REVIEW OF LITERATURE

### 2.1 Review of Literature

The review of literature helps in obtaining knowledge relating to the research topic and also assists in attaining background information associated with it. Some of the works related to the present study are as follows:

#### **Literature on Digital Marketing:**

**Bostanshirin (2014)** concentrated upon the impacts of internet-oriented interactive spaces on marketing practice. The researcher in the paper defined online marketing and also reviewed historical background of utilizing online marketing. She described the different kinds of internet marketing and the marketing opportunities that arise from the introduction of online marketing. The researcher concluded the paper by identifying the various challenges, such as problems of security, privacy, etc, emerged in the field of marketing from implementation of online marketing and contemplated the solutions to tackle these challenges.

**Pawar (2014)** observed the contribution of Online marketing as a part of Integrated Marketing Communication and its splendid efforts towards promotion in practice. He also identified the challenges in using online marketing as a tool of integrated marketing communication. The researcher concluded that consumers rely upon more than one medium in order to enhance their knowledge on brands and also established that the main reason for growing significance of online marketing is the increasing literacy about internet among people. The study further recommended that companies should combine various mediums of online marketing in order to reach their desired target audience which will help to spread awareness among them and to influence buyers' behaviour.

**Anwar and Daniel (2014)** discussed the salient characteristics of online home-based business entrepreneurs. The researchers also examined the viability of the entrepreneur-venture fit theory and concluded that the theory provided an effective means of ordering and structuring the findings of the systematic review and provided a number of insights into online home-based businesses. They further explored the relationships between the characteristics of the online home-based entrepreneurs and the characteristics of these types of businesses.

**Mokhtar (2015)** assessed the level of adoption of internet marketing by small business enterprises in Malaysia. The researcher studied the small business enterprises' perceptions on the adoption of Internet marketing. She further demonstrated the evolution of marketing approach from traditional marketing to Internet marketing and the positive impact of Internet marketing to the businesses.

**Demishkevich (2015)** studied the use of internet marketing in small business. The researcher observed that most small business owners in Maryland, USA lacked knowledge about digital marketing and faced challenges using the same for promoting their business. She further examined how small business owners pursued and implemented their Internet marketing strategy.

**Iblasi, Bader and Al-Qreini (2016)** examined the impact of Social Media as a Marketing Tool on Purchasing Decisions of Electrical Home Appliances by studying a sample of (93) in 3 branches of SAMSUNG Company in Jordan. The researcher investigated the impact of social media as a marketing tool on purchasing decisions and concluded that social media websites act as a productive marketing tool on the stages of purchasing decision which makes websites a fertile and rich place to practice E-marketing and to influence the consumers purchasing decisions.

**Das and Lall (2016)** described the different types of digital marketing techniques like SEO, SEM, SMM, PPC and the alikes. The researchers further addressed the importance and risk factors associated with digital marketing and concluded the paper by providing some digital marketing tips for businesses.

**Chaurasiya (2017)** studied the impact of online marketing on the society. The researcher identified and analyzed the advantages and disadvantages of online marketing over traditional marketing along with the benefits of online marketing to companies. The paper also determined the impact of online marketing on traditional market and society.

**Lakshmi.V, Mahboob and Choudhary (2017)** provides a literature based review of how social media affects small and medium sized enterprises in the Arab world. The researchers analysed how social media is influencing the small and medium-sized businesses in the

region and observed that there is a unique relationship between the social media and SMEs in social, political, religious or cultural and economic spheres which has enabled the social media to uniquely impact on the Arabian market in several areas such as offering a marketing platform for the Information Age, an avenue and forum for increased sales, an innovative edge for SMEs to reduce expenditure or cost and increase profitability, and also a benchmark of direct client communication of modern PR.

**Pawar and Patil (2020)** analysed the impact of digital marketing on business by studying a sample of 50 people in different cities in India. The researchers observed that a good number of businessmen were doing business online and identified the positive and negative impacts of digital marketing. They also assessed the digital marketing pattern which is most preferred by customers.

**Swami and Naidu (2020)** observed that social media marketing is the gateway to success for homepreneurs. The researchers highlighted the various social media platforms for homepreneurs and also assessed the advantages of social media marketing for budding and existing homepreneurs. The researchers have further shared many case studies to provide examples of homepreneurs who have actively participated on these platforms and achieved success.

**Singh, Kumar and Dubey ()** highlighted the meaning and present trends in Digital Marketing in India and discussed the necessity of using this strategy of marketing for the marketing of the product and services. The researcher analyzed the various aspects of digital marketing in India and established the necessity of using digital marketing as a marketing strategy by the companies for marketing their product and services.

#### **Literature on Women Entrepreneurship:**

**Mahajan (2013)** emphasized women entrepreneurs as the potentially emerging human resource in the 21st century. The researcher also analysed the status of women entrepreneurs in India and she further shared the success story of Hina Shah, the most successful women entrepreneurs of India in plastic packaging and Founder of ICECD from Gujarat.

**Johar (2015)** examined the Development of Women Entrepreneurship in Ghaziabad city. The researcher focused on the growth and performance of women entrepreneurs in India and identified the problems and challenges which are faced by women entrepreneurs. She highlighted the initiatives taken by the government for women entrepreneurs and also demonstrated the factors which motivate women to become a successful entrepreneurs are achievement motivation and human relation.

**Yadav and Unni (2016)** examined the number of papers published on women entrepreneurship in 12 established entrepreneurship journals from 1900 to 2016. The researchers also assessed the improvement of the field by specifically reviewing literature reviews published from 1980s till 2016 and proposed future research directions. They further concluded that there is still much scope for building a strong theoretical base for research on women entrepreneurship.

**Tiwari (2017)** studied the concept, profile and dynamics of women entrepreneurship in India. She also analysed the prevalence of women entrepreneurship in India. The researcher further concluded that entrepreneurial activity is quite low in India and is mostly concentrated in states of Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra and recommended that policy imperatives and interventions must be decoded which can boost an engendered environment for women entrepreneurs in India.



# **CHAPTER 3: DIGITAL MARKETING STRATEGIES**

## **CHAPTER 3: DIGITAL MARKETING STRATEGIES**

### **3.1 Traditional Marketing V/S Digital Marketing**

Marketing is about identifying and meeting human and social needs. One of the shortest and quite precise definitions of marketing is “meeting needs profitably.” The American Marketing Association offers the following formal definition: “Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders.” Marketing is about meeting the requirements of customers, it is a business-wide function and not something that operates alone from other business activities. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.

Through traditional marketing companies directly target and find customers, while through digital marketing their objective is to have people find them. Success of a digital marketing highly depends on the customers having access to the Internet and being familiar with the channels used to target them, be those social networks or websites. On the other hand, traditional methods like newspapers, magazines, TV or radio or street marketing are accessible for the large majority of people. Some traditional methods, like events and street marketing in general, allow companies to have a personal interaction with their customers and get direct and real-time feedback, which turns to be extremely valuable when testing new products to be launched.

Traditional Marketing uses strategies like direct sales, TV, radio, mail, print ads in newspapers or magazines and printed materials like billboards, posters, catalogs or brochures. Digital Marketing is the promotion of products through one or more forms of electronic media. For example, advertising via the Internet, social networking sites, mobile phones etc. Digital marketing is similar to traditional marketing, but using digital devices. There are countless ways of marketing products and services.

Traditional marketing methods include print advertisements, such as newspaper ads, billboards and flyers, as well as television commercials and radio spots. Digital or online

marketing methods, which are becoming increasingly popular, include websites, ads on social media, YouTube videos and search engine optimization (SEO), among many others.



Source: Institute for Future Education, Entrepreneurship and Leadership (2017)

Traditional marketing	Digital marketing
Communication is unidirectional. Meaning, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer can also ask questions or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters and emails.	Medium of communication is mainly through social media, chat, websites and emails.
Campaigning takes more time for designing, preparing and launching	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine

	techniques
It is a conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

**Source: Satya, 2015**

The world has transitioned into a very digital environment. Not only are magazines going digital, many of our daily tasks such as banking online and much of our reading is done on e-readers. With rise of the digital age it is good to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in the digitally based world. For today's businesses, it is imperative to have a website and use the web as a means to interact with their consumer base.

### **3.2 Rationale of Digital Marketing**

Digital marketing has become increasingly popular these days among businesses around the world. After discovering the wide range benefits of internet marketing in promoting products and services online, it has soon become the leading medium for marketing all over the world. Unlike mass marketing, which effectively arouses the interest of the local audience by means of radio spots, newspapers and print media; digital marketing allows companies to nurture a more personal relationship with their consumers from all over the world. With digital marketing, businesses can deliver content to their customers through personalized and cost-effective communication.

Some of the factors influencing digital marketing are as follows:

#### **1. Convenience and Quick Service**

The incredible convenience of marketing digitally is one of the major advantages of digital marketing. The internet has exceptionally easy accessibility with consumers using the internet and reaching markets anywhere in the world. In addition, one can easily track sales items online as they make their way into delivery. Digital marketing is great for business as it gives consumers a better and more comfortable shopping experience. The convenience plays a very big role in making the buying decision.

## **2. Low Cost for Operations**

One of the main advantages of digital marketing for businesses is its low operating cost. One can advertise at very low costs with internet marketing than with traditional methods of advertisement such as ads in newspapers, on television and on the radio.

In addition, the internet allows business owners to contact their customers more in comparison to how they would contact them traditionally. Online communication is more affordable than traditional communication methods such as sending mail and printing brochures.

## **3. Measure and Track Results**

A facet of digital marketing that is seldom available with traditional marketing is the ability to measure and track results. With digital marketing, business can utilize various tools for tracking the results of the advertising campaigns. Using these tools, not only one can measure and track but also illustrate the progress of the marketing campaign in detailed graphics. The ability to quantify the marketing efforts is the best possible thing for a marketing concern.

Measuring and tracking results gives the business a better idea of how the marketing campaign is faring. It gives an idea of how one can better grow the traffic, leads, sales, and conversions. Without the ability to measure and track the results, one cannot alter or modify the marketing campaign so that it can better deliver the desired results.

## **4. Demographic Targeting**

Marketing products and services online provides the ability to target audiences based on demography. This allows concentrating the efforts on the audience that are truly interested in the offered products or services. With demographic targeting, businesses can better target the marketing efforts on specific demographic regions. Never has it been easier for businesses to target an area miles away from the area of business. With digital marketing, it is possible now to target different demographics.

Demographic targeting gives businesses the ability to target specific customers it thinks are likely to purchase the product or hire the services. Every time someone visits the website and fills in a form, it gives the business an idea of who the customers really are and lets it discover important details about them such as age and interests, which better shapes the services to match their needs.

## **5. Global Marketing**

The ability to market products and services globally is one of the premier advantages of global marketing for business. Within several months of aggressive SEO, businesses can secure millions of viewers and reach huge audiences from across the world. Businesses can now reach every corner of the world, where there is internet.

With digital marketing, businesses can easily reach beyond the geographical boundaries to offer products or services to customers worldwide. Wherever the target audiences are, businesses can easily reach them 24/7 and from any country all over the world. If the audience consists of more than the local market, utilizing global marketing offers a great advantage to the businesses.

## **6. Ability to Multitask**

One of the core benefits of online marketing is its ability to handling millions of customers at the same time. As long as a website's infrastructure is efficient, numerous transactions can easily take place simultaneously.

However, even with a large number of transactions taking place, the website is capable of providing satisfactory service to every customer who makes a purchase online, without the risk of diminished satisfaction. This high adaptability of internet marketing is an important benefit that businesses can take advantage of to provide their consumers with the best shopping experience.

## **7. 24\*7 Marketing**

Internet marketing reduces cost and runs around the clock. That means that marketing campaigns run for 24 hours a day, 7 days a week. Compared to traditional marketing, internet marketing does not limit to opening hours. At the same time, businesses would not be worrying about overtime pay for the staff.

In addition to this, there is no regional or international time difference to worry about that will affect the accessibility or availability of the offers or online campaigns. Whenever someone opens their computer and connects to the internet, there is a higher chance of them seeing the marketing campaign. Furthermore, customers can look for the product at their most convenient time.

## **8. Automated, Tech-Savvy Marketing**

Another advantage of digital marketing is that marketing this way is easy with one-mouse-click automation. Compared to traditional offline marketing where marketers delegate various tasks to the best hands and talents, digital marketing takes advantage of a more tech-savvy method. With internet marketing, everything can go automated.

Internet marketing gives businesses the chance to turn every facet of its operations into a fully automated system. All one needs to do is find the right tool and technology suited to the marketing campaign and it is done. By automating the marketing campaign, businesses can choose to do something more valuable with the time.

## **9. Data Collection for Personalization**

Transactions through the internet allow businesses to collect data. Whenever a customer purchases a product through a company's website, the data is captured. Businesses can use this data in multifarious ways. Most businesses analyze the data to find out what products and/or services sell frequently.

Furthermore, the data collected can help segment customers, so businesses can send them ads and other promotional materials based on their buying habits and interests. There are various ways that businesses can collect customer data including customer profiles or through their behaviour while on the website. The information collected through this method typically includes age, gender, location, how they came to the site, what sites they visited after they left, viewed products and the pages visited on the site. Another way of collecting customer data is through the use of internet tools or with a tracking software. Compared to traditional marketing, online marketing allows for better data collection as well as personalization. Through this advantage of internet marketing, businesses can serve millions of customers with various items and products based on their personal interests. Thus, shoppers can easily get their desired products without having to comb through the internet all day.

## **10. Diversified Marketing and Advertising**

When targeting audience, diversification plays an important role in the marketing and advertising campaigns. Diversification means that businesses can use a variety of tactics and strategies in order to reach the prospects. With digital marketing, diversification becomes a lot easier. In addition to that, it is possible for businesses to run varying marketing techniques simultaneously to better implement the marketing campaign.

## **11. Easy Modifying the Marketing and Advertising Campaigns**

It is inevitable in marketing and advertising that something needs to be improved or altered in order to optimize the campaigns. Compared to traditional marketing, digital advertising is much easier to tweak. Whenever the campaign needs to be modified, digital marketing allows the modification to happen without having to worry about downtime, service interruption or even halting the entire system.

This means that businesses can easily change the appearance of its online shopping mall – the website – by changing a few lines in the CSS (Cascading Style Sheets) that link to the web page.

## **12. Instant Transaction Service**

Executing transactions is easy and nearly instant digitally. Businesses can do this through a digital payment service so that there is no need for cash to go between the marketer and the customer to buy and sell merchandise. This is all possible due to payment processing solutions executed by third party payment processing companies such as PayPal.

## **13. Better Sales Relationships**

In traditional marketing, merchants often give their business cards or pamphlets to their customers after a sale. However, what happens is often on such occasions, the customers lose the cards or misplace it. The only time the seller would remember about the card is if they had the intention of visiting the seller again.

In the end, most customers do not remember the seller much less the card, so this marketing method does not work to convince buyers to return. This is different from internet marketing where the marketers can easily collect email addresses of their prospects and buyers, which they can use in reaching out and forming a relationship with the customer.

The marketer can use this email address to provide customers with valuable information such as information about the purchased product, available coupons on their products and services, special discounts and introducing new products. Aside from email addresses, they can also use social media for consistent interaction with customers.

## **14. Time-Effective Marketing**

Unlike traditional marketing, internet marketing is easy to start and quick to implement. Businesses can easily set up a marketing campaign at any time that is convenient. In fact, one



can set up email marketing for the business within only a matter of hours. Within the next few minutes, one can set up an auto-responder and create a marketing list for the business.

### **15. Continued Marketing Campaign**

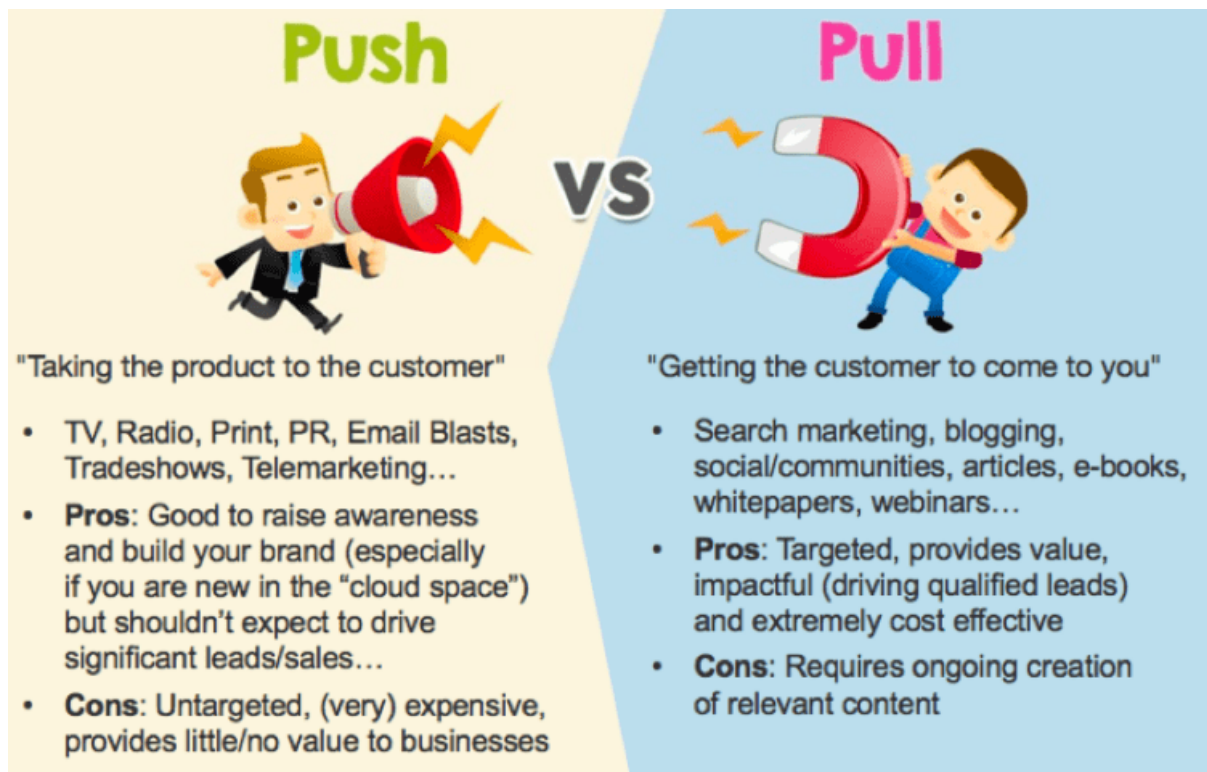
The marketing campaign's later effects are one of the greatest advantages of internet marketing for business. For example, content marketing efforts, such as blogs, and websites have the capacity to remain functional and promote the products and services years after the business started the marketing campaign. Almost every online marketing technique has viral and long-term effects that can continually improve the business's site's traffic.

### **3.3 Digital Marketing Techniques**

There are two approaches to digital marketing. They are called Pull Marketing and Push Marketing.

Pull digital marketing aims to encourage consumers to come to you by visiting your business or making a call to action. Some of the common examples of pull digital marketing are websites and other internet based mediums. Pull marketing is often called inbound marketing. Inbound, or pull marketing, starts internally, and is focused on building and perfecting a marketable brand to new and existing customers.

Another type of digital marketing is push digital marketing. It pushes the marketing information directly to your customers. Common examples include SMS, email and RSS that target the customer with a customized message. Push marketing can also be called outbound marketing. Push marketing is a strategy focused on "pushing" products to a specific audience. The goal is to bring what you offer to customers in your marketing. Social media channels are considered to be "push" sources because they're great for launching new or niche products. Push marketing, also known as outbound marketing, can lead to quicker sales.



Source: (Source: Aufray, 2009, Master International Business & Marketing, IDRAC Lyon)

### 3.4 Digital Marketing Strategies

There are a number of approach home based businesses can exercise digital marketing to aid their marketing endeavours. The employment of digital marketing in the digital age not merely assists for businesses to market their products and services, but also assists for online customers to reach customers 24 hours 7 days. The utilisation of social media interaction helps businesses to entertain both positive and negative feedback from their customers as well as deciding what media platforms work fine for them. Per se, digital marketing has developed into an enlarged benefit for home-based businesses. It is now ordinary for consumers to place orders and send feedbacks online via social media sources, blogs and websites on their experience with the product. It has become all the time more prevalent for businesses to exercise and encourage these conversations by means of their social media channels to have direct communication with the customers and administer the feedback they receive suitably.

There are multiple digital marketing channels available namely:

### **1. Display Advertising**

As the word suggests, online display advertising concerns featuring informational messages or facts to the consumer on the internet. This consists of a broad array of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on the search engines, classified or dynamic advertisement etc. The approach can aim particular audience adopting from different types of locals to view a certain advertisement, the diversity can be established as the most creative ingredient of this approach.

### **2. Email Marketing**

Email marketing if compared to other sort of digital marketing is regarded inexpensive; it is also a means to quickly convey a message for instance their value proposition to existing or potential customers. However, this channel of communication may be recognized by recipients to be inconvenient and irritating particularly to new or potential customers, consequently the triumph of email marketing is dependent on the language and visual attraction used. With regard to visual attraction, there are evidences that making use of graphics or visuals that are related to the message which is striving to be sent, however less visual graphics to be used with initial emails are more helpful sequentially creating a somewhat personal feel to the email. With regard to language, the style is the main aspect in deciding how appealing the email is. Using casual tone creates a warm, gentle and welcoming feel to the email in contrast to a formal style.

### **3. Search Engine Marketing**

Search engine marketing (SEM) is a kind of Internet marketing that concerns the advertisement of websites by escalating their visibility in search engine results pages (SERPs) mainly by way of paid advertising. SEM may include Search engine optimization, which alters or modifies website content and site architecture to attain a superior ranking in search engine results pages to improve pay per click (PPC) listings.

#### **4. Social Media Marketing**

The word 'Digital Marketing' has numerous marketing angles as it chains different channels used in and among these comes the Social Media. When we operate social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the approach is called Social Media Marketing. It is a process in which plans are made and implemented to attract traffic for a website or to increase awareness of buyers over the web making use of different social media platforms.

#### **5. Social Networking Service**

A social networking service is an online platform which people make use of to establish social networks or social relations with other people who share parallel personal or career pursuits, activities, backgrounds or real-life connections.

#### **6. In-Game Advertising**

In-Game advertising can be defined as "inclusion of products or brands within a digital game." The game helps brands or products to position ads within their game, either in a slight manner or in the form of an advertisement banner. There are various aspects that prevail whether brands are triumphant in their advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, consonance of brand and game, importance of advertising within the game. Individual aspects consist of attitudes towards placement advertisements, game involvement, product involvement, flow or entertainment. The outlook towards the advertising also includes not only the message shown but also the outlook towards the game. Depending on how pleasant the game is will decide how the brand is perceived, which means if the game isn't very fun the consumer may subconsciously create a negative feeling towards the brand/product being advertised.

#### **7. Video Advertising**

These types of advertising regarding digital or online means are advertisements that stream on online videos, for instance YouTube videos. This sort of marketing has witnessed a boost in recognition over time. Online Video Advertising typically comprises of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or Post-Roll advertisements which play after the video is watched.

Post-roll advertisements were streamed to have enhanced brand recognition concerning the other types, whereas "ad-context congruity or incongruity plays an important role in reinforcing ad memorability".

## **8. Native Advertising**

It concerns the placement of paid content that imitates the look, feel, and frequently, voice of a platform's existing content. It is most successful when employed on digital platforms like websites, newsletters, and social media. It can be sometimes contentious as some critics feel it deliberately misleads consumers.

## **9. Content Marketing**

It is a method of marketing that concentrates on attaining and retaining customers through offering beneficial content to customers that expands the buying experience and generates brand awareness. A brand may use this method to grasp a customer's attention with the goal of affecting potential purchase decisions positively.

## **10. Inbound Marketing**

Inbound Marketing is a marketing approach that concerns using content as a way of attracting customers to a brand or product. It entails widespread research into the behaviours, interests, and habits of the brand's target market.

**CHAPTER 4:  
ANALYSIS  
AND  
INTERPRETATION OF DATA**

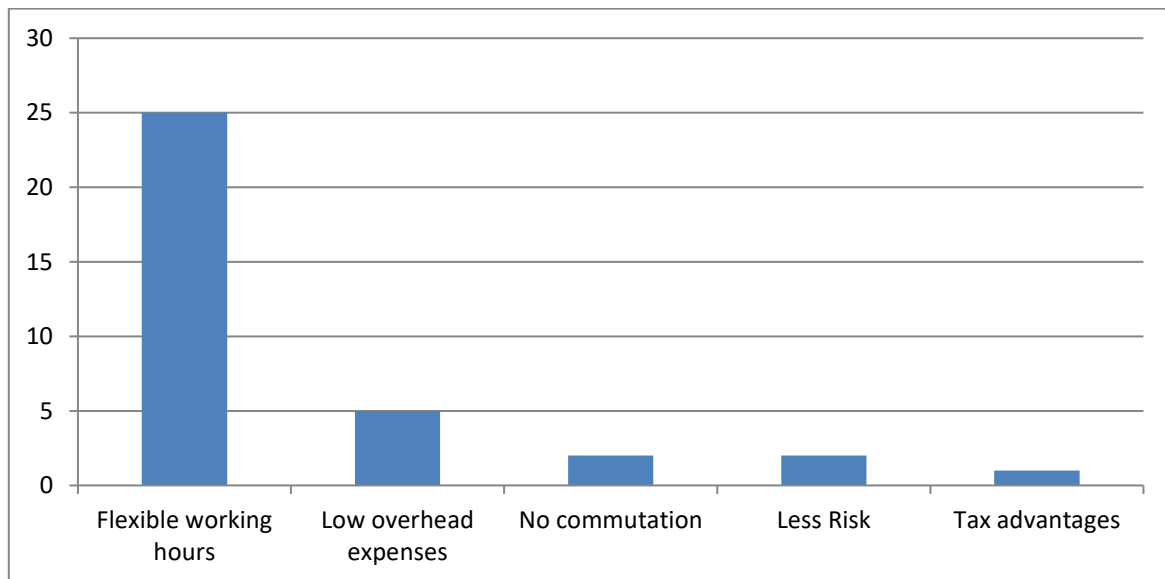
## CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA

**Table 4.1: Table Showing Reasons For Choice Of Home Based Business**

Reasons for choosing home-based business	Number of Respondents	Percentage
Flexible working hours	25	71.43%
Low overhead expenses	5	14.29%
No commutation	2	5.71%
Less Risk	2	5.71%
Tax advantages	1	2.86%
Total	35	100%

Source: Field Survey

**Diagram 4.1: Diagram Showing Reasons For Choice Of Home Based Business**



Source: Field Survey

### Interpretation:

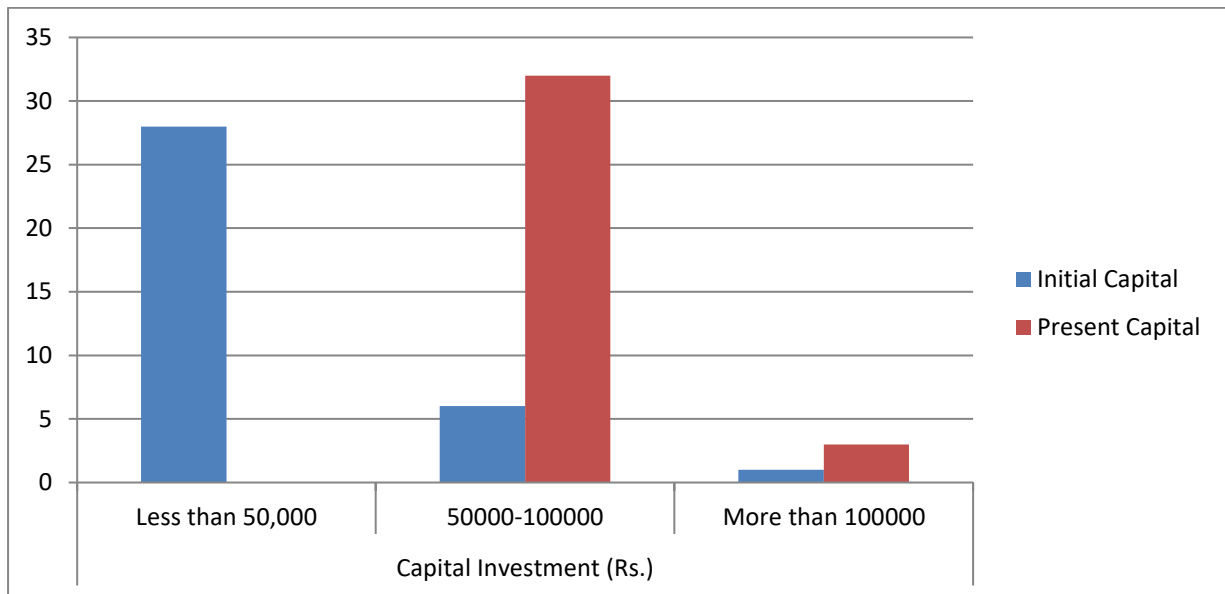
From the above table it could be found that the respondents have chosen home based businesses due to its inherent advantages. An outright majority of the respondents have chosen home-based business due to its flexible working hours. A subsequently less number of respondents have however chosen home based business due to low overhead expense.

**Table 4.2: Table Showing Initial Capital and Present Capital Outlay**

Capital Investment	No. of Respondents			Total
	Less than 50,000	50000-100000	More than 100000	
Initial Capital	28	6	1	35
Present Capital	0	32	3	35

**Source: Field Survey**

**Diagram 4.2: Diagram Showing Initial Capital and Present Capital Outlay**



**Source: Field Survey**

**Interpretation:**

It could be found from the study that majority of the respondents (80%) started with an initial capital of less than Rs. 50,000 and none of their present capital outlay remained at the same level. Majority of the respondents have a present capital outlay in the range of Rs. 50,000 to Rs. 1,00,000. Further, it is worth mentioning that home based bakeries require very less capital investment with only respondent starting their business with a capital more than Rs 1 lakh. However, it has been found during the study that three respondents have a present capital outlay of more than Rs. 1 lakh.

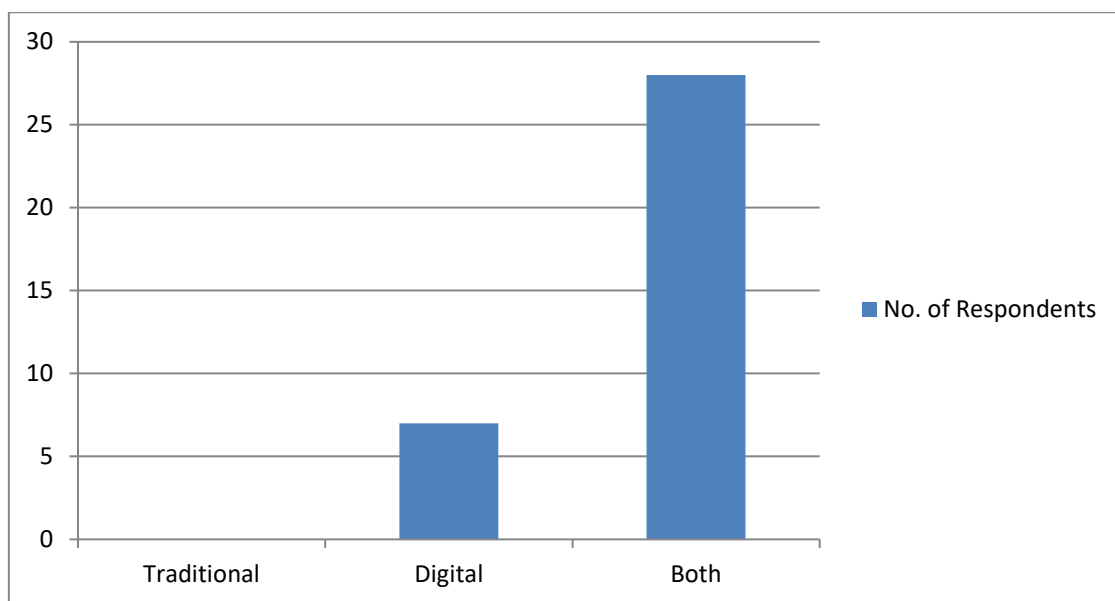


**Table 4.3: Table Showing Preferred Mode of Advertisement**

<b>Preferred mode of advertisement</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Traditional	0	0%
Digital	7	20%
Both	28	80%
Total	35	100%

Source: Field Survey

**Diagram 4.3: Diagram Showing Preferred Mode of Advertisement**



Source: Field Survey

**Interpretation:**

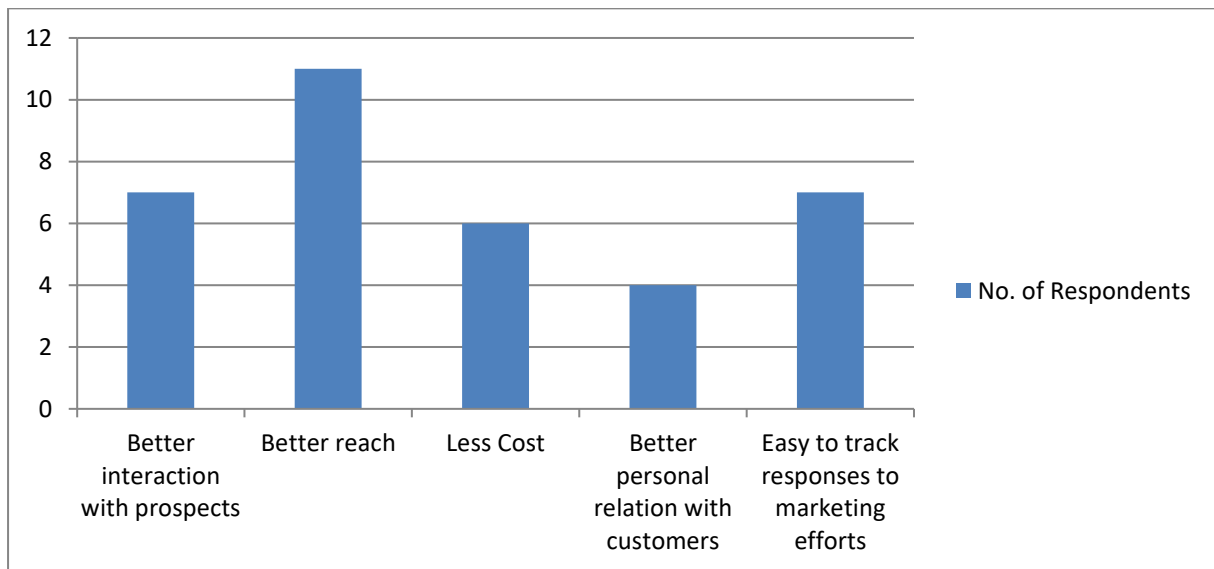
From the given table we can understand that 80% of the total respondents prefer both Traditional and Digital modes of advertisements to promote their home-based Businesses. Traditional advertisement techniques like word of mouth communication along with other digital modes of advertisements works much in favour of such businesses. However, 20% respondents prefer only Digital mode of advertisements to promote their businesses.

**Table 4.4: Table Showing Reasons for Adopting Digital Marketing**

Reasons for adopting Digital Marketing	No. of Respondents	Percentage
Better interaction with prospects	7	20%
Better reach	11	32%
Less Cost	6	17%
Better personal relation with customers	4	11%
Easy to track responses to marketing efforts	7	20%
Total	35	100%

Source: Field Survey

**Diagram 4.4: Diagram Showing Reasons for Adopting Digital Marketing**



Source: Field Survey

**Interpretation:**

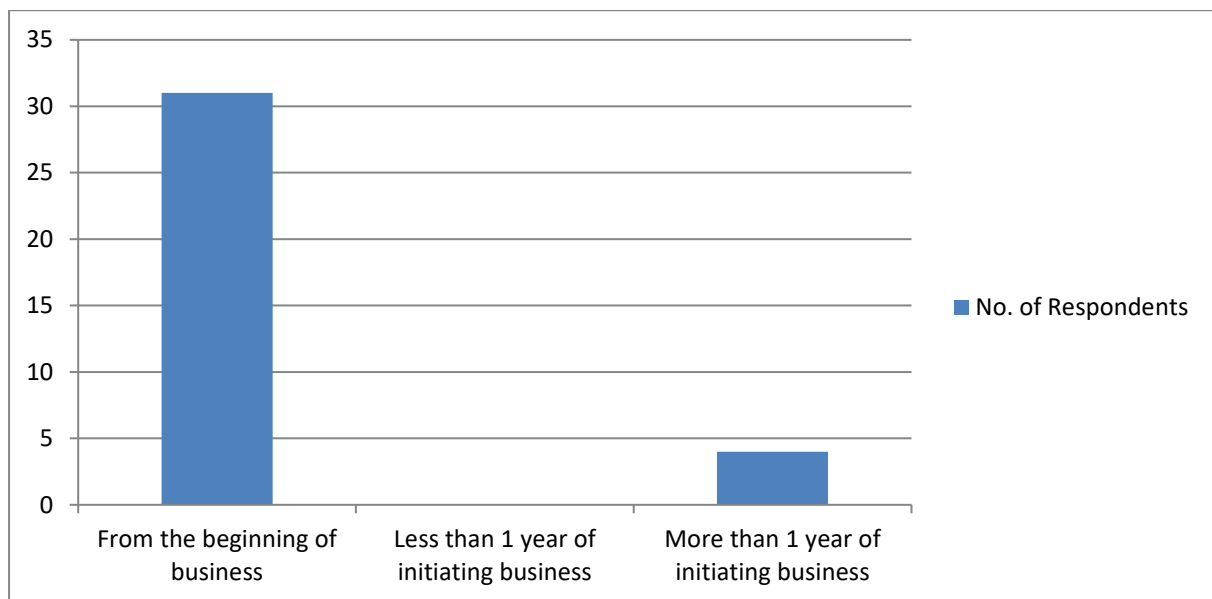
Table 4.4 implies that 31% of the respondents prefer Digital modes of advertisement because of Better reach to prospective customers, 20% respondents chose Digital marketing modes because of better interaction with prospects and because it is the only type of marketing in which progress through advertisements can be tracked in real time. 17% respondents prefer to choose Digital Marketing because of less cost incurred and a bare minimum of 11% chose advertisement through Digital Marketing as they believe it creates better personal relations with customers.

**Table 4.5: Table Showing Duration of Adoption of Digital Marketing**

Duration of adoption of Digital Marketing	No. of Respondents	Percentage
From the beginning of business	31	89%
Less than 1 year of initiating business	0	0%
More than 1 year of initiating business	4	11%
Total	35	100%

Source: Field Survey

**Diagram 4.5: Diagram Showing Duration of Adoption of Digital Marketing**



Source: Field Survey

**Interpretation:**

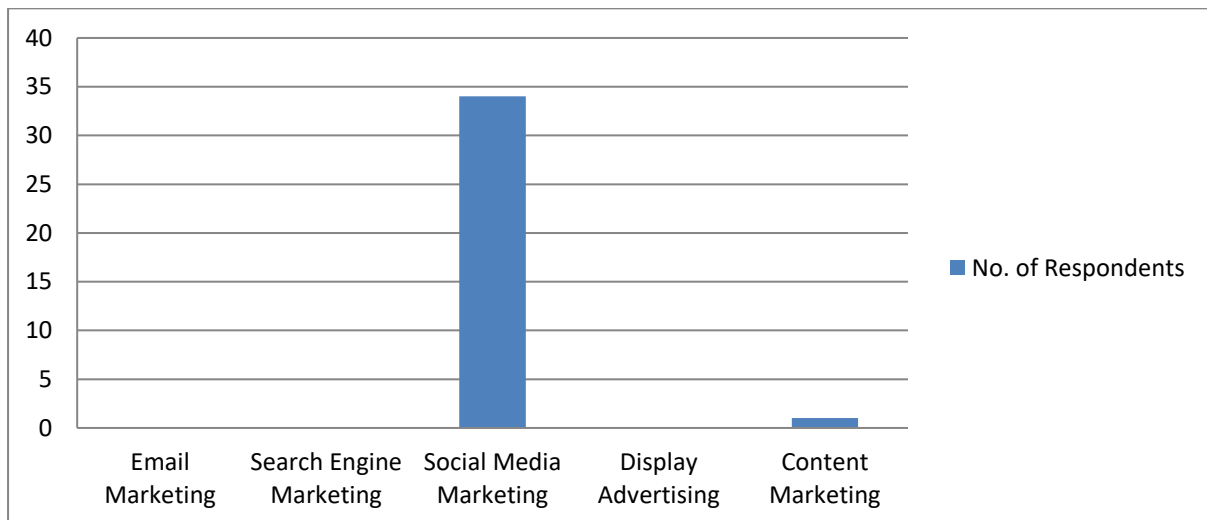
It can be observed by studying the above table that almost all the respondents adopted Digital marketing from the time of initiation of their businesses to promote their products to prospective buyers except for 4, who adopted digital marketing after more than 1 year of initiating business.

**Table 4.6: Table Showing Digital Marketing Strategy Adopted by Respondents**

Digital Marketing Strategy adopted	No. of Respondents	Percentage
Email Marketing	0	0%
Search Engine Marketing	0	0%
Social Media Marketing	34	97%
Display Advertising	0	0%
Content Marketing	1	3%
Total	35	100%

Source: Field Survey

**Diagram 4.6: Diagram Showing Digital Marketing Strategy Adopted By Respondents**



Source: Field Survey

**Interpretation:**

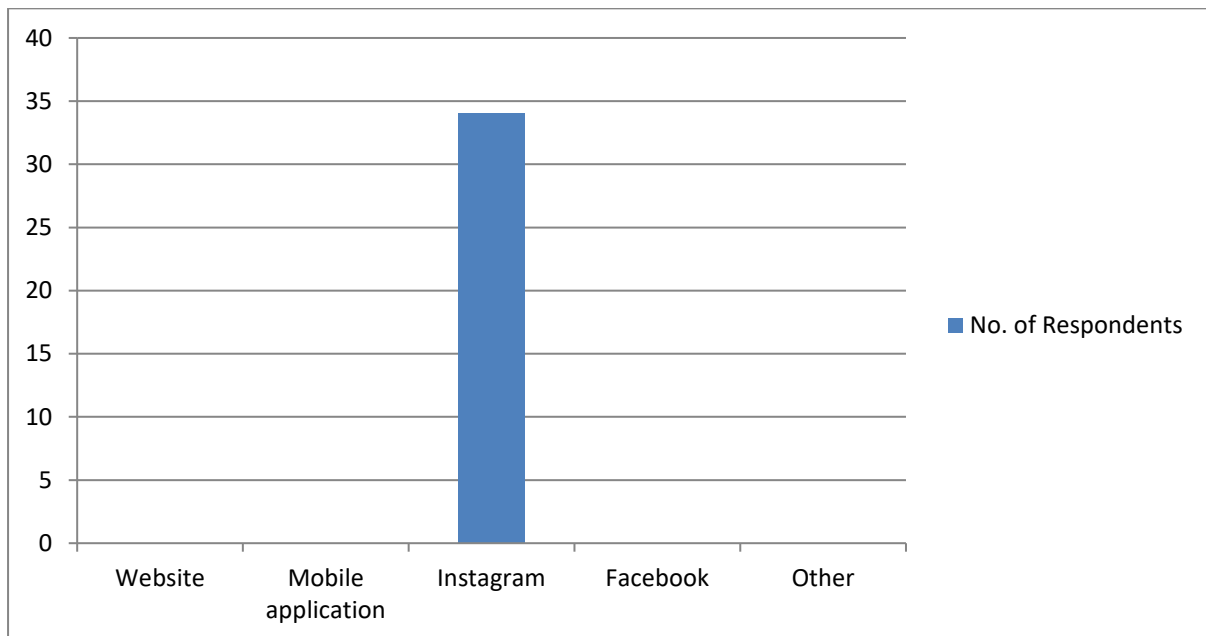
From the above table it can be deduced that 97% of the total respondents use social media marketing to market their products. Marketing through Social Media platforms like Facebook, Instagram, LinkedIn and alikes are used worldwide for promoting businesses. Only 3% respondents use Content marketing as their Digital marketing strategy. Whereas, Email marketing, Search Engine Marketing and Display advertising do not seem to have any popularity among the home-based bakeries at all.

**Table 4.7: Table Showing Preferred Mode of Operation**

<b>Preferred mode of operation</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Website	0	0%
Mobile application	0	0%
Instagram	35	100%
Facebook	0	0%
Other	0	0%
Total	35	100%

**Source: Field Survey**

**Diagram 4.7: Diagram Showing Preferred Mode Of Operation**



**Source: Field Survey**

**Interpretation:**

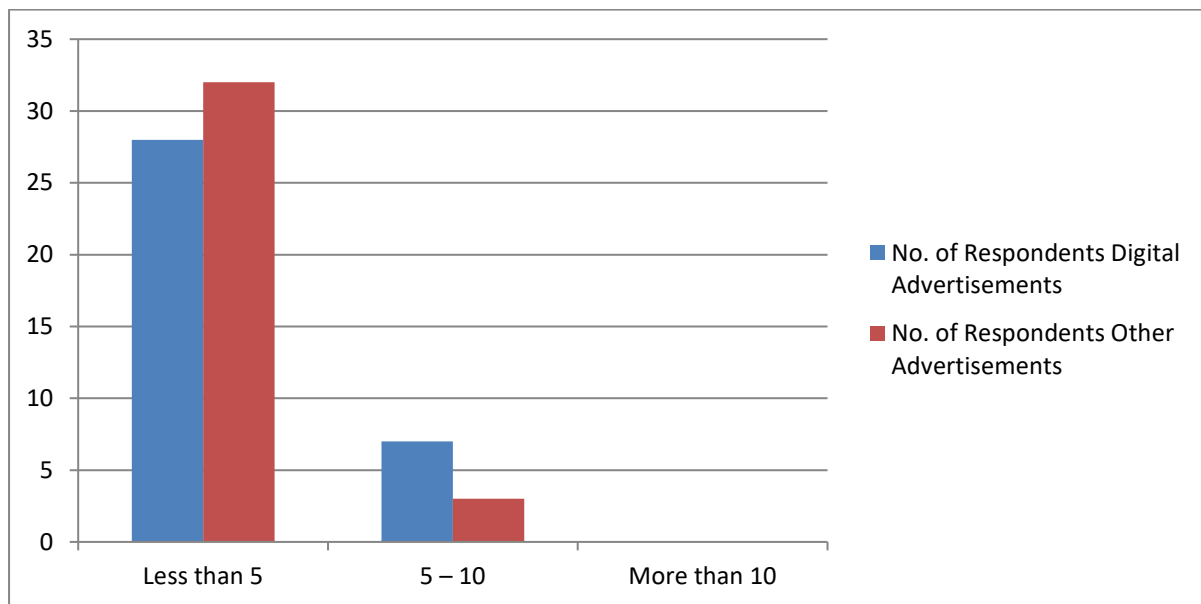
As home-based businesses do not have a brick and mortar shop, Instagram is found to be the only popular mode of operation among all the respondents involved in home-based businesses. The popularity of Instagram among home-based businesses is probably because of the wide range of marketing tools provided by it. Out of Websites, Mobile application, Instagram, Facebook and other modes of operations listed, only Instagram received 100% votes.

**Table 4.8: Table Showing Orders Received Per Day**

Orders received per day	No. of Respondents	
	Digital Advertisements	Other Advertisements
Less than 5	28	32
5 – 10	7	3
More than 10	0	0
Total	35	35

Source: Field Survey

**Diagram 4.8: Diagram Showing Orders Received Per Day**



Source: Field Survey

**Interpretation:**

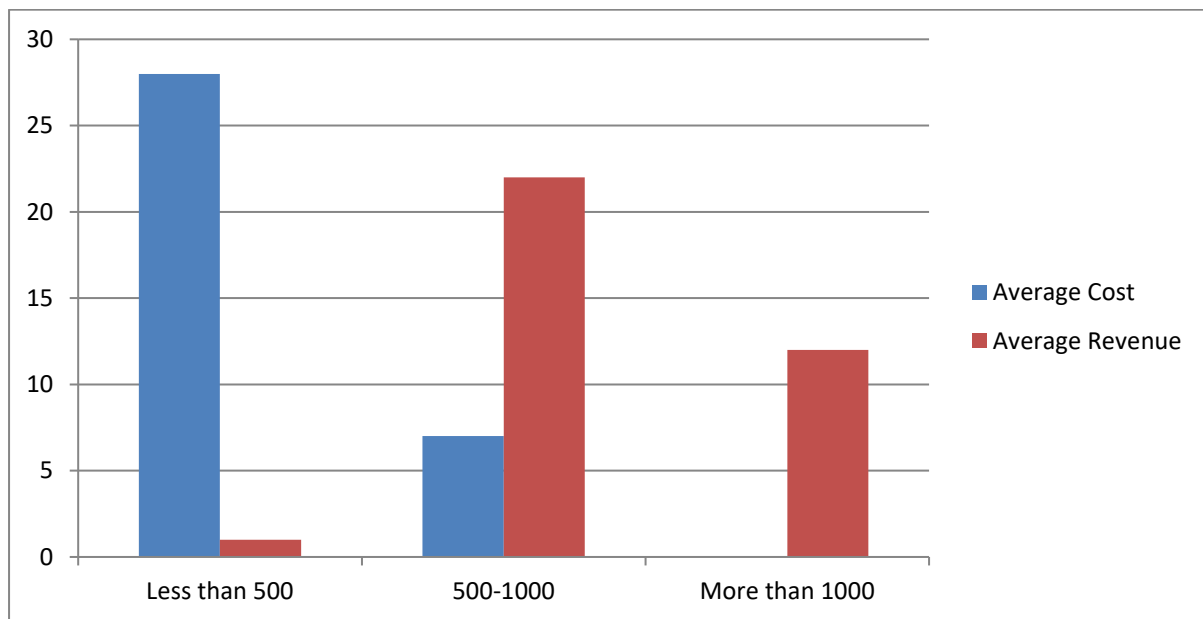
After studying the above table it can be concluded that out of the total 35 respondents, 28 respondents receive less than 5 orders per day via digital marketing and 7 respondents receive orders between 5 to 10 numbers through the same means. It can further be deduced from the given table that almost 92% respondents receive less than 5 orders per day via traditional and other modes of advertisement and only 8% respondents receive orders between 5 to 10 numbers. Additionally, Diagram 4.8 gives us the clear idea that the orders received through digital media succeeds the orders received via other modes of advertisements.

**Table 4.9: Table Showing Cost of Digital Advertisement And Revenue (Per Day)**

Cost and Revenue	No. of Respondents			Total
	Less than 500	500-1000	More than 1000	
Average Cost	28	7	0	35
Average Revenue	1	22	12	35

**Source: Field Survey**

**Diagram 4.9: Diagram Showing Cost of Digital Advertisement And Revenue (Per Day)**



**Source: Field Survey**

**Interpretation:**

According to Table 4.9, 80% out of the total respondents have informed that they spend less than Rs. 500 on online advertisement per day and 20% respondents spend between Rs. 500-1000 per day on the same for marketing their products. And about the average income earned by the respondents per day, 22 respondents earn an average income ranging from Rs. 500 to 1000, only 1 respondent provided that their average per day income is less than Rs. 500 and 12 respondents are found to earn more than Rs. 1000 on an average per day. It can further be deduced from the data that the average income earned through the means of digital marketing is comparatively more than the cost incurred on the same for marketing their products to the prospective customers.

**CHAPTER 5:  
FINDINGS,  
SUGGESTIONS  
AND CONCLUSION**



## CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION

### 5.1 Findings of the Study

The major findings of the study are as follows:

1. Majority of the Home-based bakery owners chose home-based business because of its flexible working hours.
2. A many number of people also prefer to indulge in home-based business due to the low overhead expenses.
3. The cost of starting a home based bakery is very low and can be started with a capital as low as less than Rs. 50,000.
4. The present capital outlay of most of the businesses that started with less than Rs. 50000 now ranges from Rs. 50000 to 100000.
5. Although Digital Marketing is gaining worldwide popularity in today's world, majority of home-based bakeries still prefer to promote their business via Traditional Methods along with the Digital ones.
6. Digital Modes of advertisements have multifarious advantages which would benefit the home-based businesses to promote their products to their prospects.
7. Better reach to prospective customers, Better interactions with customers and Less cost are the most popular advantages that attract the home-based bakery owners to use Digital Marketing.
8. Most of the home based businesses know the importance of digital marketing and have adopted it since the initiation of their businesses.
9. Among all the Strategies of Digital Marketing, Social Media Marketing is the most sought after choice by most of the home-based businesses.
10. The most preferred mode of operation to conduct businesses in case of home-based bakeries is found to be the social media platform "Instagram".
11. Home-based bakeries receive more orders through the means of Digital Marketing as compared to Traditional Marketing modes.
12. Majority of home based businesses spend as low as Rs. 500 per day on an average to promote their businesses digitally.
13. The average per day income of most home based businesses range from Rs. 500 to 1000 and a good many businesses also earn revenue of more than Rs. 1000 per day.
14. The ratio of cost incurred on Digital Marketing by the Home-based bakeries to promote their products is comparatively much less than the ratio of Revenues earned

by them per day. Therefore, Digital Marketing is a profit oriented Marketing approach.

15. Many home-based entrepreneurs are proven to have achieved success by using Digital Marketing techniques to market and develop their businesses.

## **5.2 Suggestions**

On the basis of interpretations and finding the following suggestions may be put forward for the improvement of the Home-Based bakeries in Guwahati City:

1. Businesses should make use of all the social media platforms available for promoting their products rather than one, as these platforms are mostly free of cost and can engage maximum audiences.
2. Home based businesses should explore more strategies of Digital Marketing for growing their businesses other than Social Media Marketing.
3. Small and Home-based business owners should gather more knowledge about the technical know-hows of Digital Marketing to be able to use the Digital marketing tools in a better way.
4. Businesses that still do not use Digital Marketing to promote their businesses should take into consideration the idea of implementing the same for generating a broader audience base.

## **5.3 Conclusion**

Home-based business is the opportunity for all those individuals who want to start small and earn entrepreneurial skills and a decent amount of financial stability. Digital marketing is a gateway to success for home-based businesses. Digital Marketing has achieved significance due to the increasing application of social media. Social media platforms and online marketplaces have made it easier for home-based businesses to market their products, reach new and wider range of audiences, deliver product and receive payments online. Home-based business owners are recommended to skill themselves to be able to use the popular digital networks to connect with the audience in a better manner, understand their tastes and preferences, with the idea of converting the interactions into sales. Home-based businesses should invest time to learn how they can benefit more from these platforms, which strategies and techniques are suitable for their business type and engage accordingly. If profitable,

small businesses can even hire social media experts and take their expertise to create more appealing and welcoming business pages on these platforms. Home-based businesses must take excessive advantage of this opportunity to improve their digital network and make their business more active and engaging. Digital Marketing is definitely the way to progress for the homepreneurs of today and give entrepreneurship a new direction.

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## **ANNEXURE**

# A STUDY ON THE IMPACT OF DIGITAL MARKETING ON HOME BASED BUSINESS WITH SPECIAL REFERENCE TO BAKERIES IN GUWAHATI CITY

Hello, my name is Debopriya Kar and I'm currently pursuing my M.Com in Management and Marketing from K.C. Das Commerce College, Gauhati University. I created this questionnaire to collect data for my dissertation on the aforementioned topic. Please spare some of your valuable time to fill this survey.

P.S. The information you share will remain confidential and will strictly be used for academic purposes.

**\* Required**

1. Name

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2. Age \*

*Mark only one oval.*

15-25

25-40

Above 40

3. Name of Business

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4. Registered \*

*Mark only one oval.*

Yes

No

5. Year of Establishment \*

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6. Did you initiate the business? \*

*Mark only one oval.*

Yes

No

7. Number of years in operation? \*

*Mark only one oval.*

Less than a year

1 Year – 3 Years

More than 3 Years

8. Type of Business? \*

*Mark only one oval.*

Sole Proprietorship

Partnership

Others

9. Are you a baker?

*Mark only one oval.*

Yes

No

10. Why did you choose Home-Based Business? \*

*Mark only one oval.*

Flexible working hours

Low overhead expenses

No commutation

Less Risk

Tax advantages

11. What was your Initial Capital Investment? \*

*Mark only one oval.*

Less than 50,000

50000-100000

More than 100000

12. What is your Present Capital Outlay? \*

*Mark only one oval.*

50000-100000

100000-300000

More than 300000

13. Do you think marketing is important in case of home-based business? \*

*Mark only one oval.*

Yes

No

14. What is your preferred mode of advertisement? \*

*Mark only one oval.*

Traditional

Digital

Both

15. If Digital Marketing, Why? \*

*Mark only one oval.*

Better interaction with prospects

Better reach

Less Cost

Better personal relation with customers

Easy to track responses to marketing efforts

16. Since when have you adopted Digital Marketing? \*

*Mark only one oval.*

From the beginning of business

Less than 1 year of initiating business

More than 1 year of initiating business

17. Which Digital Marketing Strategy do you use? \*

*Mark only one oval.*

- Email Marketing
- Search Engine Marketing
- Social Media Marketing
- Display Advertising
- Content Marketing

18. Which is your preferred mode of Operation? \*

*Mark only one oval.*

- Website
- Mobile application
- Instagram
- Facebook
- Other

19. What is your average Audience Reach per day? \*

*Mark only one oval.*

- Less than 5000
- 5000-10000
- More than 10000

20. How many orders do you receive per day via Digital advertisements? (Average) \*

*Mark only one oval.*

- Less than 5
- 5 - 10
- More than 10

21. How many orders do you receive per day via other modes of advertisements? (Average) \*

*Mark only one oval.*

- Less than 5
- 5 - 10
- More than 10

22. What is your average cost on online advertisement (per day)? \*

*Mark only one oval.*

- Less than 500
- 500-1000
- More than 1000

23. What is your average Revenue (per day)? \*

*Mark only one oval.*

- Less than 500
- 500-1000
- More than 1000