A STUDY ON EFFECTIVENESS OF VIRTUAL MARKETING.

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Abstract:

Virtual marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the internet or email. It is one of the most popular and broad topics. This study includes an overview of the digital marketing business. The focus of the paper is on the effectiveness of virtual marketing on customers and the reasons behind people's attraction to virtual marketing. This report demonstrates how reliant consumers are on online buying. It should be mentioned that virtual marketing appears to be more beneficial than traditional marketing and appears to be less expensive. Virtual marketing proved to be very useful, especially during these COVID 19 periods when individuals were cooped up in their houses. For your professional services firm, the company focuses on a straight path to faster growth and higher earnings.

Key Words: Virtual Marketing, COVID 19, VM, Effectiveness

1. INTRODUCTION

1.1 Virtual Marketing

Virtual marketing refers to use of digital techniques to achieve strategic marketing and sales goals without relying on traditional marketing strategies such as networking at live events, face-to-face meetings, or trade show. Virtual marketing seeks to spread information about a product or service from person to person by words of mouth or sharing via the internet or email. In COVID-19 all business development has jumped to virtual platforms and goal of this marketing to create exponential growth.

❖ **Benefits**

➢ It offers a more affordable alternative to the traditional marketing.
➢ The software allows users to track the performance of their business.
➢ Business can use their virtual platforms to build their company's brand.
➢ This helps to create a multiplier effect and has the capacity to improve sales.
➢ This gives small start-ups opportunity to go global via huge exposure provided.

1.2 Digital Marketing Industry

Almost every business sector is affected by the digital marketing industry. In today's India, the digital marketing sector is blooming. Digital marketing is predicted to increases significantly in a country with a rapidly growing economy. This Marketing is not limited to social media, email, content, search engine, etc. Digital marketing is either done in-house where companies might hire people for their own or clients'

digital marketing needs. A company may outsource to specialist digital marketing agencies or given to consultants.

2. OBJECTIVES

❖ **Primary Objective**
  ➢ To study whether virtual marketing is effective or not for consumer.
  ➢ To study why consumer, prefer virtual (digital) marketing more in nowadays and what satisfactions they seek from it.

❖ **Secondary Objective**
  ➢ The objective to reach large number of consumer and audience with different tastes to expand the virtual market.
  ➢ To understand whether virtual marketing provides the products to consumers with different preference.
  ➢ To study the consumer dependency on shopping online.

3. DATA METHODOLOGY

3.1 Research Design: The research design which will be used in this study will be descriptive research design. It is used to describe the factor and to know effectiveness of virtual marketing.

3.2 Sources of Data: Data is collected through both Primary and Secondary Method. In Primary Method we have prepared Structured Questionnaire and Secondary data through online research papers.

3.3 Data Collection Method: Data is collected through Structured Questionnaire.

3.4 Sample Method: Non-Probability convenience sampling method

3.5 Sample Frame: This study is based on Ahmedabad City.

3.6 Sample Size: 112

4. LITERATURE REVIEWS

4.1 Muchkund Narayan Dubey ET. al. (2021) Impact of digital marketing on youth with reference to Gorakhpur City. ICONIC RESEARCH AND ENGINEERING JOURNALS. V5(1). ISSN: 2456-8880. The main objective is to study the opinion of consumers on digital marketing effort done by retailers. The research method used is descriptive research method which is based on primary data which is collected through questionnaires from 131 customers and secondary data which is collected through research papers, journals and newspapers etc. The findings says that nearly half of the respondents agree on having an attractive website to attract more consumer base. It can be said that the increase in internet usage is a boon for organizations for promoting their firms.

4.2 Dietrich, Timo & Rundle-Thiele, Sharyn & Kubacki, Krzysztof & Durl, James & Gullo, Matthew & Arli, Denni & Connor, Jason. (2019). Virtual reality in social marketing: a process evaluation. Marketing Intelligence & Planning. Ahead-of-print. 10.1108/MIP-11-2018-0537. The purpose of the study is to present an innovative reflexive process evaluation method for a social marketing programme featuring an Innovative Virtual Reality. The study formed part of a larger social marketing programme, called Blurred Minds, which was designed with a team of researchers and practitioners from two Australian universities and total of 374 participants. The finding of the study was that a process evaluation delivers accurate understanding attained by the outcome evaluation. The virtual reality experience demonstrated high satisfaction scores with users.

4.3 Abraham et al., (2019), An empirical study on direct marketing as the most effective form of marketing in the digitalized marketing environment. International Journal of research science & management. Doi: 10.5281/zenodo.2536255. The main object is to study the applicability of direct marketing in modern digitalized marketing environment. The study is conducted using secondary data which is published in magazines and websites. The findings reveal that direct marketing is beneficial due to the market fragmentation and digitalized direct marketing can target niche audience and grow their organization. The study concludes that direct marketing is more appropriate form of marketing than traditional marketing.

4.4 Boyd, D. E., & Koles, B. (2019). Virtual reality and its impact on B2B marketing: A value-in-use perspective. *Journal of Business Research*, **Vol.***100***, 590-598.** The purpose of this paper is to study development and penetration of new media fundamentally changed the way we think about products, brands, partnerships and buyer relationship management. In response to these trends, many companies have developed substantially enhanced digital capabilities, skills and practices, in order to remain relevant and competitive in the market. They found B2B exchange relationships can vary significantly from being transaction-based exchange relationships involving limited and autonomous actions by buyer and supplier to being more complex relationships involving high levels of interaction and interdependence between buyer and supplier. While, B2B buyer-supplier context, this could mean modifying current behaviours to identify more positive and mutually advantageous alternatives.

4.5 Hardik Panchal (2018), A study on digital marketing and its impact. Www.ijariie.com. ISSN (O)-2395-4396. The main objective is to study the impact of digital marketing on consumer buying behaviour. The data used for this study is primary data which is collected through structured questionnaire i.e., via questioning directly to the 100 respondents. The study finds that there is a high relationship between monthly income and the products purchased by them. An organization can do a lot more by using digital marketing in an appropriate way and at appropriate times to promote and grow their business.

4.6 Burke, R. R. (2018). Virtual reality for marketing research. In *Innovative research methodologies in management* **Palgrave Macmillan, Cham. (pp. 63-82).** This paper was undertaken to study the ongoing development and refinement of virtual reality simulations will continue to enhance their performance and expand the range of applications. Virtual stores can combine the convenience and transparency of today's online shopping environments with the emotional engagement and reward of a video game or movie. The results of the study also include identifying which new marketing concepts stand out from the competitive clutter, estimating the relative contributions of product design, branding, packaging, pricing, and promotion to product sales, and measuring the impact of possible competitive retaliation. While using the simulation at the early stages of the new product development process, firms can test a broad selection of marketing ideas in a realistic setting, and thus improve their chances of identifying breakthrough concepts that will expand their businesses.

4.7 Citation- Ambily, A.S. (2018). The Study on the Effectiveness and Popularity of Viral Marketing. International Journal of Core Engineering and Management. 3, 2, 88-96. The study was to analyze the consumer behaviour since online retailing is a new retailing medium and online consumer behaviour. The primary data was collected through questionnaire method by 60 respondents. This study helped to identify the factors that the online consumers go through when deciding and making a purchase and to find out the perception towards the viral marketing. The study concluded that viral marketing is more exportable across the border for the promotion of product and services.

4.8 Griffin, T., Giberson, J., Lee, S. H. M., Guttentag, D., Kandaurova, M., Sergueeva, K., & Dimanche, F. (2017). Virtual reality and implications for destination marketing. Destination marketers should consider using VR to engage and build relationships with potential visitors, but need to follow up with more traditional call to action marketing. VR is a more engaging form of advertisement that helps people feel like they are in the destination participating in the activities. The results of the study show post-hoc comparison yielded one marginal significant effect. Participants in the VR condition reported their intention to visit higher than those in the Website condition. While, this study has shown that VR does appear to have a positive impact on affective and conative elements of destination image in comparison with other forms of visual promotion.

4.9 Ravikumar. J. S et al., (2017), a study on effectiveness of google virtual tour on business promotions. National conference on marketing and sustainable development. ISBN 978-1-943295-10-4. The main objective of this study is to understand the effectiveness of google virtual tour on business promotions. Descriptive research design is used in this study and the data used is primary data which is collected through questionnaire from 180 respondents and secondary data which is collected through websites and books. The technique used in this research is non-probability sampling

technique. The findings reveal that google virtual tour will be the new method of advertisement with utmost affordability and will be more effective to promote the business. Thus, the study concludes that google virtual tour is very affective in promoting businesses and plays a vital role in digital marketing.

4.9 Udo Gottlieb, Constanza Bianchi (2017February), Virtual trade shows: Exhibitors' perspectives on virtual marketing capability requirements, Electronic Commerce Research and Applications, Volume 21, Pages 17-26. The study aims to expand the understanding of the main drivers and challenges of participating in virtual trade shows and the virtual marketing capabilities required for exhibiting organizations. The primary data was collected through interview method in the form of in-depth, semi-structured interviews. The findings show that the main motivations for participating in VTSs are increasing sales revenue, lowering costs, having access to new or different markets, and building brand credibility and organizational legitimacy among visitors who attend VTSs.

4.10   Ashtiani, P., Parsayan, A., & Mohajerani, M. (2016). Analyzing the effect of customer loyalty on virtual marketing adoption based on theory of technology acceptance model. *Management Science Letters*, *6*(8), 545-556. This paper was undertaken to study the accession of information technology to marketing and the emergence of Internet can lead to creation and expansion of new marketing models such as viral marketing. Study analyses the effect of customer loyalty on virtual marketing adoption based on theory of technology acceptance model. They found this study showed that the perceived usefulness of consumers could predict their attitudes for engagement in viral marketing and their intention, it is recommended to the designers of viral marketing camps to increase the performance and usefulness of viral contents from the perspective of customers. This means that customers should understand that involvement in this case is beneficial for them. While requires special attention in designing viral content in a way that customers would not feel that their involvement is wasting of time or merely in the scope of benefits of company.

4.11   Dr. Tariq Jalees et al (2015) social media in Virtual Marketing: Antecedents to electronic word of mouth Communication. Market Forces. Vol. X, No. 1. The main objective is to study the impact of social media in virtual marketing. The data used is primary data which is collected from preselected Enumerators through mail intercept method. A total of 300 responses were collected. The findings reveal that the reliability on social capital is the highest as per the respondents. It can be concluded that this model on antecedents to electronic word of mouth communication will help in consumer understanding and behaviour.

5. RESULT AND INTERPRETATION

5.1 One Variable Analysis

5.1.1 Do you think that virtual marketing is more effective than traditional marketing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Yes**	92	82.1	82.1	82.1
	No	20	17.9	17.9	100.0
	Total	112	100.0	100.0	

Interpretation: The above table exhibit that 82% of the respondent's thinks that virtual marketing is more effective and 17.9% respondent are believing that traditional marketing is more effective.

5.1.2 What attracts you more to shop virtually?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	60	53.6	53.6	53.6
	Email marketing	4	3.6	3.6	57.1
	Social media apps	44	39.3	39.3	96.4
	Event marketing	4	3.6	3.6	100.0
	Total	112	100.0	100.0	

Interpretation: The above table exhibit that maximum of 53.57% of the people gets attracted through advertisements and minimum of 3.57% of the people does gets attracted through event marketing.

5.1.3 In which platform engine you see most advertisement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Google	97	86.6	86.6	86.6
	Rediff	2	1.8	1.8	88.4
	other	13	11.6	11.6	100.0
	Total	112	100.0	100.0	

Interpretation: The above table exhibit that 97 people does see most advertisement in google engine, whereas minimum of 2 people does find advertisement on Rediff engine.

5.1.4 From which of the virtual platform do you buy product?

		Responses		Percent of Cases
		N	Percent	
Valid	Amazon	94	30.90%	83.90%
	Big basket	68	22.40%	60.70%
	Flipkart	68	22.40%	60.70%
	Shopify	39	12.80%	34.80%
	Myntra	6	2.00%	5.40%
	Walmart	24	7.90%	21.40%
	Ajio	5	1.60%	4.50%
Total		304	100.00%	271.40%

Interpretation: The above table exhibit that maximum peoples buy product from Amazon that is 94. Big basket & Flipkart are also having high number of consumers.

5.1.5 What would you most prefer while online shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toys	1	.9	.9	.9
	Clothes	84	75.0	75.0	75.9
	Footwear	10	8.9	8.9	84.8
	Cosmetic	6	5.4	5.4	90.2
	Groceries	8	7.1	7.1	97.3
	Other	3	2.7	2.7	100.0
	Total	112	100.0	100.0	

Interpretation: The above table exhibit that maximum peoples buy Clothes from online that is 75%.

5.1.6 Why you prefer online shopping instead of offline Shopping?

		Responses		Percent of Cases
		N	Percent	
2ᵃ	Good Quality of product	29	13.9%	33.3%
	Save time and money	47	22.5%	54.0%
	Shop across the world	41	19.6%	47.1%
	Variety of product	50	23.9%	57.5%
	Different range	42	20.1%	48.3%
	Total	209	100.0%	240.2%

Interpretation: The above table exhibit that respondents prefer online shopping because they get variety of product with different range and it can save time and money.

5.2 Two Variable Analysis

5.2.1 Age * How do you get to know about virtual marketing? Cross tabulation

		How do you get to know about virtual marketing?				Total
		Friends	Social media	Television	Newspaper	
Age?	18-30	34	57	5	4	100
	31-40	2	5	2	1	10
	41-50	0	1	0	0	1
	Above 51	0	1	0	0	1
Total		36	64	7	5	112

Interpretation: Within the age group of 18-30 years maximum of 34 and 57 people got to know about the virtual marketing through friends and social media respectively. Whereas minimum of 5 and 4 people got to know about the virtual marketing through television and newspaper respectively.

5.2.2 Age * How much time do you spend on any virtual platform? Cross tabulation

		How much time do you spend on any virtual platform?				Total
		Less than hour	1-2 hours	2-3 hours	More than 4 hours	
Age?	18-30	45	37	12	6	100
	31-40	3	4	3	0	10
	41-50	1	0	0	0	1
	Above 51	1	0	0	0	1
Total		50	41	15	6	112

Interpretation: Within the age group of 18-30 years maximum of 45 and 37 people spend less than hour or 1-2 hour on virtual platform. Whereas minimum of 12 and 6 people spend 2-3 hours and more than 4 hours on virtual platform.

5.2.3Are you satisfied with the experience of shopping on virtual basis? * How often do you buy product using digital platform? Cross tabulation

| | | How often do you buy product using digital platform? | | | | | Total |
		Once in Week	Twice in week	weekly	Monthly	occasionally	
Are You satisfied with the experience of shopping on virtual basis?	**Yes**	9	7	12	40	32	100
	No	1	1	0	1	9	12
Total		10	8	12	41	41	112

Interpretation: Here we can say that maximum of 40 people does buy the products using digital platform and they are satisfied with the experience of shopping on virtual basis. Whereas minimum of 1 people does buy the products once in a week, twice in a week and monthly but they are not satisfied with the experience of shopping on virtual basis.

5.2.4 Age * Do you think that virtual marketing is more effective than traditional marketing? Cross tabulation

| | | Do you think that virtual marketing is more effective than traditional marketing? | | Total |
		Yes	No	
Age?	18-30	82	18	100
	31-40	8	2	10
	41-50	1	0	1
	Above 51	1	0	1
Total		92	20	112

Interpretation: From the above chart we can say that within the age group of 18-30 years maximum of 82 people does think that virtual marketing is more effective than traditional marketing and the rest 18 people deny for the same.

5.3Hypothesis Testing

5.3.1 Hypothesis 1

H0: People are not ready to recommend other to buy product online.

H1: People are ready to recommend other to buy product online.

5.3.1   Binomial Test

		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Would you recommend other to buy product online?	**Group 1**	Yes	94	.84	.50	.000
	Group 2	No	18	.16		
	Total		112	1.00		

Interpretation: As per the above table since the exact significance is **less than 0.05**, **H0 is rejected.**

Hence, we are concluded that People are ready to recommend other to buy product online.

5.3.2 Hypothesis 2

H0: Virtual Marketing performance is not good.

H1: Virtual Marketing performance is good.

5.3.2 One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
What is your opinion about the performance of Virtual marketing?	-15.967	111	.000	-.946	-1.06	-.83

Interpretation: Since the significance is **less than 0.05** for every factor, **H0 is rejected.** Hence, we can conclude that Performance of virtual marketing is good as per the responses.

5.3.3 Hypothesis 3

H0: There is no significant impact of buying product on current scenario.

H1: There is significant impact of buying product on current scenario.

5.3.3 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.750	4	.688	.952	.437
Within Groups	77.250	107	.722		
Total	80.000	111			

Interpretation: Since the significance is more than 0.05, H0 is accepted. Hence, we can conclude that there is no significant impact of buying product on current scenario.

5.3.4 Hypothesis 4

H0: There is no significant relationship between online shopping and time spending on any virtual platform.

H1: There is significant relationship between online shopping and time spending on any virtual platform.

5.3.4 Chi-square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.016[a]	15	.006
Likelihood Ratio	24.390	15	.059
Linear-by-Linear Association	2.136	1	.144
N of Valid Cases	112		

Interpretation: Since the significance is **less than 0.05** for every factor, **H0 is rejected.** Hence, we can conclude that there is significant relationship between online shopping and time spending on any virtual platform.

6. FINDINGS

	Objectives	Findings
Primary Objectives		
1	**To study whether virtual marketing is effective or not for consumers**	With the topic taken to study the effectiveness of virtual marketing on the consumers we have founded with our survey that there are consumers that do prefer online, offline and both ways to shop. They can easily get the products by just sitting at home and on their fingertips. Virtual marketing has given a perfect path to the consumers to shop online in this covid crisis and pandemic. And they are satisfied with it. As per the survey done out of 112 responses 15 people does rate their experience "best" and 78 people does rate their experience "good". So, we can say that virtual marketing is satisfyingly effective on the consumers.
2	**To study why consumer prefers virtual marketing more in nowadays and what satisfaction they seek from it.**	Nowadays consumers prefer virtual marketing more. Talking about current scenario, with the going on pandemic and covid situation the people prefer Virtual (Digital) marketing more. They can easily shop online from their home, anytime, anywhere and at whatever the time is. The people get a variety of product range, a good range of affordable prices, branded to locally owned products. Whatever the age is and the gender is, each and every product are available online and available for the sale. So, the consumers prefer virtual marketing more nowadays and they seek satisfaction from it.
Secondary Objectives		
1	**The objective to reach large number of consumers and aim to expand the virtual market.**	In this ongoing pandemic it has now become much easier to connect to people virtually. With the Virtual marketing marketers or business ones can reach a large number of consumers with different tastes. So, they can just increase their business to upgraded version i.e., digitalized way. They can make a website of their company and can generate revenue from there too. Different products will be show cased and the consumers can shop online just by clicking or ordering it or they can just add it to the cart to shop afterwards. This can be a better way to expand virtual marketing easily and to reach large number of consumers.
2	**To understand whether virtual marketing provides the products to consumers with different preferences.**	All the latest products, old fashioned products, different color, different uses, for every gender, for any age, versatile products, etc. are seen on virtual basis. Through advertisements, apps, banners, grapevine, mouth known, etc. Various products for all types i.e., for any age group, gender and the need to use products are kept with all type of taste and fashion with a good range of prices.
3	**To study the consumers dependency on shopping online**	In this growing era and technology there are many ways sorted out where the people do not have to go and spend time moving here and there and to shop for their favorite products. This work has now been reduced with the introduction of virtual selling. It took time to the people to accept it but now it seems that the people are completely dependent onto shopping online. In this ongoing pandemic most of the people are highly

		dependent to shop online and they stay away from streets. As per the survey done, we have found that many people do depend on both online and offline way for shopping and other people does depend on online shopping.

7. CONCLUSION

The Project "A Study on effectiveness of virtual marketing" contains the details like overview of how virtual marketing effective and benefits of virtual marketing, research methodology, data analysis and interpretation.

By studying and analysing the whole research thoroughly we can conclude that most of the companies prefer the new way of advertising which is virtual marketing and as a result it can also be seen that this method has been proven quite beneficial as by observing the data it is seen that decent growth has been achieved in the sales of different companies' products and services.

We have conducted survey on 112 respondents through questionnaire method.

The study found that there are consumers that do prefer online, offline and both ways to shop. They can easily get the products by just sitting at home and on their fingertips. Virtual marketing has given a perfect path to the consumers to shop online in this covid crisis and pandemic. As per the survey done out of 112 responses 15 people does rate their experience of using virtual platform is "best" and 78 people does rate their experience "good". So, we can say that virtual marketing is satisfyingly effective on the consumers.

LR SOURCES:

1. **Sources:** https://irejournals.com/paper-details/1702806
2. **Sources:**https://www.researchgate.net/publication/335038298_Virtual_reality_in_social_marketing_a_process_evaluation/citation/download
3. **Sources:**http://www.ijrsm.com/issues%20pdf%20file/Archive-2019/January-2019/3.pdf
4. **Sources:**https://d1wqtxts1xzle7.cloudfront.net/63060107/Boyd___Koles_JBR20200423-72756-cocqv7-with-cover-page-v2.pdf
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6. **Sources:**http://indl.ethernet.edu.et/bitstream/123456789/62454/1/30..pdf#page=8
7. **Sources:**https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=VGOuNzYAAAAJ&pagesize=80&citation_for_view=VGOuNzYAAAAJ:YsMSGLbcyi4C
8. **Sources:**https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2103&context=ttra
9. **Sources:**http://www.aims-international.org/myconference/cd/PDF/MSD2-803-Done.pdf
10. **Sources:**https://www.researchgate.net/publication/312271406_Virtual_trade_shows_Exhibitors'_perspectives_on_virtual_marketing_capability_requirements
11. **Sources:** http://m.growingscience.com/msl/Vol6/msl_2016_40.pdf

APPENDIX

- ➢ Name:
- ➢ Email:
- ➢ Gender:
- o Male
- o Female
- ➢ Age
- o 18-30
- o 31-40
- o 41-50
- o Above 51
- ➢ Occupation:

- Students
- Self-employed
- Home Maker
- Jobber
- Business Person
- Family Income:
- Below 15000
- 15001-25000
- 25001-35000
- 35001-45000
- Above 45001
- How do you get to know about virtual marketing?
- Friends
- Social Media
- Television
- Newspaper
- Which way do you prefer for Shopping?
- Online
- Offline
- Both
- What attracts you more to shop virtually?
- Advertisement
- E-mail Marketing
- Social media apps
- Event Marketing
- In which platform engine you see most of the advertisement?
- Goggle
- Rediff
- Other
- Do you think virtual marketing is more effective than traditional marketing?
- Yes
- No
- From which of the virtual platform do you buy product?
- Amazon
- Big Basket
- Flipkart
- Shopify
- Myntra
- Walmart
- Ajio
- What do you prefer more on virtual platform?
- Shopping
- Watching creative advertisement
- Virtual learning
- News
- Enjoying free time
- Rate the following statements of Virtual marketing (1 is being high & 5 is being least)
- Online shopping saves time and money
- Providing more variety of product
- Provide the more customer and shopping services

- The strategy and process that connect advertisement with their audience across digital channel
- Explore shopping across the world

➤ How much time do you spend on any virtual platform?
- Less than hour
- 1-2 hours
- 2-3 hours
- More than 4 hours

➤ How often do you buy product using digital platform?
- Once in week
- Twice inn week
- Weekly
- Monthly
- Occasionally

➤ Are you satisfied with experience of shopping virtual basis?
- Yes
- No

➤ What would you most prefer while online shopping?
- Toys
- Clothes
- Footwear
- Cosmetics
- Groceries
- Others

➤ Would you recommend other to buy product online?
- Yes
- No

➤ As per current scenario do you think things goes more online instead of offline?
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➤ Why you prefer online shopping instead of offline shopping? (While 1 being strongly agree & 5 strongly disagree)
- Good quality of product
- Save time and money
- Shop across the world
- Variety of product
- Different range

➤ Do you get enough product range in online shopping?
- Yes
- No

➤ What types of products you look for while online shopping?
- Only branded
- Locally branded
- As per your need
- All of the brand

➤ Do you feel safe while sharing your details online platform?
- Yes
- No

➢ What is your opinion about the performance of virtual marketing?

o Best
o Good
o Average
o Bed
o Worst

➢ How satisfied are you with effectiveness of virtual marketing?

😊   ☺   😐   🙁   😦