

A STUDY ON DIGITAL MARKETING

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ABSTRACT

Women empowerment and gender equality have become topics of utmost importance in the recent times, because gender inequality and its socio-economic and cultural dimensions are all pervasive in the third world as well as in the developed world. However, in the third world, the problem of gender inequality is more acutely associated with economic disempowerment of women. And therefore, of recent, several initiatives are being taken up in the third world countries for the economic empowerment of women so as to reduce the gender inequality. Among these initiatives, the Self-Help Group (SHG) movement, which is getting wide spread all over the third world, has become the prominent one.

The research interest of the present study was mainly to examine whether SHGs actually contribute to empower women economically as well as socially. The study has also examined another problem that whether there is significant variation in the performance of government-run and NGO- run SHGs. The study depends mainly on primary data, collected through sample survey of households of SHG women. Apart from the household survey, a few interviews with the respondents and officers in charge of different SHGs were also conducted.

I. INTRODUCTION

WHAT IS DIGITAL MARKETING?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. For example, Think with Google marketing insights found that 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications.

While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy.

By implementing an omni channel digital marketing strategy, marketers can collect valuable insights into target audience behaviors while opening the door to new methods of customer engagement. Additionally, companies can expect to see an increase in retention. According to a report by Invesp, companies with strong omni channel customer engagement strategies retain an average of 89% of their customers compared to companies with weak omni channel programs that have a retention rate of just 33%.

As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become

increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized.

“Digital is at the core of everything in marketing today—it has gone from ‘one of the things marketing does’ to ‘THE thing that marketing does.’”

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action.

Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

TYPES OF AD AGENCIES ARE

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.
- Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

DIGITAL MEDIA MARKETING OR DIGITAL MARKETING

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing was defined in Wikipedia as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

CLIENT SERVICING

Heart part of this project is dealing with client servicing. A client servicing is the face of an advertising agency. Responsibilities of client servicing include understanding the client's needs and expectations. In fact, the advertising process begins with the client servicing person visiting the potential client for a brief. He then needs to communicate this to his agency. His job is to hunt for new business and be a bridge between the agency and the client.

Key responsibilities of client servicing are managing internal workflow and developing strong partnerships with clients.

NEED OF THE STUDY

The basic need of the project is to understand the activities undertaken My Perfect Fit to promote their products and identify what are the gaps in their marketing activities. Digital Marketing offers immense opportunities for organisations to reach new audiences, build deeper relationships and offer their products through the convenience of the internet. The importance can be outlined as-

- Digital marketing allows for global reach at comparatively lower costs
- Digital marketing offers a convenient way to reach specific audiences based on interests and demographics
- Digital marketing relies on data to optimise conversions and offer better solutions
- Digital marketing streamlines communication with customers and
- allows for more informed campaigns
- Digital marketing can help reduce marketing costs through iterative campaigns and innovative new ways to build more meaningful customer relationships

The need of project arises from helping the company improve its marketing practices in order to have better market placement in Hyderabad market.

SCOPE OF THE STUDY

- To understand the element in digital media
- To understand the effectiveness of branding through digital media
- To understand the effort behind fulfilment of brands objective through campaigns
- To choose appropriate media for communication
- To maintain relationship with clients
- To understand the Target Group for different brands

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- The main objective of the study is to understand the consumer buying journey in Digital era.

SECONDARY OBJECTIVES

- To know affinity in customers for collecting information before purchase.
- To determine out the media, which is most important in creating stimulus in Indians?
- To understand the media consumption of Indians.
- To figure out how Indian will purchase a product.
- To understand post purchase behaviour of Indian

METHODOLOGY OF THE STUDY

For accomplishing this internship, I used two methodologies. One is working as a client servicing executive in Isobar India and another one is a research to understanding the consumer buying behaviour of Indians in digital era using an online questionnaire.

CLIENT SERVICING

Analysis the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. This whole process consist of 18 steps,

- **Brief:** Brief given by the client based on their marketing objective.
- **Pitch Presentation:** Presentation made by the isobar for client based on the brief, by analysing industry and digital media. Mostly used for new clients.
- **Proposal:** Proposal put forward by isobar including campaign objective, target market, strategy, approaches, estimated cost and outputs.
- **Review:** Reviewing the proposal of isobar by clients.
- **Revised negotiation:** If clients have any problem with proposal, isobar will rewrite the proposal and make negotiation
- **Final proposal:** Proposal which finally put forward to clients by isobar.
- **Approved:** Final proposal need to get approval from client, otherwise isobar will lose client.
- **Estimate Signed:** It's a contract between client and isobar.
- **Release Order:** Order which submitted to vendors for buying space and placing ads
- **Creative:** Executing the idea or plans of campaigns in to final formats like banner, websites...Etc.
- **Run Campaign:** Starting the campaign by placing ads banners, videos, facebook contest, facebook page managing ...Etc.
- **Reports:** Reports submitted by which vendors to isobar, based on the running campaigns of clients.
- **Compile:** After getting all reports from vendors, isobar will compile those reports for submit to clients
- **Optimization:** Making changes in the campaign for improving the effectiveness and to achieve objectives.
- **End:** End of the Campaign after achieving the objective.
- **Review of Campaign:** Evaluating campaign based on standard and actual performance of campaign. It will help to understand what isobar planned and what actually happened.
- **Bills:** Bill submitted from vendor to isobar and isobar to client including service tax and commission
- **Payment:** Payment of bill by client to isobar and then to vendor by isobar after deducting the commission and tax.

Understand the consumer buying behaviour of Indians in digital era

To understanding the consumer buying behaviour I did one research using an online questionnaire. Sample size of the research was 200. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups.

II. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. Its purpose is to find out answer to questions through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the application and utilization of data.

SOURCE OF DATA:

The study is based on primary as well as secondary data collected from different sources:

A). Primary Data:

The primary data is collected with the help of questionnaires, which consists of twenty questions each. The questionnaires are chosen because of its simplicity and liability. Researcher can expect straight answers to the questions. The respondents are informed about the significance of the study and requested to give their fair opinions.

B). Secondary Data:

Secondary data is collected through the documents provided by the personnel department. The documents include personnel manuals, books, reports, journal, etc.

TOPIC

The selected topic for the research is “Understands the consumer buying behaviour of Indian in digital era”

UNIVERSE

Universe means the total population available for the study. In this study, the universe constitutes all Indian, who have online presences.

SAMPLE

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

SAMPLE SIZE

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 100. Among them 146 are males and 54 are females.

TOOLS

Tools used for this research is an online questionnaire, which consist of 21 questions.

LIMITATION OF THE STUDY

- The time span for the project is limited
- The problems with using paid tools for relevant data, example like ComScore.
- Time of campaigns for some client is more than three months
- As the time given for the completion of the project was limited, the survey was restricted to Hyderabad only.
- They may be few opinions which might have been missed out.
- The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
- Customers might have responded with the actual feelings of facts while giving responses to the questionnaire.
- Time being a limiting factor was not sufficient to gather opinions from majority of the customers, who form part of the universal sample.
- While every care as been taken to eliminate perceptual bias from the side of the researcher and the customers however certain element of bias might have set in to the research inadvertently.

III. REVIEW OF LITERATURE

TITLE: A Thematic Exploration of Digital, Social Media, and Mobile Marketing

AUTHOR: Cait Lamberton & Andrew T. Stephen

Volume 80, Issue 6 (November 2016)

ABSTRACT

Over the past 15 years, digital media platforms have revolutionized marketing, offering new ways to reach, inform, engage, sell to, learn about, and provide service to customers. As a means of taking stock of academic work’s ability to contribute to this revolution, this article tracks the changes in scholarly researchers’ perspectives on three major digital, social media, and mobile (DSMM) marketing themes from 2000 to 2015. The authors first use keyword counts from the premier general marketing journals to gain a macro-level view of the shifting importance of various DSMM topics since 2000. They then identify key themes emerging in five-year time frames during this period: (1) DSMM as a facilitator of individual expression, (2) DSMM as decision support tool, and (3) DSMM

as a market intelligence source. In both academic research to date and corresponding practitioner discussion, there is much to appreciate. However, there are also several shortcomings of extant research that have limited its relevance and created points of disconnect between academia and practice. Finally, in light of this, an agenda for future research based on emerging research topics is advanced.

TITLE: LONGITUDINAL STUDY OF DIGITAL MARKETING STRATEGIES TARGETING MILLENNIALS

AUTHOR(S): KATHERINE TAKEN SMITH

Vol. 29 Issue: 2,

ABSTRACT:

The purpose of this study is to determine which digital marketing strategies are preferred by Millennial and are effective in influencing their behavior. There is potential growth and value in using digital marketing aimed at Millennial, but the marketing strategies must be perceived positively by this online generation.

TITLE: DIGITAL MARKETING AND SOCIAL MEDIA: WHY BOTHER?

AUTHOR: MARIA TERESA PINHEIRO MELO BORGESTIAGO JOSÉ MANUEL CRISTÓVÃO VERÍSSIMO

Volume 57, Issue 6, November–December 2014,

ABSTRACT

Changes in consumer behavior require firms to rethink their marketing strategies in the digital domain. Currently, a significant portion of the associated research is focused more on the customer than on the firm. To redress this shortcoming, this study adopts the perspective of the firm to facilitate an understanding of digital marketing and social media usage as well as its benefits and inhibitors. The second generation of Internet-based applications enhances marketing efforts by allowing firms to implement innovative forms of communication and co-create content with their customers. Based on a survey of marketing managers, this article shows that firms face internal and external pressures to adopt a digital presence in social media platforms. Firms' digital marketing engagement can be categorized according to perceived benefits and digital marketing usage. To improve digital marketing engagement, marketers must focus on relationship-based interactions with their customers. This article demonstrates how some firms are already accomplishing just that.

TITLE: UNDERSTANDING THE DIGITAL MARKETING ENVIRONMENT WITH KPIS AND WEB ANALYTICS

AUTHOR: JOSÉ RAMÓN SAURA

ABSTRACT

In the practice of Digital Marketing (DM), Web Analytics (WA) and Key Performance Indicators (KPIs) can and should play an important role in marketing strategy formulation. It is the aim of this article to survey the various DM metrics to determine and address the following question: What are the most relevant metrics and KPIs that companies need to understand and manage in order to increase the effectiveness of their DM strategies?

Therefore, to achieve these objectives, a Systematic Literature Review has been carried out based on two main themes (i) Digital Marketing and (ii) Web Analytics. The search terms consulted in the databases have been (i) DM and (ii) WA obtaining a result total of $n = 378$ investigations.

The databases that have been consulted for the extraction of data were Scopus, Pub Med, Psyc NFO, Science Direct and Web of Science. In this study, we define and identify the main KPIs in measuring why, how and for what purpose users interact with web pages and ads. The main contribution of the study is to lay out and clarify quantitative and qualitative KPIs and indicators for DM performance in order to achieve a consensus on the use and measurement of these indicators.

**TITLE: EFFECTIVENESS OF DIGITAL MARKETING IN THE CHALLENGING AGE:
 AN EMPIRICAL STUDY**

AUTHOR: AFRINA YASMIN , SADIA TASNEEM , KANIZ FATEMA

ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

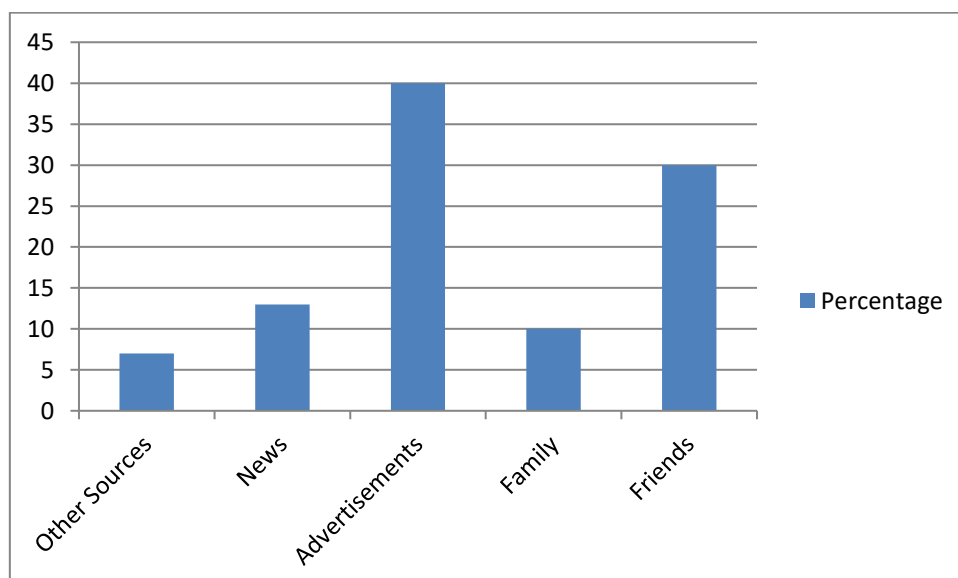
IV. DATA ANALYSIS AND INTERPRETATION

1) How do you get information about new Products?

TABLE NO 4.1

S.No	Sources	No Of Respondents'	Percentage of No Of Respondents'
1	Other Sources	7	7
2	News	13	13
3	Advertisements	40	40
4	Family	10	10
5	Friends	30	30
	TOTAL	100	100

GRAPH NO 4.1



INTERPRETATION

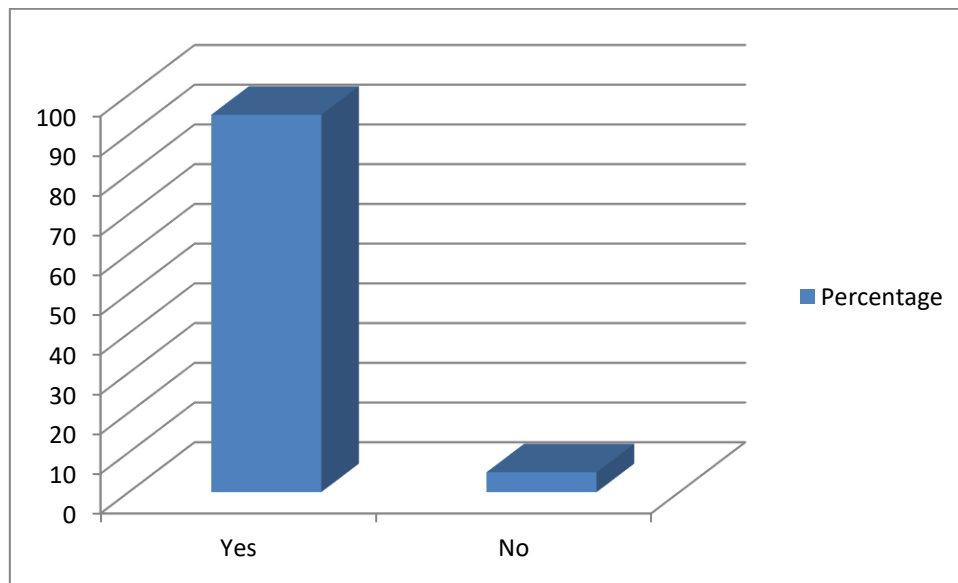
From the above we can say that we get the information from other sources is 7%, News 13%, Advertisements 40%, Family 10% and from Friends 30%.

2) Do you Collect information before purchasing the products?

TABLE NO 4.2

S.No	Sources	No Of Respondents'	Percentage of No Of Respondents'
1	Yes	95	95
2	No	5	5
	TOTAL	100	100

GRAPH NO 4.2



INTERPRETATION

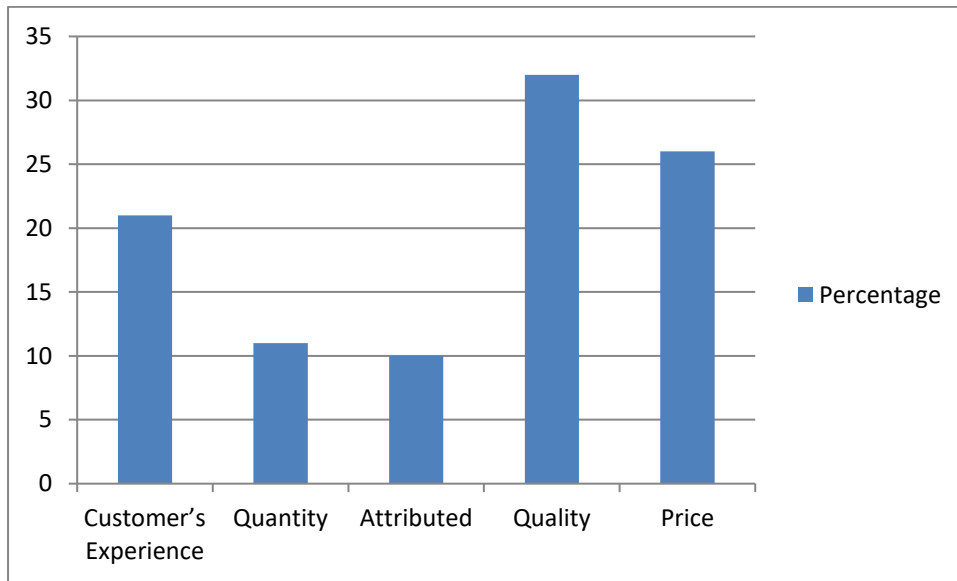
From the above it is clear that before purchasing a product we get information it is agreed by 95% of the people and only 5% of the people say disagree.

3) What type of information will you collect?

TABLE NO 4.3

S.No	Sources	No Of Respondents'	Percentage of No Of Respondents'
1	Customer's Experience	21	21
2	Quantity	11	11
3	Attributed	10	10
4	Quality	32	32
5	Price	26	26
	TOTAL	100	100

GRAPH NO 4.3



INTERPRETATION

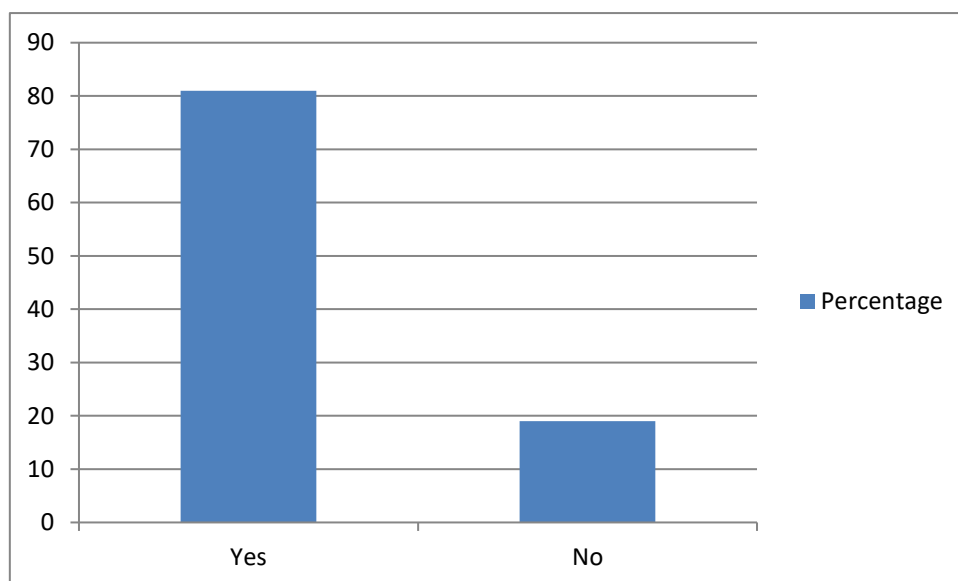
From the above table it is clear that information is collected from different sources like customer's experience is 21%, Quantity 11%, Attributes 10%, Quality 32% and Price 26%.

4) Did you ever purchase from an online site?

TABLE NO 4.4

S.No	Sources	No Of Respondents'	Percentage of No Of Respondents'
1	Yes	81	81
2	No	19	19
	TOTAL	100	100

GRAPH NO 4.4



INTERPRETATION

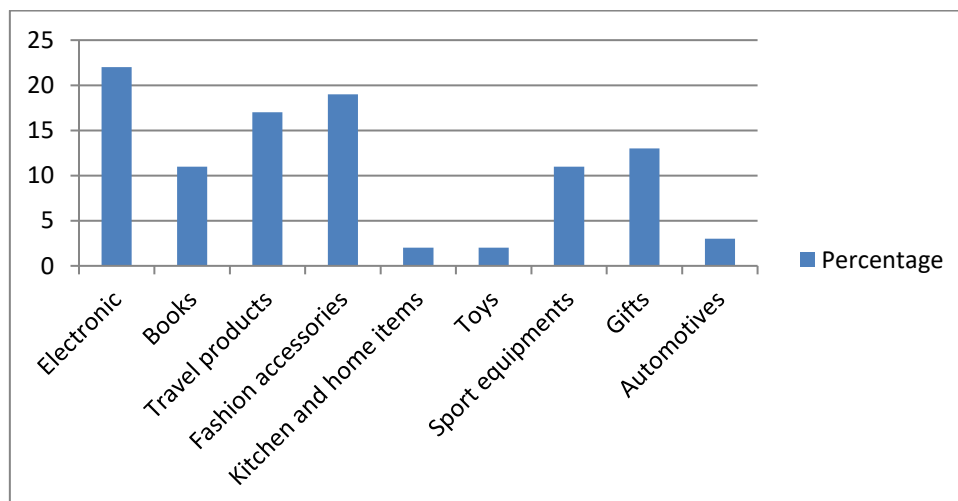
From the above table we can say that about 81% of the people purchase products from online site and only 19% from different modes.

5) If yes, then what type of product / services did you purchase online?

TABLE NO 4.5

S.No	Sources	No Of Respondents'	Percentage of No Of Respondents'
1	Electronic	22	22
2	Books	11	11
3	Travel products	17	17
4	Fashion accessories	19	19
5	Kitchen and home items	2	2
6	Toys	2	2
7	Sport equipments	11	11
8	Gifts	13	13
9	Automotives	3	3
	TOTAL	100	100

GRAPH NO 4.5



INTERPRETATION

From the above table we can say that most of the products people prefer to purchase from online are electronic items 22%, Books 11%, travel products 17%. Fashion accessories 19%, Kitchen and home items 2%, Toys 2%, Sports equipments 11%, Gifts 13% and Automotives 3%.

V. FINDINGS

- Indian customers are highly information seekers. They collect more information about quality, price and refer customer’s experiences before purchasing a product.
- Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.
- Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.
- One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.

- The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here's the reason may be they can get news updates very early; they don't need to wait for daily newspapers.
- In both of these cases, one opportunity is lost for marketer and one opportunity is emerging for them to reach their T.G.
- More than 90% of the samples have a mobile or Smartphone and laptops or PC. 96% of samples have an internet connection in any of these gadgets, this showing the penetration of internet in India.
- If we take tablet, penetration in Indian is low. But it doesn't mean that no one is using tabs. More than 30% of samples have tablet. For brands they are getting three more platforms to reach their T.G and engage them.
- 33% of the samples are using these gadgets while they are with their friends, so just think about the reach. If one person noticed something which is cool and awesome they will surely communicate to others.
- 25% of the samples are using these gadgets while watching T.V; it's again a barrier for brands which use TVC only. 21% of the samples are using this gadget for chatting and 16% are using for surfing. What they are surfing? It can be about a product, local events or locations...etc.
- In this situation, one opportunity is again losing to brands and one opportunity is emerging for brands to reach their T.G.
- More than 90% of samples are noticing ads, among them 35% of samples noticed ads through online media, followed by TVC and Newspapers.
- 48% of samples are telling they give more importance to online ads and 34 % of samples give importance to T.V.C.
- From the first part of this research itself, we know that customers are highly information seeker. It may be the reason for high trust in online ads. They can search for more information after seeing an ad or online is the only two way communication channel for customers.
- 22% of the samples do research through their lap or PC before purchasing a product from the retail shop and 21% do research via mobile.
- Most of the Indians prefer to purchase from a retail shop only, but before going to retail shop they will seek information about the product through an online platform. Here is actually change happens in consumer buying journey, early times consumer belief a product only after seeing the product in a retail shop.
- But now Indian customers want to get conviction about a product before going to retail shop. So from a marketers view they want to convince their customers before going to a retail shop.
- Brands want to build a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated.
- Brands are getting more touch points to reach target group in a cost effective manner.

VI. SUGGESTIONS

- **“Marketing takes a day to learn. Unfortunately it takes a lifetime to master” by Philip kolter**
Before leaving from IBS, I believed that I am will become a good marketer because I know all the concepts which I learned from my classrooms. But from the beginning of second week itself, I understood, marketing is not about concepts it's all about the experience.
- **Strategy is not a rock science**
After induction my first assignment was to create pitch presentation for amante lingerie. I start working on my first assignment, but I don't know how to create strategy part. I tried my best, but I am completely blank. After two days I went to talk with my company guide. He told me this “strategy is not a rock science you will take some time to create an excellent strategy”. But in the last week of my

internship, I accomplished my mission for the 3M Health care& Safety. I made B2B online strategy for 3M.

- **Every day same task, but the situations are different**

It's not only from my experience, but also from my observation. All colleagues are doing the same type of work, but the situation is different. Sometime they have problem with a client, but on the next day they problems with vendors or with creative team. While coming to me, my first month was more concentrated with pitch presentation. Industry or clients are different or requirements of the client are different, but contents or the flow of pitch presentations are same.

- **“I don't know” short sentence, but difficult to tell**

Agilent is an American company that designs and manufactures electronic and bio-analytical measurement instruments and equipment for measurement and evaluation. Once my guide told me make a presentation based on their products, mainly on Gas chromatography–mass spectrometry (GC & GC/MS Columns). Basically, he wants details about application and component of this product. This was one of the biggest challenges which I faced in my internship.

- Because I am a commerce background student and I don't understand the technical usage of this product and component used to manufacture this product. But I can't refuse to do this because it will affect my image and mark. I took 3 days to study the whole things, before making the presentation. Finally, I learned you can't tell “I don't know” in your corporate life.

- **Observation is the best teacher**

There are lots of situations where I am completely blank and I don't know how to do some task. In those situations I observed my colleagues to know how they are doing it and I understood the importance of observation.

- **Go and ask for work**

In beginning stage of my SIP, I don't have any work to do or they are not giving. First week full of induction and in second week, first two days I sat idly. I felt that they will not give any work and my internship is gone. But in next day I went and ask for work. From that moment to last day, I enjoyed my internship and learned a lot of stuffs.

- **Work life balancing**

This is the most important learning for me. This SIP thought me how to balance your personal responsibility and professional responsibility together and how to enjoy life even after getting a job. Working in an agency is not an easy task ;the person wants to face a lot of stress and challenges. I am the only person in my office leaving early, while comparing with others. Because my colleagues have lots of work, sometime they will leave by late night only. But they are really enjoying all the moments in their life. They don't have any difference between professional life and personal life.

VII. CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase

their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the consumer buying behaviour shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

I conclude my research by quoting again that “Brands can’t sustain without digital presence”.

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