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APPENDICES

APPENDIX A – SURVEY INSTRUMENT

The term new media refers to various technologies that have emerged or seen rapid growth on a global scale during the recent years. Most people who have an Internet connection are already aware of some of the major types of new media, which includes SOCIAL NETWORKING sites such as Facebook and Twitter, as well as BLOGS and video sharing sites such as Blogger, YouTube. New media is also influenced by advancement of different platforms and technologies that connect people through social applications. As new media is constantly evolving many countries, use it for Marketing. With the right Marketing Strategy and involvement of people, it can be used effectively for marketing functions.

The objective of this questionnaire is to find out EFFECTIVENESS of marketing various products & services in New Media. The target audience of the questionnaire is Business Owners, Marketing Managers etc. Please read following instructions below.

a.) This questionnaire has 36 questions.

b.) Select the most appropriate answer according to your experience and mark **X** in the space provided.

c.) **Answer all questions.**

If you have any doubt please feel free to contact me. deshike22@yahoo.com

* Required

What is your industry? *

Advertising & Media		Hotels, Travel & Transport	
Agriculture		Industry & Manufacturing	
Banking & Finance		Motor Vehicles	
Business & Professional Services		Office	
Computer, Communication & Electronics		Other	
Construction & Engineering Services		Security & Safety	
Education & Employments		Shopping	
Food & Dining		Sport, Entertainment & Leisure	
Garments		Tools, Machinery &Equipments	
Health & Beauty		Wedding	
Home & Gardens			

What is the size of the workforce at your Organization? *

"1-30"	

"31-500 "	
"above 500 "	

When did your Organization start using New Media for Marketing? *

No experience and do not plan to use new media	
No experience but plan to use new media	
Just getting started	
Past few months	
Past few years	

What is your primary New Media Marketing tool? *

Official Web Site	
Banner Ads	
Email Marketing	
Social Media Marketing(Facebook, Twitter etc)	
Blog Marketing	
Other:	

How much is the allocation for New Media as a part of overall advertising budget? *
(percentagepercentageof)

"0"	
"1-5 "	
"6-20 "	
"21-50 "	
"above 50"	

How often do you advertise a product or service with a complementary New Media? *(e.g.
Travel Agency advertising on a Hotel Web site)

Never	
Almost never	
Sometimes	
Almost every time	
Every time	

**To what extent do the following factors affect New Media Marketing Strategy in your
Organization? ***(Select the answer based on your experience and perception)*

	No Affect	Minor Affect	Neutral(not sure)	Moderate Affect	Major Affect
Government IT policies					
Increasing no of Internet Users					
Popularity of Social Networks					
Changing Web Technologies					
Competitive Pressures					
Customer Demand					

To what extent the following activities are carried out in New Media Marketing. *(Evaluate*
Marketers Engagement with reference to the given criteria in your Organization)

	Every time	Almost every time	Sometimes	Almost never	Never
Applying Offline Marketing tactics					
Applying Knowledge in Information Technology					
Listening and Facilitating Customers					
Promoting New Media Presence in both Online and Offline					
Monitoring Customer Activities					

How would you rate the following aspects of your Organization's online content? *(Evaluate*
your web site, blog, fan page etc. with reference to structure and visibility)

	Poor	Fair	Good	Very Good	Excellent
Web Design					
Web Content Navigation					
Frequently Updated Content					
Sign in/Login Facility					
Interactive Media					
Integration with Social Media					
Multilinguistic Content					
Search Engine Visibility & Optimization					

**How has New Media Marketing affected the following aspects of Online Customer
Engagement? ***(Evaluate according to your information sources e.g.Online analytics tools, Data
repositories, Direct sources etc.)*

	No	Minor	Neutral(not	Moderate	Major

	Affect	Affect	sure)	Affect	Affect
Interest in products/services					
Interaction with the Organization					
Level of Feedback					
Level of Online Transactions					

Select the satisfaction levels for given New Media Marketing Objectives * *(Select answers based on your Organization's New Media Marketing Performance)*

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Reach of New Target Audience					
Increase in Customer Awareness					
Increase in no of Prospects/Leads					
Decrease in Sales Lead Time					
Reduction in Marketing Overheads					
Improvement in Customer Service					
Identification of Future Customer Trends					

Additional Information *(your comments)*

APPENDIX B – RESPONSE DATA

Table A1 Variable Information

Variable	Position	Label	Measurement Level	Column Width	Alignment	Print Format	Write Format	Missing Values
Industry	1	What is your industry?	Nominal	3	Right	F37	F37	99, 999
Size	2	What is the size of the workforce at your Organization?	Ordinal	3	Right	F6	F6	99, 999
Maturity	3	When did your Organization start using New Media for Marketing?	Ordinal	3	Right	F20	F20	99, 999
Tool	4	What is your primary New Media Marketing tool?	Nominal	3	Right	F17	F17	99, 999
Budget	5	How much is the allocation for New Media as a part of overall advertising budget?	Ordinal	3	Right	F8	F8	99, 999
Affinity	6	How often do you advertise a product or service with a complementary New Media?	Scale	2	Right	F12	F12	99, 999
MacroGov	7	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Government IT policies]	Scale	4	Right	F17	F17	99, 999
MacroUsrs	8	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Increasing no of Internet Users]	Scale	5	Right	F15	F15	99, 999
MacroSocial	9	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Popularity of Social Networks]	Scale	5	Right	F15	F15	99, 999
MacroWeb	10	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Changing Web Technologies]	Scale	5	Right	F15	F15	99, 999
MacroComp	11	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Competitive Pressures]	Scale	5	Right	F17	F17	99, 999
MacroDemand	12	To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Customer Demand]	Scale	5	Right	F15	F15	99, 999
MEOffline	13	To what extent the following activities are carried out in New Media Marketing. [Applying Offline Marketing tactics]	Scale	3	Right	F17	F17	99, 999
MEIT	14	To what extent the following activities	Scale	3	Right	F19	F19	99, 999

		are carried out in New Media Marketing. [Applying Knowledge in Information Technology]						
MEListen	15	To what extent the following activities are carried out in New Media Marketing. [Listening and Facilitating Customers]	Scale	3	Right	F14	F14	99, 999
MEPromote	16	To what extent the following activities are carried out in New Media Marketing. [Promoting New Media Presence in both Online and Offline]	Scale	3	Right	F19	F19	99, 999
MEMonitor	17	To what extent the following activities are carried out in New Media Marketing. [Monitoring Customer Activities]	Scale	3	Right	F17	F17	99, 999
MPDesign	18	How would you rate the following aspects of your Organization's online content? [Web Design]	Scale	3	Right	F17	F17	99, 999
MPNav	19	How would you rate the following aspects of your Organization's online content? [Web Content Navigation]	Scale	3	Right	F17	F17	99, 999
MPUpdate	20	How would you rate the following aspects of your Organization's online content? [Frequently Updated Content]	Scale	3	Right	F9	F9	99, 999
MPLogin	21	How would you rate the following aspects of your Organization's online content? [Sign in/Login Facility]	Scale	3	Right	F9	F9	99, 999
MPInteract	22	How would you rate the following aspects of your Organization's online content? [Interactive Media]	Scale	3	Right	F17	F17	99, 999
MPSocial	23	How would you rate the following aspects of your Organization's online content? [Integration with Social Media]	Scale	3	Right	F9	F9	99, 999
MPLang	24	How would you rate the following aspects of your Organization's online content? [Multilinguistic Content]	Scale	3	Right	F9	F9	99, 999
MPSEO	25	How would you rate the following aspects of your Organization's online content? [Search Engine Visibility & Optimization]	Scale	2	Right	F9	F9	99, 999
CBInterest	26	How has New Media Marketing affected the following aspects of Online Customer Engagement? [Interest in products/services]	Scale	2	Right	F17	F17	99, 999
CBInteract	27	How has New Media Marketing affected the following aspects of Online Customer Engagement? [Interaction with the Organization]	Scale	2	Right	F17	F17	99, 999
CBFeedback	28	How has New Media Marketing affected the following aspects of Online Customer Engagement? [Level of Feedback]	Scale	2	Right	F17	F17	99, 999
CBTrans	29	How has New Media Marketing affected	Scale	3	Right	F17	F17	99, 999

		the following aspects of Online Customer Engagement? [Level of Online Transactions]						
MOReach	30	Select the satisfaction levels for given New Media Marketing Objectives [Reach of New Target Audience]	Scale	3	Right	F34	F34	99, 999
MOAware	31	Select the satisfaction levels for given New Media Marketing Objectives [Increase in Customer Awareness]	Scale	2	Right	F14	F14	99, 999
MOLeads	32	Select the satisfaction levels for given New Media Marketing Objectives [Increase in no of Prospects/Leads]	Scale	3	Right	F34	F34	99, 999
MOLTime	33	Select the satisfaction levels for given New Media Marketing Objectives [Decrease in Sales Lead Time]	Scale	3	Right	F34	F34	99, 999
MOCost	34	Select the satisfaction levels for given New Media Marketing Objectives [Reduction in Marketing Cost]	Scale	3	Right	F34	F34	99, 999
MOCustS	35	Select the satisfaction levels for given New Media Marketing Objectives [Improvement in Customer Service]	Scale	3	Right	F34	F34	99, 999
MOCustT	36	Select the satisfaction levels for given New Media Marketing Objectives [Identification of Future Customer Trends]	Scale	3	Right	F34	F34	99, 999
Macro	37	Macro Environment	Scale	4	Right	F8.2	F8.2	99.00, 999.00
ME	38	Marketer Engagement	Scale	3	Right	F8.2	F8.2	99.00, 999.00
MP	39	Media Presence	Scale	3	Right	F8.2	F8.2	99.00, 999.00
CB	40	Customer Engagement	Scale	3	Right	F8.2	F8.2	99.00, 999.00
MO	41	Marketing Objectives	Scale	3	Right	F8.2	F8.2	99.00, 999.00
Variables in the working file								

Table A2 Variable Values

Variable Values		
Value		**Label**
Industry	1	Advertising & Media
	2	Agriculture
	3	Banking & Finance
	4	Business & Professional Services
	5	Computer, Communication & Electronics
	6	Construction & Engineering Services

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	7	Education & Employments
	8	Food & Dining
	9	Garments
	10	Health & Beauty
	11	Home & Gardens
	12	Hotels, Travel & Transport
	13	Industry & Manufacturing
	14	Motor Vehicles
	15	Office
	16	Other
	17	Security & Safety
	18	Shopping
	19	Sport, Entertainment & Leisure
	20	Tools, Machinery &Equipments
	21	Wedding
Size	1	1-30
	2	31-500
	3	above 500
	1	Just getting started
	2	Past few months
Maturity	3	Past few years
	99(a)	No experience but plan to use new media
	999(a)	No experience and do not plan to use new media
Tool	1	Official Web Site
	2	Banner Ads
	3	Email Marketing
	4	Social Media Marketing
	5	Blog Marketing
	6	Other
Budget	0	0
	1	1-5
	2	6-20
	3	21-50
	4	above 50
Affinity	1	Never
	2	Almost never
	3	Sometimes
	4	Almost every time

	5	Every time
MacroGov	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MacroUsrs	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MacroSocial	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MacroWeb	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MacroComp	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MacroDemand	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
MEOffline	1	Never
	2	Almost never
	3	Sometimes
	4	Almost every time
	5	Every time
MEIT	1	Never
	2	Almost never

	3	Sometimes
	4	Almost every time
	5	Every time
MEListen	1	Never
	2	Almost never
	3	Sometimes
	4	Almost every time
	5	Every time
MEPromote	1	Never
	2	Almost never
	3	Sometimes
	4	Almost every time
	5	Every time
MEMonitor	1	Never
	2	Almost never
	3	Sometimes
	4	Almost every time
	5	Every time
MPDesign	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPNav	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPUpdate	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPLogin	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent

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MPInteract	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPSocial	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPLang	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
MPSEO	1	Poor
	2	Fair
	3	Good
	4	Very Good
	5	Excellent
CBInterest	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
CBInteract	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
CBFeedback	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)
	4	Minor Affect
	5	No Affect
CBTrans	1	Major Affect
	2	Moderate Affect
	3	Neutral(not sure)

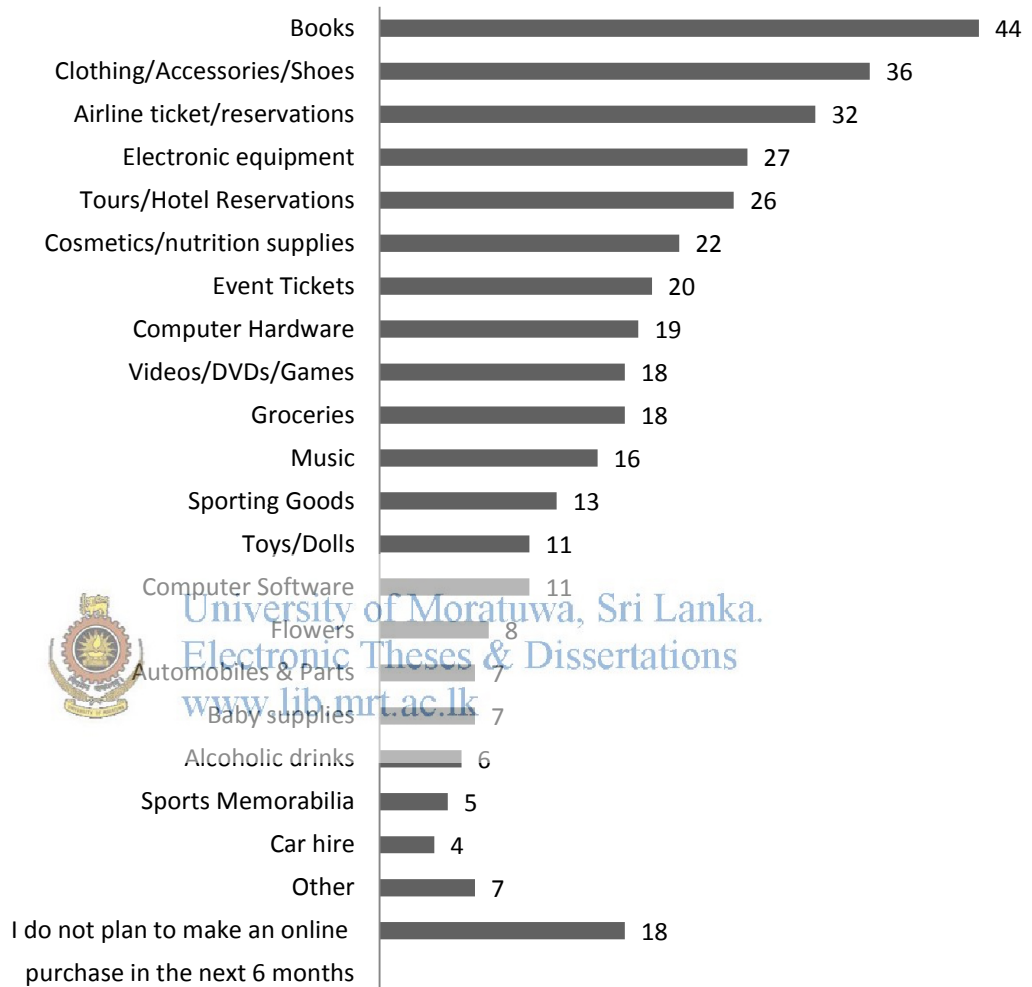|	4	Minor Affect
	5	No Affect
MOReach	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOAware	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOLeads	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOLTime	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOCost	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOCustS	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
MOCustT	1	Very Dissatisfied
	2	Dissatisfied
	3	Neither Satisfied nor Dissatisfied
	4	Satisfied
	5	Very Satisfied
a Missing value		

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APPENDIX C – LITERATURE DATA

Table A 3 Asia Internet Usage and Population Statistics

ASIA	Population (2011 Est.)	Internet Users, (Year 2000)	Internet Users, 30-June-11	Penetration (% Population)	Users % Asia	Facebook 31-Dec-11
Afganistan	29,835,392	1,000	**1,000,000**	3.4 %	0.1 %	257,180
Armenia	2,967,975	30,000	**1,396,550**	47.1 %	0.1 %	242,140
Azerbaijan	8,372,373	12,000	**3,689,000**	44.1 %	0.4 %	604,040
Bangladesh	158,570,535	100,000	**1,735,020**	1.1 %	0.2 %	2,252,800
Bhutan	708,427	500	**53,280**	7.5 %	0.0 %	64,000
Brunei Darussalem	401,890	30,000	318,900	79.4 %	0.0 %	234,800
Cambodia	14,701,717	6,000	329,680	2.2 %	0.0 %	449,160
China*	1,336,718,015	22,500,000	**485,000,000**	36.3 %	52.0 %	527,380
Georgia	4,585,874	20,000	**1,300,000**	28.3 %	0.1 %	725,160
Hong Kong*	7,122,508	2,283,000	**4,878,713**	68.5 %	0.5 %	3,793,100
India	1,189,172,906	5,000,000	**100,000,000**	8.4 %	10.7 %	41,399,720
Indonesia	245,613,043	2,000,000	**39,600,000**	16.1 %	4.2 %	41,777,240
Japan	126,475,664	47,080,000	**99,182,000**	78.4 %	10.6 %	6,267,540
Kazakhstan	15,522,373	70,000	**5,300,000**	34.1 %	0.6 %	362,420
Korea, North	24,457,492	--	--	--	--	n/a
Korea, South	48,754,657	19,040,000	**39,440,000**	80.9 %	4.2 %	5,355,880
Kyrgystan	5,587,443	51,600	**2,194,400**	39.3 %	0.2 %	64,620
Laos	6,477,211	6,000	**527,400**	8.1 %	0.1 %	129,660
Macao*	573,003	60,000	280,900	49.0 %	0.0 %	199,720
Malaysia	28,728,607	3,700,000	**16,902,600**	58.8 %	1.8 %	12,060,340
Maldives	394,999	6,000	**107,460**	27.2 %	0.0 %	114,100
Mongolia	3,133,318	30,000	**350,000**	11.2 %	0.0 %	285,340
Myanmar	53,999,804	1,000	**110,000**	0.2 %	0.0 %	n/a
Nepal	29,391,883	50,000	**1,072,900**	3.7 %	0.1 %	1,403,420
Pakistan	187,342,721	133,900	**20,431,000**	10.9 %	2.2 %	5,887,400
Philippines	101,833,938	2,000,000	**29,700,000**	29.2 %	3.2 %	27,033,680
Singapore	4,740,737	1,200,000	**3,658,400**	77.2 %	0.4 %	2,661,360
Sri Lanka	21,283,913	121,500	**1,776,900**	8.3 %	0.2 %	1,182,720
Taiwan	23,071,779	6,260,000	**16,147,000**	70.0 %	1.7 %	11,600,260
Tajikistan	7,627,200	2,000	**700,000**	9.2 %	0.1 %	27,200
Thailand	66,720,153	2,300,000	**18,310,000**	27.4 %	2.0 %	13,276,200
Timor-Leste	1,177,834	0	**2,100**	0.2 %	0.0 %	n/a
Turkmenistan	4,997,503	2,000	**80,400**	1.6 %	0.0 %	12,060
Uzbekistan	28,128,600	7,500	**7,550,000**	26.8 %	0.8 %	105,920
Vietnam	90,549,390	200,000	**29,268,606**	32.3 %	3.1 %	3,607,220
TOTAL ASIA	**3,879,740,877**	**114,304,000**	**932,393,209**	**24.0 %**	**100.0 %**	**183,963,780**

What product/services do you intend to purchase online in the next 6 months?

Global Average (%)

Category	%
Books	44
Clothing/Accessories/Shoes	36
Airline ticket/reservations	32
Electronic equipment	27
Tours/Hotel Reservations	26
Cosmetics/nutrition supplies	22
Event Tickets	20
Computer Hardware	19
Videos/DVDs/Games	18
Groceries	18
Music	16
Sporting Goods	13
Toys/Dolls	11
Computer Software	11
Flowers	8
Automobiles & Parts	7
Baby supplies	7
Alcoholic drinks	6
Sports Memorabilia	5
Car hire	4
Other	7
I do not plan to make an online purchase in the next 6 months	18

Base : All respondents n=27,665
Consumer Confidence Survey – Q1 2010 = Field dates March 8, 2010 – March 28, 2010
Source : The Nielsen Company

Figure A 1 Global Consumer Purchasing Behavior

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Table A 4 Top 10 Global Sites by % Active Reach

Top 10 Global Sites by % Active Reach		
1	Google	81.78%
2	MSN/Windows Live/Bing	61.82%
3	Facebook	54.48%
4	Yahoo!	52.91%
5	Microsoft	48.42%
6	YouTube	46.58%
7	Wikipedia	34.93%
8	AOL Media Network	27.16%
9	eBay	26.47%
10	Apple	26.11%
Source: The Nielsen Company, April 2010		
Countries include: U.K., France, Germany, Italy, Spain, Switzerland, Brazil, U.S., Australia		

Source: Dynamic Logic MarketNorms©, 2008. Figures are deltas (exposed minus control). Fixed frequency level of 1. Campaigns using GIF/JPG N=33-52, Rich Media with Video N=37-47, Rich Media without Video N=193-275, Simple Flash N=262-344. *Denotes data points that are statistically significant at a 90% confidence level or higher
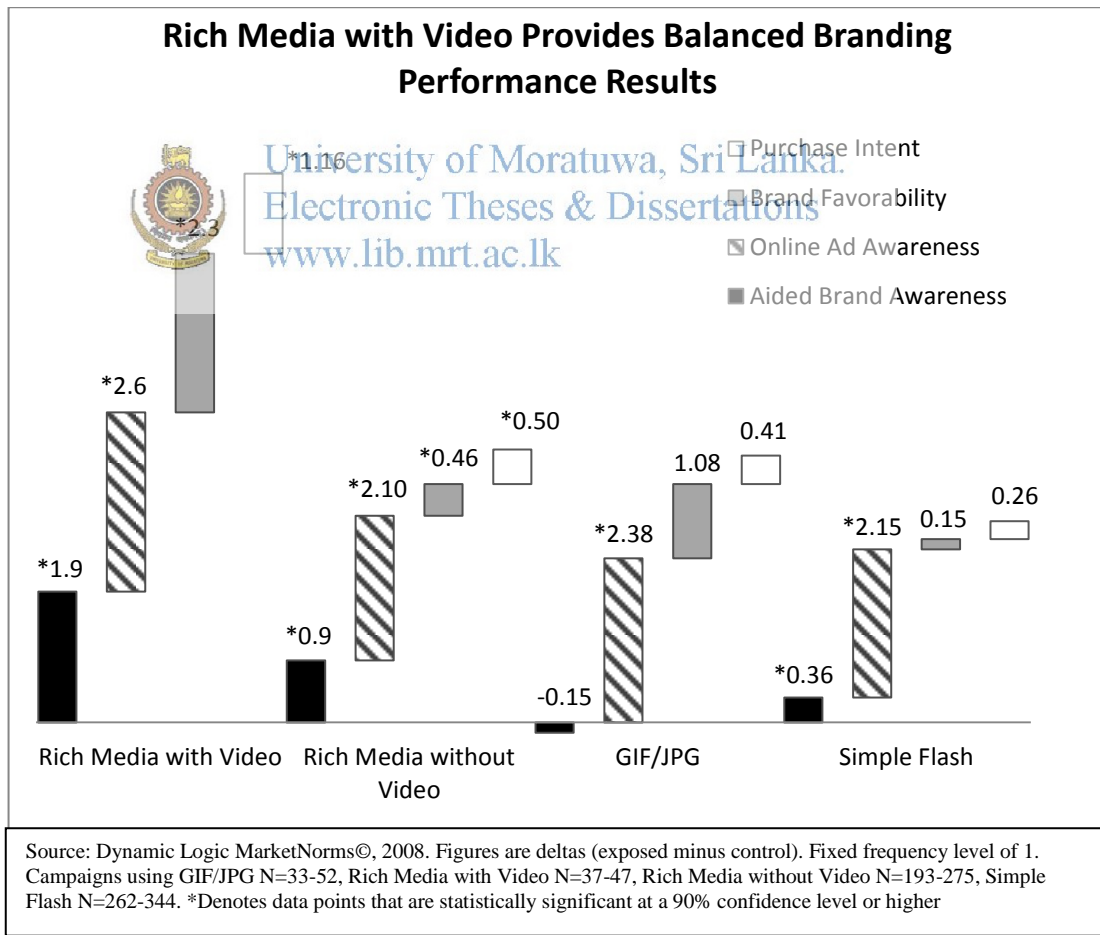
Figure A 2 Interactive Media and Customer Engagement

APPENDIX D – STATISTICAL DATA (SPSS OUTPUT)

Respondents Data

Case Processing Summary		N	%
Cases	**Valid**	195	96.1
	Excluded(a)	8	3.9
	Total	203	100.0
aList wise deletion based on all variables in the procedure.			

Statistics What is your industry?		
N	**Valid**	195
	Missing	8
Mode		3

Statistics What is the size of the workforce at your Organization?	
N **Valid**	195
Missing	8
Mean	1.98
Mode	2
Std. Deviation	.677
Variance	.459

What is the size of the workforce at your Organization?
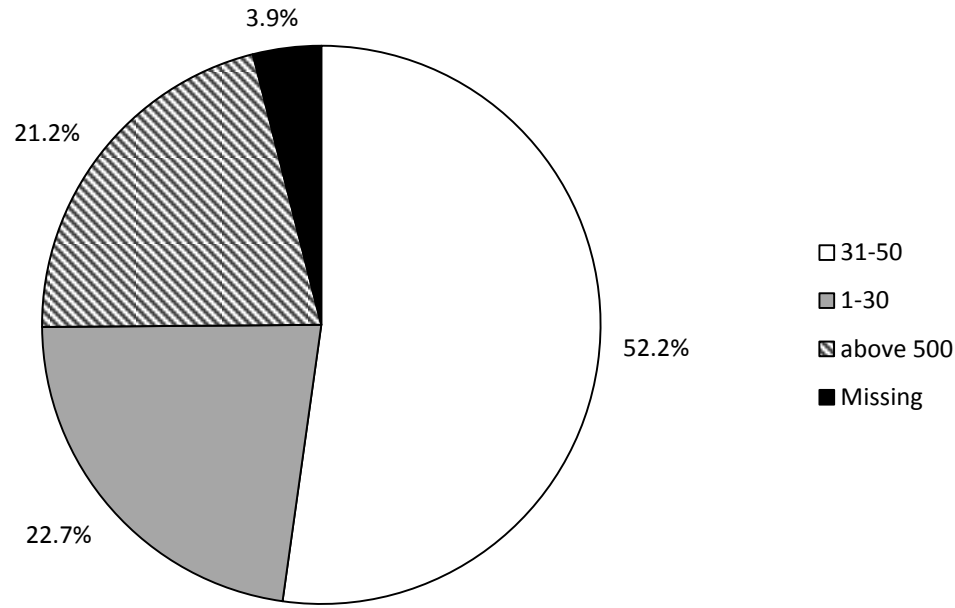
Legend:
- 31-50
- 1-30
- above 500
- Missing

3.9%
21.2%
52.2%
22.7%

Figure A 3 Respondents against Size of workforce

Statistics		
When did your Organization start using New Media for Marketing?		
N	Valid	195
	Missing	8
Mean		2.85
Mode		3
Std. Deviation		.473
Variance		.224

When did your Organization start using New Media on Marketing?
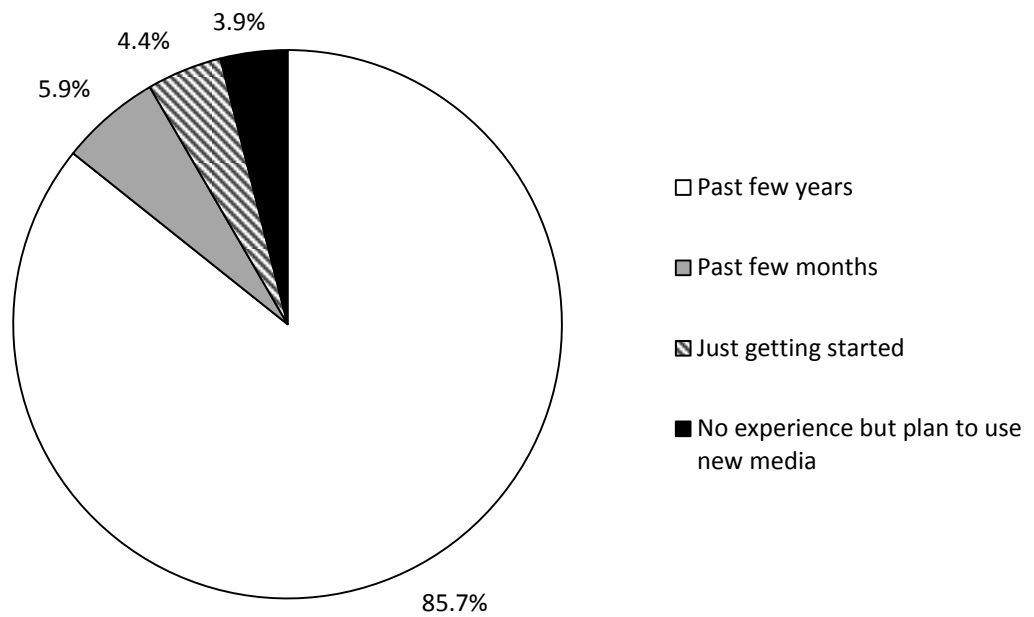
Figure A 4 Maturity of using New Media

Statistics

What is your primary New Media Marketing tool?

N	Valid	195
	Missing	8

What is your primary New Media Marketing tool?
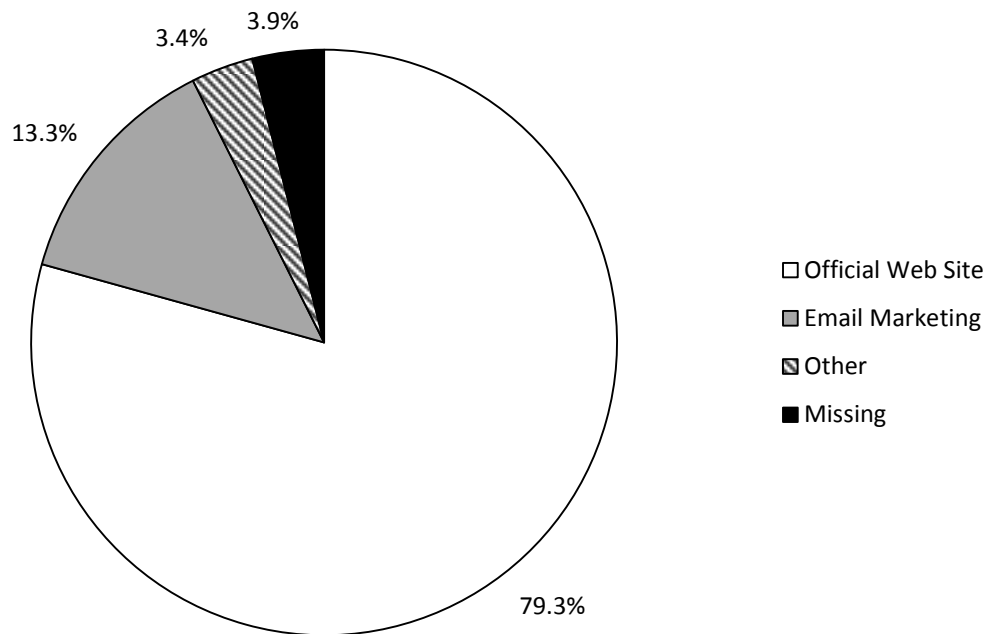
Legend:
- ☐ Official Web Site
- ▨ Email Marketing
- ▧ Other
- ■ Missing

3.4%   3.9%
13.3%
79.3%

Figure A 5 Type of New Media Use

Statistics		
How much is the allocation for New Media as a part of overall advertising budget?		
N	**Valid**	195
	Missing	8
Mean		2.41
Mode		2
Std. Deviation		.955
Variance		.912

How much is the allocation for New Media as a part of overall advertising budget?
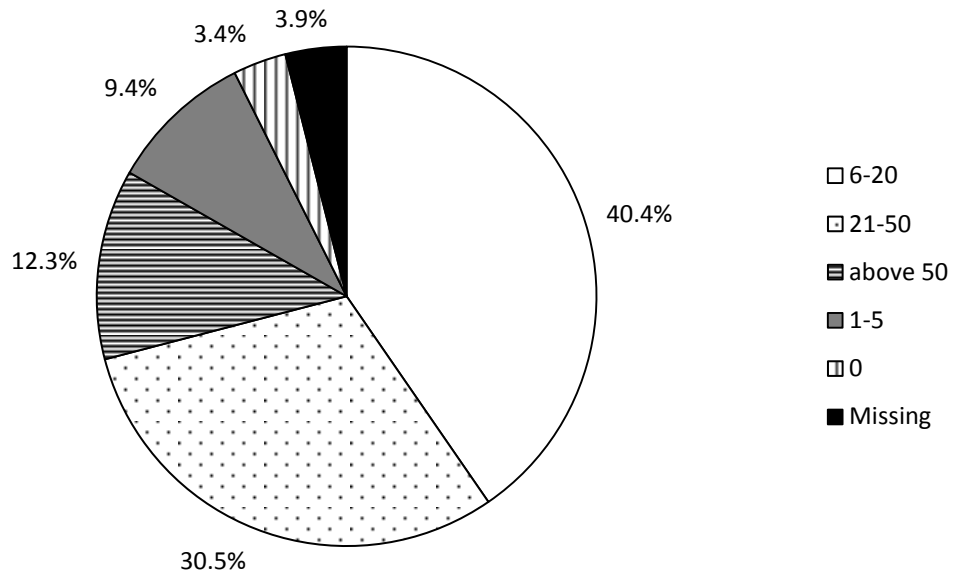
Figure A 6 Budget Allocation

Descriptive Statistics

Table A5 Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness	
Descriptive Statistics	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
How often do you advertise a product or service with a complementary New Media?	195	4	1	5	2.84	.091	1.274	1.622	-.142	.174
To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Government IT policies]	195	4	1	5	2.83	.087	1.209	1.461	-.343	.174
To what extent do the following factors affect New Media	195	4	1	5	4.28	.073	1.013	1.026	-1.210	.174

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Marketing Strategy in your Organization? [Increasing no of Internet Users]										
To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Popularity of Social Networks]	195	4	1	5	3.39	.137	1.917	3.673	-.403	.174
To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Changing Web Technologies]	195	4	1	5	4.09	.074	1.031	1.064	-1.041	.174
To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Competitive Pressures]	195	4	1	5	3.84	.079	1.105	1.220	-.528	.174
To what extent do the following factors affect New Media Marketing Strategy in your Organization? [Customer Demand]	195	4	1	5	4.03	.082	1.142	1.303	-.912	.174
To what extent the following activities are carried out in New Media Marketing. [Applying Offline Marketing tactics]	195	4	1	5	3.75	.055	.762	.581	-.388	.174
To what extent the following activities are carried out in New Media Marketing. [Applying Knowledge in Information Technology]	195	4	1	5	3.97	.054	.752	.566	-.977	.174
To what extent the following activities are carried out in New Media Marketing. [Listening and Facilitating Customers]	195	4	1	5	3.57	.072	1.010	1.020	-.388	.174
To what extent the following activities are carried out in New Media Marketing. [Promoting New Media Presence in both Online and Offline]	195	4	1	5	3.69	.079	1.098	1.206	-.745	.174
To what extent the following activities are carried out in New Media Marketing. [Monitoring Customer Activities]	195	4	1	5	3.24	.067	.930	.864	-.382	.174
How would you rate the following aspects of your Organization's online content? [Web Design]	195	4	1	5	3.47	.059	.827	.683	-.296	.174
How would you rate the following aspects of your Organization's online content? [Web Content Navigation]	195	4	1	5	3.36	.068	.949	.901	-.081	.174
How would you rate the following	195	4	1	5	3.97	.077	1.077	1.159	-	.174

	N	Range	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance	Skewness	Std. Error
aspects of your Organization's online content? [Frequently Updated Content]									1.151	
How would you rate the following aspects of your Organization's online content? [Sign in/Login Facility]	195	4	1	5	2.78	.125	1.742	3.036	.235	.174
How would you rate the following aspects of your Organization's online content? [Interactive Media]	195	4	1	5	2.77	.077	1.081	1.168	-.073	.174
How would you rate the following aspects of your Organization's online content? [Integration with Social Media]	195	4	1	5	2.31	.120	1.680	2.822	.730	.174
How would you rate the following aspects of your Organization's online content? [Multilinguistic Content]	195	4	1	5	1.20	.044	.614	.377	4.034	.174
How would you rate the following aspects of your Organization's online content? [Search Engine Visibility & Optimization]	195	4	1	5	3.97	.079	1.100	1.211	-.770	.174
How has New Media Marketing affected the following aspects of Online Customer Engagement? [Interest in products/services]	195	4	1	5	4.23	.079	1.098	1.207	-1.284	.174
How has New Media Marketing affected the following aspects of Online Customer Engagement? [Interaction with the Organization]	195	4	1	5	3.99	.071	.997	.995	-.777	.174
How has New Media Marketing affected the following aspects of Online Customer Engagement? [Level of Feedback]	195	4	1	5	3.75	.070	.980	.960	-.851	.174
How has New Media Marketing affected the following aspects of Online Customer Engagement? [Level of Online Transactions]	195	4	1	5	2.48	.116	1.616	2.612	.517	.174
Select the satisfaction levels for given New Media Marketing Objectives [Reach of New Target Audience]	195	4	1	5	3.79	.056	.781	.610	-.137	.174
Select the satisfaction levels for given New Media Marketing Objectives [Increase in Customer Awareness]	195	4	1	5	4.50	.044	.612	.375	-1.487	.174
Select the satisfaction levels for given New Media Marketing Objectives [Increase in no of Prospects/Leads]	195	4	1	5	3.52	.054	.748	.560	-1.049	.174
Select the satisfaction levels for given New Media Marketing	195	4	1	5	3.19	.048	.668	.446	-.141	.174

	N	Range	Min	Max	Mean	Std. Error	Std. Dev	Variance	Skewness	Std. Error
Objectives [Decrease in Sales Lead Time]										
Select the satisfaction levels for given New Media Marketing Objectives [Reduction in Marketing Cost]	195	4	1	5	4.26	.046	.641	.411	-.772	.174
Select the satisfaction levels for given New Media Marketing Objectives [Improvement in Customer Service]	195	4	1	5	3.55	.060	.832	.692	-.037	.174
Select the satisfaction levels for given New Media Marketing Objectives [Identification of Future Customer Trends]	195	4	1	5	4.04	.063	.876	.767	-.861	.174
Macro Environment	195	4.00	1.00	5.00	3.7427	.06376	.89035	.793	-.649	.174
Marketer Engagement	195	3.80	1.00	4.80	3.6431	.04549	.63521	.403	-1.039	.174
Media Presence	195	3.50	1.00	4.50	2.9801	.05084	.70995	.504	.151	.174
Customer Engagement	195	4.00	1.00	5.00	3.6141	.06401	.89392	.799	-.701	.174
Marketing Objectives	195	3.57	1.00	4.57	3.8366	.03667	.51200	.262	-1.134	.174
Valid N (list wise)	195									

Inferential Statistics

Effects of Mediating Variables

Mediating Effects of Customer Engagement on Marketer Engagement and Marketing Objectives

Analysis of Variance for Marketer Engagement and Marketing Objectives

Variables Entered/Removed(b)			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	Marketer Engagement(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Marketing Objectives			

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.372(a)	.139	.134	.47644
a Predictors: (Constant), Marketer Engagement				

ANOVA(b)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	**Regression**	7.047	1	7.047	31.045	.000(a)
	Residual	43.810	193	.227		
	Total	50.857	194			
a Predictors: (Constant), Marketer Engagement						
b Dependent Variable: Marketing Objectives						

Analysis of Variance for Marketer Engagement and Customer Engagement

Variables Entered/Removed(b)			
Model	Variables Entered	Variables Removed	Method
1	Marketer Engagement(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Customer Engagement			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.311(a)	.097	.092	.85170
a Predictors: (Constant), Marketer Engagement				

ANOVA(b)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	**Regression**	15.022	1	15.022	20.709	.000(a)
	Residual	140.002	193	.725		
	Total	155.024	194			
a Predictors: (Constant), Marketer Engagement						
b Dependent Variable: Customer Engagement						

Mediating Effects of Customer Engagement on Media Presence and Marketing Objectives

Analysis of Variance for Media Presence and Marketing Objectives

Variables Entered/Removed(b)			
Model	Variables Entered	Variables Removed	Method
1	Media Presence(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Marketing Objectives			

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390(a)	.152	.148	.47266
a Predictors: (Constant), Media Presence				

ANOVA(b)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.740	1	7.740	34.643	.000(a)
	Residual	43.117	193	.223		
	Total	50.857	194			
a Predictors: (Constant), Media Presence						
b Dependent Variable: Marketing Objectives						

Analysis of Variance for Customer Engagement and Media Presence

Variables Entered/Removed(b)			
Model	Variables Entered	Variables Removed	Method
1	Media Presence(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Customer Engagement			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371(a)	.138	.133	.83214
a Predictors: (Constant), Media Presence				

ANOVA(b)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.380	1	21.380	30.876	.000(a)
	Residual	133.643	193	.692		
	Total	155.024	194			
a Predictors: (Constant), Media Presence						
b Dependent Variable: Customer Engagement						

Hypotheses Testing

Means Plots
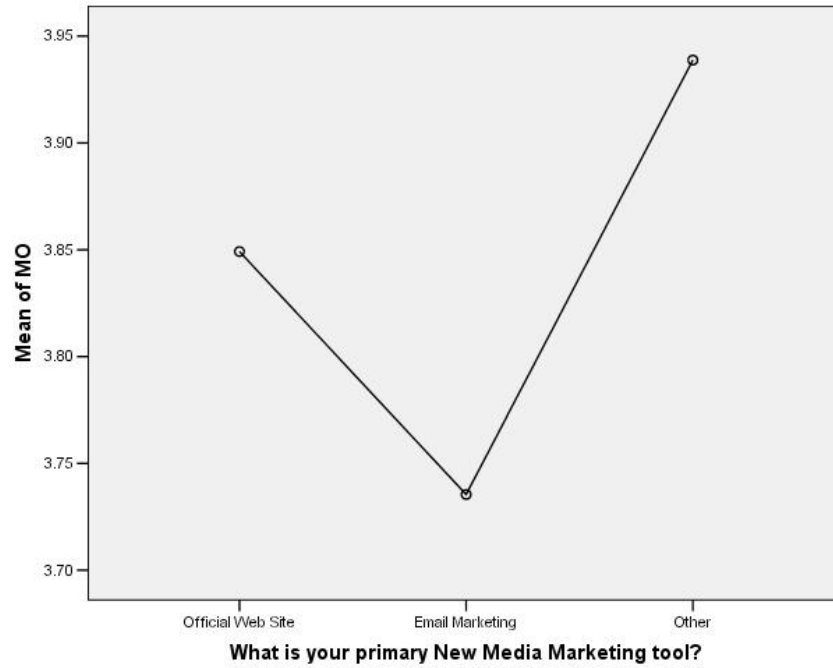
Figure A7 Means of Marketing Objective vs. Marketing Tool

Regression

Variables Entered/Removed(b)			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	Media Presence, Marketer Engagement(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Marketing Objectives			

Coefficients(a)									
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Correlations**		
		B	**Std. Error**	**Beta**			**Zero-order**	**Partial**	**Part**
1	**(Constant)**	2.454	.204		12.053	.000			
	Marketer Engagement	.209	.056	.259	3.720	.000	.372	.259	.239
	Media Presence	.208	.050	.289	4.141	.000	.390	.286	.266
a Dependent Variable: Marketing Objectives									

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Residuals Statistics(a)					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.8717	4.3272	3.8366	.23418	195
Residual	-1.87168	1.03385	.00000	.45531	195
Std. Predicted Value	-4.121	2.095	.000	1.000	195
Std. Residual	-4.090	2.259	.000	.995	195
a Dependent Variable: Marketing Objectives					

Histogram

Figure A8 Histogram for Marketing Objectives

Normal P-P Plot of Regression Standardized Residual
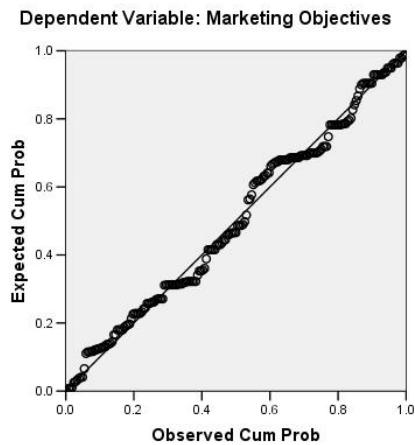
Figure A9 Expected Cumulative Probability vs. Observed Cumulative Probability for Marketing Objectives
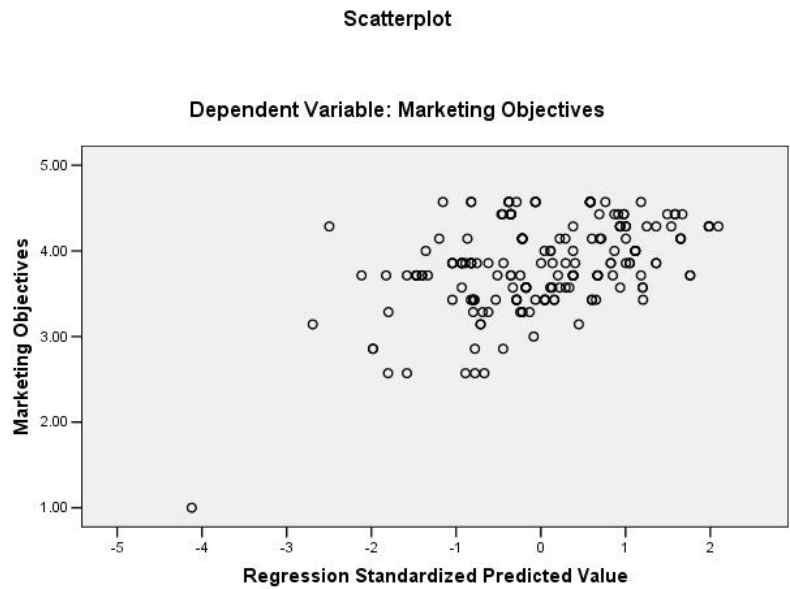
Scatterplot

Dependent Variable: Marketing Objectives

Figure A10 Regression for Marketing Objectives

Regression

Variables Entered/Removed(b)			
Model	Variables Entered	Variables Removed	Method
1	Media Presence, Marketer Engagement(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Marketing Objectives			

Model Summary(b)										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.457(a)	.209	.201	.45768	.209	25.395	2	192	.000	1.204
a Predictors: (Constant), Media Presence, Marketer Engagement										
b Dependent Variable: Marketing Objectives										

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Residuals Statistics(a)					
	Minimum	**Maximum**	**Mean**	**Std. Deviation**	**N**
Predicted Value	2.8717	4.3272	3.8366	.23418	195
Residual	-1.87168	1.03385	.00000	.45531	195
Std. Predicted Value	-4.121	2.095	.000	1.000	195
Std. Residual	-4.090	2.259	.000	.995	195
a Dependent Variable: Marketing Objectives					

Regression

Variables Entered/Removed(b)			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	Customer Engagement, Marketer Engagement, Macro Environment, Media Presence(a)	.	Enter
a All requested variables entered.			
b Dependent Variable: Marketing Objectives			

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.772(a)	.596	.587	.32892	.596	70.022	4	190	.000	1.511
a Predictors: (Constant), Customer Engagement, Marketer Engagement, Macro Environment, Media Presence										
b Dependent Variable: Marketing Objectives										

ANOVA(b)						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	30.301	4	7.575	70.022	.000(a)
	Residual	20.555	190	.108		
	Total	50.857	194			
a Predictors: (Constant), Customer Engagement, Marketer Engagement, Macro Environment, Media Presence						
b Dependent Variable: Marketing Objectives						

Coefficients(a)											
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	1.609	.160		10.029	.000	1.293	1.925			
	Marketer Engagement	.127	.041	.157	3.067	.002	.045	.208	.372	.217	.141
	Media Presence	.071	.038	.098	1.854	.065	-.005	.146	.390	.133	.086
	Macro Environment	.360	.029	.626	12.312	.000	.302	.418	.730	.666	.568
	Customer Engagement	.058	.030	.100	1.907	.058	-.002	.117	.419	.137	.088
a Dependent Variable: Marketing Objectives											

Residuals Statistics(a)					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2240	4.5226	3.8366	.39521	195
Residual	-1.22399	.95546	.00000	.32551	195
Std. Predicted Value	-4.080	1.736	.000	1.000	195
Std. Residual	-3.721	2.905	.000	.990	195
a Dependent Variable: Marketing Objectives					