

EXECUTIVE SUMMARY

The MBA programme offered by the VISVESVARAYA TECHNOLOGICAL UNIVERSITY has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging from 6 weeks during the 4th semester.

A study on CUSTOMERS RESPONSES TOWARDS DIGITAL MARKETING on the perspectives of Palekkat builders and Developers, Kerala aims to assess the how customers response about digital media advertisement, marketing, and also understand the which of the digital media platform is more effective. The digital marketing is one of the essential ingredients which enable the company to achieve their objectives. And if there is no effective marketing programme in the social media, customers and business productivity drop down gradually. digital marketing focuses on the most key element of the organisation growth. There are several resources needed by the organization but most effective one is in this era is digital marketing. Digital marketing is broadly recognized by all sales, among these important function's is help to generate new traffic, leads, and sales are the remarkable. The report of the internship has been titled as, **“A Study on customers response towards digital marketing”**. The study basically based on the study overall customers experience.

The report actually aimed at having a pragmatic notion on digital marketing process and how it effects in the development of customers responses and sales growth. To meet the goals primary research was undertaken with the help of questionnaire, the target respondents were the customers of Palekkat builders and developers. Tables and charts were used to translate data into meaningful information.

The report consists with introduction to the industry and the company profile. Later portion of the report deals with the theoretical background of the study, data collection and explanation, findings and suggestions by studying the customers view about the digital marketing, collecting information about elements that has to be included in the customers opinion for digital platform balance and giving recommendation to the company for its improvement.