BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
MBA

SUMMER INTERNSHIP REPORT 2022

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CORPORATE GUIDE

VISHALSINGH RAJPUT

A PROJECT REPORT ON

"A Study of consumer behavior through digital channels"

A FINAL SIP REPORT SUBMITTED

TO

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY

(BPUT)

ODISHA

SUBMITTED BY

PANKAJ KISHAN

BPUT REG.NO: 2006258129

UNDER THE GUIDANCE OF

PROF. KAMESH CHIVUKULA

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM)

(Recognized by AICTE, New Delhi & Affiliated to BPUT, Rourkela)

BHUBANESWAR

CERTIFICATE OF INTERNAL GUIDE

This is to certify that the Project work titled **"A STUDY OF CONSUMER BEHAVIOR THROUGH DIGITAL CHANNELS"** is a Bonafide work of **Pankaj kishan, Reg. No: 2006258129** carried out in partial fulfilment for the award of degree of MASTER IN BUSINESS ADMINISTRATION FOR THE SESSION 2020-2022 of BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, ODISHA under my guidance. This project work is original and not submitted earlier for the award of any degree or associateship of any other University or Institution. The thesis:

- Embodies the work of the candidate himself.
- Has duly been completed
- Fulfils the requirements of the rules and regulation relating to the summer internship of Institute.
- Is up to standard both in respect to content and language for being referred to the examiner.

Date:
Place: **Signature of the Guide**

EXECUTIVE SUMMARY

Title of the Internship Report is "**A Study of consumer behavior through digital channels**" and the organization is "**eSparse Matrix Solutions Pvt. Ltd".** Objectives of the Internship is to understand the change in consumer buying behavior in digital era and how effective is digital marketing in attracting the consumer along with the importance of digital marketing in near future.

Research tool used was Questionnaire are done through online research.

Main findings of this internship are given here. Indian customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in India is key player for this phenomenon. Most of Indians are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report.

The successful completion of this internship indicates that the future of marketing is in the hands of digital. I conclude my research by quoting again that "Brands can't sustain without digital presence"

Biju Patnaik Institute

Of Information Technology & Management Studies

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DECLARATION

I, Mr. Pankaj kishan hereby declare that the project work titled, "**A study of consumer behavior through digital channels**" is the original work done by me and submitted to Biju Patnaik University of Technology (BPUT), Odisha, in fulfillment of requirements for the award of Master of Business administration is a recorded of the work done by me under the supervision of Prof. Kamesh Chivukula. This thesis has not formed before the basis of any degree, diploma or any similar title.

Date-

Pankaj kishan

Registration No. 2006258129

A study of consumer behavior through digital channels

<u>ABSTRACT</u>

Digital transformation is one of the key challenges facing contemporary businesses. The need to leverage digital technology to develop and implement new business models forces firms to reevaluate existing capabilities, structures, and culture in order to identify what technologies are relevant and how they will be enacted in organizational processes and business offerings. More often than not, these profound changes require firms to revisit old truths as they develop strategies that thread the needle between beneficial innovation and harmful disruption. This article uses the Internet of Things (IoT) as a backdrop to demonstrate the concerns associated with transformative technologies and offers five recommendations as to how firms can develop the strategies needed for digital transformation and become digitally conscious: (1) Start small and build on firsthand benefits; (2) team up and create competitive advantage from brand recognition; (3) engage in standardization efforts; (4) take responsibility for data ownership and ethics; and (5) own the change and ensure organization-wide commitment. As such, this article shows that digital transformation should be a top management priority and a defining trait of corporate business strategy, and that by becoming digitally conscious, firms may get a head start on their transformation journey.

Key-word: Online Marketing, Consumer Behavior, Internet, e-Commerce, Digital Marketing

ACKNOWLEDGEMENT

It was a great opportunity for me to work with ESparse Matrix Solutions PVT LTD. Pioneers in the field of Digital marketing and I am extremely grateful to those who have shared their expertise and knowledge with me and without whom the completion of this project would have been virtually impossible.

I am also extremely grateful PROF. Kamesh Chivukula, BIITM to have given me this opportunity and gain valuable insights into the entering world of Digital marketing.

I am indebted to staff of ESparse Matrix Solutions PVT LTD, for their valuable support and cooperation during the entire tenure of this project. Not to forget, all those who have kept my spirits surging and helped me in delivering my best.

Date: 17th August,2021

INTERNSHIP COMPLETION CERTIFICATE

TO WHOM IT MAY CONCERN

This is to certify that **PANKAJ KISHAN** has successfully completed his internship programme for 2 Months duration from 03rd June, 2021 to 14th August, 2021 at Esparse Matrix Solutions Private Limited as a Marketing Intern.

During this period of internship, we found his very meticulous, Sincere, curious, analytical, hard-working and result orientated. He was very much interested to learn new technologies, and also willing to put his best efforts and get in to depth of the subjects to understand it better.

His Association with us was very fruitful and we wish him all the best in his future endeavours.

Thanking You,

With Regards,

Human Resource Team
Esparse Matrix Solutions Pvt. Ltd

CONTENT

Chapters	Topic
Chapter - 1	• Introduction • Scope of study • Objective of study • Online Consumer Behavior • Research Strategy • Methodology • Limitation
Chapter - 2	• Company Profile • Product Details • Price Details • Industry Analysis
Chapter - 3	• Competitor Analysis
Chapter - 4	• Customer Analysis
Chapter – 5	• Training Experience • Findings
Chapter - 6	• Suggestions • Conclusion • Bibliography

CHAPTER – 1

INTRODUCTION

Marketing through digital medium it gives more satisfaction to the customers as they can ask queries and can also give suggestions related to any product and services. In digital market medium for communicating is much more convenient than traditional marketing as medium of communicating is mainly through website, chat, Email, etc. To expand and grow any business worldwide digital marketing is one of the fast ways to develop as they use digital tools which makes marketing much easier. It reaches large number of customers from all over world in a smaller number of times. Through analytics it is very easy to measure efficiency of a campaign where as in traditional marketing it is very difficult to measure efficiency of a campaign. In digital market it is very easy to make changes and update information continuously from time to time according to their goals and services and with the help of internet customers at any place and at any time can go through the given information which is beneficial for them. Today all most everyone rely on online shopping for each and every kind of products weather it is grocery items or it is clothing, today everyone knows how to visit company website and refer to the particular product and make order of particular product and gives feedback. It is the right of each and every customer to get complete information related to every product nothing should be hidden from the customers as they can file complain for any product if they are cheated. With the other related products customers can make comparison and place order at any time according to their preferences, as digital marketing provides 24 hours services to the customers so that they can do shopping at any time whenever they are free. Today digital marketing has a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much safer than the traditional marketing.

Today for every organization digital marketing becomes very crucial part in doing business as it not only increases profit margin of the organization but also expand the business globally. Customers become loyal towards product as they become more confident after getting each and every information of the product and they gives their feedback which generate good relationship between customers and sellers.

Ever since the creation of the Internet, the world of business has changed greatly with a redefinition in areas like marketing and customer relations. This medium opened up the doors for the conditions of conducting business through electronic methods. The growth of the internet eventually leads to hundreds of thousands of companies setting up shops online, gaining millions of consumers worldwide as their customers. In the early days, the average computer user might not have been able to use the Internet as we use it today.

Kotler et al (2005) point out Marketing as a process in understanding and satisfying customer needs. In the pre-industrial era, this process was achieved through Relationship Marketing, during which a close relationship was created between the customer and the company. The customers made their everyday purchases locally and a natural bond was created between the seller and the buyer. However, with the introduction of the industrial age, the focus on marketing went from individual- to mass marketing. The company's attention turned to reaching out to as many consumers as possible. This method was dominant during the past decades, but with the birth of the commercial Internet, companies have discovered the possibilities of recreating relationship marketing. By keeping the information flow of their products and service available online, companies can create suited offerings to customers while satisfying their needs. This sort of marketing method is considered to be more acceptable, and at the same time more effective.

Scope of study

It is important to understand the different channels that an IT company uses. Different IT products must be outlined so that we can know how many channels the product may pass through while sold. The beginning and the end of an IT product must also be defined, as well as the process.

To know the different channels by which an IT company works. To know about the different products that an IT company offers. To know about how many channels, it may go through while selling the products. To know about the start and end of an IT product and to know the processing part. It is important to understand the different channels that an IT company uses. Different IT products must be outlined so that we can know how many channels the product may pass through while sold.

Objectives of The Study

➢ To determine the effectiveness of digital channels in fostering sales of IT products.

➢ To study the concept of digital marketing.

➢ To know the level of satisfaction of customers on using digital marketing.

➢ To analyze the factors influencing the customers experience towards digital marketing.

ADVANTAGES OF INTERNET MARKETING

Internet Marketing is a hot topic especially in these days of instant results. The reason why i-marketing has become so popular is because they provide three major benefits to potential buyers:

1. **Convenience:** Customers can order products 24 hours a day wherever they are. They don't have to sit in traffic, and a parking space, and walk-through countless shops to find and examine goods.

2. **Information:** Customers can find reams of comparative information about companies, products, competitors, and prices without leaving their office or home.

3. **Fewer hassles:** Customers don't have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

Internet Marketing also provides a number of benefits to marketers:

1. **Quick adjustments to market conditions:** Companies can quickly add products to their offering and change prices and descriptions.

2. **Lower costs:** On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.

3. **Relationship building:** On-line marketers can dialogue with consumers and learn from them.

4. **Audience sizing:** Marketers can learn how many people visited their on-line site and how many stopped at particular places on the site. This information can help improve offers and ads.

Online consumer behavior

Now to be able to use the seven P's effectively in order to achieve the predefined goals of any organization it is imperative to understand the customers. Before adapting marketing practices to the Internet, the marketer needs to understand the characteristics of the online customers. The Net users can be classified into five categories depending upon their intention of using the Internet.

The five categories of users are:

- **Directed Information Seekers**
- **Undirected Information Seekers**
- **Bargain Hunters**
- **Entertainment Seekers**
- **Directed Buyers**

Consumer Behavior

Consumer Behavior is the study of when, why, how, and where people do or do not buy products. It blends elements from psychology, sociology, social anthropology and economics.. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Research Strategy

When collecting data to approach the purpose of a research there are two ways in which the data can be collected. In order to acquire a general knowledge about the topic, secondary data is primarily used and is one of the ways by which data can be collected. These Conway to collect data is the primary data collection. Usually when a study is conducted, secondary data is not sufficient enough and needs to be completed with primary data which is collected by the researcher (Christensen,2001).

Secondary data

Secondary data can be classified into three different subgroups: documentary, multiple sources, and survey. Documentary second and data comes in both written and non-written form. It is the data that can be collected from sources such as journals, databases, transcripts etc. This form of data is dependent on the access the researcher has to it. Survey based secondary data is the data that is collected through the survey and is available as data table forms. Multiple source secondary data is data that has been compiled into documentary or survey form; the main characteristics of this type of data is that it has been changed into a different form before there searcher is assessing the data (Saundersetal.,2007).

I have mainly used documentary secondary data combined with multiple source data. Documentary secondary data has been the data collected through different types of research conducted within the topic, articles, and that are written on consumer behavior and e-commerce. This type of data has been the fundamental source for gaining knowledge within the topic in order for us to be able approach the research problem. The secondary data that I used for our research his data that has also led to the conclusion of which factors that will be examined. The multiple source data that I have used has been in order to choose which product I would use for our research in order to be able to find the product that is most widely bought over the Internet.

Primary data

Primary data for our research was collected through questionnaires. When collecting primary data one can choose to do interviews, observations, experiments, and questionnaires. Due to the purpose of our research, only the questionnaire method would be able to approach the topic and be able to collect the answers in a satisfactory manner. In our research the primary data is mainly concerned with analyzing the respondent in order to later on classify the respondent. Further on, the primary data will be used to analyze the factors and how these are related to the respondent. The primary data is conducted in a manner to be able to approach our research and solve our research questions.

Methodology

➢   Research Type: - Quantitative and Qualitative Method

➢   Research Design: - Quantitative and Qualitative Research Design

➢   Scale - Nominal Scale

➢   Scaling - Comparative Scale

➢   Sample Size: - 50

➢   Data Collection would be:
- Primary Data: - Questionnaire.
- Secondary Data: - Internet.

➢   Sampling Strategy: - Convenient Sampling

➢   Sample Design: - Online customers and leads are included under this research and tell their satisfaction level.

➢   Keyword: - Digital Marketing, Consumer Behavior etc.

LIMITATION

There are a number of factors influencing the online consumer. However, this research will try to identify the main factors influencing the online consumer and will, therefore, try to limit these to a few in order to be able to investigate the effect on the online consumer. Within the field of consumer behavior there are many theories and models that identify the consumer. This research will limit itself to identifying the consumer through his/her consumer characteristics and the consumer buying process.

Consumer behavior differs depending on what product or service is bought. Hence, different factors are of different importance to consumers depending on the product or service. Therefore, this research will limit itself to since this is the product that is most widely bought on the Internet. This seemed to be the most appropriate choice considering the limitations in both time and resources.

SUMMARY

Since the rapid development of the Internet online shopping has become a new and widely used medium for retailing. In order to understand the consumer, the retailers need to know what influences the consumer. That is what I want to accomplish with my research.

CHAPTER - 2

eSparse Matrix Solution private limited

Company profile

ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED is an Indian company incorporated on 23/10/2019 and its registered office address is F NO 6 P NO 62, INDRAYANI COLONY TALEGAON STATION, TAL MAVAL PUNE, Pune, Maharashtra, India,410507. The corporate identification number (CIN) of the company is U72900PN2019PTC187436 and the company registration number is 187436. Based on the official records, the current age of the company is 2 Years 2 Months.

ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED is registered at Registrar of Companies, Pune (RoC-Pune) and is classified as the non-govt company. Its authorized share capital is INR 100,000 and its paid-up capital is INR 10,000. The industrial and the SIC code for ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED is 72900.

The current status of this company is Active. The directors of this company are VISHALSINGH DHIRAJSINGH RAJPUT and KRISHNA PRALHAD TAYADE. The contact details of the company are as per the official records. Please visit the contact section or the contact form below for contacting this company

ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED is a mca provider company based on the National Industrial Classification (NIC) code of 72900 and it is involved in the business activities related to this industry code such as #other computer related activities#.
The other Indian private limited and limited liability companies involved in similar business activities and industry activities as of ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED are mentioned below in the similar company's section.

To recognize as a leading provider of Digital Marketing and Software development services. We are committed to earning our clients trust through outstanding execution and uncompromising dedication to their success.

Mission is to achieve Client Business goal with Quality Software development services. We will be best in providing consistently successful, unique, and forward-thinking digital marketing that take into account the individual requirements and unique demands of each client.

General details

Company name	ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED
Ownership Type	Private
Primary Business type	mca provider
Category	Company limited by Shares
Sub Category	Non-govt company
Main Language	English
Corporate Identification Number (CIN)	U72900PN2019PTC187436
Year of Establishment	23/10/2019
Age of Company	2 Years 2 Months
No. of Employees	43
Primary Location	Pune, Maharashtra

Registration Details
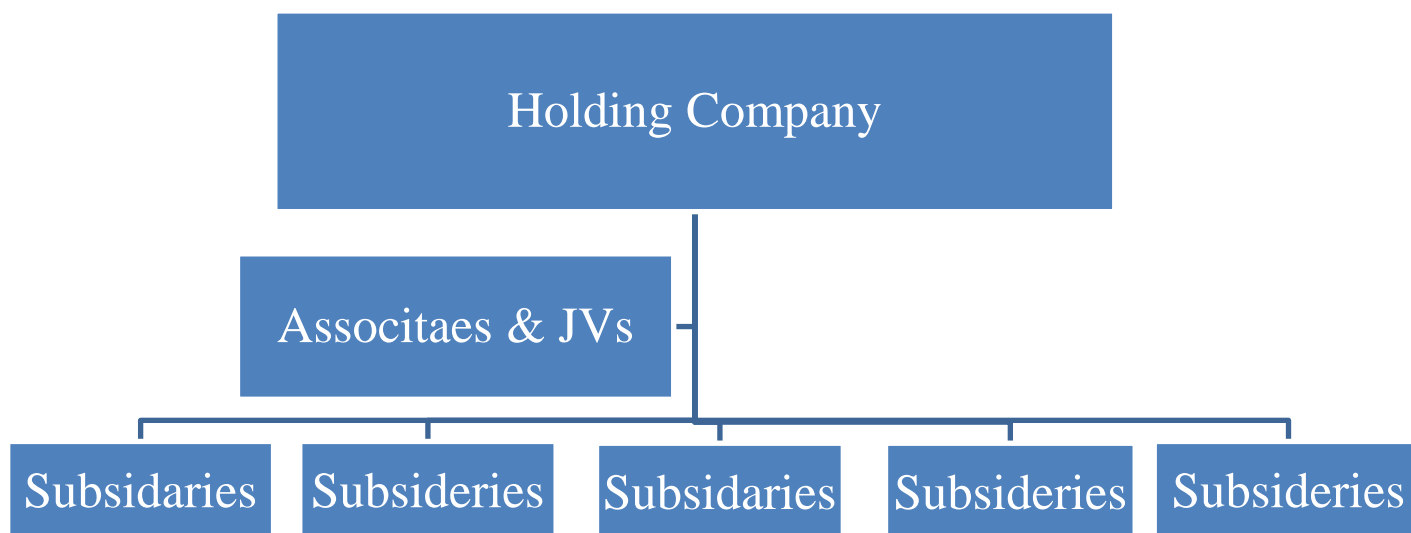
Registration Year	2019
Registration authorities	RoC-Pune
Registered for activities	72900
Registration Number	187436
Registration Type	Company Registration

Capital structure

Authorized Capital (Rs.)	100,000
Paid up capital (Rs.)	10,000

GROUP STRUCTURE

ESPARSE MATRIX SOLUTIONS PRIVATE LIMTED

COMPANY NETWORK

ESPARSE MATRIX SOLUTIONS PRIVATE LIMTED

PRODUCT DETAILS

Software Development

Web Development

APP Development

ERP Software

HRMS Software

CRM Software

Manufacturing ERP Software

Develope software as per client's requirement with leading advanced technology as well as with data security and data analysis.
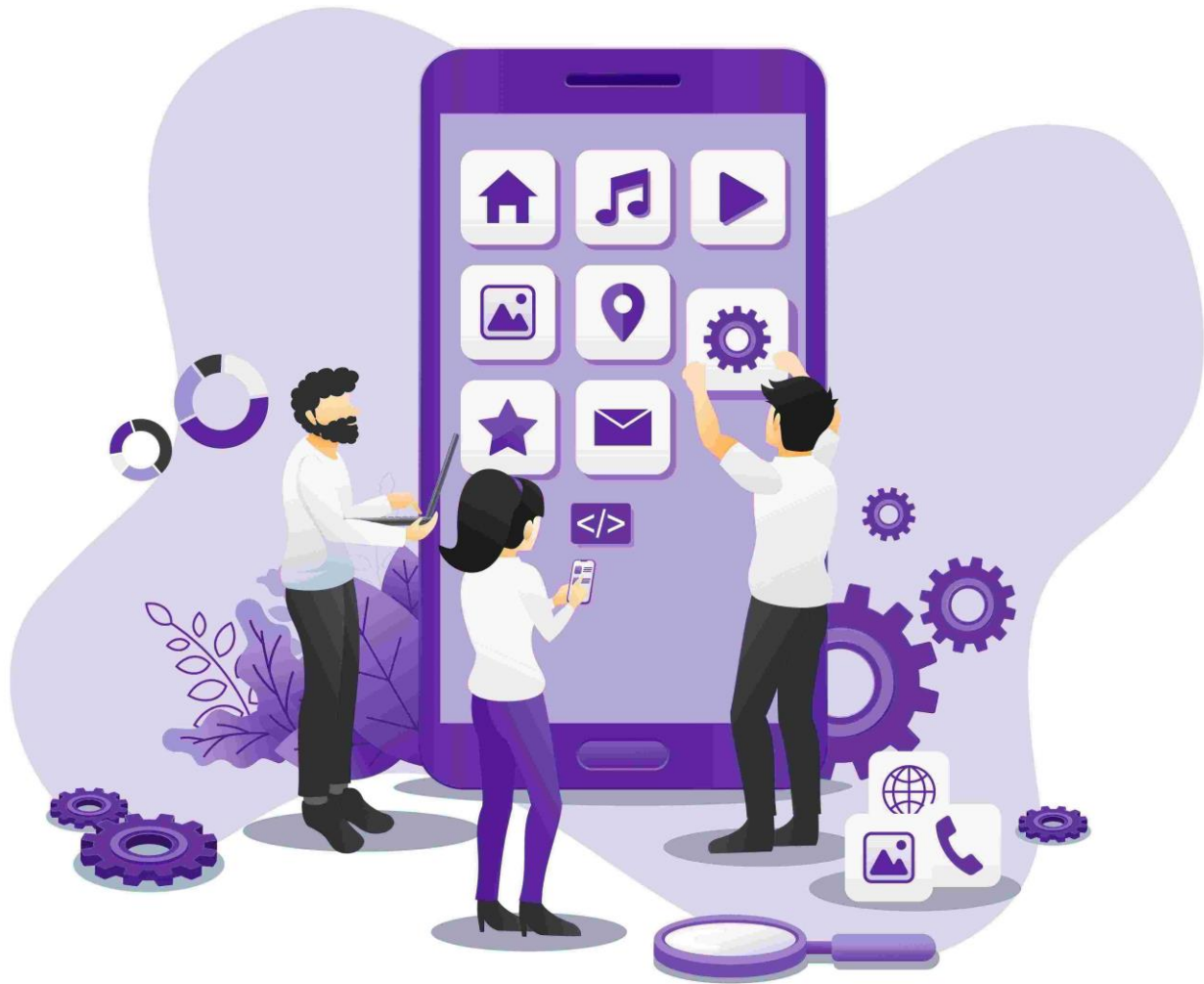
Software Development

eSparse Matrix Solutions Pvt. Ltd. based in Pune, popular for providing best creative websites for all kind of businesses, individuals, corporates, SMEs

Web Development

Our Team eSparse Matrix Solutions Pvt. Ltd. is offering you to unlock interactive mobile experiences for your customers at a budget-friendly price.

App Development

A school management software is specially designed to manage the day-to-day administrative tasks of schools. School management software allow schools to digitally monitor the daily activities

ERP Software

eSparse HR Payroll Management Software is profoundly advantageous for records division perform different exercises, finance handling, pay subtleties of each worker and so forth.

ESPARSE HRMS Software

eSparse CRM software creates new tasks for your team. Automate everything from appointment reminders to follow-up emails by putting your calendar online.

ESPARSE CRM Software

eSparse Manufacturing ERP is a system that manages a manufacturing company processes, such as Sales & Purchase, Production Process, Inventory, HR Activities, Accounting and more.

Manufacturing ERP Software

Price details

Software Development	From 25,000 It until clint's requirements are met.
Web Development	From 14,000 It until clint's requirements are met.
APP Development	From 25,000 It until clint's requirements are met.
ERP Software (School, Colleges)	From 40,000 It until clint's requirements are met.
HRMS Software	From 35,000 It until clint's requirements are met.
CRM Software	From 50,000 It until clint's requirements are met.

According to the needs of the clients, each product has a different price method. or, to put it another way, according to the needs of the customer. There is no such thing as a fixed price for any goods. According to the needs of the clients, each product has a different price method. or, to put it another way, according to the needs of the customer. There is no such thing as a fixed price for any goods.
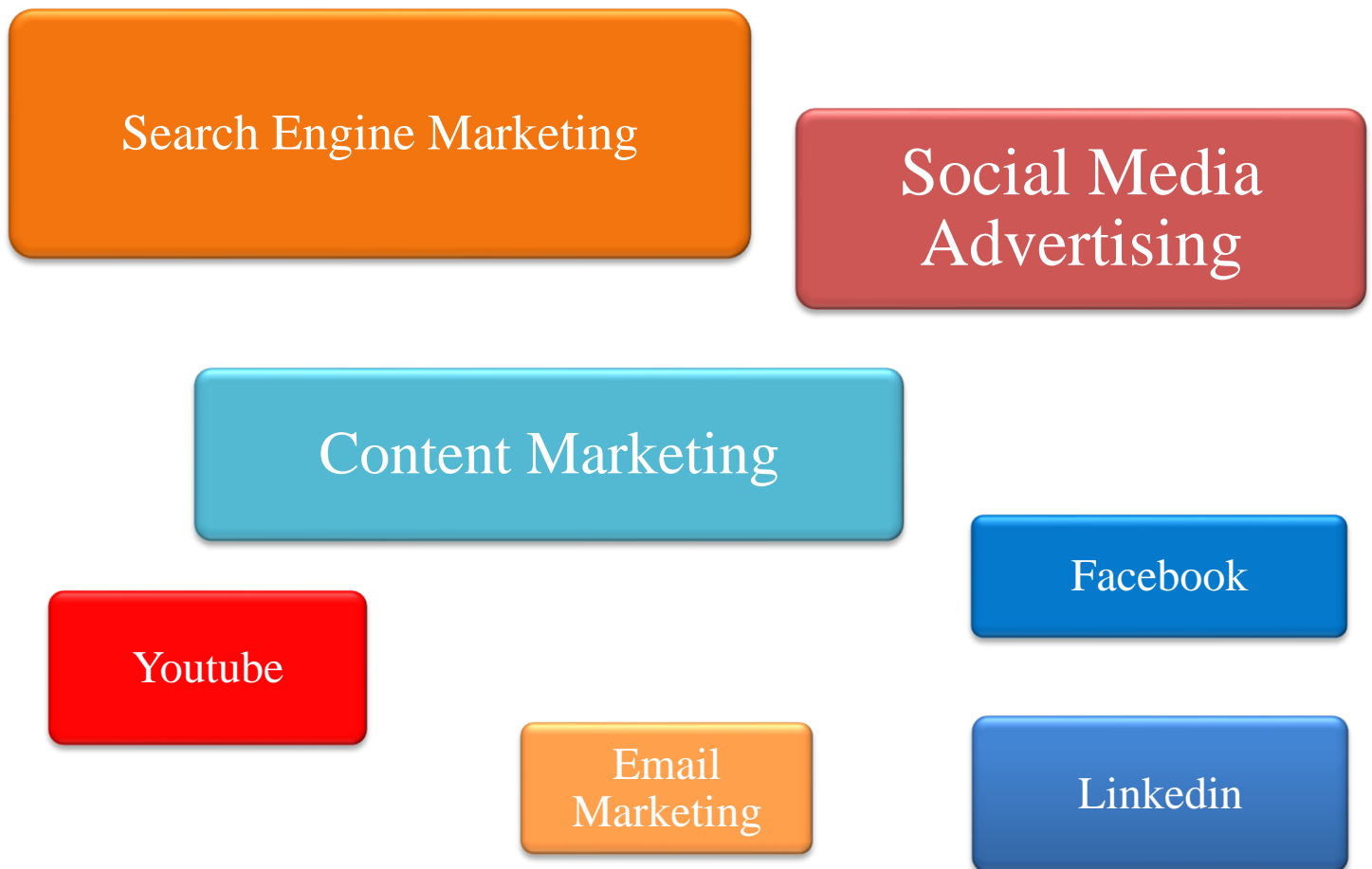
Place

The location and method by which you provide your clients with access to your items are referred to as "place" in the internet marketing mix. When it comes to online marketing, you have a lot of possibilities for selling on a variety of platforms and ways. These products are sold entirely online, and the majority of them are aimed at new start-ups or recently created businesses. Online retailers and company websites are the places to sell. Customers can either visit the company in person or contact them through their websites.

Website

Marketplace

Online store

Search Engine Marketing

Social Media Advertising

Content Marketing

Youtube

Facebook

Email Marketing

Linkedin

Promotion

The use of online marketing communication tools to reach your target audiences is referred to as promotion in the online marketing mix. To reach and influence an audience, promotion includes the use of internet advertising, public relations, direct communication, and sales promotions. Digital channels such as social media, email, LinkedIn, and others are used to promote products. The majority of the promotion is done after gathering leads from various sources. The ability to track the results of techniques utilized in real-time using web analytics is one of the advantages of internet marketing. In online marketing, web analytics enables for continuous plan optimization.

Industry analysis

Here is a summary of financial information of ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED for the financial year ending on 31 March, 2021.

- Revenue / turnover of ESPARSE MATRIX SOLUTIONS PRIVATE LIMITED is Revenue
- Net worth of the company is - 1,25,25,000
- EBITDA of the company is - 1,55,75,000
- Total assets of the company are - 12,00,000
- Liabilities of the company is - 60,000

Operating Revenue	1,80,00,000
EBITDA	1,55,75,000
Net worth	1,25,25,000
Debt/Equity Ratio	60,000
Return on Equity	1,00,00,00
Total Assets	12,00,000
Fixed Assets	10,00,000
Current Assets	2,00,000
Current Liabilities	65,000
Trade Receivables	50,000
Trade Payables	50,000
Current Ratio	90,000

Porters Model Analysis

1. ## Competition in the industry

   The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. Suppliers and buyers seek out a company's competition if they are able to offer a better deal or lower prices. Conversely, when competitive rivalry is low, a company has greater power to charge higher prices and set the terms of deals to achieve higher sales and profits.

2. ## Potential of new entrants into the industry

   The less time and money it cost for a competitor to enter a company's market and be an effective competitor, the more an established company's position could be significantly weakened. An industry with strong barriers to entry is ideal for existing companies within that industry since the company would be able to charge higher prices and negotiate better terms.

3. ## Power of suppliers

   It is affected by the number of suppliers of key inputs of a good or service, how unique these inputs are, and how much it would cost a company to switch to another supplier. The fewer suppliers to an industry, the more a company would depend on a supplier. when there are many suppliers or low switching costs between rival suppliers, a company can keep its input costs lower and enhance its profits.

4. ## Power of customers

   It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a company to find new customers or markets for its output. A smaller and more powerful client base means that each customer has more power to negotiate for lower prices and better deals. A company that has many, smaller, independent customers will have an easier time charging higher prices to increase profitability.

5. ## Threat of substitute products

   Substitute goods or services that can be used in place of a company's products or services pose a threat. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favourable terms, customers will have the option to forgo buying a company's product, and a company's power can be weakened.

The 4 Stages of the Product Life Cycle

Once a product is developed, it typically goes through the four stages of the product life cycle—from introduction through decline—before eventually being retired from the market.

PRODUCT LIFE CYCLE

Sales / Time — INTRODUCTION, GROWTH, MATURITY, DECLINE
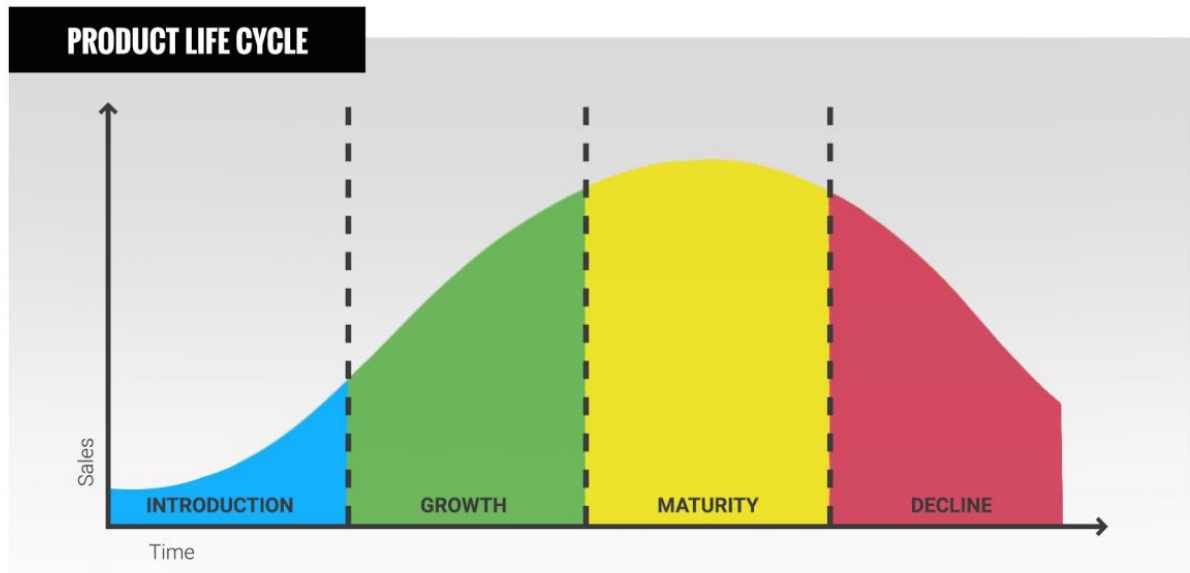
TheStreet.

1. **Introduction**

   During the introduction stage, marketing and promotion are at a high, and the company often invests quite a bit of effort and capital in promoting the product and getting it into the hands of consumers.

2. **Growth**

   If competition for the product is especially high, the company may still heavily invest in advertising and promotion of the product to beat out competitors. As a result of the product growing, the market itself tends to expand.

3. **Maturity**

   Pricing at this stage tends to get competitive, so profit margins shrink as prices begin to fall due to the weight of outside pressures like increased competition and lower demand. Marketing at this point is targeted at fending off competition, and companies often develop new or altered products to reach different market segments.

4. **Decline**

   In the decline stage, product sales drop significantly, and consumer behavior changes, as there is less demand for the product. The company's product loses more and more market share, and competition tends to cause sales to deteriorate.

CHAPTER - 3

Competitor Analysis

Similar Companies

NAME	INCORPORATION YEAR	STATE	PAID UP CAPITAL
ZOCKETHUB PRIVATE LIMITED	2018	Andhra Pradesh	10,000.00
MEGHAVARSHA INFOTECH PRIVATE LIMITED	2002	Andhra Pradesh	10,000.00
SUNRISE TECH ICON PRIVATE LIMITED	2016	Andhra Pradesh	10,000.00
LINEWAY COMPUTER SOLUTIONS PRIVATE LIMITED	2016	Andhra Pradesh	10,000.00
INNOGEN RESEARCH SERVICES PRIVATE LIMITED	2017	Andhra Pradesh	10,000.00
FRUGALON TECHNOLOGIES PRIVATE LIMITED	2017	Andhra Pradesh	10,000.00
SIMBESI TECHNOSOFT PRIVATE LIMITED	2017	Andhra Pradesh	10,000.00
SAHERA TECH PARK PRIVATE LIMITED	2021	Telangana	10,000.00
AIC-KRIFY FOUNDATION	2018	Andhra Pradesh	10,000.00
UTHPALA SOFTWARE SOLUTIONS (OPC) PRIVATE LIMITED	2018	Andhra Pradesh	10,000.00

Company Name	Product	Offering Price
ZOCKETHUB PRIVATE LIMITED	Website	₹ 10,000
	APP	₹ 14,000
MEGHAVARSHA INFOTECH PRIVATE LIMITED	Website	₹ 14,000
	APP	₹ 18,000
SUNRISE TECH ICON PRIVATE LIMITED	Website	₹ 10,000
	APP	₹ 12,000
LINEWAY COMPUTER SOLUTIONS PRIVATE LIMITED	Website	₹ 18,000
	APP	₹ 20,000
INNOGEN RESEARCH SERVICES PRIVATE LIMITED	Website	₹ 13,000
	APP	₹ 25,000
FRUGALON TECHNOLOGIES PRIVATE LIMITED	Website	₹ 20,000
	APP	₹ 25,000
SIMBESI TECHNOSOFT PRIVATE LIMITED	Website	₹ 10,000
	APP	₹ 15,000
SAHERA TECH PARK PRIVATE LIMITED	Website	₹ 20,000
	APP	₹ 18,000
AIC-KRIFY FOUNDATION	Website	₹ 14,000
	APP	₹ 20,000
UTHPALA SOFTWARE SOLUTIONS (OPC) PRIVATE LIMITED	Website	₹ 13,000
	APP	₹ 18,000

CHAPTER – 4

Customer Analysis

- Who is your customer?

Our customers were mainly new startup companies or Businesses. All are targeted customers, and customers are segmented by their businesses.

- Type of customers.

Businessmen are the customers and small school; colleges and Industries type customers are the potential customers.

- What consumer Buys?

Consumer Mainly buys the website and APP for their businesses and school, colleges are buys ERPs and Industries are also busy ERPs. Other businesses are going for CRMS. And others are going as per their requirements.

- How customer Buys?

Customer buys through individuals or by visiting company's website.

Buying decision making process of the customer is goes through various steps like

- According to their needs.
- Fulfillment of requirement.
- Budget friendly.
- For long term.
- For fixed period of time.
- For try purpose

    At many cases price factor affecting the customer buying decision process. Price may differ from one to another as their needs but also there are some customers who don't wanted to pay more money.

- Where customer buys?

Customer buys virtually, all his products are delivered to him by the company server. And the customer can control their website, app etc. from company server. Company will give the full access to the customer.

Customer can buy directly from the company website while sitting at their own place. They don't have to go anywhere.

- How they choose?

They choose their products as per their requirement. It can be an APP, Website or any other things.

- Will they buy again?

Again, buying decision is depends upon the customers. Because after buying the product they only have to pay the re-development charges. If they don't want to buy again that their decision. they can continue with the current plan if they don't want to change anything in the future.

Q1. From where I got the leads.

| Promotion	No. of Customers	Percentage (%)
Advertisement	80	80
Colleagues' references	12	12
Friends/Relatives references	4	4
Any other specify	4	4
Total	100	100

Sales

80%, 12%, 4%, 4%

Advertisement · Collegues · Friends · Othere
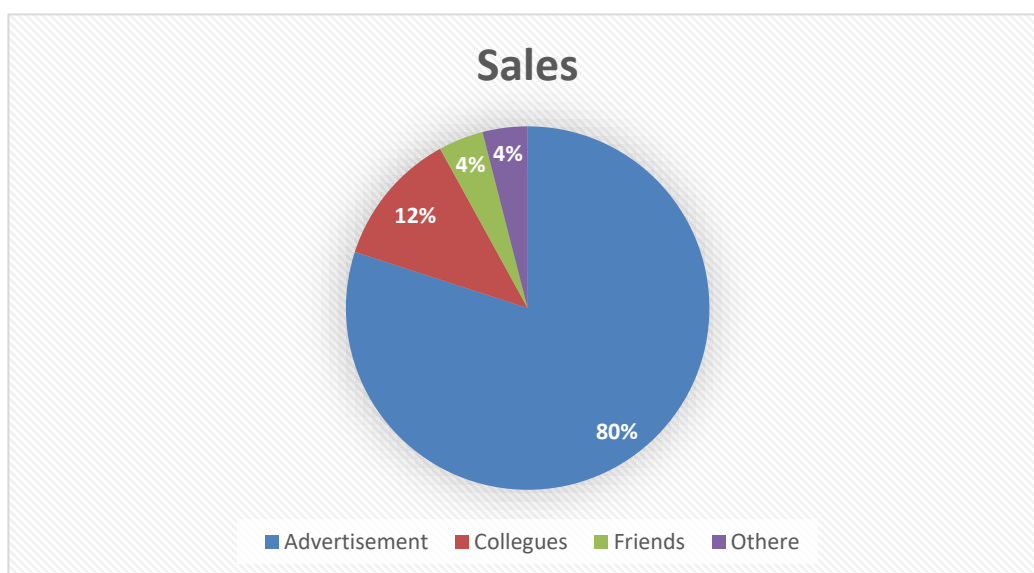
INTERPRETATION:

From the above study 80% of respondents from Advertisement, 12% of respondents from Colleagues and 4% of respondents from Friends/Relatives Remaining 4% of respondents from others.

Q2. Number of customer approach.

Particulars	No. of Customers	Percentage (%)
Contact Back	15	15
No Interest	40	40
Agree	25	25
No Response	20	20
Total leads	100	100
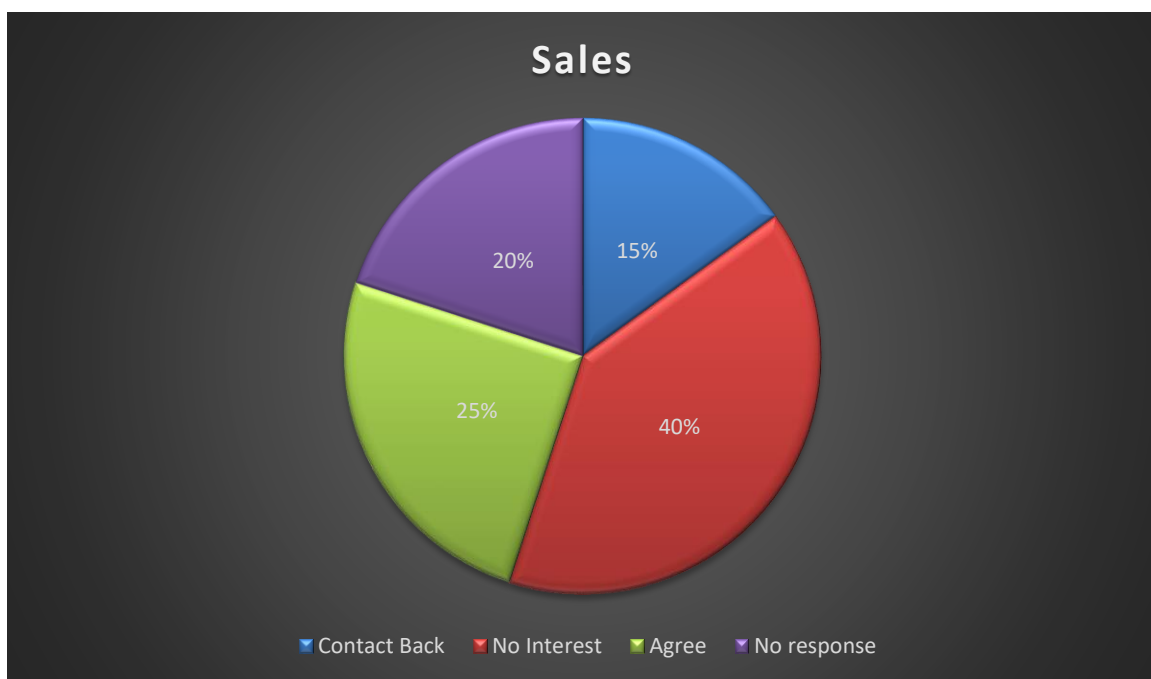
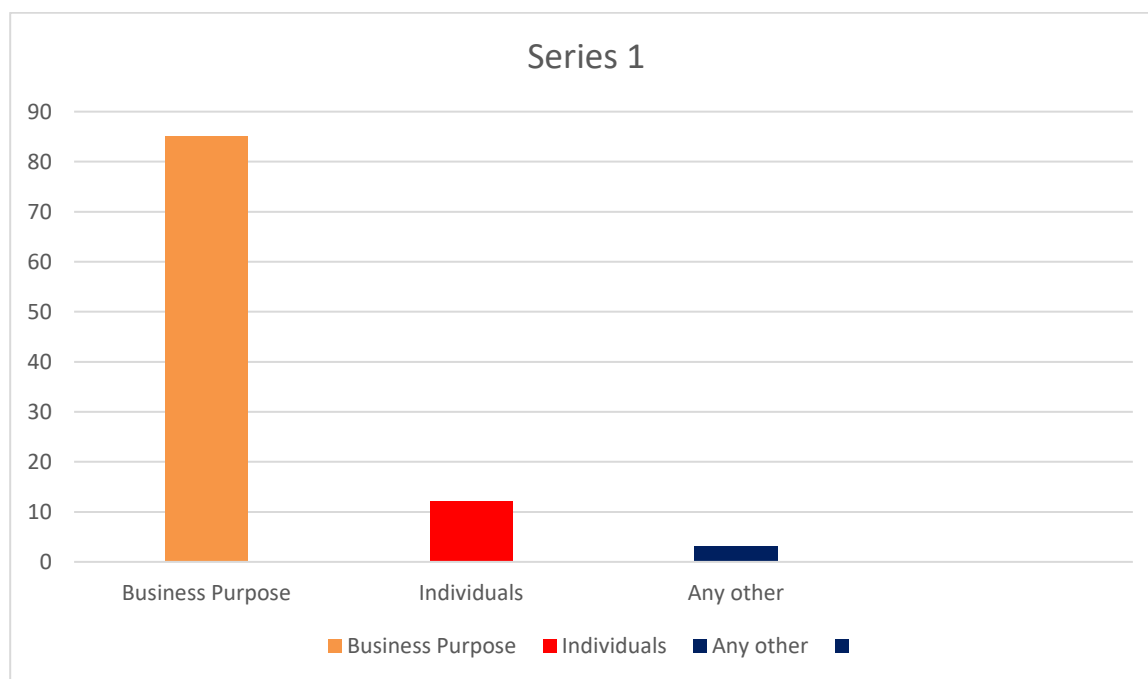
INTERPRETATION:

From the above study, we divided the customers as per their responses, and as perv their interest.

Q3. What is the main purpose of Purchase?

| Particulars	No. of respondents	Percentage (%)
Business purpose	71	71
Individuals	19	19
Any other	10	10
Total	100	100

INTERPRETATION:

From the above table we can conclude that the major numbers of respondents of 71% personal usage, 19% to gift and remaining 10% any other.

Q4. **Payment methods of customers.**

| Particulars	No. of customers	Percentage (%)
At the time of Delivery	25	25
EMI	40	40
After some Time	35	35
Total	100	100
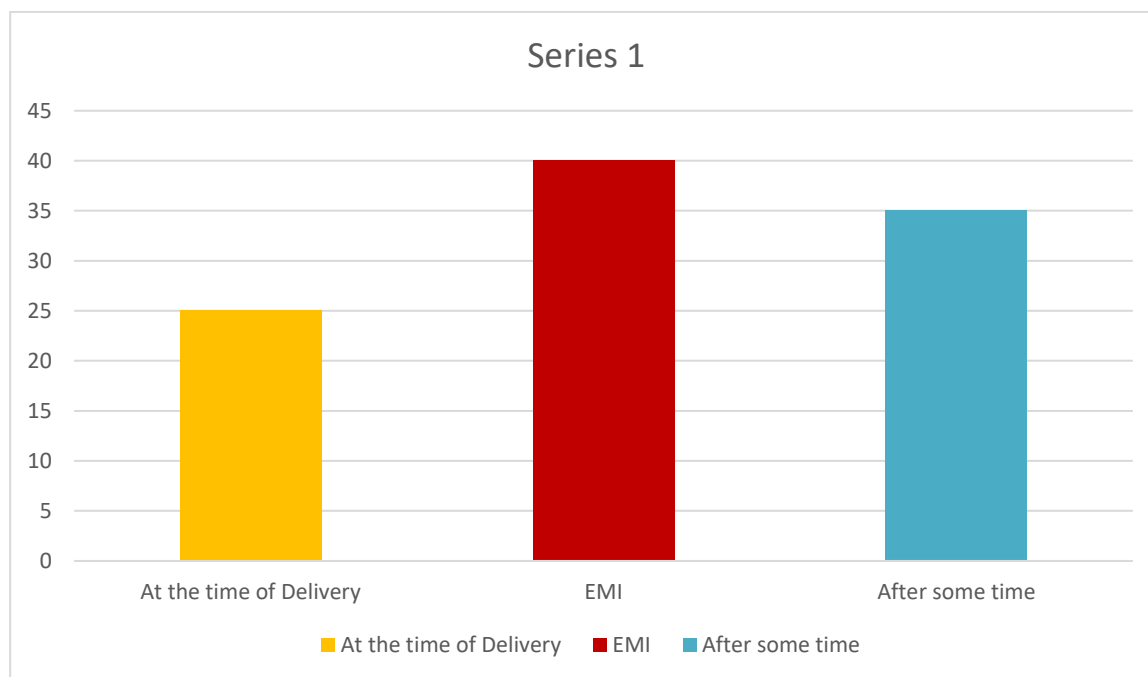
INTERPRETATION:

From the above chart we can see that there are some customers who have different payment methods at the time of buying product.

CHAPTER – 5

Training experience

My training experience was quite positive. In terms of gaining new skills, I've learned a lot about producing leads, following up on leads, and communicating with leads or potential customers. The most important thing is to approach a customer. Digital marketing is something I've learned about. Finding new consumers was another aspect of my education. Overall, it was a fantastic experience. Because it was a virtual internship, there were certain issues to deal with.
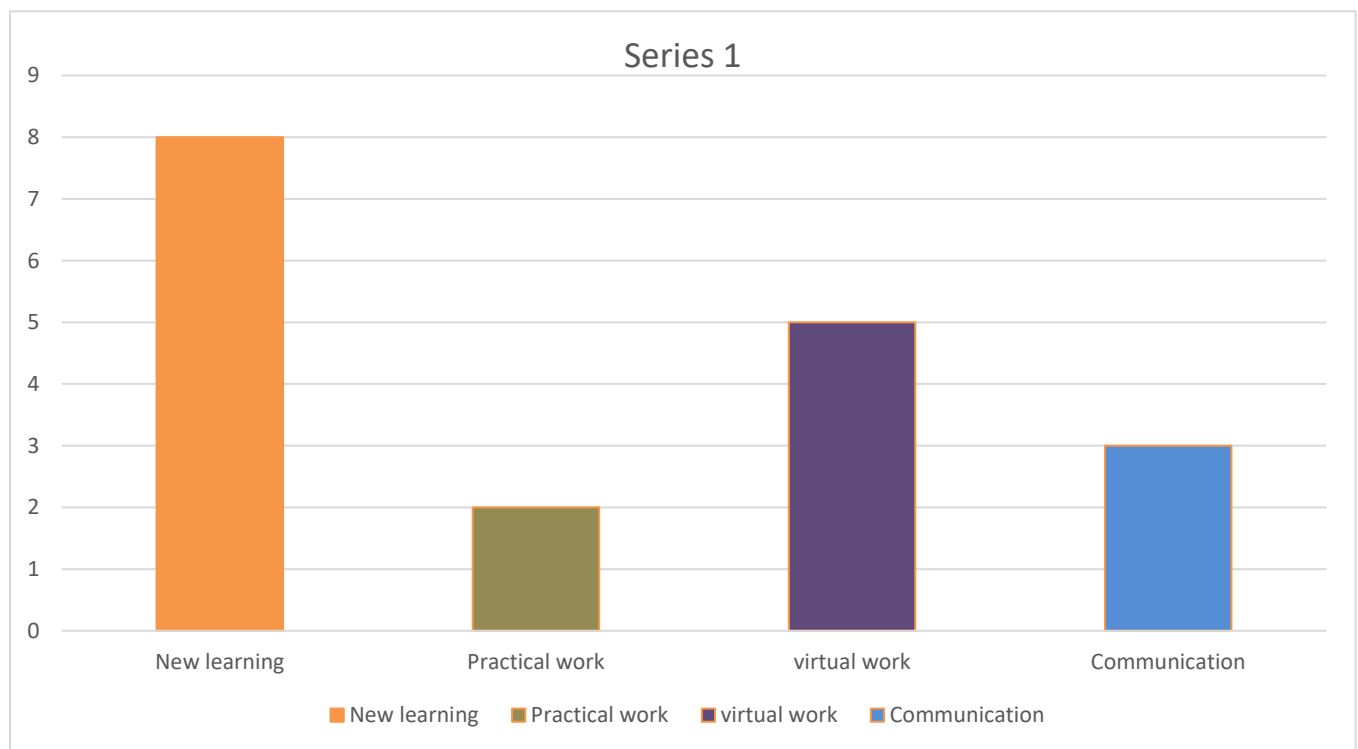
Findings

➢ 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 maybe 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.

➢ penetration in Indian is low. But it doesn't mean that no one is using tabs. 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.

➢ 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.

➢ 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.

➢ 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.

CHAPTER – 6

Suggestions

Digital innovation is based on the ability to combine a large number of digitized technologies that are, when viewed in isolation, relatively mature and easy to deploy. But in practice, things are rarely so simple.

Digital transformation relies on an organization's capability to acquire, deploy, and maintain several distinct technologies in parallel without becoming overwhelmed. The IoT illustrates the point, in that a hierarchy of technologies need to work together, from the smallest sensor or RFID tag to large cloud servers and back-office systems. Connecting a wide variety of technologies may bring about a patchwork wherein individual integrations are sound and sensible, but they can be difficult to oversee or stress-test due to the sheer size of the system and the scope of its implementations.

Moreover, technical infrastructures and new market offerings are increasingly developed through partnerships or in ecosystems, further stressing the sociocultural nature of digital transformation. This gives rise to diverging and often conflicting strategic interests of different firm types. Technology-oriented firms want their offerings to be applicable to a range of different firms and industries.

Product-oriented firms, on the other hand, are more interested in distributing IoT solutions as part of their own line of products in hopes of enticing customers to opt for multiple, technically compatible products from the same supplier. If different enterprises pool their intellectual and material resources, they can begin to develop standards and interfaces that may become widespread within an industry or market.

In time, standards can disseminate into other contexts as well, accumulating legitimacy and strength along the way. We may draw comparisons to the internet, which gradually grew through small, incremental additions and improvements by independent stakeholders into the global network that we see today.

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 those 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 behavior shows that, Indian consumers are highly information seekers and they will do research before going to 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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