

PROJECT REPORT (17MBAPR407)

**“A STUDY ON SERVICE QUALITY IN DIGITAL B2C MARKETING
WITH SPECIAL REFERENCE TO MATERIALZ MART,
BENGALURU”.**

Submitted By
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USN: 1AY17MBA07
Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

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EXTERNAL GUIDE

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March 2019

Place: Bangalore

Date: 25/3/2019

Certificate

This letter is to certify that **Ms. Chaitra A** student of final year MBA bearing USN No. **1AY17MBA07**, student of **Acharya Institute of Technology, Bangalore**, affiliated to **Vishvesvaraya Technological University, Belagavi**. She has successfully completed her internship project titled **“Service Quality in Digital B2C Marketing”** at **MaterialZMart** a unit of **Billemane Ventures Private Limited**, starting from **03 January 2019 to 16 February 2019**. During the period of her project program with us she was found punctual, hardworking and her character was satisfactory.

This project on evaluation fulfills all the stated criteria and the student’s findings are her original work. We wish her all the best for her future endeavors.

Thanking You,

Your’s Faithfully,

MaterialZMart.

(Billemane Ventures Pvt Ltd)



Mr. S. Bharath Reddy

HR Manager.





ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/03/2019

CERTIFICATE

This is to certify that **Ms. Chaitra A** bearing **USN 1AY17MBA07** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Service Quality in Digital B2C Marketing, with reference to Materialmart, Bengaluru”** is prepared by her under the guidance of **Dr. Nijaguna G**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **Chaitra A**, hereby declare that the Project report entitled “Service Quality in Digital B2C Marketing” with reference to “Materialz Mart, Bengaluru” prepared by me under the guidance of **Dr. Nijaguna G, professor of M.B.A Department, Acharya Institute of Technology** and external assistance by **Mr. S Bhartah Reddy, H R Manger , Materialz Mart, Bengaluru**. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru
Date: 10/04/19



Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Project Report.

I would like to thank **Dr. Nijaguna G**, Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. S Bharath Reddy**, Materialz Mart, Bengaluru, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

Chaitra A

Date:

USN: 1AY17MBA07

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EXECUTIVE SUMMARY

The most important lesson learned in this project is that service delivery is a process that falls into the areas of analysis and process control. Customer value is integrated into the digital service design and can be systematically evaluated using tools such as service blueprints, service gap provisioning models, sharing service benefits, and the quality analysis revenue.

The times are coming and new orders are being maintained and fulfilled, or the cost savings and revenues are rising by striving for market share and customer retention.

Quality should not be a free investment to improve the quality of digital services. The ultimate goal of the customer value model is the profitability of the business, but service delivery systems are not designed to be of any size. The result could be an aggressive plan to release some customers.

Even if you know that different customers have different needs, they understand your needs, and each customer's needs can vary according to the needs of the situation. It's the best way to understand customer value. The different model of service delivery is asking customers what they value.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT INTERNSHIP

The internship includes a service exchange for students and business people. You can also use the internship to find out if you are interested in a particular job, build a network, add it to your resume, or earn college credit. Some interns have many years of paid work experience and are looking for organizations that have completed their internships. Qualified trainees can be of considerable benefit to employers as they have little or no training to start regular work. And because high inflation has undermined the stability of academic goals, it helps companies to measure students' skills. In contrast to the trainee program, work can not be guaranteed after the internship.

An internship gives you the opportunity to practice in any area you want. Learn how your research is related to the real world and gain valuable experience as you build a stronger personality for your career after graduation.

The internship that I have undergone in Materialmart a company dealing with trading of construction materials online, it's done with digital marketing. During my internship period in this company, I could understand various functional departments of company and various activities undertaken in order to achieve the goals and objectives of the organization.

Digital marketing booming in recent era in markets, this company is using digital marketing as major tool for trading. By promoting products or brands through electronic media, for example, promotional efforts are made through digital television, radio, along with internet and social media. Social media advertising is used as a part of digital marketing strategy.

1.2 INDUSTRY PROFILE

The building materials industry includes a large number of companies involved in mining, quarrying and processing heavy materials for heavy industry and building construction. In this industry, materials such as cement, sand and gravel, clay, concrete and marble are used. Material purchasing prices can be one of the most important factors in deciding which materials to use in a construction project. In addition to the economic costs, the selection of building materials must take into account the costs of pollution, energy and social aspects.

The construction industry plays a direct or indirect role in India's GDP. It has 33 million employees and improvements in the construction sector, impacting cement, steel, technology, technology upgrades and many other partnerships.

Despite many positive signs, construction is now very slow. The downturn in the long-term real estate market has resulted in housing projects that are not sold throughout India.

At the same time, the construction industry is keen to prevent sand, raw materials and political unrest in the construction industry and efforts by skilled workers through immunosuppressive measures in many areas. However, the Indian construction industry does not reflect the store in the future. For example, technological advances will soon increase the speed and opportunities of this field and serve as a catalyst for growth. The introduction of new construction technologies and international infrastructure players in India has many positive effects on employment opportunities in various areas. In contrast to the Smart City project, the government will be the main game changer for "Housing for All Industries" in 2022. The rapid access and change of other support measures increase the motivation to create affordable housing and soon lead to construction. Similarly, eel missions for Renaissance and urban transformation (AMRUT) increase activity in infrastructures and related fields.

The FDI rules in 15 sectors, including real estate and construction, have shrunk and these sectors and the size of the economy are showing very positive results. The introduction of GST has reduced the tax complexity in the construction sector and has led to wider negotiations on operations and growth.

The housing and infrastructure of townships will soon be drivers, especially in the construction industry. In many cases, the development of townships and sub-infrastructures is on the city's new path, and the government has strongly supported the development of secondary areas.

Overall, India had a better time in the construction sector. The currently displayed buffer period has a different load change and another driver is still being loaded into the system. It's only time to see new developments and fame.

Analysis of the five forces of the Digital marketing industry



The digital marketing industry has experienced an impressive pace in recent years. The reason is the increasing economic activity and technological development around the world. Both factors have a significant impact on the growth of the e-commerce industry. In particular, it is in the

United States. The UU and the Asia-Pacific region are likely to show the highest growth rates in the near future. The main players in the industry are Amazon, Ali-Baba, E-Bay and Flipkart. In addition, Wal-Mart and Costco have started e-commerce. In addition, increased use of mobile technologies has proved beneficial to the industry, resulting in revenue and profits.

The competition has increased as new local and global players enter the industry. Big global companies like Amazon E-bay have invested heavily in technology to provide customers with a personalized shopping experience. This is an analysis of the five carriers of the e-commerce industry. Porter's five performance models cover factors that influence industry's attractiveness and competitiveness. These five armies are in every market and every industry and determine their charm.

➤ **The power of Suppliers :**

In the e-commerce industry, the bargaining power of providers is generally low or moderate. This is because the rules must be set by the brand and follow the provider's code of conduct. Most ecommerce brands are very cautious about their relationships with suppliers and establish codes of conduct for quality, work, pay and sustainability. Despite the fact that the number of actors in the industry has increased, the provider is subject to the rules set by the brand, as there are not too many options. E-commerce brands therefore have strengths and providers a low bargaining power. Some providers have bargaining power in terms of size and quality.

➤ **Buying power of buyers:**

Buyer bargaining power is slightly higher in the e-commerce industry. This is because some big and small brands come out and the replacement cost for customers is low. Today's customers are bound to information and all information is available with one click. In addition, some of the actual retail brands have entered the commercial market and the actual retail market itself is under pressure. Most brands strive to care for every customer and invest a lot in technology and customer service. All these factors make the bargaining power of the buyer moderately high. Factors that can control bargaining power include brand image, product quality, service, and price.

➤ **Threat of substitute products:**

There are two main threats that can replace ecommerce brands. The first is a competitor's retail store and the second is a physical retailer. Brands want to gain competitive advantage through lower prices, better product quality or overall customer experience. There is no exchange rate for customers and it can easily be changed from an electronic retailer to another electronic retailer or from an electronic commerce to an actual retailer.

➤ **Threat of new participants:**

The threat of new entrants is low to moderate in the e-commerce industry. This is due to the need to invest heavily in technology, people and marketing. Entry barriers are moderately high. You can get in with sufficient capital. The challenge, however, is to create a brand image and build trust with customers. This mitigates frequent threats to new entrants.

➤ **Rivalry in the industry:**

The competition is high because of many competitors. In the e-commerce market, the number of local and global brands has increased and competition has intensified. In addition to Amazon, Ebay and Alibaba, there are other local brands such as Flipkart and some retail brands such as Walmart and Costco. The general competition between these brands is very high.

1.3 COMPANY PROFILE

Materialmart a unit of Billemane ventures private limited is Bangalore's leading online building and construction material, a one-stop destiny for all building and building materials requirements.

Materialmart.com was established in the year 2016 by Mr.Chethan Billemane. This company is powered by Billemaneventures.PvtLtd. A company routed to construction at a strong scale. It provides with a user friendly online store where customer can procure the construction materials such as Cement, TMT rods,Blocks,Light weight blocks,bricks ,steel and so on at best discounts.

The Materialmart online store sells the best construction and building materials ,it also offers customers a vast range of construction materials at competitive prices.

With zeal of making a trend in the digital marketing field and Manpower industry he started this organization later on after many ups and down now it a well-established company.In times of high demand company is placed to promise the most on time delivery always exceeding customer's expectations in terms of time and quality.

Materialmart is trusted partners for various large scale infrastructure projects with premium builders and developers. Currently placed in Bangalore and Mysore they are planning for expansion in Hyderabad and Chennai.

The company has3 functional units, they are:

- Sales and Marketing
- Accounts and Finance
- Procurement

Each units work inter dependently for success of the company .Business growth is the development of separate units which function with specific focus and definitive path. So, the units are structured according to the business requirement.

Though the company is Start -up ,its business is disruptive paving way to be leader in the industry. Monthly turnover is approximately about 1 crore , annually approximated upto 10 crores.

Market share of Materialmart in Bangalore can be categorised in two ways as they sell construction materials both online and offline;

Online Market Share-15%

Offline Market Share-30%

1.4 PROMOTER

Mr. Chethan Billemane (Director)

1.5 VISION MISSION AND QUALITY POLICY

VISION

"Not just a marketplace, but a companion for the purchase of the highest quality construction and building materials to build a dream home"

MISSION

"We always help our customers get the right product at the right price."

Quality policy

"Achieve complete customer satisfaction by delivering products that identify specific costs and quality and meet the requirements of the quality management system"

1.6 PRODUCT PROFILE

The company deals with about 200 products right from selling superior cements to coarse aggregates. Some important products sold by the company are :

➤ M SAND

Finished sand (M-sand) is an alternative to steel sand for concrete construction. The produced sand is made by grinding hard granite stone. The broken sand is cubic with rounded corners, washed and classified as a building material.

Types:

- PLASTERING M SAND

USES: Plastering M Sand is Used for wall plaster and work purposes

- BLOCKWORK M SAND

USES: Block work m sand is used for concerting between the blocks

- CONCRETE AND SAND

USES: Concrete M-sand is used for concrete, brick, block and stone works.

The main brands in Bangalore are Travera M Sand, Thriveni M Sand, Robo Sand and Besto M Sand. Sand is commonly used as gypsum, concrete and block bricks.

➤ AAC BLOCKS:

Autoclaved autoclaved aerated concrete is a lightweight, durable, highly heat-insulating and durable construction product of various sizes and thicknesses. The AAC block is compared to the light red stone, the AAC block is three times lighter. AAC blocks are also known as light blocks and light stones.

The AAC block (AAC - Autoclaved Aerated Concrete) is a unique and superior type of building material due to overheating, fire and sound. The AAC block is lightweight and offers optimum workability, flexibility and durability.

AAC has excellent insulation and sound absorption properties.

SIPOREX BLOCKS

The SIPOREX Autoclaved Aerated Concrete (AAC) block is also referred to as Autoclaved Cellular Concrete (ACC) or Autoclaved Lightweight Concrete (ALC). It is a lightweight precast construction material that simultaneously provides structural, insulation, fire and mold protection.

- Superior Acoustic Insulation for the blocks
- Energy Savings up to 15% – 20%
- State of the art German Technology is used
- Reduced Structural Cost due to no need of excess plastering
- 100% Termite & Mold Resistant product

➤ **NCL AAC Blocks**

NCL Autoclaved Aerated Concrete (AAC) blocks are a part of Nagarjuna cements also known as Autoclaved Cellular Concrete (ACC) or Autoclaved Lightweight Concrete (ALC). It is a lightweight, precast building material that simultaneously provides structure, insulation, and fire and mold resistance.

➤ **MAXLITE BLOCKS**

Maxlite has come as an economical environmental—friendly substitution for red clay bricks for constructing edifices because of its exceptional qualities of high load bearing capacity and lightweight mass

Maxlite AAC Blocks are unique and first-rate in the genre of building materials because they offer definitive workability, durability and suppleness along with sound insulation properties.

➤ **CEMENTS:**

❖ **ACC CEMENT**

Cement is a binding material which sets and hardens to other materials and binds them together. ACC cement is highly recommended for building and construction purposes like tiling and plastering. This is available in grades of OPC 43, OPC 53 and PPC. PPC grade of ACC cement is used for making RCC structures, building bridges and high-rise buildings.

❖ **BIRLA A1 CEMENT**

Cement is a bonding material that hardens and bonds different materials. Birla A1 Cement works well with other materials and provides a very solid and healthy product. It has a relatively low chloride content, which limits the erosion of robust structures even in adverse weather conditions. Sexuality Birla A1 OPC grades are the most commonly used cements worldwide and form the basis for various building materials such as concrete, mortar and stucco. Birla A1 Cement is available in grades OPC 45 and 53 and PPC.

❖ **BIRLA SHAKTHI CEMENT**

Cement is used as a binder material used with fine aggregates to make mortars used in masonry or for use with sand and gravel aggregates to make concrete. Concrete is the most important component for construction purposes. Birla Shakti OPC cement delivers very strong and hard concrete. The products are available in the ratings OPC 43, OPC 53 and PPC.

❖ **CHETTINAD CEMENT**

Cement is a coupling material which sets to various substances and binds them together. Chettinad cement is available in grades of OPC 43, OPC 53 and PPC. Chettinad cement OPC 43 grade is a high-quality cement which has a set pace of 43 mpa in 28 days. It is used in plastering, construction of pathways and other RCC structures. PPC grade of Chettinad is impenetrable and increases the strength of concrete. It is mostly used for RCC (Reinforced Cement Concrete) works, marine works, construction of dams etc.

❖ **DALMIA CEMENTS**

Cement is a binder material when mixed with water gradually sets and helps join substances with each other. Dalmia cement of OPC 43 grade attains an initial strength of 43 mpa in 28 days. It can be used for the following application such as – general construction works, RCC works and nonstructural works such as plastering and tiling.

❖ **JSW CEMENTS**

Cement is a mineral powder produced by a very precise process. This powder mixed with water is transformed into a paste that can combine with other substances and eventually harden to concrete. JSW cement is available in grades OPC 43, PPC and PSC. JSW Cement is a high quality cement and can be used for plaster, tile and floor work. OPC 43 grades are commonly used to build buildings up to the fifth floor.

❖ **PENNA CEMENT**

Cement is a binding material which is mixed with materials such as stones and gravel to form concrete. When mixed with water it forms a paste which helps to bind other substances, subsequently, it hardens to forms a solid structure. Penna cement is a high-quality cement used mostly for tiling, masonry works, pavements construction, building constructions etc. Penna cement is available in grades of OPC 43, OPC 53, PPC and PSC.

❖ **RAMCO CEMENT**

Cement is a fine powder that when mixed with water, sand, gravel or gravel forms a solid material known as concrete. Ramco cement is used for gypsum works, buildings, floors and other construction work according to the cement type. Ramco cements are available in classes OPC 43, OPC 53 and PPC.

❖ ZUARI CEMENT

Cement is a mineral powder produced by a very precise process. This powder mixed with water is converted into a paste that can combine with other substances, eventually hardening to form concrete. Zuari Cement is a high-quality cement available in grades of OPC 43, OPC 53 and PPC. It is used for plastering, construction of pathways, flooring and other purposes.

1.7 INFRASTRUCTURE FACILITY

The company has good infrastructure facilities which are essential for smooth functioning the business. Major work place requirements like ventilation, air condition, computer systems, they own their own online portal Materialzmart.com through which online transactions takes place. Work place is designed according the requirement and which creates the healthy working condition.

1.8 COMPITATORS

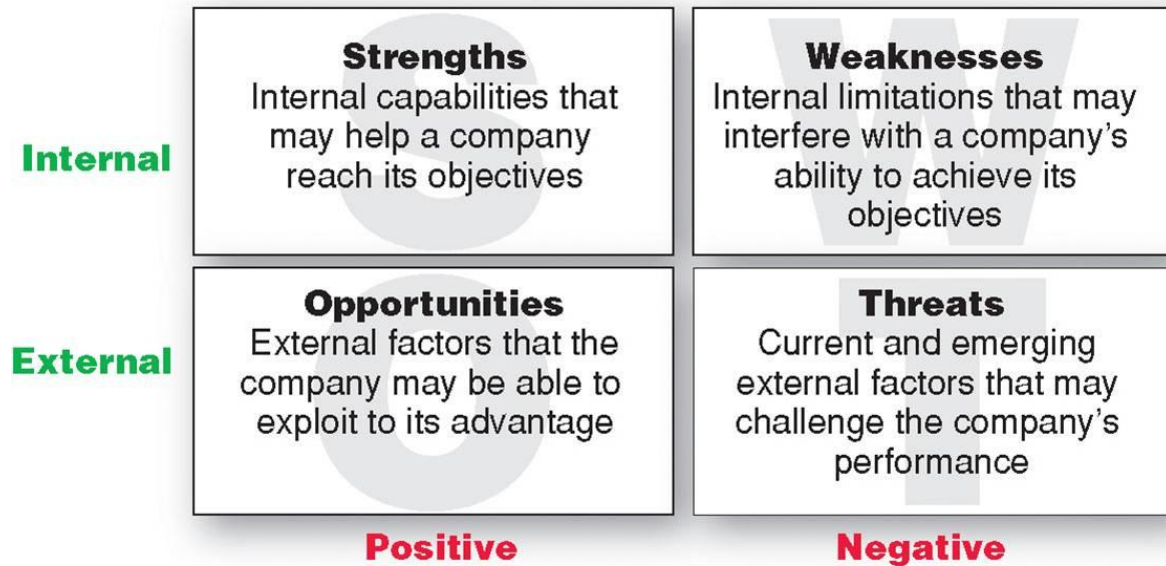
Competitors across India

- Msupply
- Buildnext.in
- Buildbazar.com
- Materialtree
- www.buildkar.com
- Buildhomesmart

Competitors in Banglore

- Materialtree.com
- Msupply.com
- Buildkar.com
- Shankara Infrastructure Materials Limited
- Shankara Building Products Ltd
- Padmini Products Pvt Ltd

➤ 1.9 SWOT ANALYSIS



The Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) means analyzing the internal capabilities (strengths and weaknesses) of the project and its external environment (opportunities and threats to project management). Because risk exists in all areas of our lives, risk management and risk analysis is a universal activity based on the application of common sense, experience and appropriate procedures. We understand risk management as a necessity to use uncontrolled activities to detect (or at least reduce) insecurity.

Strengths:

- Good networks promote the boom in the construction industry.
- Affordable and skilled workers are spreading throughout the country.
- Sufficient availability of raw materials and natural resources.
- Property development is high and focuses on the construction industry.
- Employment and training opportunities are more in construction industry.
- Private housing boom and demand for commercial buildings.

Weaknesses:

- Changing technology requirements and the aging workforce make the technology gap clear.
- Long-term career advancement is crucial for retaining employees and promoting new entrants.
- The external allocation of large orders becomes difficult.
- The processes and procedures for design and management are not clearly defined.
- A lot of money needs to be invested in this industry.
- The possibility of natural disasters.
- The distance between construction projects reduces the efficiency of the business.

Opportunity:

- A sustained housing boom in the private sector will create more opportunities for construction.
- The development of the supply chain through participation in large projects will improve the construction activity.
- More flexible trading and shipping capabilities are available.
- Financial support such as loans and insurances as well as income increases support the construction industry.
- Distant parts of the country are easily accessible and there is a lot of land available.

Threats:

- Long-term instability and uncertainty in the market can hurt opportunities and block expansion and development facilities.
- Economic conditions can negatively impact the construction industry.
- The political and economical instability are always a threat to industries.
- Infrastructure security is a challenging task in the construction industry.
- Natural calamities such as earthquakes and floods are uncertain and can prevent the construction boom.

1.10 FUTURE GROWTH AND PROSPECTS:

The company has got good potential to grow as infrastructural industry is also exponentially growing and therefore the company has invested millions of rupees in infrastructural projects.

It is planning to expand its business in Mysore and Chennai.

1.11 FINANCIAL STATEMENTS

Profit and loss account for the year ended 31.03.2018

Table:1

Particulars.	31.03.2018	31.03.2017
Revenue from operation	54,03,124	11,07,858
Other income	3700	-
Total Revenue	54,12,824	11,07,858
Expenses :		
Cost of material consumed	48,84,524	5,90,112
Employee benefits expenses	1,99,023	-
Finance Costs	-	-
Depreciation and amortization	60,151	-
Other expenses	2,19,582	4,84,011
Total Expenses	53,63,280	10,74,123
Profit before exceptional and extraordinary	-	-
Items and tax	49,544	33,735
Extraordinary items	-	-
Profit before Tax	49,544	33,735
Tax expenses :		
Current Tax	19,508	-
Deferred tax	6,553	-
Short provision	-	-
Total	12,955	33,735
Profit/loss for the period from continuing operations	36,589	33,735
Earnings per equity share		
Basic	0.732	0.6747
Diluted	0.732	0.6747
No of shares	50,000	50,000

BALANCE SHEET AS ON 31/03/2018

Table : 2

PARTICULARS	31/03/2018	31/03/2017
Equity and liabilities		
1.Share holders fund	5,00,000	
Equity share capital	70,324	5,00,000
Reserves and Surplus		33,735
T0tal	5,70,324	5,33,735
2.Non current liabilities		
Deferred tax liability	8,159	14,712
3.Current liabilities		
Trade payables	2,86,813	-
Short term provisions	19,508	-
TOTAL(A)	8,84,803	5,48,447
ASSETS		
1.Non current assets	73,427	
Tangible assets	1,50,000	1,33,578
Long term loans and advances		1,50,000
2.Current assets	-	
Current investments	3,11,049	2,25,400
Inventory	24,049	-
Cash and cash equivalents	3,26,278	39,469
Other current assets		-
TOTAL(B)	8,84,803	5,48,447

CHAPTER-2

Theoretical Background and Literature Review

2.1 Theoretical Background

Service quality in digital marketing

Quality refers to customer satisfaction, maintenance and loyalty in product and service settings. Therefore, quality is also a key factor in the success of digital retailers. The author defines dimensions of digital experience based on online and offline focus groups, online surveys on sorting tasks and customer panels, and develops a robust and effective scale for measuring digital service quality.

Digital Marketing

Marketers use digital channels to market your products or services to reach your customers. The main motivation is to promote the brand through various forms of digital media. Digital marketing is about channels that do not require Internet usage beyond Internet marketing. These include MMS and SMS, display advertising, social media marketing, search engine marketing and other digital media sources.

Digital is not another marketing channel and requires a new understanding of marketing and consumer behavior.

Business to Customer Marketing: Business to customers marketing, is a set of strategies, practices, and tactics that company uses to push its products or services to customers. It just doesn't focus on benefit or value that product offers, but also on invoking an emotional response from the customer.

Business to customers marketing tools

- E-mail marketing
- Web push marketing
- Social media marketing
- SMS marketing
- Paid search advertising
- SMS marketing
- Paid search advertising

Factors determining Service Quality in Digital Business to Customer Marketing

- **Website Design:** The website design deals with the interactions of customers with websites such as navigation, information retrieval, order processing and product selection. The website design is an important source of positive first impressions in the minds of consumers. Website design has a positive impact on customer satisfaction. A study also found that website design factors are strong predictors of the Internet retailer's customer quality rating, satisfaction, and loyalty. Due to the growing number of internet users, especially young people and students, people is starting to compare other websites because there are a large number of websites with different designs. Therefore, website design has a significant impact on satisfaction. The quality of a website plays an important role in buying and selling. When a customer interacts with the web store, they are more likely to interact with the technology and perform those activities instead of receiving support from their employees. Therefore, the website acts as an interface and plays an important role in digital marketing.
- **Fulfillment or credibility:** Online fulfillment is the process by which orders are received from the Web store, packaged, packaged and sent to individual customers worldwide. It differs from other forms of perfection in terms of the origin of the spell. Because it is not only online, but also the goal of personal consumer orders. Other types of implementations include marketing and collateral fulfillment, e.g. order deliveries to

retail locations, order deliveries to internal sites and various B2CB business to business services that deliver orders to non-client businesses. Retail fulfillment is included (B2C - Business vs. Consumer). Customers expect their dealers to offer the right goods in good time. Therefore, the exact implementation of orders has a positive effect on customer satisfaction and loyalty. Satisfactory fulfillment can improve customer perception.

- **Privacy or Security:** Customers believe that all transactions are handled securely and securely. A secure website can help you increase the frequency of your online purchases. This is a key factor for your digital shopping customers. Customer expects the Company to keep the transaction and details confidential.
- **Customer Service:** Quality refers to customer satisfaction and customer loyalty. When a website promotes an efficient and effective online shopping, purchasing, and shipping process for a product or service, it is called e-service quality. Quality is one of the main factors for customer satisfaction.

2.2 Literature Review

1. **Zeithaml (2002)** defines "e-services" as a service quality approach that "buys and sells products and services with efficient and effective shopping on websites." "Quality of Service" is a standard that knows the potential benefits of the Internet. He compared the existing service quality with the e-service quality assessment from the customer and organizational perspective. They proposed a resource-end approach, which consists of the overall composition of the E-service quality in terms of dimensions, attributes including each dimension, and specific indicators for each property.

2. **Gehr, Rajan, Shainesh, Czerwinski, and O'Brien (2012)** conducted empirical studies to study online shopping in India (in emerging economies), looking at the direction of buying. Survey methods were conducted for online respondents identified as panelists. In this study, three online shopping segments were identified in the India scenario. Value specificity, quality of all costs, reputation / leisure orientation.

3. **Janda (2008)** influenced the availability of online shopping through research into privacy, security, reliability, and virtual experience. Such effects have been studied in women and men. The study also empirically assesses the impact of key consumers on the market. The methodology used by the United States and the United States. The researchers were mainly aimed at Internet users, not at students. Quarter samples were used to represent different ages. Finally, 404 available sample data (208 women and 196 men) were published. They had about five years of Internet experience between 18 and 78 years. A confirmation factor analysis was performed to evaluate the overall quality of the measurements of the four structures.

4. **S.H.Leeflanget.al** proposed marketing challenges and solutions in the digital age. Internet usage continues to increase with B2C and B2B marketing. There is great interest in the digital market.

5. Yang and Jun (2008) investigated the main dimensions of non-buyers through exploratory research. Therefore, this study attempts to analyze the main aspects of both groups and to capture the perceptions of two different groups of Internet buyers and non-buyers. We have identified properties that have a significant impact on the overall quality of services assessed by the two groups. It was conducted using semi-structured interview questionnaires developed on the basis of extensive literature research on service quality on the Internet. Ask questions to add and review your perspective. The last questionnaire was sent to 950 people. The sampling frame was a subset of a local Internet service provider (ISP) in the southwestern United States.

6. Agnihotri, Kothandaraman, and Kashyap and Singh (2012) examined an advanced framework that highlights the mechanisms by which sales reps create value through social media. With social media tools, sales reps can perform service actions to drive value and achieve competitive goals. It can be used to increase the perceived value of customers and the environment. This research focuses on social media in context. The researcher recognizes that social media has an important impact on the B2C business environment.

7. Pather et al. (2003) reviewed the commercialization of the Internet in the 1990s, which revolutionized the use of information technology for business. Over time, millions of dollars have been spent on e-commerce or e-commerce. Despite enormous difficulties, e-commerce is still a very important business issue. When properly implemented, e-commerce strategies can actually contribute to business profits. According to the researchers, durable e-commerce information systems are today a new kind of user and electronic customer in the physical world of business and e-commerce companies. E The customer does not trade within an organization that is willing to conduct a particular transaction. Therefore, we recommend that you use a quality measurement model to measure your product or service.

8. Schneider, Gary P. (2004) used the term e-commerce (or e-commerce) in his book in the broadest sense. Commercial activities using electronic data transmission technology, Internet and Internet activities. The main elements of e-commerce are: consumer shopping on the Internet, referred to as consumer-consumer-trade (B2C); B2B transactions on the Web, often called Business.

9. Oliveria et al. (2002) argued that electronic service (e-service) will become more important in the digital age and that the quality of electronic services will become more important. In addition to supporting traditional activities, the company has adopted and adopted new information and communication technologies to support its activities.

10. According to Parasuraman, Berry and Zeithmal (1985), service quality perceptions are the result of a comparison between the consumer's considerations and the actual performance of the service provider. Delivering quality of service is an important strategy for marketers who want to differentiate their services.

11. CaitLamberton & Andrew T. Stephen Digital Marketing, Social Media and Mobile Marketing: Research Development and the Future Agenda from 2000 to 2015. Over the past 15 years, the digital media platform has revolutionized marketing and created new opportunities to reach customers, to provide information, to sell, to learn and to serve. This article examines the shifts of scientific researchers in the three main topics of Digital, Social and Mobile Marketing (DSMM) from 2000 to 2015.

12. Geraint Holliman Jennifer Rowley This article focuses on the new phenomenon of B2B digital content marketing in business, providing a wealth of insights and thinking on best practices, and contributing to a theoretical understanding of the role of digital content. Marketing.

13. Jessica Santos (2003), "Electronic Quality of Service: A Model for Virtual Service Quality - Dimensions Quality of service is a very important aspect of ecommerce (ecommerce)" functionality is inherently prohibitive, feasible, easier to compare and service quality is the heart of a successful e-commerce. A conceptual model of the determinants of the quality of electronic services is proposed and discussed: Given the exploratory nature of this study, focus groups are used to examine the dimensions of electronic service quality. Electronic service quality is recommended for hatching and active dimensions, stickiness and customer retention. The hatching dimension consists of usability, shape, connection, structure, and layout. , And content: The active dimensions consist of reliability, efficiency, support, communication, security and incentives. The importance and meaning of each determinant is presented.

14. Christian Grönroos, (1984) In the "European Journal of Marketing," "Implications for Service Quality Models and Marketing," he suggests developing a service quality model based on testing business leaders. How the customer perceives the quality of service. Analyze the marketing effects that see functional quality as a very important dimension of recognized services. They conclude that the quality dimensions are interrelated and should recognize the meaning of images.

15. Mary Wolfinbarger and Mary C Gilly said in their work that quality is related to customer satisfaction, loyalty and loyalty of products and services. Therefore, quality must also be a decisive factor for the success of online retailers. The results of this study are based on the results of this study. Through an online survey of the customer panel, the authors were able to determine the dimensions of the experiment and develop a reliable scale for quality assurance measurements. The analysis shows that the four elements of website design, implementation / reliability, confidentiality / security and customer service accurately predict quality and customer satisfaction, customer loyalty and attitudes towards customers and websites.

16. In his book, Canzer Brahm (2005) defined the electronic business as an organized effort to preserve, manufacture and sell the benefits, products and services that meet the needs of society through facilities available on the Internet. E-commerce (e-commerce or e-commerce) is the purchase and sale of goods and services on the Internet, in particular via the World Wide Web. In fact, this term and the new term e-business are often used interchangeably. E-business uses technology infrastructures and applications to synthesize and optimize new and existing business processes. E-commerce includes Business to Business (B2B), B2C (B2C) and Consumer to Consumer (B2C) and B2 to Business (B2E).

17. Nitin Seth, SG Deshmukh and Prem Vrat, (2005) In their work, we reviewed various quality of service models and found that the results and measurements of service quality vary according to the type of service setting, situation, time, and need. Factors. In addition, customer expectations for certain services vary with factors such as time spent, increased number of meetings with specific services, competitive environment, etc. This white paper provides a comprehensive agenda for future research on this topic.

18. Anderson and Srinivasan (2003) compared e-satisfaction with "customer satisfaction with the previous shopping experience for a particular shopping experience". Electronic Commerce Company ". Electronic service quality
Electronic satisfaction has been explored in previous studies on the quality of electronic services.

19. Lociacano (2002) developed a tool for the quality of electronic services that consists of 12 dimensions that are essentially related to the satisfaction of e-customers. Therefore, the dimension of e-service quality is considered to be the focus of this study, which affects online customer satisfaction. This paper considers the value of analyzing the relationship between quality dimensions of e-services to be valuable.

20. Kuo, 2003; Silverstein, 2003 To improve customer satisfaction and loyalty, it helps to understand the e-service quality dimension that E-Customer considers important. From the perspective of the previous discussion, the purpose of this white paper is to examine factors that influence the user's perception of the website.

E-service quality characteristics. This is a comprehensive study that examines the dimension of web service quality and establishes a theoretical framework that includes the precursors and outcomes of customers' quality awareness of electronic services.

CHAPTER- 3

RESEARCH METHODOLOGY

3.1 STATEMENT OF PROBLEM

“A Study on Service Quality in Digital Business to Customer Marketing with special reference with Materialmart , Bengaluru.”

3.2 NEED FOR THE STUDY

Nowadays customers are facing problem in growing range in their choices in buying construction materials, Due to digitalization people are moving towards digital marketing online purchasing of materials. The customers are originating their choices through perception and brands, nature of supply and the cost and service offered. The industry may perceive the improvement in the overall market.

The Study was mainly concentrate on service quality in digital B2C marketing quality of, and also approaching some other factors like, the broad preview to understand about customers view, satisfaction and tries to, determine a customer fulfillment and assess the scrutiny of above analysis to know about the future sales and suggest appropriate advise considering the requirements for fulfilling and satisfying the customer needs.

3.3 OBJECTIVES

- ❖ To understand the elements in digital marketing.
- ❖ To analyze the issues and challenges in digital marketing.
- ❖ Understand the impact of digital marketing on service quality.
- ❖ We understand the customer satisfaction of digital B2C marketing in terms of quality.

3.4 SCOPE OF THE STUDY

- ❖ The current study was restricted to customers who buy construction materials online in Bangalore region
- ❖ The study covers the study of issues and challenges in quality in reference to Materialmart Company.

3.5 RESEARCH METHODOLOGY :

The present study is a Descriptive Research where in the factors of service quality in Digital Business to Consumer marketing are explored and analyzed the influence of them on customer satisfaction.

SOURCES OF DATA

- Primary data
- Secondary data

PRIMERY DATA:

Primary data is collected through a questionnaire and interaction while conducting a survey.

SECONDARY DATA:

Secondary data includes both internal and external information, internal includes company broacher, manuals etc. External is obtained from online sources and magazines etc about current information relating to company.

SAMPLING METHOD:

Simple Random Method was used for Sampling.

SAMPLE SIZE

The sample size is 100 respondents.

3.6 HYPOTHESIS

Ho: There is no strong relationship between Delivery mechanisms to quality of the Product.

H1: There is a strong relationship between Delivery mechanisms to quality of the Product.

3.7 LIMITATIONS

- A detailed study was not possible due to lack of data.
- The study is restricted to this unit of Materialz Mart, Bengaluru.
- Duration of research is too small limited to 6 weeks.
- Lack of interest of respondents .

3.8 CHAPTER SCHEME

Chapter 1: Introduction

In this chapter introduction to the internship, Industry profile and Company profile which involves promoters, vision and mission, products and services, information about the competitor's ,SWOT analysis growth prospects and Financial statements are considered.

Chapter 2: Conceptual background and Literature review

This chapter includes theoretical background and literature review for the study.

Chapter 3: Research design

This chapter includes problem statement, need for the study, objectives, scope, research methodology used, limitations and hypothesis of the study.

Chapter 4: Analysis and Interpretation

This chapter is about analyzing the data and interpreting the results of the study.

Chapter 5: Findings, Conclusion and Suggestion

The last chapter is about summary of findings and conclusion and suggestions.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS:

It is a method to inspect, transform, and model data for the purpose of finding the facts, discover functional information's, signifying conclusions, and for decision making.

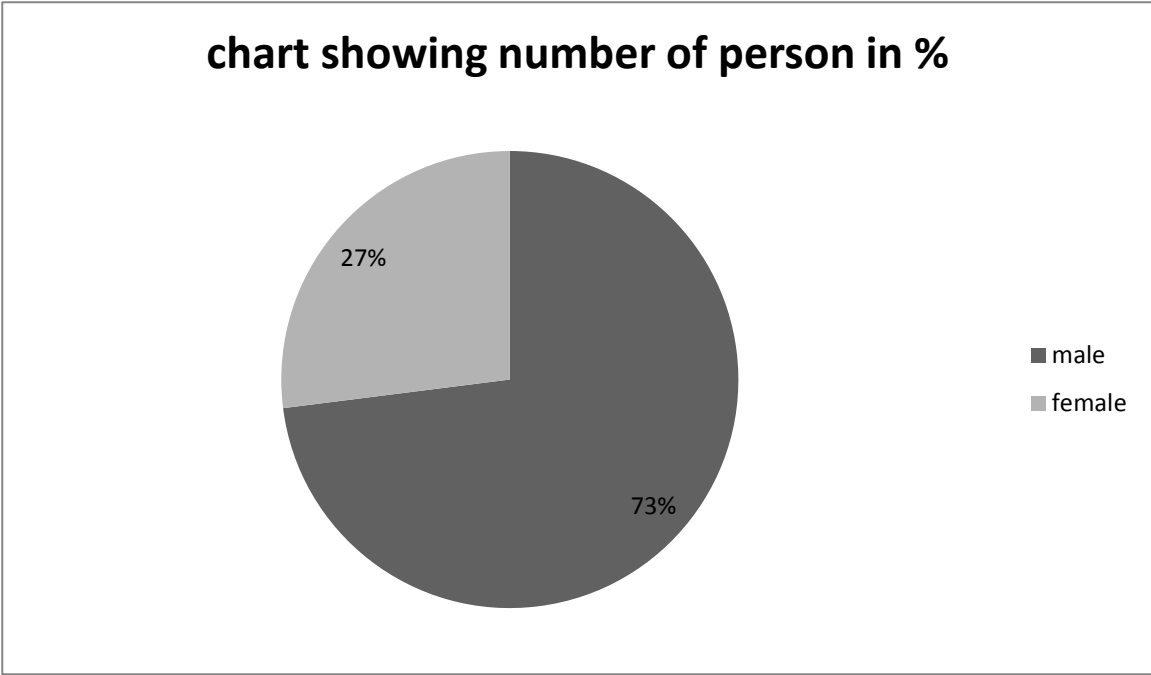
1. GENDER

Table 4.1

Gender	Percentage
Male	73 %
Female	27 %
Total	100 %

Analysis :

The above table and chart shows that out of 100 respondents 73% of male and 27% of female respondents gave response for the survey conducted towards the issues and challenges in digital B2C marketing with reference to quality.



Interpretation

From the analysis we can interpret that the response from males is higher when compared to female respondents.

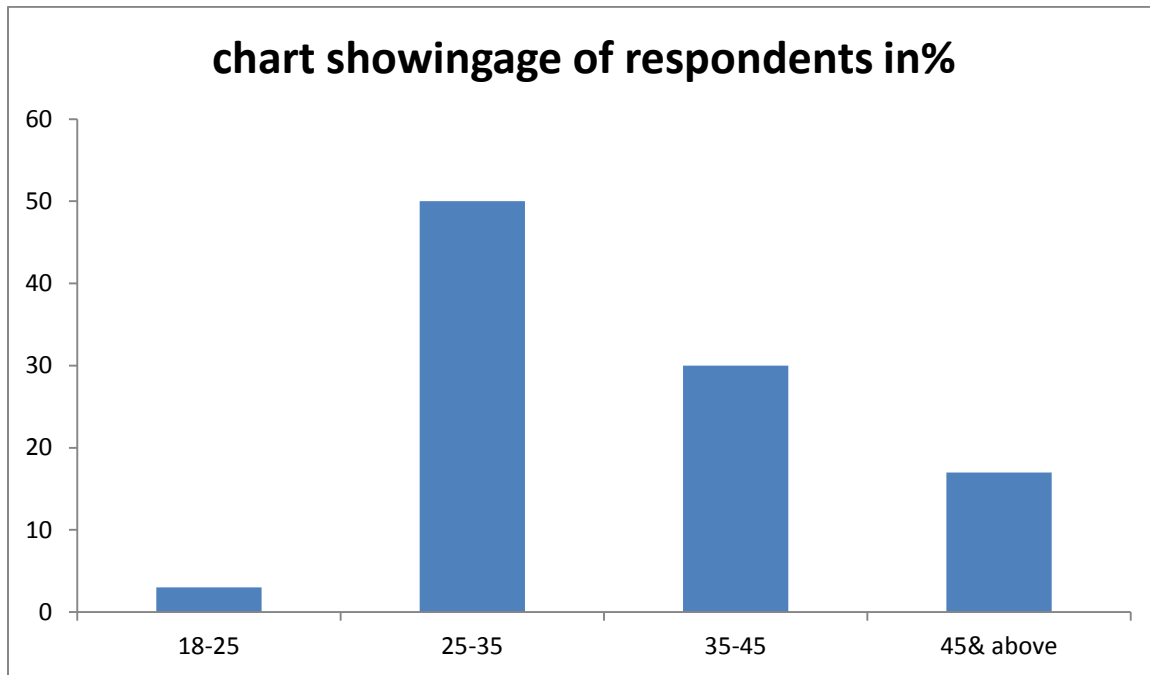
2. AGE

Table 4.2

Age group	No of respondents in %
18-25	3
25-35	50
35-45	30
45 and above	17

Analysis

The table and chart shows the different respondents based on age group 59% of the people fall under age group of 25-35, followed by 36% respondents come under age of 35-45 years, 4% respondents fall under 18-25 and only 1% respondents come in 18-25 yeras.



Interpretation

From this analysis we come to know that 59% of respondents fall under age group of 25-35 years which indicates the people use more digital marketing and rely on online purchase of construction materials compared to other age group.

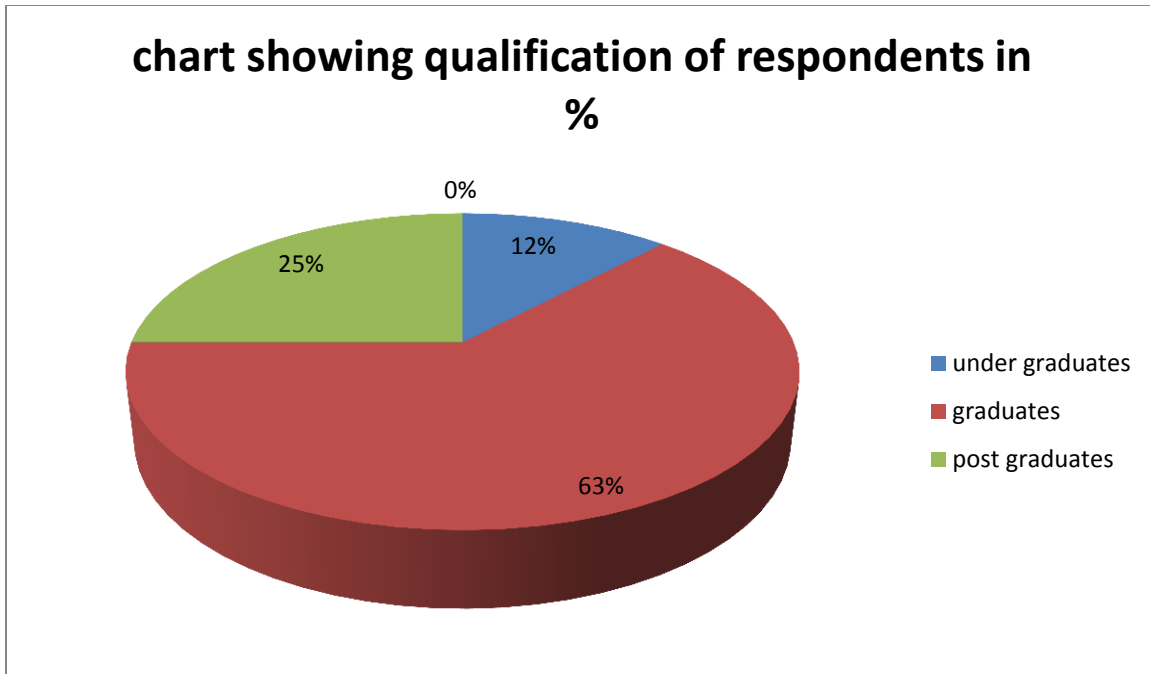
3. Qualification

Table 4.3

Qualification of respondent	No of respondents in %
Under graduate	12
Graduates	63
Post graduates	25

Analysis

The above table and charts shows the qualification the respondents. We can see that among that 25% of respondents are post graduates, 63% of them are graduates and 12% of respondents are under graduates.



Interpretation

We can see that high response is obtained from the graduates and then followed by post graduates and undergraduates. From this we can understand that graduates are mostly inclined and are using digital marketing .

4. Occupation

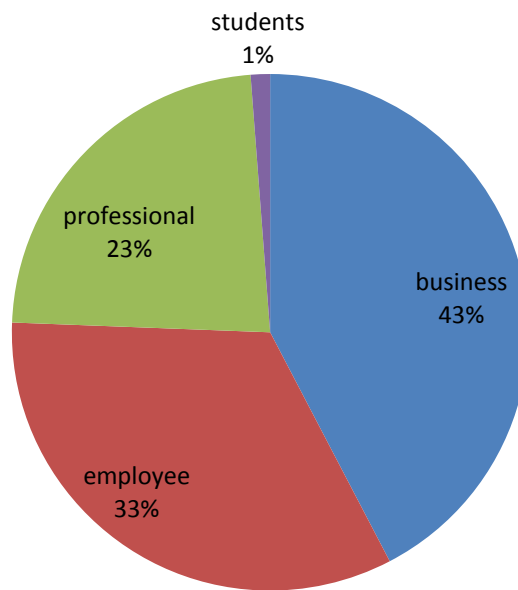
Table 4.4

Occupation of respondent	No of respondents in%
Business	43
employee	33
professional	23
students	1

Analysis

Above table tells about the occupation of the respondents in percentage, it states that 43% of respondents are businessmen, 33% are employees and 23% of them come under professionals and 1 % of respondents are students.

Chart showing the occupation of respondents in %



Interpretation

The business people are using more digital trading for their requirements of construction materials and even professionals and employees also are using digital marketing tools. This shows good movement towards digitalization.

BASED ON WEBSITE DESIGN

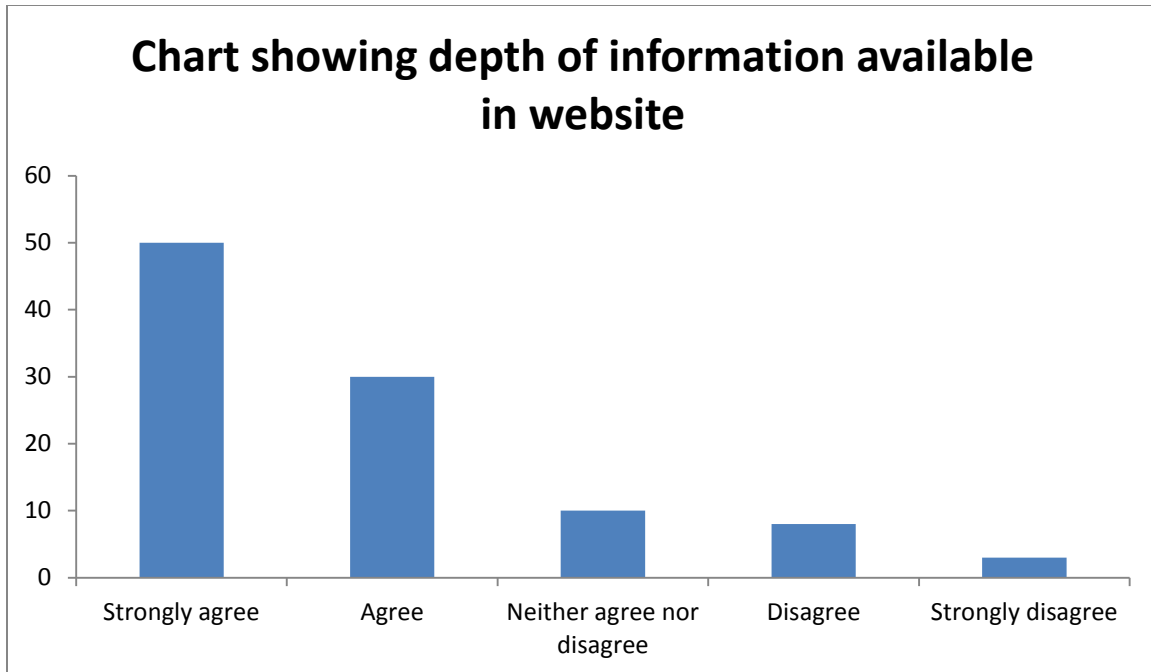
5. The website provides the in depth information

Table 4.5

Scale	No of responses in %
Strongly agree (SA)	50
Agree(A)	30
Neither agree nor disagree (N)	10
Disagree (D)	8
Strongly disagree (SD)	2

Analysis

The above table shows the responses for the depth of information provided in the website. We can see that majority of responses are in favour of strongly agree with 50% response and only few negative responses are seen upto 8% disagree and 2% of are not happy with the information provided in website



Interpretation

From the analysis we can say that nearly 50% of customers are happy with the depth information provided by the website. This clearly states that the depth of information in website has clarity and meets the need of customers.

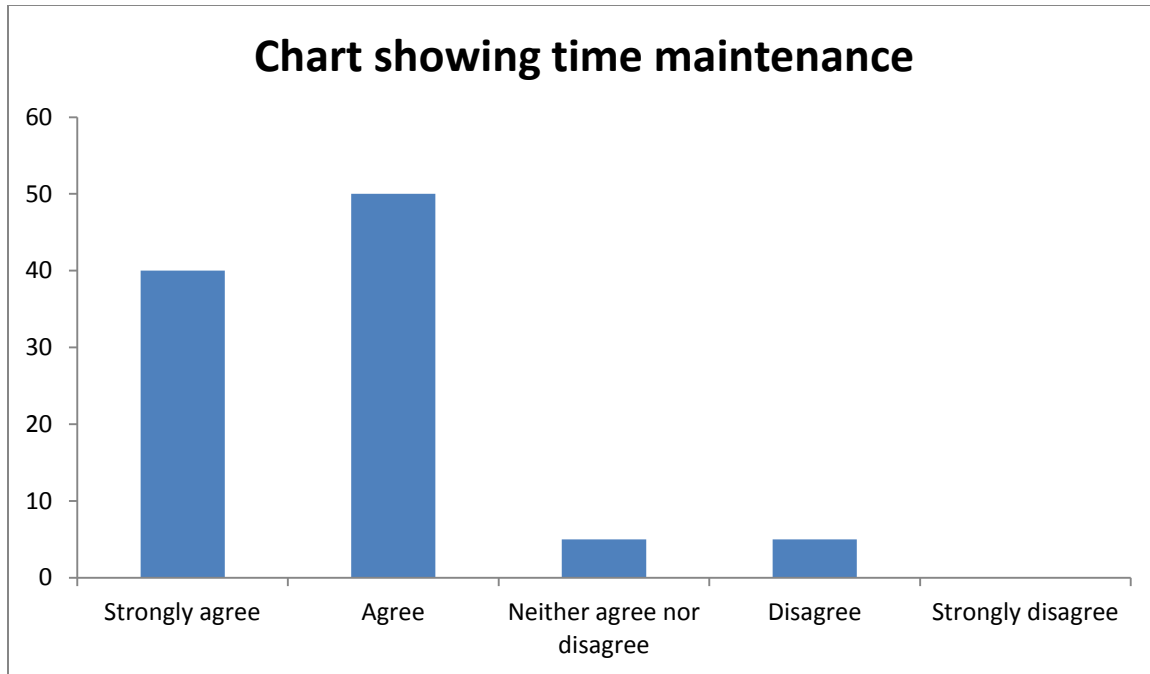
6. The site does not waste time

Table 4.6

Scale	Responses in %
Strongly agree (SA)	40
Agree(A)	50
Neither agree nor disagree (N)	05
Disagree (D)	05
Strongly disagree (SD)	0

Analysis

From the data we can analyse that time maintenance of the website .40%of respondents have agreed that the site does not waste its time, and 50% agreed with them,only 10% respondents felt that it was time consuming.



Interpretation

We can interpret that this site does not waste much time of the respondents and it have good time management.

7. It is quick & easy to complete the transaction at this website

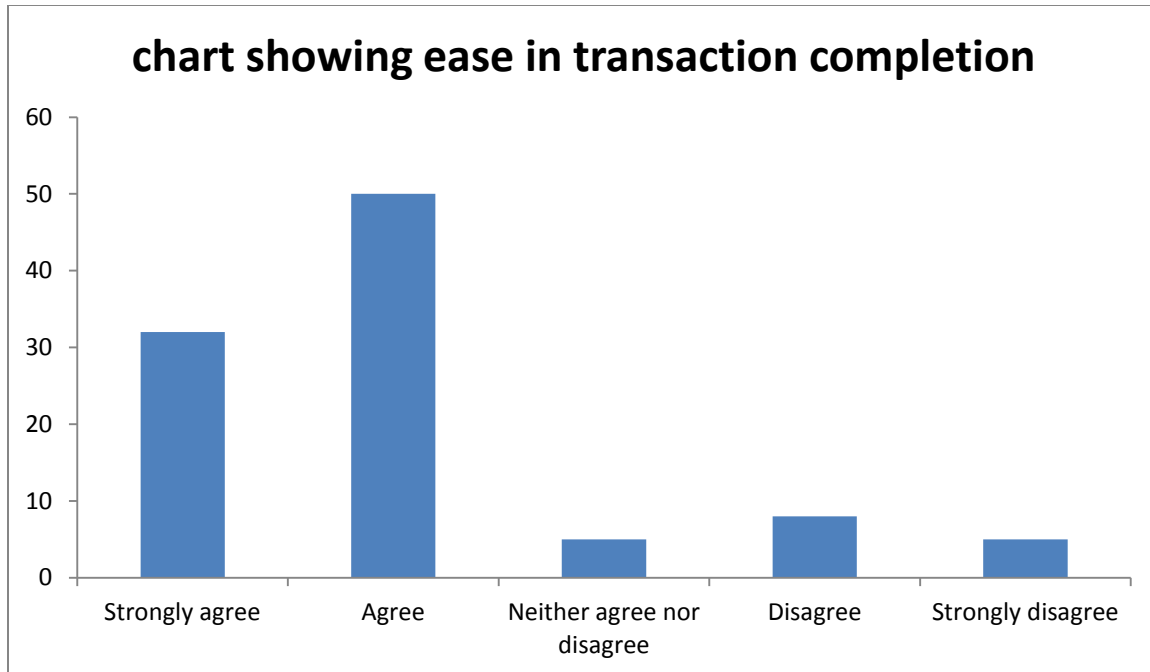
Table 4.7

Scale	Responses in %
Strongly agree (SA)	32
Agree (A)	50
Neither agree nor disagree (N)	05
Disagree(D)	08
Strongly disagree (SD)	05

Analysis

This chart and table speaks about the ease of completion of the transaction in this website.

From the responses we come to know that 50% people agree and 32% of people strongly agree, 8% disagree and 5% of respondents have both opinion disagrees and neither agrees nor disagree. About the website's ease in completion of transaction.



Interpretation

From the analysis we can say that completion of transaction in this website is quick and easy.

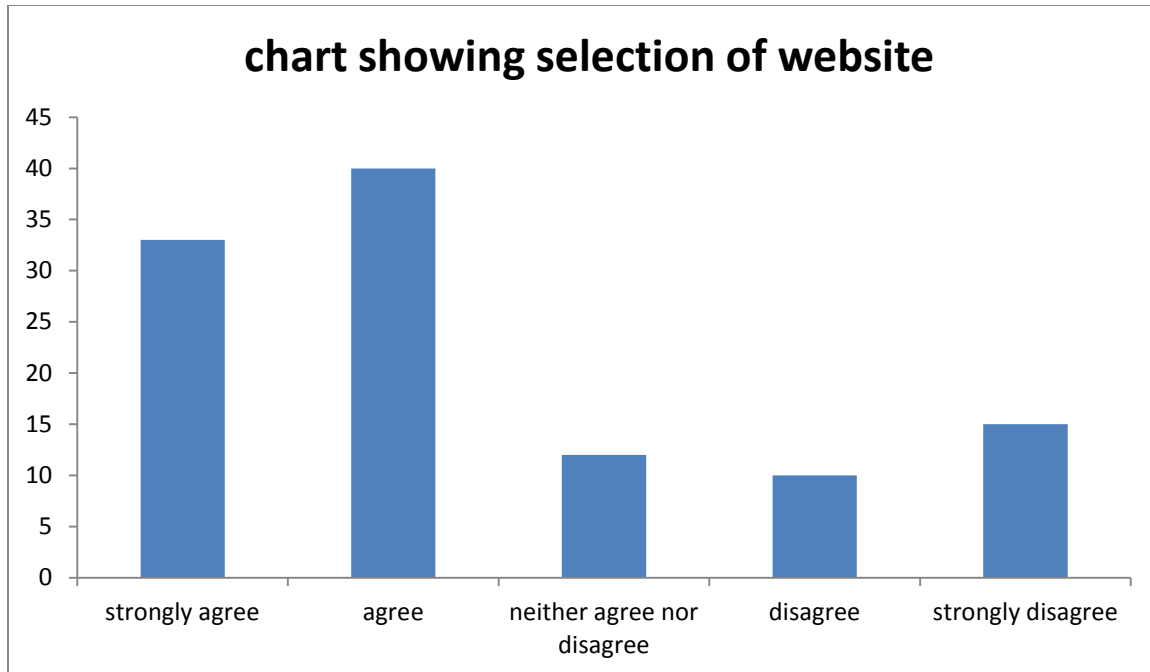
8. The website has good selection

Table 4.8

Scale	Responses in %
Strongly agree (SA)	33
Agree(A)	40
Neither agree nor disagree (N)	12
Disagree (D)	10
Strongly disagree (SD)	15

Analysis

This table and chart speaks about the selection of website and its design. 33% of respondents strongly agree, 40% agree that website selection is good. On the other hand 15% strongly disagree and 10% disagree about the website selection. Around 12% of respondents are neutral about their response.



Interpretation

From the analysis we come to know that the website selection is good as majority of respondents have agreed with the statement.

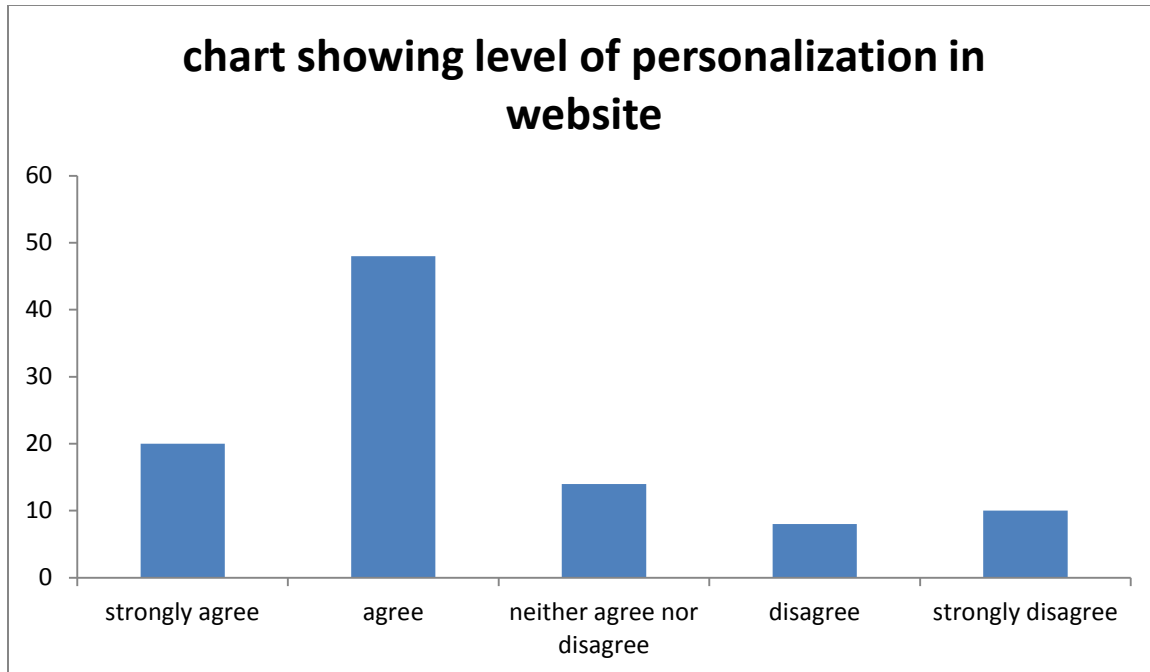
9. The level of personalization at this site is right, not too much or too little

Table 4.9

Scale	Responses in %
Strongly agree (SA)	20
Agree (A)	48
Neither agree nor disagree (N)	14
Disagree (D)	08
Strongly disagree (SD)	10

Analysis

This table shows data about the level of personalization in website. We can see that 48% of respondents say that they agree that level of personalization is good. From Remaining responses we can understand that website can be even more personalised as the responses are not in favour.



Interpretation

After analysing the responses we can know that the level of personalization is good, but it can be improvised.

Fulfilment and Reliability

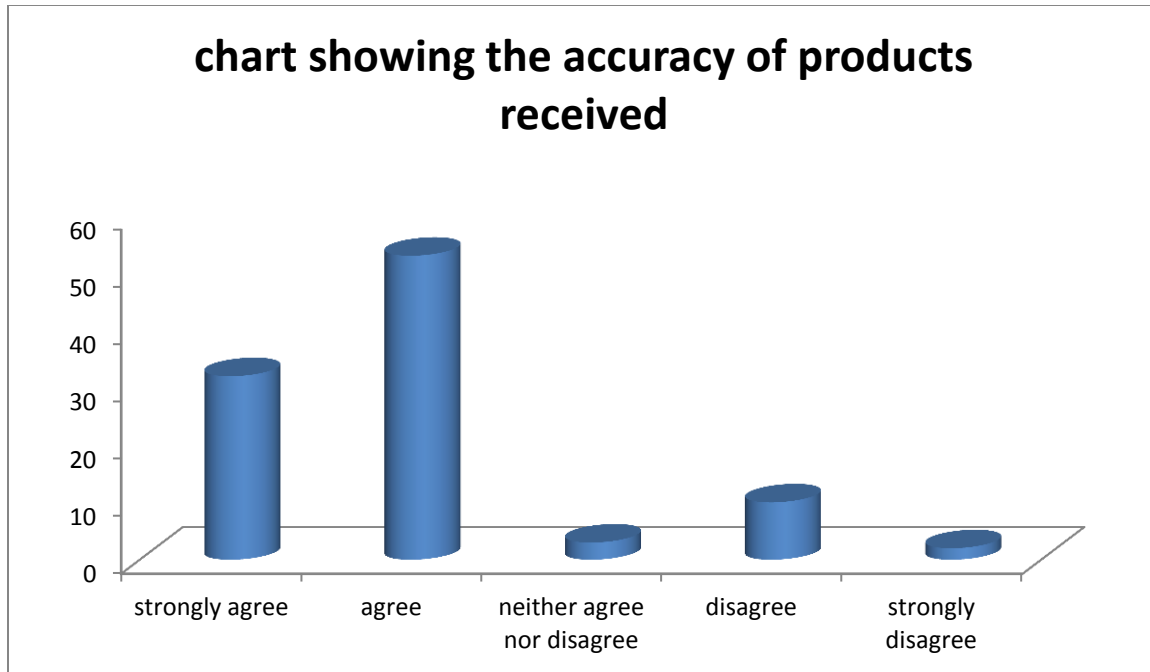
10. The products that will be received will be accurate as represented in website

Table 4.10

Scale	Responses in %
Strongly agree (SA)	32
Agree(A)	53
Neither agree nor disagree(N)	03
Disagree (D)	10
Strongly disagree (SD)	02

Analysis

This table shows the information about the accuracy of the products received by them as represented in website. 50% of respondents agree and 32% strongly agree that they have received accurate products, 10% of respondents disagree and 2% disagree about the accuracy of the product they received. On the other hand 3% respondents are neutral in their response



Interpretation

From analysis we can say that, the products delivered to customers are accurate as represented in website, as majority of respondents have agreed to this in their response.

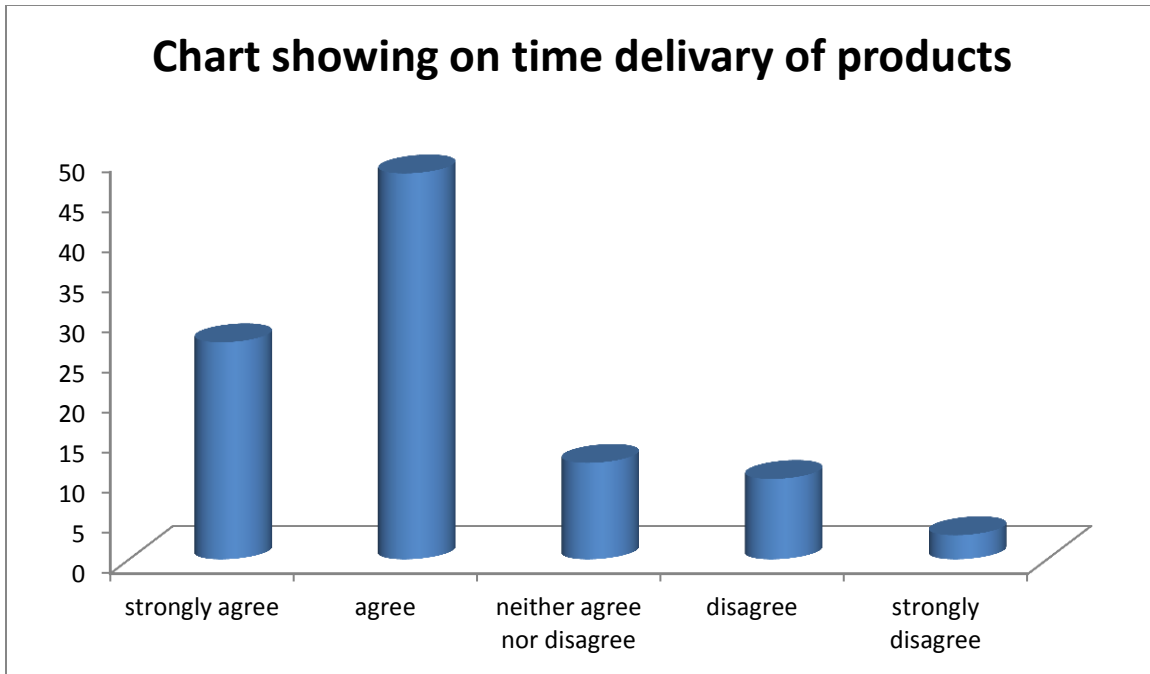
11. Products delivered by the company are based on quality of product.

Table 4.11

Scale	No of responses in %
Strongly agree (SA)	27
Agree(A)	48
Neither agree nor Disagree (N)	12
Disagree(D)	10
Strongly disagree (SD)	3

Analysis

Above table and chart shows the company will deliver the products to customers at the promised time. 48% agree, 27% strongly agree, 12% neither agree nor disagree, 10% and 3% respondents disagree and strongly disagree respectively about the on time delivery of products to customers as promised by the company.



Interpretation

From the respondents and analysis, we can state that the company delivers products to its customers on time as promised by them. To gain customer satisfaction company has to work on the delivery of quality products on time.

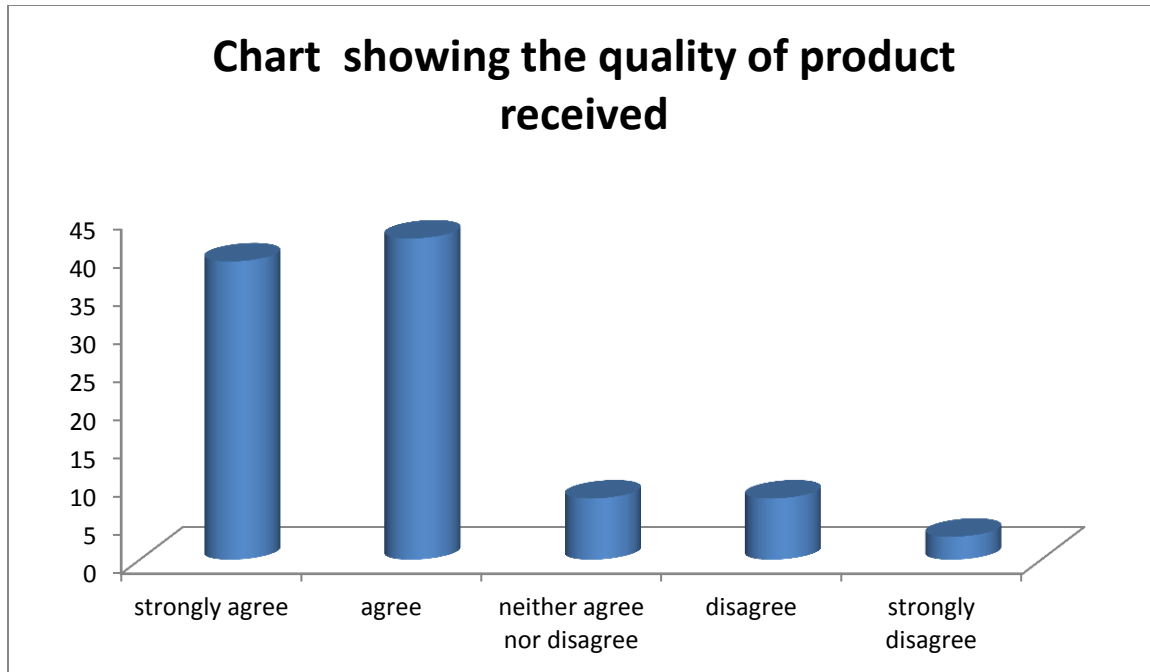
12. Do you agree that same quality of goods is issued when delivered .

Table 4.12

Scale	No of responses in %
Strongly agree (SA)	39
Agree(A)	42
Neither agree nor disagree(N)	8
Disagree(D)	8
Strongly disagree(SD)	3

Analysis

This table and graph shows information about exact quality of the products received by the customers. 39% strongly agree, 42% agree, 8% neither agree nor disagree, 8% disagree and 3% of respondents strongly disagree about the exact quality of products received by them.



Interpretation

From the analysis we can say that the company is providing exact quality of products ordered by the customer. We can understand that quality of products is high and matches the specifications.

Based on Security and Privacy

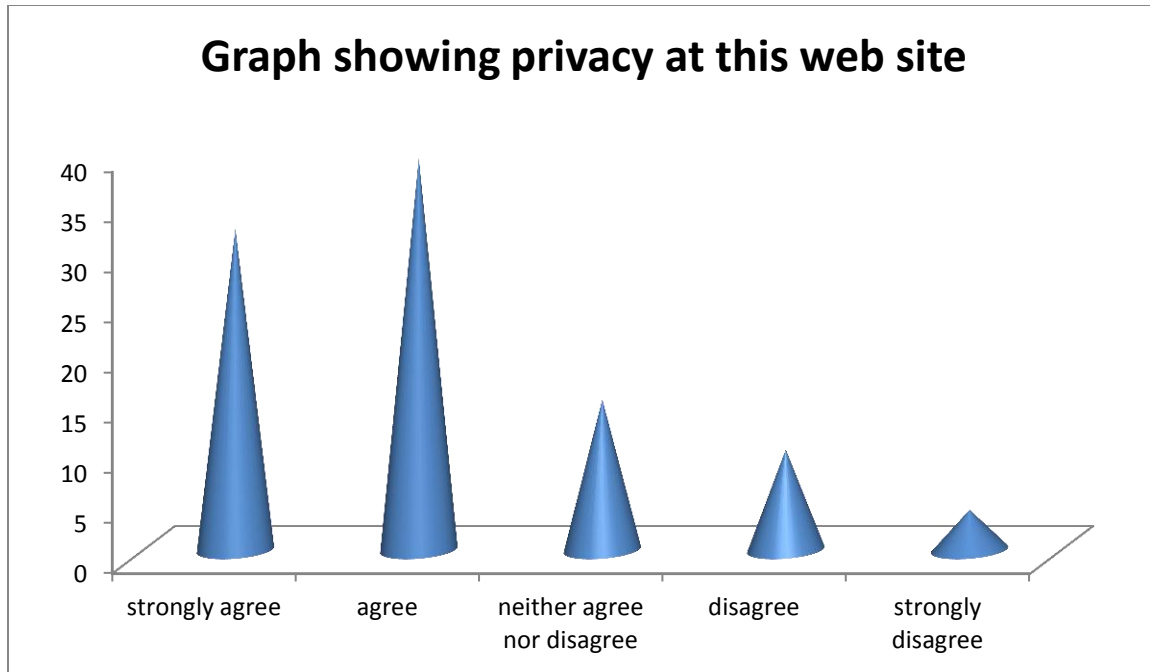
13. I feel my privacy is protected at this site.

Table 4.13

Scale	No of responses in %
Strongly agree (SA)	32
Agree(A)	39
Neither agree nor disagree (N)	15
Disagree(D)	10
Strongly disagree (SD)	04

Analysis

From table and graph we come to know that it is analysis to understand the privacy and security at this website. It shows that 32%strongly agree,39% agre,15%neither agree nor disagree,10%disagree and 4% of respondents strongly disagree for the statement that, privacy of customers is protected at this website.



Interpretation

The website gives good privacy and security to its customers. Customers expect high level of privacy and security for the data. By providing strong features it holds customers.

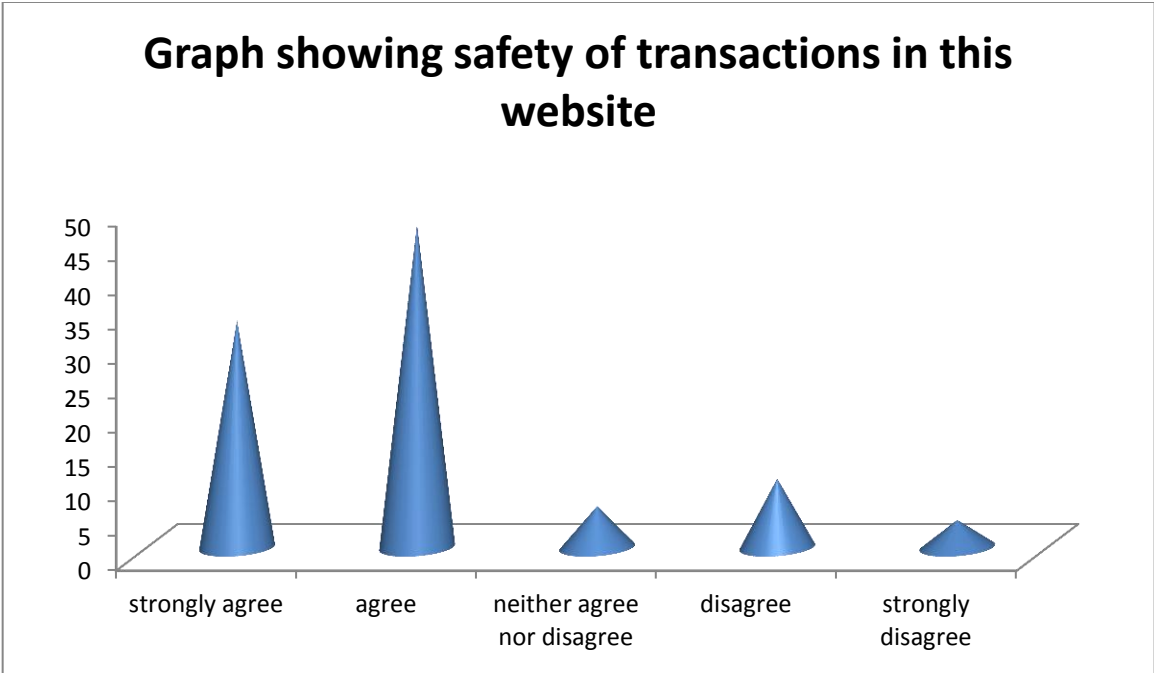
14. I feel safe in my transactions with this website

Table 4.14

scale	No of responses in %
Strongly agree(SA)	33
Agree(A)	47
Neither agree nor disagree(N)	06
Disagree(D)	10
Strongly disagree(SD)	04

Analysis

From the table and graph we can state that customers responses in safety of their transaction in this website. We can see that 33% respondents strongly agree, 47% agree,6% neither agree nor disagree,10% disagree and4% strongly disagree with the statement.I



Interpretation

From the survey we can say that majority of the respondents feel safe in transactions with this website, as privacy and security are important more focus can b laid on these aspects to attain better results.

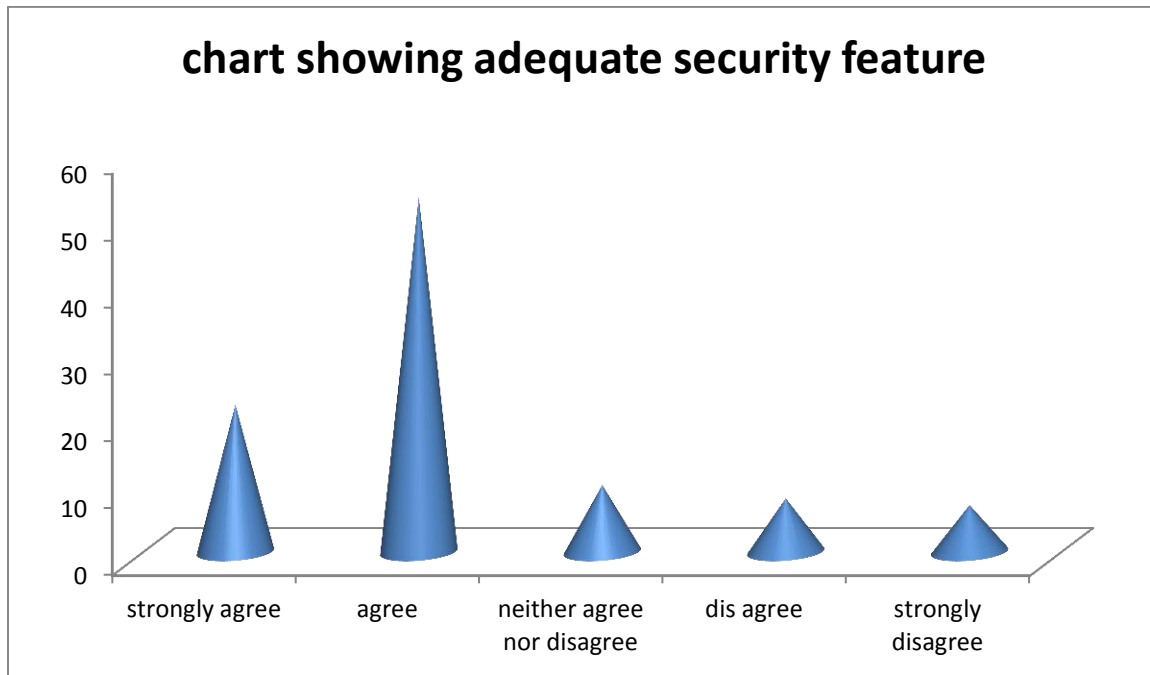
15. The website has adequate security features

Table 4.15

Scale	No of responses in %
Strongly agree(SA)	22
Agree(A)	53
Neither agree nor disagree(N)	10
Disagree(D)	08
Strongly disagree(SD)	07

Analysis

Above table shows data about website having adequate security features. We can see the following responses for this statement.22% strongly agree,53% agree,10% neither agree nor disagree,08% disagree and 07% of respondents strongly disagree.



Interpretation

From the analysis we say that company should try to adopt adequate security features in website for retaining the customers.

Based on Customer Service

16. The company is willing and ready to respond, to customer needs

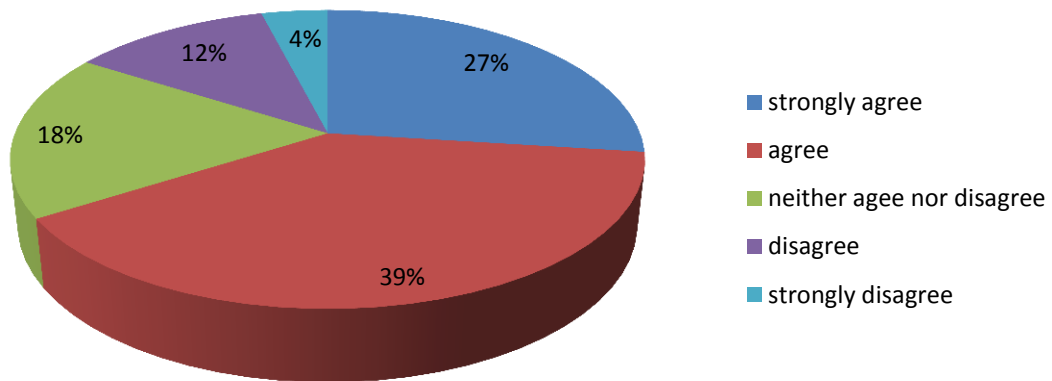
Table 4.16

Scale	No of responses in %
Strongly agree(SA)	27
Agree(A)	39
Neither agree nor disagree(N)	18
Disagree(D)	12
Strongly disagree(SD)	04

Analysis

From the table we come to know about company response to customer needs.39% of respondent agree, 27% strongly agree, 18%neither agree nor disagree,12% disagree and 4% strongly agree that company is willing to respond to customer needs.

chart showing company response to customer needs



Interpretation

From the analysis it states that company provides strong response to customer's needs and is willing to help the customer.

17. When you have problem website shows interest in solving it

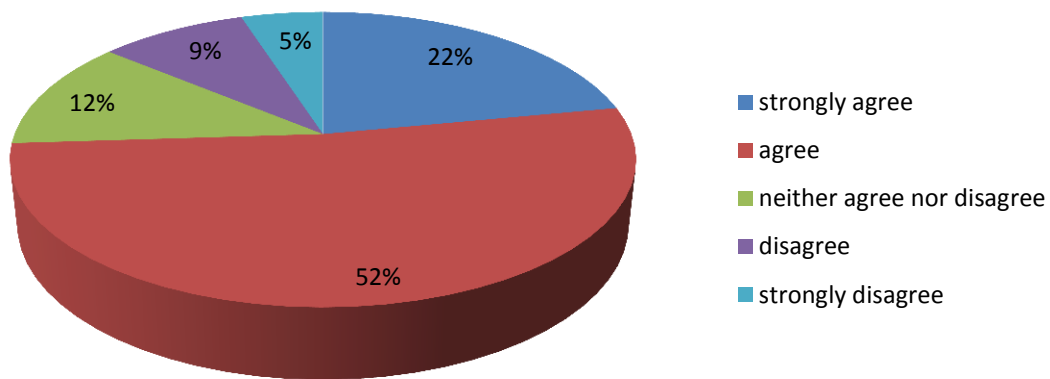
Table 4.17

Scale	No of responses in %
Strongly Agree(SA)	22
Agree(A)	52
Neither agree nor disagree(N)	12
Disagree(D)	09
Strongly disagree(SD)	05

Analysis

The table and graph shows that the website has sincere interest in the solving the problem of customers. From the analysis we can say that 55% of people agree that website shows keen interest in problem solving, 23% of respondents strongly agree, 13% of the respondents neither agree nor disagree with the statement, 9% & 5% of people disagree and strongly disagree respectively.

chart showing intrest of website in problem solving



Interpretation

From the graph we come to know that website shows keen interest in solving customers problems.

18. Enquires are answered promptly.

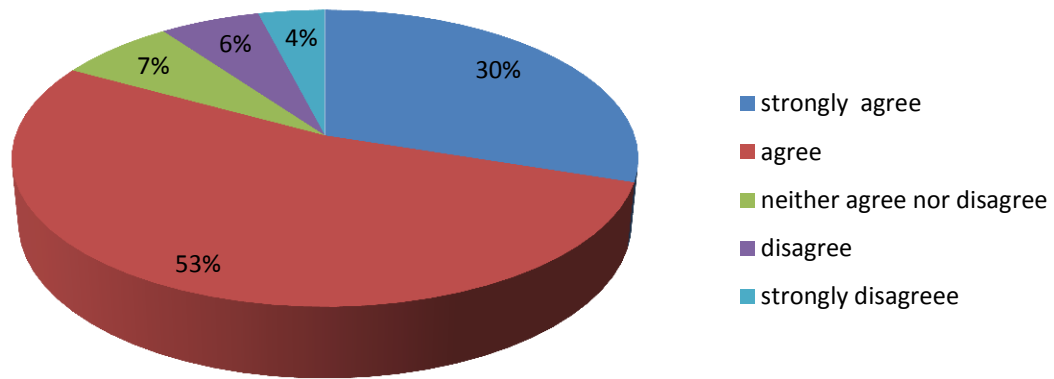
Table 4.18

Scale	No of responses in %
Strongly agree(SA)	30
Agree(A)	53
Neither agree nor disagree(N)	07
Disagree(D)	06
Strongly Disagree(SD)	04

Analysis

This table shows information about the customer service provided by the company. It says that 53% and 30% of respondents agree and strongly agree that enquires are promptly answered. On the other side we can see that 6% and 4% of people disagree and strongly disagree respectively, 7% of respondents are neither happy nor disappointed about the enquires answered.

Chart showing response to enquires



Interpretation

From the data analysis we can say that enquires are answered promptly in majority cases by this we can say that company provides good customer service.

HYPOTHESIS TESTING:

Ho: There is no strong relationship between Delivery mechanism to quality of the Product.

H1: There is a strong relationship between Delivery mechanism to quality of the Product.

Regression

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	Same_qualit y_online_offl ine ^b	.	Enter

a. Dependent Variable: Delivery_mech

b. All requested variables entered.

Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 ^a	.853	.852	.39470

a. Predictors: (Constant), Same_quality_online_offline

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.138	.161		.859	.392
	Same_quality_online_o ffline	.917	.038	.924	23.871	.000

a. Dependent Variable: Delivery_mech

Analysis: In this hypothesis testing, Delivery Mechanism is the Dependent variable influenced by quality of the product. Both the variables are regressed using the mathematical equation

$Y=a+bx$ (where a is constant, x- independent variable)

i.e,

$$Y= 0.138+ 0,917x$$

Interpretation: After the regression analysis, it is interpreted that Delivery mechanism is dependent on independent variable . i.e. Quality of the product to an extent of 92.4% and its effect on the dependent variable by 85.3%.

For any change in the quality of the product by 1 unit would be there an effect of 91.7% effect on the delivery mechanism as understood by the above equation,

From the above table it is observed that Values are significant @ 95% level of confidence, the null hypothesis is rejected and alternative hypothesis is accepted that means there is a strong relationship between Delivery mechanisms to quality of the Product.

CHAPTER-5

Findings, Conclusions and Suggestions

Summary of Findings:

From the survey conducted and analysis made and examined the following important findings can be drawn through questionnaire of Material mart.

1. This survey showing that majority of the customers are male using the digital marketing tools for buying construction materials online.
2. It was found that the majority of the customer's were between the age-group of 25-35 years.
3. It is clear from this survey that most of the respondents are business people, who are active in digitalization.
4. In this survey majority of the respondents fall under the category of graduates.
5. From the survey we come to know that the depth of information provided in website is good as respondents have strongly agreed about website information.
6. Greater part of respondents said, the website is well designed and it doesn't waste time of the customers.
7. From the survey conducted we come to know that website provides quick and easy completion of transaction.
8. We can find that level of personalization at this website is right, not too much nor too little.
9. It's clear that website has good selection.
10. In the survey respondents strongly agreed that they receive accurate product delivery as represented in website.
11. It's clear that products are delivered by the company based on the quality of the product.

12. Survey says that customers agree that same quality of goods are issued during delivery and are happy because they get exactly what they order from website.
13. Customers are sure and happy about the privacy and security is been protected by the site.
14. Survey says that respondents feel safe about the transactions at this website.
15. It is clear from the survey that the website has adequate security features.
16. We can find that company is always willing and ready to respond to customer needs.
17. Respondents are happy and agree that when there are any problems, website shows sincere interest in solving them.
18. From survey we come to know that enquires are promptly answered by the company
19. From the survey overall we can say that it has high customer satisfaction rate by providing quality products on time and responding to customer needs.
20. From the regression analysis, it is found that Delivery mechanism is dependent on independent variable. i.e. Quality of the product.

SUGGESTIONS:

1. Materialzmart.com should focus on website and make changes periodically according to the need.
2. Materials Mart should keep on spreading information about company through some innovative promotional strategies.
3. Management should regularly check about customer's satisfaction and needs in their website.
4. The company has to recruit well skilled sales personnel.
5. Major focus shall be given to the service quality provided by the company.
6. Materialz Mart should concentrate on logistics as they deal with distribution of construction materials.
7. Company shall provide more security and privacy features in website for retaining the customers.
8. More opportunity should be given to students to do their internship and projects.
9. Proper supervision and guidance should be given to interns.
10. Company shall provide more security and privacy features in website for retaining the customers.

CONCLUSION

The most important lesson I learned after completing the project is that delivering quality of service is a process. The research and implementation of digital marketing improves with technological development. Technological advances offer many opportunities and challenge unforeseen challenges in the marketplace. Marketers use digital portfolios to reliably define products and use them as a platform to promote specialty brands. The research emphasizes that B2C shoppers do not like cold emails and phones, so digital marketing provides enough connections. In the current era, buyers expect knowledge to provide potential solutions to product-related issues.

With digital marketing, the strong visibility of an organization or branch enables consumers to develop perceived brand awareness. By linking customers with word of mouth recommendations, marketing users support aggressive buying decisions. Further processing of computer advertising is required especially for advanced advertising. Quality refers to customer satisfaction, customer loyalty and reliability of products and services. Therefore, quality is also a key factor in the success of digital retailers. The author defines dimensions of the digital experience based on online and offline focus groups, sorting tasks, and customer panel online surveys, and extends reliable and valid metrics for digital service quality measures.

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ANNEXURE

1. Gender

Male() Female()

2. Age

- 18-25 ()
- 25-35 ()
- 35-40()
- 45 and above()

3. Qualification

- Under graduate()
- Graduates()
- Post graduates()

4. Occupation

- Business()
- Employee()
- Professional()
- Students()

Based on website design

5. The website provides the in depth information

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

6. The site does not waste time

- Strongly agree(SA)
- Agree(A)

- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

7.It is quick & easy to complete the transaction at this website

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

8.The website has good selection

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

9.The level of personalization at this site is right,not too much or too little

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

Based on Fulfillment and Reliability

10.The products that will be received will be accurate as represented in website

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

11.Products delivered by the company are based on quality of product

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

12.Do you agree that same quality of goods is issued when delivered

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

Based on Security Features.

13.I feel my privacy protected at this site

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

14. I feel safe in my transactions with this website

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

15.The website has adequate security features

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)

- Disagree(D)
- Strongly disagree(SD)

Based on Customer Service

16.The company is willing and ready to respond,to customer needs

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

17.When you have problem website shows interest in solving it

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)

18.Enquires are answered promptly

- Strongly agree(SA)
- Agree(A)
- Neither agree nor disagree(N)
- Disagree(D)
- Strongly disagree(SD)



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: CHAITRA A

INTERNAL GUIDE: Dr. NIJAGUNA G

USN: 1AY17MBA07

COMPANY NAME: MATERIALZ MART

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>
18 th Jan 2019 – 25 th Jan 2019	Data collection	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report	<i>S. Bharath</i>	<i>Dr. Nijaguna G</i>



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