A Project Report on

"IMPACT OF E-MARKETING ON ONLINE PURCHASES"

Submitted in partial fulfillment of the Requirements for the Award of the Degree of

BACHELOR OF COMMERCE

By

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2022-23

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We extend our sincere and heartfelt thank s to our esteemed HOD Smt. **A. Satyavani Kumari** for her continuation motivation and providing facilities to complete the project successfully.

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INTRODUCTION

Sales promotion towards online marketing

Online Marketing is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks. The art of online marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually translate into sales. The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies.

"Much of the Internet culture will seem as quaint to the future users if the Information Highway as stories of wagon trains and pioneers on the Oregon Trail do to us today. " (Gates, 1995 p.263)

Internet has expanded and developed fast during the past years and has opened up opportunities to reach out to customers through new media (Pollack, 1999). According to Krishnamurthy, 2006; Krishnamurthy and Singh, 2005; Sheth and Arma (2005) Internet offer possibilities for marketers to reach consumers through online communication and has therefore effected marketing in a large extent. Just like Krishnamurthy et al. (2006) Kalyanam & Hanson (2004) also say that marketers can communicate and interact with their customers through the Internet. The usage of marketing on the Internet to communicate a message to consumers has according to Adgegoke (2004) grown and has become to play a significant role in companies promotional mix. The Internet has been the media which people has adopted and accepted the fastest and the usage of the Internet has increased (Lagrosen, 2005). Companies today need to think about which media channels to use when communicating their marketing to the audience (Lagrosen, 2005). Lagrosen (2005) means that companies that are selling their products or services through traditional channels will be effected by the Internet as a media whether they choose it or not.

Online marketing uses internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies

that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Importance of Online marketing Growth of internet users must be credited for the growth of online marketing. With the advent of internet technology number of internet user is increasing at the greater extent across the world. India stands at forth place with 81 million internet users in 2010. (www.internetwoldstats.com)

Tools of Online marketing

Display advertising –

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

Web banner advertising –

Web banners or banner ads typically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

Frame ad (traditional banner) –

Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page.

Pop-ups/pop-unders –

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

Floating ad –

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

Expanding ad –

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space

Interstitial ad – An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing. Text ads - **A text ad displays text-based hyperlinks.**

Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.

Search Engine Marketing (SEM) –

Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

Search Engine Optimization (SEO) –

Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

Sponsored search –

Chapter – V

Findings, Suggestion & Conclusion

Findings

- 75% of respondents were males while 25% of respondents were females.

- 2.0% respondents are below 18 years old, 38% respondents are 18-25 years old, 36% respondents are 26-35 years old, 16.0% are 36-45 years and 8% are 45 years and above in age.

- 60% respondents had private jobs, 5% were business people, 13.0% were government employees, 20% were students, 1 was housewives and rest 1 belonged to others category.

- 48% of the respondents are having Bachelors degree, 23% of the respondents possess master's degree, 17.0% of the respondents are pursuing high school and 7% of the respondents are pursuing diploma and 5% are pursuing doctorate degree.

- 48% of the respondents have a family income of 0-4 lakhs, 29% of the respondents have a family income of 4-8 lakhs, 13% of the respondents have a family income of 8-12 lakhs, 3% of the respondents have a family income of 16-20 lakhs, 5% of the respondents have 12-16 lakhs and 2% of the respondents have a family income of Rs 20 lakhs and above.

- 20% respondents monthly spend below Rs.1000 on apparel shopping, whereas 48% respondents spend between Rs.1000-5000. 16% spend between Rs.6000-10,000 and rest 16% respondents spent more than Rs.10, 000 on their clothing needs.

- All respondents had showed their various views regarding this. 0.0% respondents were strongly disagreed, 2% were disagreed, 1% was neither agreed nor disagreed, whereas 30% respondents were agreed and rest 67% were strongly agreed that yes internet is a fast and important source of collecting information.

- 2% was strongly disagreed, 19% were disagreed, 11% were neither agreed nor disagreed, 55% were agreed and rest 13% respondents were strongly agreed that yes purchasing through the internet is the safe way to shop.

- 2% respondents were strongly disagreed, 23% were disagreed, 17% were neither agreed nor disagreed, 44% were agreed and rest 14% respondents were strongly agreed that yes online retailers are authentic for purchasing over the internet.

- 34% respondents spend more than 3 hrs in a day on social media ,whereas 33% spend 2-3 hrs, 19% spend 1 -2 hrs, and 14.0% respondents spend less than one hour on social media in a day.

- 72% respondents visited Facebook regularly whereas 3% visited Twitter, 13% visited you tube, 2.0% visited Blogs, 9% visited Google + and rest 1% respondents visited Pinterest.

- 49% of the respondents were agreed and 31.0% respondents were strongly agreed that they usually notice apparel/clothes related advertisement on these social media sites. Whereas 3.0% were strongly disagreed, 11% were disagreed, 6.0% respondents were neither agreed nor disagreed.

- 53% respondents were agreed and 12.0% were strongly agreed that they generally like & follow the apparel brands advertisements / posts/ pages/ blogs posted on social Media sites. While 5% respondents were strongly disagreed, 23% were disagreed, 7% were neither agreed nor disagreed.

- 4% respondents were strongly disagreed, 17.0% were disagreed, 11.0% were neither agreed nor disagreed, whereas 52.0% respondents were agreed and rest 16% were strongly agreed that apparel related advertisements on these social media sites motivate them to purchase.

- 41% respondents were agreed and 40% were strongly agreed that before making online shopping decision, they use these social media sites to check out best deals/discounts available on branded apparels. Whereas 2.3% respondents were strongly disagreed, 12.0% were disagreed, and 5% were neither agreed nor disagreed.

- 2% respondents were strongly disagreed, 13% were disagreed and 7% respondents were neither agreed nor disagreed, while 51% respondents were agreed and rest 27% respondents were strongly agreed that they do search complete information about the apparel product/brand category through these social media sites.

- 4% respondents were strongly disagreed, while 14% were disagreed, 7% were neither agreed nor disagreed, whereas 49% respondents were agreed and rest 26.0% were strongly agreed that they do compare different apparel products/ brands on these social media sites before making their online shopping decision.

- 46% respondents were agreed and 14% respondents were strongly agreed that the probability of wasting of time for searching information for apparels through these social media platforms is low. While that 4% respondents were strongly disagreed, and 20% were disagreed. 16% were neither agree nor disagree with this statement.

Conclusion

In present era, Social media sites are very much popular among different age groups of people. Everyone

is spending hours on these social sites. Several activities are performed through these social media sites like brand promotions, customers reviews, business promotions, political promotions, news spread and networking too. Present study has been carried out in context of assessing the effect of social media sales promotions on apparel buying behaviour of consumers in Hyderabad City. After performing the several analyses various results have been drawn from the study which reflects the attitude of consumers towards apparel sales promotion activities done by these social media sites.

Almost all the respondents agreed that now a day's internet is a very important part of their life and a reliable source of collecting information. Even people do have faith on online retailers and they feel that shopping through internet is safe way of shopping. Results shows that people spend almost 2-3 hours per day on these social media sites and Facebook is a most popular and visited social media site followed by You tube .the outcomes of the study clearly shows that people are aware about Apparel related advertisements those are promoted through these social media sites and these promotional activities also motivate them for apparel shopping. The results also indicated that these social media sites play an important role in their final apparel purchase decisions. When people find useful deals /offers regarding apparels they inclined to adopt the information and go for online shopping.

The study further revealed that the affirmative attitude of the customers towards e-WOM, brand promotions through social sites advertisements will lead to an enhanced online buying behaviour. Smooth cancelation policy, simple dispute handling process, money back guarantee, quality of apparels, and convenience in online shopping will get importance while determining the online apparel buying behaviour of consumers. Further Trust, perceived risk, user experience and informative aspects also have strong association in determining consumer attitude towards online apparels shopping.

RECOMMENDATIONS AND SUGGESTIONS:

1. The implementation or practices of software like ERP for E-CRM, people soft, big data analytics etc. will be helpful for marketers to do analysis and interpretations of customer

behavior. For understanding the pre-sale and post-sale purchase behavior this will help to frame customer retention strategies for sustaining in this competitive world.

2. With the help of social media techniques, e-marketers can make customize strategies and use resources for targeting customer for particular need. E.g.:- Free gift or coupons to senior citizens on 1st Oct of year (International Senior Citizen Day) or offer free bouquet and chocolates on Mother's Day/ Women's Day for the purchase of special category of products. This advantage of Social Media Marketing can be used by marketers which can provide best return on investment plus a good customer retention strategy.

3. The online companies can make a contract for distribution and delivery of product to customer with outsource agencies. These agencies give better and prompt services to the customers of online companies as per the "Contract". This will minimise the problems of late delivery of products to customers, "Return of goods" due to damage in transit, poor packaging etc.

4. Social media marketing is not the only device for promotion. Marketers can use along with this promotion technique other promotional methods for better result.

5. Now a days, android, i-phone plays a very important role at the age group of 25 to 40. There is more scope for online shopping. Companies can create mobile application which can be downloaded in mobile for convenience for the customers for easy and quick shopping.

6. Online marketers can use 'Personalization and Customization' strategy for creating loyal customers by using product merchandising, cross selling and up selling strategies.

7. Customer contact management Programme can be helpful for better customer services, it is with help of digital means interacting with customers.

8. Government should play essential role for encouraging online shopping in India by helping e-marketer.

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A Project Report on

CUSTOMER SATISFACTION OF JIO USERS IN SURYAPET DISTRICT

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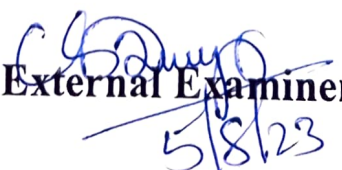
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INTRODUCTION OF JIO 4G NETWORK

The aim of this study is to determine the customer satisfaction of smart mobile phone users. This research was conducted with 50 respondents by using Questionnaires in Suryapet Dist. For this purpose, 15 Statements were given to the smart phone users and the degree of agreement for each statement at was determined by a liker scale

The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhiruba Ambani, founder of Reliance Industries, and later services were commercially launched on 5th September 2016. In June 2010, Reliance Industries (RIL) bought a 96% stake in Infidel Broadband Services Limited (IBSL) for 4,800 crore (US$740 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Info Tel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations all over the country by the end of 2015. However, four months later in October, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016– 2017.

The telecommunication sector is one of the fast-developing sectors in India. Hence many investors like to invest in telecommunication companies. This sector has been experiencing big events during the current decades such as 2G spectrum auction and scams, 3G and 4G Spectrum allocation, etc. on September 1 , 2016, a big business concern, reliance industries ltd. Introduced their new product reliance Jio network services through their subsidiary company with attractive offers both for voice call and 4 g internet mobile services. it threatened other mobile service provider who want to retain their market share.

2

The introduction of reliance Jio on 1st September 2016 brings a tremendous change in both telecom industry and telecom stock market. According to TRAI, last month the telecom subscriber base in India crosses the 1.2 billion market and Jio led the race for the greatest number of new additions, obliviously this reflects on the number of other tele communication companies such as airtel, Vodafone and idea etc..

JIO LOGO

Figure: The hidden symbolism in Jio logo

The logo of Reliance Jio has a hidden symbolism in it. When you flip the Jio logo around, it is read 'oil'. The Jio logo seems to represent the past and future of Reliance. Oil is what had propelled Reliance to become India's biggest company in the 20th century. When flipped over into the 21st, it's probably going to be Jio.

TECHNOLOGY

Jio High Speed Internet service is the fourth generation (4G) mobile technology that enables the delivery of high-speed internet services. It uses voice over LTE to provide voice service on its network. LTE refers to Long Term Evolution of telecom technology that enables High-Definition voice and high-speed internet access.

NETWORK

Jio owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 circles, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid until 2035. Jio shares the spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode. In February 2017, Jio announced a partnership with Samsung to work on LTE - Advanced Pro and 5G.

STATEMENT OF THE PROBLEM

Telecom sector is one of the fastest growing industries in the world. In India the telecom sector is flourishing and growing at the rapid pace from last 5 years. India is currently the largest telecommunication market. But some of the telecommunication companies faced huge losses after September 1st 2016 due to the introduction of reliance Jio. Vol-5 Issue-5 2019 IJARIIE- ISSN(O)-2395-4396 10915 www.ijariie.com 659 Companies like Vodafone and idea, airtel faces loses and they take various measures to overcome or retain in the market. The reason behind the Merger of Vodafone idea is due to the introduction of reliance Jio in the telecom industry.

The value of share prices of those companies shows a decreasing trend after the introduction of reliance Jio. There for the present study is evaluate aimed to study the impact of introduction of reliance Jio to telecom industry and those companies' share price movement in BSE.

QUICK FACTS

Reliance Jio Infocomm Limited, more popular known as Reliance Jio, recently shot to news when Mukesh Ambani announced the ideas and plans of Jio which shook the industry. Share prices of Airtel, Vodafone, and Idea fell considerably when the launch of Jio was made. Though the Life phones and Jio sim had already started doing the rounds through preview offer, this was the first proper launch event that took the industry by storm.

RESEARCH DESIGN

A research design is a specific action of the methods and procedures for acquiring the information needed to structure or sole the problems. The research design ensures that the information obtained is relevant to the study, a research design might be described as a series of advanced decision that have taken together from a master plan or model for the conduct of investigation.

There are different types of research design applied for different or suitable conditions of research study. (Exploratory and Descriptive Research both of researches are chosen for this project.)

RESEARCH TOOLS:

- ### COLLECTION OF PRIMARY DATA:

The researcher can obtain the primary data either through Observation or through direct communication with respondents in one or another or through personal interviews. There are several methods useful for collecting primary data. Such as,

- Observation method
- Interviewing method
- Through questionnaire
- Collection of secondary data

Secondary data means data that are already available that is they refer to the Data which has been already collected and analyzed by someone else. The Sources of secondary data can be given as under in my study I have used both primary and secondary data. For primary Data collection I have prepared a Questionnaire consisting of both Open and closed away that maximum information can be obtained from the respondent in secondary data I have used the information available with related Marketing books, magazines business newspapers also gather Information.

SOURCE OF DATA AND TOOLS FOR COLLECTION

1. Primary data: primary data is collected through well-structured questionnaire. The sample size selected from 50 respondents. For this purpose, convenience sample methods used.

2. Secondary data: secondary data consist of information collected from internet, journals, articles and other publications.

CHAPTER VI

CONCLUSION

The growth of a company depends upon consumer perception, regarding product and the consumer perceptions can be studied only through the consumer buying behavior. The consumer behavior is the study of those actions directly involved in obtaining, consuming and disposing of product & services including the decision process that proceeds and follows up the action.

The buying behavior of the consumer is influenced by a number of variables. The social environment in which he lives, his family, his society, his neighbors, his friends, his job, his colleagues influence the behavior of the consumer. The personality factors of the consumers also effect his buying decision. It requires marketers to review their marketing practices. Now companies have to show their concern about consumer's interest.

They have to take many steps to satisfy the consumers. Now marketers have moved to consumer welfare from consumer satisfaction. Most companies have accepted consumerism in principles.

SUGGESTIONS

On the basis of my observations data and information, I submit certain useful recommendations to make Communication system of Tata Teleservices & Reliance very effective and customer centric. Some of the worthy suggestions are given as under:

▶ Reliance Communication doesn't have its own network. Since it uses BSNL networks. It should have it on network. It will give strength & wide coverage to Reliance Communication services.

▶ Tata Teleservices network is not up to the mark at providing service to wide area and improving quality of service.

▶ It is suggested that Tata Teleservices & Reliance Communication should develop innovative Communication services with in depth research development and continue improvement in the quality of services.

▶ They should resort to TQM philosophy with good corporate governance and transparency in its policies, programs and strategies.

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INTRODUCTION

Customer satisfaction is a measure of how product and services supplied a company can meet the customer expectations. Customer satisfaction is still one of the single strongest predictors of customer retention. It's considerably more expensive to attract new customers than it is to keep old once happy. In a climate of decreasing brand loyalties, understanding customer service and measuring customer satisfaction are very crucial. There is obviously a strong link between customer satisfaction and customer retention. Customer perception of service and quality of product will determine the success of the product or service in the market.

With better understanding of customer perceptions, companies can determine the customers need e actions required to meet the can customer's needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

In a sharp contrast to the retail sector in developed economies, retailing in India – though large in terms of size - is highly fragmented and unorganized. With close to 12 million retail outlets the country has one of the highest retail densities worldwide. Retailing like rest of the world retailing is one of the largest industries in India with sales amounting to about $350 billion, but organized retail is estimated at only US$ 8 billion. It is country's largest source of employment after agriculture, has deepest penetration into rural India and accounts to about 10-11 % of India's GDP and around 8% of the employment.

Inefficiency in the existing supply chains presents further opportunity for organized players to draw on this large market even as lack of consumer culture and low purchasing power restricted the development of modern formats. Migration from unorganized to organized retail has been visible with economic development in most countries

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. With growing

market demand, the industry is expected to grow at a pace of 25-30% annually. The India retail industry is expected to grow from Rs. 35,000 crore in 2004-05 to Rs. 109,000 crore by the year 2010.

Objectives of the study

- To study the latest trends of retailing in India
- To study customer satisfaction in organized retail outlets towards branded retailing
- To compare branded retailing shops and Kirana stores on the basis of consumer perception and satisfaction
- Level of satisfaction of 'Reliance Fresh' outlet users
- Reasons for dissatisfaction

Scope of the Project

- The project aims to reveal the market status & competition for 'Reliance Fresh'
- It helps the company in strategy formulation and planning for further improvements.
- The study aims to reveal the customer satisfaction towards organized retail outlets.
- To know where 'Reliance Fresh' is facing problems and where it is having new opportunities in retail sector.
- To compare with organized retail outlets and unorganized retailers and to study the latest trends of retailing in India.

Limitation of the Study

- This study is restricted to Kodad town only and therefore, the results obtained out of this study cannot be generalized to other parts and rural area of the country.
- Due to time constraints the sample size is restricted to 50 customers.
- The analysis will be based on the current data; as such it may lose its relevance in the future.
- The response of the respondents may be biased.

Research Methodology

Research is the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested. Research is a common parlance refers to a search for knowledge. The urge of understand

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things may be rightly termed as research. in other words we can also refer research as a scientific and systematic search of pertinent information of specific topic. The concept of research is thus closely linked with human endeavor for better understanding of his evolution, environment and growth through diverse stages of human history.

Research therefore, has been an integral part of academic pursuits in the past. It has served two fold purpose, intellectual sharpening and evolving new theories to explain diverse phenomenon through which mankind survived with the progress of modern era. Human curiosity has leads to understand his environment in different angles. This process of studying this awareness of man manifested in a process known as research.

Descriptive Research is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present. The type of research method used is descriptive. The aim of descriptive research is to verify formulated hypotheses that refer to the present situation in order to elucidate it. Descriptive research is used because the research is primarily concerned with describing the nature and conditions and degree in detail of the present situation

A descriptive research is conducted using 50 respondents, where in the detailed analysis of preference of shopping, preference on organized and unorganized outlets, latest trend towards branded retail outlets especially on 'Reliance Fresh' .Satisfaction level of customers towards more retail outlets. Where in the detailed analysis of the quality of the service is analyzed with respect to various variables and compared with the competitors to arrive at a conclusion on the basis of finding and suggestions, which would help the company to provide greater service and make necessary improvements in the service quality.

Tools of Data Collection

In present study both primary as well as secondary data will be used, which will helps in identifying the customer satisfaction towards 'Reliance Fresh' retail outlets.

Primary Data

The primary data for the study will be collected by means of structured questionnaire and will be distributed personally to the 50 respondents to get their responses.

Secondary data

The secondary data will be collected from company websites, lounge books, referrals, internet browsing, Journals.

Design of Questionnaire

The questionnaire will be designed to collect the data to keep in view the objective of the study. It will be mostly closed ended and open ended short questions for the convenience of respondents.

Sampling Plan

Sampling is that part of statistical practice concerned with the selection of a subset of individual observations within a population of individuals intended to yield some knowledge about the population of concern, especially for the purposes of making predictions based on statistical inference.

Sampling Method: Convenience Sampling

Convenience sampling procedure was adopted for selecting respondents; the respondents will be mainly from Kodad town, where the company has its retail outlets. Samples will be collected by survey method and the response of 50 respondents will be considered for analysis of data & interpretation.

Sampling Unit

The sampling unit will be customers who will shop in the retail store or the similar store.

Sample Size

Sample size will be taken as 50 respondents with respondents from inside and outside the similar retail outlet.

- Maximum number of the respondents are shopping in retail outlets it shows that future trend and growth of retail sector is very high.
- Satisfaction level of respondents on Reliance products shows that Reliance Fresh has good quality products.
-
- Most of the customers are given 3 out of rating to the reliance fresh retail outlet.
- The services provided by the employees of reliance fresh is good.
- The reliance fresh management attracting their customers by offering discounts, gifts, and By displaying quality products.

Conclusion

The study is an attempt to measure customer's satisfaction at Reliance Fresh outlets in Kodad. The customers are the main asset for any organization, without satisfying them no organization can be run well. Customer satisfaction towards retail stores is affected by various factors. This survey was meant to identify the customer satisfaction level towards Reliance Fresh retail stores. Findings of this research suggest that the level of customer satisfaction is highly affected by the quality and price of the products, wide range of products and location and conveyance are more attracting customers to visit the retail outlet.

It is found that most of the customers of Reliance Fresh retail store Kodad are satisfied by the quality of service, convenience, complaint handling, and employee's behavior availability of products, branded products. But the customers are not satisfied with the credit facility, high price and lesser number of outlets. The analysis shows that Reliance Fresh outlets have been fairly successful with their marketing strategies and customer retention, but they still have to upgrade services like more efficient billing, better parking facilities and wider range of product availability to meet the competition.

The store should concentrate more on the F & V (fruits and vegetables) section .As it is perishable in nature and has a short shelf life, it require more concentration. Store should take care of indent because proper indent can solve half of the problem and the rest can be handled by following various practices like reducing wastage by the means of proper handling of F&V (fruits and vegetables). This includes treatment of green vegetables, proper cleaning etc. and last but not the least by increasing the sales not only of F&V. But also for other products which is only possible by retaining our customers by the way of promotions. From the study and research survey I can conclude that the Reliance Fresh is a good retail outlet for shopping comparing to other retail outlets.

The strategy of Reliance fresh is very effective as they know very well how to attract customers, which is reflected in the vast custom they enjoy in relation to others. A good and friendly

behavior of sales personnel's in the store is also a reason for increase in sales. Due to the upsurge of the retail sector, unorganized sectors are perishing because of their old concepts, poor service, non - competitive pricing etc.

To conclude it can be said that most of the Reliance Fresh customers are happy with the service receive. Reliance Fresh even though Reliance Fresh is trying hard to attract the customers by introducing new offers schemes etc to capture the market share.

A Project Report on

INFLUENCE OF SOCIAL MEDIA AND MARKETING ON YOUTH

submitted in partial fulfillment of the Requirements for the Award of the Degree of

BACHELOR OF COMMERCE

By

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2022-2023

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DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project work titled

INFLUENCE OF SOCIAL MEDIA AND MARKETING ON YOUTH

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in partial fulfillment of the requirements for the award of Degree of **Bachelor of Commerce** is a record of the bonafide work carried out under my guidance and supervision by them during the academic year 2022-23.

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DECLARATION

We hereby declare that the project work entitled **Influence of Social Media and Marketing on Youth** is our original work and has not been submitted earlier to KRR Govt Arts & Science college or any other institutions for the award of any **Degree**. It is the record of work done under the supervision of **Mrs. A. Sathyavani**, Lecturer in Commerce, KRR GOVT ARTS & SCIENCE COLLEGE -KODAD

This project report is submitted in partial fulfillment for the Award of Degree of

Bachelor of Commerce (B.Com.) from KRR GOVT ARTS & SCIENCE COLLEGE - KODAD.

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Date: 05-8-2023

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