A PROJECT REPORT
ON

Perception Of Existing Clients With Regards To Digital Marketing Services At Vinsan World

Submitted by
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Roll No: 2042

Under the Supervision of

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Declaration

1, a student of M.B.A Part II of Goa Business School, Goa University, hereby declare that the project entitled "Perception of existing clients with regards to Digital Marketing Services at Vinsan World" has been prepared by me towards the fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Teja Khandolkar. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 9th May 2022
Place: Goa University

Name: Pereira Ritinha Ruberta
Roll No: 2042

CERTIFICATE

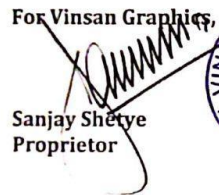**VINSAN GRAPHICS**

Date: 26/04/2022

INTERNSHIP EXPERIENCE LETTER

This is to confirm that **Ms Ritinha Pereira** completed 640 hours of Internship at Vinsan Graphics from 19th January to 26th April, 2022.

During her tenure she assisted us with research, social media content creation and client coordination.

We found her to be a diligent and keen worker.

For Vinsan Graphics,

Sanjay Shetye
Proprietor

[Stamp: VINSAN GRAPHICS VASCO GOA]

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ACKNOWLEDGEMENT

With due respect and gratitude, Ms Ritinha Ruberta Pereira, a student of Goa Business School of Management Studies, Part 2, takes this opportunity to thank the Management of Vinsan World for their venture of Vinsan Graphics for giving a great chance for learning and professional development.

I express my deepest thanks to Mr Sanjay Shetye (Managing Director) for giving me this opportunity and I consider myself a very lucky individual as I was a part of Vinsan World.

I would also like to thank Ms Karen Pinto (Business Development Head), Mr Bhavik Shah (Digital Marketing Manager) and my colleagues for their cordial support, valuable information and guidance, which helped me in completing this task through various stages.

Lastly, I express my gratitude to Prof. Teja and other faculty of Goa Business School, Department of Management Studies for their guidance during my internship and in writing this report.

Sincerely,

Ritinha Ruberta Pereira.

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1. **<u>BRIEF NOTE ON COMPANY</u>**

Vinsan Graphics is a proud venture of Vinsan World. This reputed marketing agency has been in the marketing field for almost 30 years now. Mr Sanjay Shetye is the managing director of Vinsan World.

Vinsan Graphics is a marketing agency that provides 360-degree branding solutions. The products that are offered by Vinsan Graphics are Digital Marketing, Branding strategies, Advertising and PR Event Management. Vinsan Graphics has three branches. One being in Vasco, the other in Panjim and Mumbai. It provides not just online, but offline marketing too.

The vision of the firm is to deliver a lasting, sustainable, and result-oriented marketing solution that amplifies brand awareness, improves sales and fosters growth.

The mission is to ensure the effective use of communication to drive maximum benefits to their clients. They specialize in enabling companies to reach the right audience with the right message through the right medium. The basis of any communication through the means of various media platforms boils down to what is communicated about the brand, how it is showcased, to whom it is targeted and eventually how well it's perceived by the target audience.

The Vinsan Graphics team is made up of great people with proficient skills. The team consists of almost 27 members, that includes the Managing Director, Business Development Head, Digital Marketing Manager, Content Writing Head, HR manager, Admin, Graphic Designers, and Content Writers. These are the talented and skilled people who strategize, develop, design, write, execute and manage the marketing plans at the firm.

Apart from Vinsan Graphics, Vinsan World is into the hospitality, tourism, healthcare sector. They have a very famous restaurant in Vasco known as "Anantashram". A newly established hospital known as "Daffodils". A travel & tourism agency known as "Vinsan Tours and Travels". A film academy called "Vinsan Film Academy".

2. A Brief note on Strategic Analysis

2.1. SWOT ANALYSIS
STRENGTH:
a. 30+ years of market experience.
b. Experienced designers that deliver unmatched.
c. Portfolio of top brands across India and a strong government clientele.
d. Offer advertising as well as events.

WEAKNESS:
a. Business closure due to Covid-19, since the firm relies on other businesses/events.
b. Less market share in digital marketing.
c. Clients bypass the agency and directly coordinate with the media for printed advertisements.

OPPORTUNITY:
a. Tech friendly generation who are mostly available online.
b. Target businesses from other cities/states.
c. Expanding by doing marketing for different sectors.

THREATS:
a. Small companies that offer packages at lower rates.
b. Lose of business causing late or no payments.
c. The last-minute workload on staff from the clients / Late work hours.

2.2. VRIN ANALYSIS

Resource/ Capability	Valuable	Rare	Inimitable	Non-Substitutable	Competitive Implications
Positive Market Reputation	Yes	Yes	No	Yes	Sustained Advantage
Skills	Yes	No	Yes/No	Yes	Temporary Advantage
Teamwork	Yes	No	Yes/No	Yes	Temporary Advantage

Human Resource	Yes	No	No	No	Parity Advantage
Brand Loyalty	Yes	Yes	No	No	Sustained Advantage

2.3. PORTER'S FIVE FORCES ANALYSIS

1. **Competitive Rivalry - High**
   The degree of competitive rivalry is high for Vinsan Graphics. Vinsan Graphics has competitors such as Growth Gravy, Rubiq Solutions, Designway.
   As far as event management is concerned, there is no competition, at least in Goa, that offers advertising and event management for large scale businesses.

2. **Availability of Substitutes- Low**
   There are no absolute substitutes available for a marketing agency.
   However, there are options available when it comes to advertising. The customer can move from print media to digital marketing.

3. **Bargaining Power of Suppliers- Moderate**
   Ideally, the deal is fixed for the number of artworks that the company will provide or the service and so on. However, if the clients want something extra, they will be charged separately.

4. **Bargaining Power of Buyer- Moderate**
   Being in the industry for 30 years, the company has built goodwill for itself. The company has a strong clientele not just in Goa, but in many states. In such a case, the company depends on its service quality thus leaving not much space for price negotiations in this case.
   However, for digital marketing, depending on the type of business and how much they are willing to spend, the company fixes prices accordingly for their service. Thus, leaving space for some negotiations.

5. **Threat of New Entry- High**
   The threat of new entrants in this field is high as the cost needed to start a company is low and the demand for a marketing agency is increasingly high.

2.4. PESTLE ANALYSIS

1. **Political Factor**
   - Political parties approach the marketing agencies to advertise their political campaigns.
   - Scope of the digital marketing platforms as certain social media apps being banned in certain countries.
   - More of the government clients thus, need to maintain cordial relationships.

2. **Economic Factor**
   - More the positive the economic conditions are, the more the business for the company.
   - More clients, the more business the company has.

3. **Social Factor**
   - Perception, faith, feelings, buying habits are the social factors that affect the business.
   - Therefore it is crucial to consider the social attributes of the potential customers, to better target the marketing strategies.

4. **Technological Factor**
   - When it comes to digital marketing, technology plays a major role. It is important to stay up to date with technological upgrades/changes. Of course, these updates come at a high cost, and one must pay for software licenses and maintenance.

5. **Legal Factor**
   - All businesses are influenced by legal factors. The customer's data must be kept well safe.
   - The company mustn't infringe on other people's intellectual property.
   - Lastly but more importantly, the company should preserve their own intellectual property i.e. trademarks and copyrights.

6. **Environmental Factor**
   - Compared to the other forms of marketing, digital marketing is considered more environmentally friendly.
   - The company even engages in printed advertisements, thus a non-environment friendly option.

3. Project Question

To determine whether the factors that affect the preferences of a customer, customer satisfaction, perceived quality may lead to customer loyalty.

4. Literature Review

Tao (2014)
Customer loyalty, extending the life cycle of a consumer, extending the life of items purchased by the customer, and generating positive word of mouth communication are all benefits of increased customer satisfaction. When a customer is pleased with a company's product or service, they are more likely to make repeat purchases and to promote items or services to others. It is hard for a firm to grow if it ignores or disregards the needs of its customers.

Pritam Chattopadhyay (2019)
Customer satisfaction has a significant impact on the complete business operations and should be addressed in order to acquire potential customers' wants and demands. As a result, for a successful business, it is critical for the organization to grasp exactly what the customers require and how to acquire loyalty. Clients who are satisfied are the ones who open the door for new customers. Existing consumers who are satisfied with the product and service are more likely to promote it to new customers. This will result in a greater number of customers and the ability to retain a high level of customer relationship.

Coyles and Gokey (2002)
Satisfaction alone does not make a customer loyal and that merely measuring satisfaction does not tell a company how susceptible its' customers are to changing their spending patterns or jump ship to competitors with a better offering. They identify three basic customer attitudes, emotive, inertia and deliberative that underlies loyalty profiles. They have found that the emotive customers are the most loyal. Thus, it would seem that while satisfaction is an important component of loyalty the loyalty definition needs to incorporate more attitudinal and emotive components.

5. Project Methodology

A. <u>Research Design</u>

This study is a survey based model. The digital marketing clients will be given questionnaires to get their feedback.

B. <u>Sources of Data Collection</u>

Primary Data

- The Primary data will be collected from the respondents by a questionnaire with a combination of close/open ended questions and likert scale survey questions.

C. <u>Methods of Data Collection</u>

- The questionnaire is the research instrument that will be used for collecting data
- The research questionnaire is a mix of close-ended questions, open-ended questions and likert scale scale format of questions.
- The questionnaire will be distributed to the existing digital marketing clients of Vinsan
- Since it is a qualitative research, the sample size will be 8 clients.

6. Project Objectives

- To study the satisfaction level of existing clients
- To study the factors that affect preferences of the existing clients
- To study the perceived quality service of the existing client

7. Project Hypotheses

H0 - There is no significant relation between customer preference, perceived quality, customer satisfaction on customer loyalty.

H1 - There is significant relation between customer preference and customer loyalty.
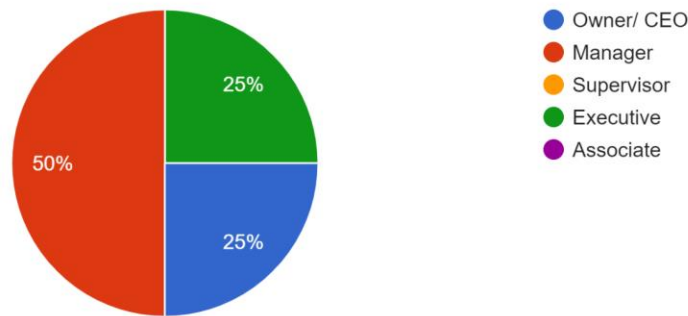
H2 - There is significant relation between perceived quality and customer loyalty.

H3 - There is significant relation between customer satisfaction on customer loyalty.

8. Project Data Findings

Fig 8.1 Designation

Designation
8 responses

In the survey conducted for the digital marketing clients at Vinsan, the above pie chart shows the designation of the respondents. Out of the 8 respondents, 50% were managers, whereas the others were the owners/CEO (25%) and Executive (25%).

Fig 8.2 Duration of operating in the industry

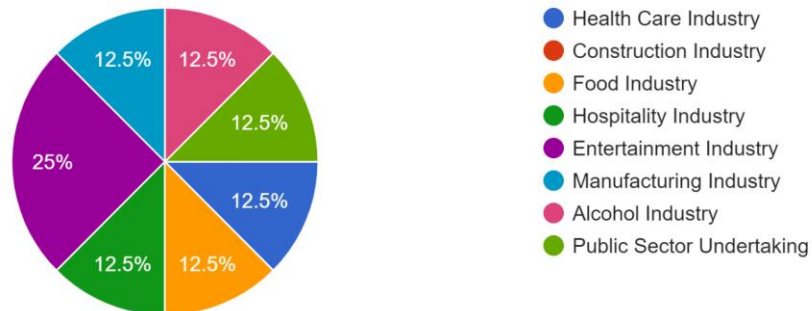How long has your company been in business?
8 responses
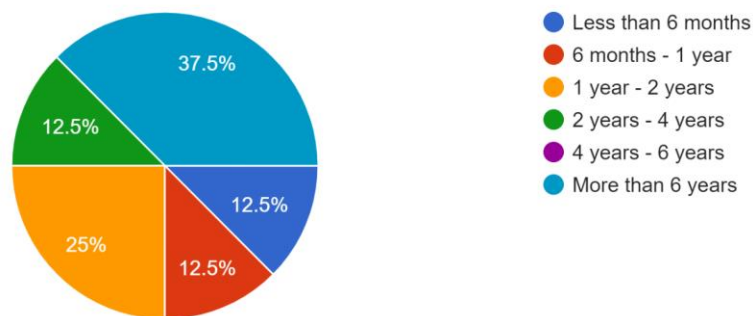
Most of the respondents have been in business for more than 6 years i.e. 37.5%.
25% of the respondents have been in the industry for 1 to 2 years. While the other clients were in business for 2 to 4 years, 6 months to 1 year and less than 6 months.

Fig 8.3 Industry

In which industry is your business?
8 responses

The above pie chart shows the industry from which the business belongs. 25% of the clients belong to the entertainment industry. While the others belong to the healthcare, food, hospitality, manufacturing industry and public sector undertakings.

Fig 8.4 Duration for using Vinsan's digital marketing services

How long have you been using Vinsan World's digital marketing services?
8 responses
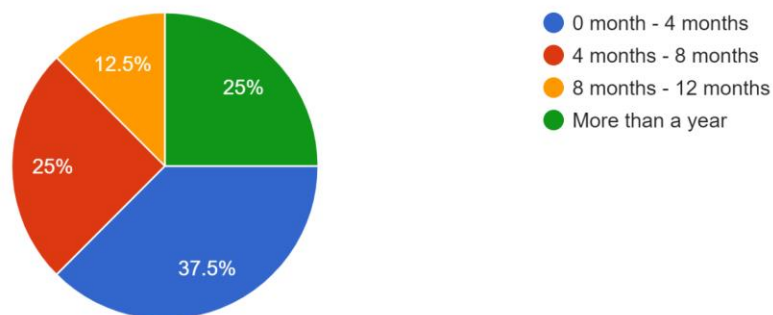
Most of the respondents have been using Vinsan's digital marketing services for 0 to 4 months i.e. 37.5%. 25% of the respondents have been using the services for 4 months to 8 months and 25% for more than a year. 12.5% of the respondents have been using Vinsan's digital marketing services for 8 to 12 months.

Fig 8.5 Brand Recognition

How did you find out about Vinsan's digital marketing services?
8 responses
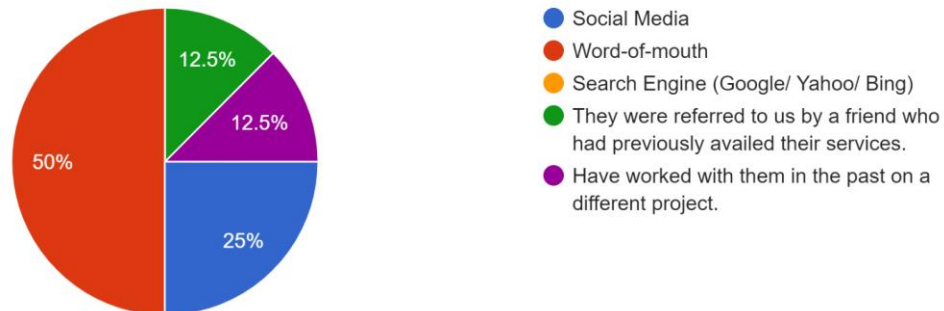
50% of the respondents found out about Vinsan World's digital marketing services through word-of-mouth. 25% of the respondents found out about the service through social media. While 12.5% of the respondents had previously availed their other service and hence opted for digital marketing.

Fig 8.6 Client Preference

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, rate the following factors that may have influenced you while choosing Vinsan as your digital marketing agency.
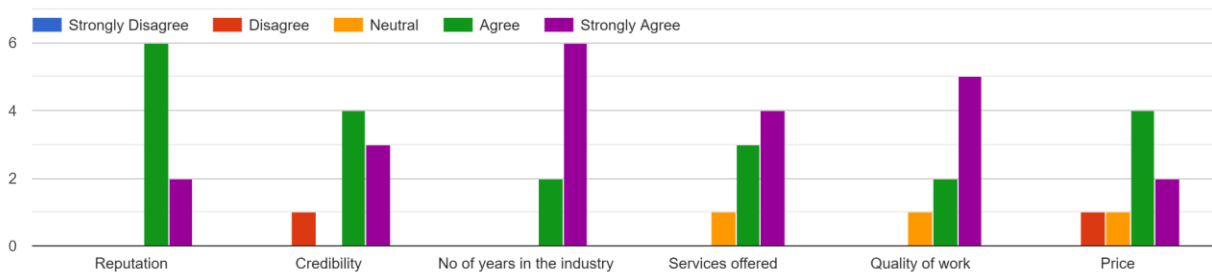
The above graph shows how the factors affected the choice of the client while choosing Vinsan as their digital marketing agency where Reputation, Credibility, No of years in the industry, Services offered, Quality of work and Price were the parameters. Majority of the respondents either strongly agreed or agreed with the statement.

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Fig 8.7 Perceived Quality

On a scale of 1-5, where 1 is highly dissatisfied and 5 is highly satisfied, rate the following digital marketing services at Vinsan World.
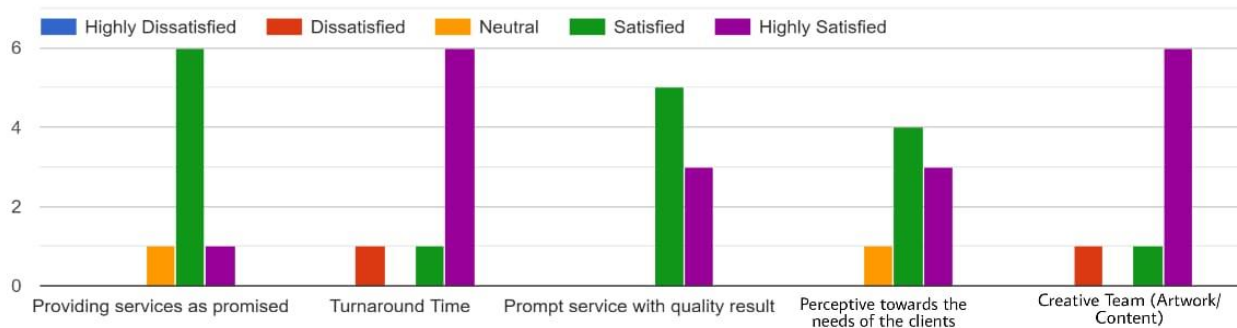
The above graph shows the perceived quality in terms of the service offered. The parameters were providing services as promised, turnaround time, prompt service with quality result, perceptive towards the needs of the clients, and the creative team. Most of the respondents were either highly satisfied or satisfied.

Fig 8.8 Satisfaction level of clients

On a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, rate the following statements with regards to the satisfaction level for the digital marketing services at Vinsan.
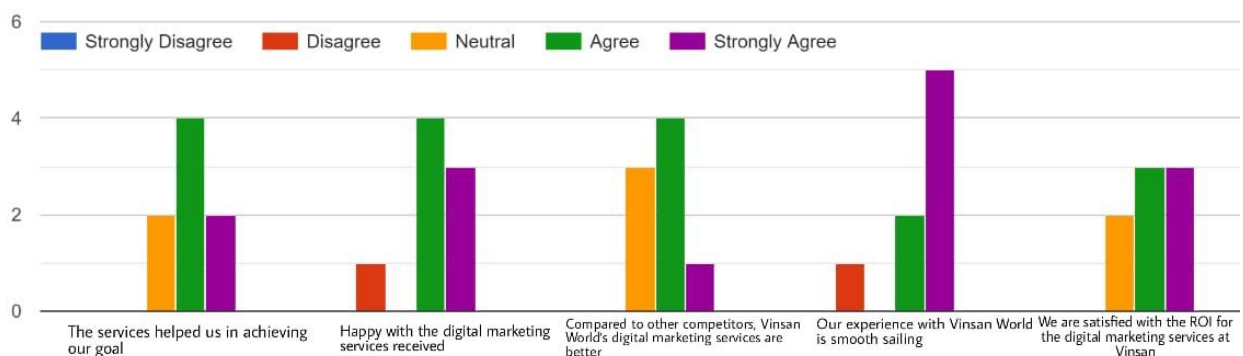
The above graph shows the level of satisfaction of the existing clients. The criteria were services helped in achieving the goals, happy with the services, compared to the competitors, Vinsan's digital marketing services were better, experience has been smooth sailing and satisfied with regards to ROI. The graph shows that most of the clients strongly agreed or agreed with the statements. Few of the clients responded with neutral for the statements.

Fig 8.9 Perception

Which of the following word would you use to describe our service?
8 responses

● High quality of work
● Reliable
● Unique
● Good value for money
● Overpriced
● Similar to competitors
● Unreliable
● Poor quality of work
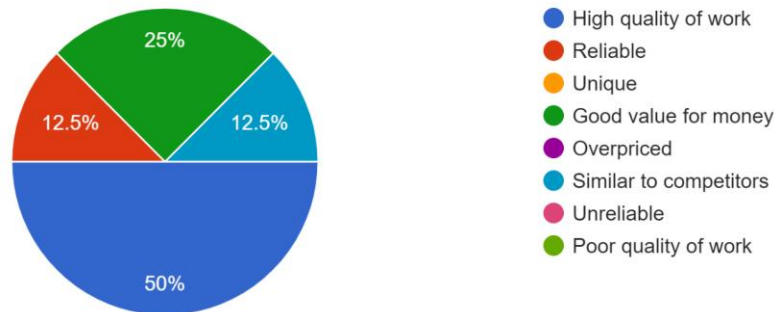
The above pie chart shows the perception of the client towards the digital marketing service. 50% of the clients found the service to be high quality. 25% of the respondents found the service was worth the money. 12.5% of the respondents found the service reliable. Whereas, the other respondents found the service to be similar to competitors.

Fig 8.10 Reasons for choosing Vinsan over competitors.

Due to their reputation and experience.

Worked with them on a different project, hardworking and provide quality service.

Highly recommended from a close source.

Price factor

Recommended by a close source.

Good feedback from people I know who have availed their service. On time delivery and reduced turnaround time on projects handled by them.

Quality work and quick turnaround time

Have worked with them in the past and we were really confident of them delivering on targets assigned to them on time.

In an open ended question where the respondents were asked the reasons for choosing Vinsan over their competitors.

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Fig 8.11 Recommending Vinsan to others.

Based on the services you received, how likely are you to recommend Vinsan World to others?
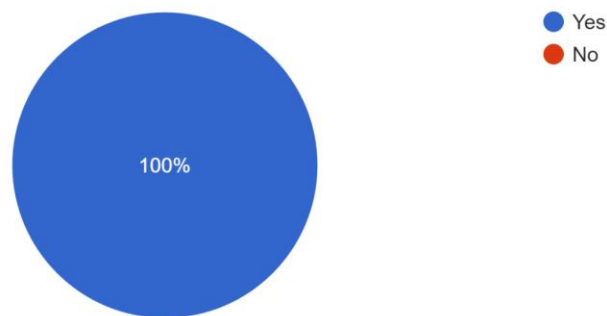
8 responses
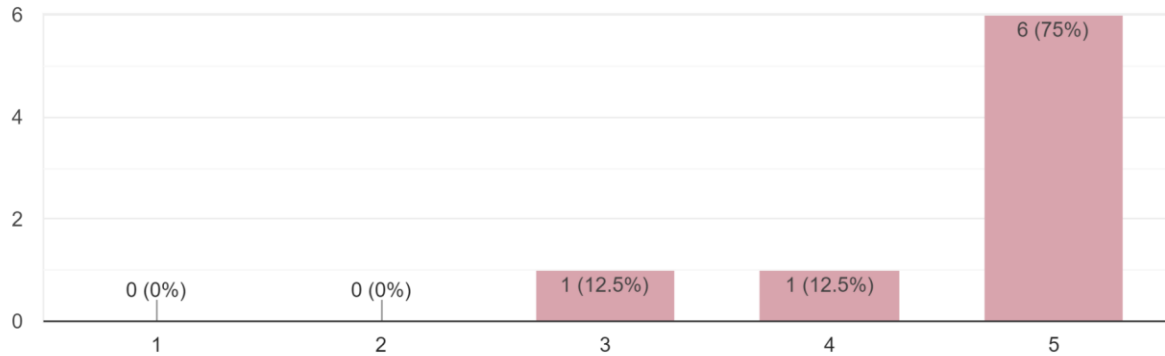
In the above graph, where 1 is extremely unlikely and 5 is extremely likely, all the respondents reacted positively towards recommending Vinsan to others.

Fig 8.12 Customer Loyalty

Would you like to continue using Vinsan World's services?

8 responses

All the 8 respondents would like to continue using Vinsan's digital marketing services.

9. Project Data Analysis

	CP	PQ	CS
CP	1		
PQ	0.801784	1	
CS	0.801784	1	1

In the above test, based on the responses, an average was taken and the text shows a significant relation between the factors i.e. customer preference (CP), perceived quality (PQ) and customer satisfaction (CS). The test results show as 1, which means that the coefficients have a perfect positive correlation.

10. Conclusion

Working at Vinsan World was a whole new experience full of learning.
Based on the survey, the findings were:
- The marketing agency has clients from different sectors such as entertainment, healthcare, food, alcohol and even government clients.
- Most of the clients started using Vinsan's digital marketing services just recently i.e. 0 - 4 months.
- Half of the clients heard about Vinsan through word of mouth, indicating that the company has a good reputation.
- Client preferences, perceived quality, and satisfaction levels were all high, indicating that Vinsan's services are good.

Customer preference, perceived quality, and customer satisfaction all exhibit a perfect positive correlation in this study. We can conclude that these elements may lead to consumer loyalty based on the hypotheses.

11. Recommendation to the Company

- ➢ To have the name "Vinsan Graphics" specified, since Vinsan Graphics is the name of the marketing agency and Vinsan World is the brand under which all their other business fall under i.e. Vinsan Tours and Travels etc.
- ➢ To make a separate website for the agency with all the marketing services offered.
- ➢ To have testimonials for digital marketing clients.

12. Learning's Derived

1. Helped in research for content.
2. Handling social media for two clients.
3. Creation and implementation of content for social media.
4. Coordinating with the clients for artworks, shoots.
5. Coordinating with the heads and graphic designers.
6. Maintaining records of customer base for future
7. Replying to Google reviews for a client.
8. Helped in social media analysis of competitors for upcoming projects.
9. Assisted in idea generation, captions, research for client pitches.

My everyday tasks as an intern there included managing social media for two customers. It included content creation, captioning, and posting. Coordinating with graphic designers for creatives and heads for approval would be part of this. For another customer, I was responsible for responding to Google reviews and keeping track of leads. I've also helped with client pitches by assisting with competitor research, analysis, and content. I've also assisted with brainstorming café advertising strategies, recommending names, and brainstorming new website concepts.

Aside from the everyday work, I was also responsible for coordinating with clients for new artwork (menu, posters, and newsletters). It was also necessary to plan shoots and coordinate with the client and photographer.

Working as an intern at a marketing agency allowed me to work on a variety of projects in the hospitality, entertainment, and healthcare industries. It was a fantastic learning experience at "Vinsan World".

13. References

- Fangfang Tao (2014). Customer Relationship Management based on Increasing Customer Satisfaction. International Journal of Business and Social Science.

- Pritam Chattopadhyay (2019). A Study on the Impact of Service Quality on Customer Satisfaction and Customer Loyalty With Reference To Service Marketing Context: Theoretical Approach. IRE Journals

- Coyles, S. and Gokey, T. (2002) Customer Retention Is Not Enough, The McKinsey Quarterly 2, 18 Sept. 2002.

14. Annexure

1. Name of the Company

   _____

2. Name of the Respondent

   _____

3. Designation
     - Owner/ CEO
     - Manager
     - Supervisor
     - Executive
     - Associate
     - Other____

4. How long has your company been in business?
     - Less than 6 months
     - 6 months - 1 year
     - 1 year - 2 years
     - 2 years - 4 years
     - 4 years - 6 years
     - More than 6 years

5. In which industry is your business?
   - Health Care Industry
   - Construction Industry
   - Food Industry
   - Hospitality Industry
   - Entertainment Industry
   - Manufacturing Industry
   - Alcohol Industry
   - Public Sector Undertaking
   - Other:_____

6. How long have you been using Vinsan World's digital marketing services?
   - 0 month -4 months
   - 4 months -8 months
   - 8 months -12 months
   - More than a year

7. How did you find out about Vinsan's digital marketing services?
   - Social Media
   - Word of Mouth
   - Search Engine (Google/ Yahoo/ Bing)
   - Other ___

8. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, rate the following factors that may have influenced you while choosing Vinsan as your digital marketing agency.

	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
Reputation					

Credibility					
No of years in the industry					
Services offered					
Quality of Work					
Price					

9. On a scale of 1-5, where 1 is highly dissatisfied and 5 is highly satisfied, rate the following digital marketing services at Vinsan World.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Providing services as promised					
Turnaround Time					
Prompt service with quality result					
Perceptive towards the needs of the clients					
Creative Team (Artworks / content)					

10. On a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, rate the following statements with regards to the satisfaction level for the digital marketing services at Vinsan

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly disagree
The services helped us in achieving our goals					
Happy with the digital marketing services received					
Compared to other competitors, Vinsan World's digital marketing services are better.					
Our experience with Vinsan World is smooth sailing					
We are satisfied with the ROI for the digital marketing services at Vinsan					

11. Which of the following word would you use to describe our service?
   o   High quality of work

- o Reliable
- o Unique
- o Good value for money
- o Overpriced
- o Similar to competitors
- o Unreliable
- o Poor quality of work

12. Why did you choose our service over a competitor

   _____

13. Based on the service you received, how likely are you to recommend Vinsan World to
   Others? (linear scale)
   - o Extremely unlikely
   - o Somewhat unlikely
   - o Neutral
   - o Somewhat likely
   - o Extremely likely

14. Would you like to continue using Vinsan World's services?
   - ● Yes
   - ● No

15. Is there anything you'd like to recommend to Vinsan World with regards to digital
   marketing?

   _____