

FINAL INTERNSHIP REPORT

CONDUCTED AT



PANAJI, GOA

BY

DANIYA SHAIKH

MBA PART 2

2048

GOA BUSINESS SCHOOL

DECLARATION

I, M/s. Daniya Nizamuddin Shaikh , student of Goa Business School, Goa University, pursuing Master of Business Administration (Marketing), hereby declare that the project report on JSA Communications is submitted in the partial fulfilment of the requirement for the degree course of Master of Business Administration. This is a bonfide record of work done by me. I further state that no part of the project has been submitted for the degree or any other similar title of this or any other university.

ACKNOWLEDGEMENT

A project is never the work of an individual. It is moreover a combination of idea, suggestions, reviews, contribution and work involving many people. It cannot be completed without guidelines and assistance. First of all, I would like to express my sincere gratitude to Mr. Joel Andrade, the founder of JSA communications for giving me the opportunity to carry out my study during the tenure of my internship. Also my training guide Mr. Carlyle Dias (Social Media) for his assistance offered to me during internship. I am also thankful to all those other employees of JSA for indirectly assisted me in the successful completion of my Project. Lastly, my special thanks to my mentor Mr. M S Dayanand and all concerned faculty members for giving me the opportunity to undergo such a placement and their encouragement towards me in carrying out my project.

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INDUSTRY ANALYSIS

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

Market Analysis

The advertising industry's success depends heavily on the penetration of different media outlets in the region. India, with its developing economy, is providing the advertisers with numerous growth opportunities, along with expanding media

channels. Economic growth has also led to an increase in consumer spending power, producing a consumer-conscious and affluent brand. The Indian advertising industry is expected to be Asia's fastest-growing advertisement market after China over the forecast period. Further, the increasing penetration of smartphones and the internet in the country is encouraging the use of digital advertising, which is anticipated to aid the growth of this industry in India over the forecast period.

While television segment continues to be the dominant force in India, accounting for almost 38% of the total ad spend in 2020, the mobile and internet advertising segment is anticipated to contribute significantly to the industry growth owing to the increased digitalization and growing shift towards online video via mobile devices in the region.

Market size

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent.

India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020.

The Internet's share in total advertising revenue is anticipated to grow two fold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US\$ 435 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.5 billion) in five years, increasing at a compound annual rate of 28 per cent.

Recent Developments:

- GroupM, the US-based advertising media company, has acquired a majority stake in MediaCom India, a joint venture between GroupM India and Madison Media group's principal shareholder Sam Balsara, for an undisclosed amount.
- Dubai-based Iconiction Ltd plans to enter the Indian retail analytics space in partnership with local entrepreneur Mr Anil Hirani, to set up Iconiction India Ltd.
- Flipkart, India's largest e-commerce marketplace, has re-entered the private label business by launching Smart Buy, with a view to boost earnings and fill gaps in its product selection.
- The Indian Railways is working on a new advertising policy aimed at installing 100,000 big digital screens at 2,175 railway stations across the country, which is expected generate Rs 11,770 crore (US\$ 1.76 billion) revenue annually.
- Indian Railways has appointed Ernst & Young (EY) as a consultant to discover its advertising potential, which is in line with the Railway Budget proposal of increasing non-fare earnings to over Rs 5,000 crore (US\$ 750 million) in five years.
- MoMark Services, a mobile based customer engagement platform for small and medium businesses, has raised US\$ 600,000 from YourNest Angel Fund and LNB Group, to scale up its product offerings and talent acquisition.
- Tata Motors has appointed renowned football player Lionel Messi as the global brand ambassador for Tata cars and utility vehicles globally, with an aim to tap the youth market and expand visibility and presence of Tata Motors in newer markets.

- DDB Mudra Group has planned to launch 'Track DDB', a brand that addresses the data-led world of marketing communications, which will provide services like creative, data and digital analytics, database marketing, CRM, digital and mobile marketing in India.
- All India Radio (AIR) has appointed 'release MyAd' as a virtual agency to let advertisers book ads for all of AIR's station online.
- Google is all set to help India implement Prime Minister Mr Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to realise it, said Google's Chief Internet Evangelist Mr Vinton G. Cerf. Digital India is Rs 1.13 trillion (US\$ 16.95 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade.
- Jaipur-based Girnar Software Private Limited, which owns and operates the website CarDekho.com, announced that it has raised US\$ 50 million in its second round of funding. The funding was led by Hillhouse Capital with participation from Tybourne Capital and Sequoia Capital.
- ZipDial has become the first Indian technology product startup to be bought by Twitter in what is the third such deal led by a global corporation following the acquisitions by Facebook and Yahoo. The ZipDial deal is expected to cost Twitter US\$ 34-35 million. This feature is expected to help Twitter reach people who will come online for the first time in countries such as Brazil, India and Indonesia, mostly using a mobile device.
- Telecom major Axiata's subsidiary, Axiata Digital Advertising (ADA) has formed a joint venture with US-based advertising tech firm Acknowledge to get into the US\$ 47 billion digital ad market in the Asia Pacific region and has identified India as a 'key' market.

Road Ahead

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

The Indian PR industry has been moving at a steady pace in the last few years, especially after some of the major global PR companies have set up their consultancies in India. While there are several estimates that are floating around about the size of the Indian PR industry, according to a reliable report, it is pegged at over Rs 2,000 crore and growing at about 12%. From legacy organizations to the newest start-ups, PR has become a trusted business partner to steer the company ahead.

PESTLE ANALYSIS

The pandemic has impacted every sphere of human life and it has had a ripple effect on many industries. One such space is advertising, which has faced multiple hurdles, especially for advertisers, but brands with their offbeat campaigns have managed to achieve results through sheer creativity.

POLITICAL

Government is regularly either making new policies or changing the old ones. Some policies directly affect businesses like the minimum wage policy. While many others attack the businesses indirectly like taxes and interest rates.

Moreover, the government is getting increasingly active in fighting to save the environment which is also bringing a lot of changes in the policy.

Then there are policies related to what can be advertised, how to do green advertising, or children's products' advertising.

In addition, there are even policies related to email marketing like can SPAM and telemarketing.

ECONOMICAL:

Whenever an economic crisis occurs, the advertising industry is the first one to experience a financial cut-down. This had a major impact on the advertising industry as companies start to cut down on spending, advertising seems to be the easiest and first to be reduced by the financial departments. Although this may have seemed like a wise move but instead must have caused drops in sales as this creates a gap between the consumer and brand. Thus, reducing costs of advertising may have also caused reduction in sales and potential new consumers. Although, this may have been seen as a good thing it has caused a strain to the advertising industry as companies tend to demand more for cheaper and when advertising agencies fail to deliver companies turn to in house advertising where the company produces their own advertisement at a lower budget.

On the other hand, inflation rates have a negative effect on the growth of the advertising industry. Inflation rates affect the prices of goods and services which also affects the purchasing power. If the purchasing power of the consumers decline, manufacturing industries will experience low returns. They will shift the burden to the advertising industry by reducing investment in the industry and therefore affecting growth. The other economic factors also affect growth in one way or another

.

SOCIAL:

The social aspect of the advertising industry is evolving; there is a PlayStation, Xbox or Nintendo in almost every home globally. As technology advances, it raises the capability and functions these devices play. The latest advancement is the beachhead into a new space of advertising – VR Virtual Reality. The user can immerse his or her senses into an experience.

Due to the rise of constant use of social media, it is found that companies turn to social media to advertise their content alternatively to traditional advertising such as TV, out of home (OOH) print press etc. due to its major impact and very little cost. Social media has become the most powerful tool and the most powerful platform used by many to speak their opinion freely. Companies do not only gain recognition through the content they provide on social networking sites to interact with consumers but also gain consumers via word of mouth, which in my opinion is the most powerful advertising tool. Social media is used for celebrity endorsement... to buy a product through a couple of times Sponsorship and many advertisements featuring celebrities, role models, activists, singers, actors and so on, this is used by companies to build a positive brand image via the positive impact these celebrities have on fans. Social media encourages communication and interaction between companies and viewers, as it allows companies to publish what content and information they choose, whether it be to promote the company or just interaction. Social media is also used as a platform for customer service where consumers can interact with the company directly, bringing about positive or negative views. Many examples of campaigns that use social media to reach a certain audience can be found in other blog posts.

TECHNOLOGICAL

Technology has transformed marketing by making campaigns more personalized and immersive for people and creating ecosystems that are more integrated and targeted for

marketers. And it's not just the interface between brands and people that have been transformed. New technology in marketing has permeated the infrastructure and systems on which companies are built, delivering value to procurement and adding to the bottom line 2022, for 56% of marketers, both creativity and technology will play an equal role in determining where and how they engage with their customers. 30% will prioritize technology over creativity.

To better grasp why this is happening, we only need to look at where people get their information, their desired modes of entertainment and their shopping preferences.

- **Connectivity:** There are about 4 billion internet users online, meaning that 50.8% of the global population is connected. In the next three years, China and India will add more internet users than what exists in the US today.

- **Mobile:** More than 5 billion people have mobile devices, and over half of these connections are smartphones. It is anticipated that \$93 billion will be spent on mobile ads this year, over \$20 billion more than what will be spent on TV. E-Commerce: Over 2.14 billion people worldwide are expected to buy goods and services online in 2021.

- **Entertainment:** One-third of online activity is spent watching videos online, with half a billion people watching videos on Facebook every day.

- **A partnership between marketing and technology**

The challenge for marketers will not be what to do with the data they collect, but how they use it. You can have the most sophisticated technology, but without marketing intelligence that unifies data insights, the technology will not deliver the ROI you expect.

LEGAL

Advertisers have to be especially careful to act ethically at all times, taking extra care when advertising to children, advertising potentially harmful products and using psychological tactics to stimulate demand. Advertising tactics present additional ethical challenges.

Advertisers have a range of less-than-ethical yet legal tools at their disposal, including subliminal advertising, emotional appeals, taking advantage of less educated individuals, spreading propaganda for political campaigns, and other tactics ethical advertisers consistently refrain from using. At the end of the day, consumers will be more attracted to companies that do not use underhanded, psychologically manipulative tactics to gain their business.

The advertising watchdog has unveiled the Guidelines for Influencer Advertising in Digital Media which came into effect on 14 June 2021. With lines between content and advertising becoming blurred, the intention of these guidelines is to differentiate between content-based videos and promotional videos made by influencers for commercial gain.

As per the guidelines, “anyone who has a position or authority to influence the purchasing decisions or opinions of an audience is an influencer.” This includes social media influencers as well. This may also comprise virtual influencers, who are fictional computer-generated “people” or avatars, who have the realistic characteristics, features and personalities of humans and behave in a manner similar to influencers.

All advertisements published by social media influencers, on their influencers’ accounts must carry a disclosure label clearly identifying it as an advertisement. The disclosure label must be upfront and suitable for all devices.

In a country where the majority of the population is not educated to an advanced degree and information disseminated through media holds massive relevance for consumers, such Guidelines have come at a very important time.

No false advertising or loose comments can escape through the loophole of inadequate safeguarding anymore. The Guidelines embrace all the manufacturers, service providers and advertising agencies, as well as holding brand endorsers accountable for any misleading claims made. Based on these amendments, there is expected to be a much higher degree of vigilance observed by all stakeholders involved in brand advertising.

Consequently, it is recommended that both national and international brands seek legal review of their advertisements as non-compliance with the statutory regulations will not only cause severe damage to a brand's reputation, but will also involve legal implications. Moreover, a

review from a local legal perspective will also ensure that advertisements are sympathetic to the local mindset.

ENVIRONMENTAL

The environmental challenges often come with a price tag, a threat to the advertising industry is the willingness of clients to spend on environmental products, campaigns or services. They usually come in at a higher price point.

Advertising has an important role to play in the environmental challenges it is an existential threat. Overcoming the challenges to produce tangible changes requires the capture of hearts and minds.

Many marketing and advertising departments will be up to the challenge: thinking through creative and innovative marketing strategies and practices that will navigate the business through this new normal. For brands, this means dealing with market alteration because of the economic impact on all industry sectors; facing increased competition given consumers' and social "new normal"; addressing sustainability; evaluating operational options and challenges presented by strategic planning in an environment of uncertainty; analyzing brand reputation issues; identifying potential new products and services needed to meet consumers' needs and expectations; focusing on creative and strategic marketing campaigns and targeted advertising; and using social media effectively.

These are made all the more important since, as a result of COVID-19, advertising spending is expected to decrease for some in 2020 as stores close and revenue decreases. For example, one online rental home booking company announced that it will suspend all marketing activities in 2020 in order to save hundreds of millions of dollars. Other businesses have refocused their spends to purpose-driven marketing, mission-based marketing and cause-related marketing to better satiate consumers' increased media consumption while working from home. For example, 45 percent of global consumers are devoting more time to social media, online video streaming has increased by 26 percent, online gaming traffic has increased exponentially on one telecommunication company's servers, and the number of consumers using online food delivery and essential goods delivery has risen dramatically.

As a result, many brands may look to optimize their marketing practices to better reflect the increase in online transactions, communications and face time with consumers.

PORTERS 5 FORCES

THREATS OF NEW ENTRY

- Penetration in internet is the very high in India, reports showing average Indian will spend 12.7 hour internet.
- Lack of getting efficient work force is a threat in advertising.
- Cost of setting up a digital agency is low. But advertising agencies need to invest a huge amount in backend function like technology.
- Getting clients in the initial stage is a bit difficult, because clients will usually look the past experience of agency.
- Government regulations in the digital advertising are low. While compared with M&E industry.
- JSA has to face with the upcoming new entrants as the current trend of online has been in rise ,so more and more companies are coming with the advertising agencies and thus creating a very competitive market.

BARGAINING POWER OF SUPPLIERS

- ☐ Lot of suppliers are there, but some suppliers who have high reach and affinity will charge high price for placing ads in their portals.
- ☐ Real time bidding will lead to increase the demand of some portals.
- ☐ Bargaining power of suppliers, who provide data and information are very high.
- ☐ Seasonal campaigns put pressure on supply side to charge high.
- ☐ Employee or work force with proper knowledge is limited.

BARGAINING POWER OF BUYERS

- Buyer are the clients of advertisement agencies, basically buyers are high idea seekers.
- Clients can ask agencies to change pattern of campaigns at any time.
- Clients like MNC's have high power over agencies, but SME's will satisfy with performance of agencies.
- JSA has Clients that choose agencies which have good experience in industry rather than the high end companies reason being , at JSA they give full attention to the clients demands.
- For any on the spot changes its much more convenient to contact at JSA then any other .
- Also Clients like long term relationships with agencies, so they also try to adjust with agencies.

THREATS OF SUBSTITUTES

- Substitutes are too popular among buyers. They had high demand in past years.
- But media consumption through radio is increasing now.
- JSA has high no. of substitutes like Print media, TV, OOH and Radio.
- These substitute can easily take away the market for an advertising agency

RIVALRY BY EXISTING COMPETITORS .

- Existing competitors have high profile clients and clients loyal toward them.
- Most of the traditional agencies are now concentrating in digital also.
- Existing firms in the Industry are creating variety and unique campaign for clients.
- Most of the firms have efficient backend support in technology.
- Existing firms have the expertise manpower and firms giving good remunerations to employees. So employees are loyal towards employers.

- Some firms are popular due to execution of innovative campaigns.
- Few of the brands have in-house agencies, it will reduce business but not in a high level.
- At present JSA has many competitors, as lot new players are coming to the industry .But JSA along with the Advertising offers the PR services that makes them stand out from the rest of the agency

Conclusion of Porter's Five Force Analysis

Ad agencies looking to grow their business almost invariably try to win it from direct competitors—the other holding companies. Yet that is a fairly myopic way to look at an industry. More often than not, new opportunities and threats come from outside. Looking through Porter's lens, it becomes clear that the agency business faces an existential strategic threat. Bargaining power with suppliers and customers has always been a challenge, .There are also new market entries on the high end,, who have vastly more resources and capabilities than ad agencies Low threats for new entry.

- High bargaining power of suppliers.
- Bargaining power of buyer is medium, but in the coming year there is a chance to increase. Due to a lot of players are coming to the industry.
- Threats of the substitutes are high, but it will change in coming years.
- Rivalry by existing competitors is high, but possible to break it by doing some unique campaign for a client.
- The Indian market is a potential market for advertising due to high internet and mobile penetration.

COMPANY ANALYSIS

saturated. So each one is giving their best to sustain in the market. JSA Communications is a Privately held Advertising and Public Relations agency with a team of dynamic, efficient and creative experts. Founded in the year 2018 by Mr. Joel Savio Andrade, Headquartered in Panaji, Goa.

Mr. Joel Savio Andrade , is the Councilor, Corporation of The City Panaji, Goa – India , Goa Pradesh Congress Panaji Block President ,resident, Miramar Sports Club, Former Journalist and Director at JSA Communications, Panjim. He worked as a reporter for a newspaper company, after working for several years he thought of having starting his own business so that how he started with JSA.

They have partnered with emerging brands like the Rise group, James electricals , Counto Honda Margao, Java and the Congress House Goa to established, high-profile individuals, start-ups, regional businesses and others to help them define and achieve strategic goals.

They conceptualize ideas that leave impactful impressions. To implement powerful, driven and proactive efforts and offer a comprehensive range of integrated marketing services that meet every client's unique needs is our number 1 priority.

They understand the pivotal role of 'Brand Image' in perception, keeping that in mind they create intangible value and epitomize your portrayal, because what's better than building your image, than through communication.

They invite us to forge a long-term business relationship and assure you of their very best always

Services offered :

BRAND MARKETING

They redefine and re-energize companies and brands, their strategies and creatives help clients earn recognition, trust and conversion by delivering value to right audience. They focus on the right platforms, both online and offline, by designing impactful creatives which are choreographed to make real difference for brands and business.

CORPORATE REPUTATION

They use hard data with human insight to build and protect brands. They guide organizations to build resilience and sustainability into their business models to reduce risk and boost reputation. They build narratives that change perceptions and drive action while nurturing office culture and driving employee engagement.

CRISIS MANAGEMENT

Organizations must continuously assess and plan against potential threats, available resources and company values. They believe the key to a crisis management approach is providing our clients with a strategy based upon actionable intelligence. Our real-time social listening and issues-forecasting processes provide ensure that you are always one step ahead.

EMPLOYEE MANAGMENT

In order for organizations to achieve their highest potential, they must engage and enable employee's needs. They align employees — whether they're at a desk, in a factory or on the road — around a shared purpose and vision. They help clients plan and execute strategies, adhere to discipline and ensure employee safety and wellbeing.

PUBLIC AFFAIR

They bring diversity to our work, with experts coming from the highest levels of government, political campaigns, corporations, media, law firms, NGOs and regulatory agencies. With a focus on data and insight-driven strategy, we accelerate change across platforms, driving results where influencers, traditional, digital and social media converge.

DEPARTMENT AND FUNCTION

HUMAN RESOURCE

At JSA , employee handbooks are used by the HR to communicate policy, culture, values and employment-related procedures.

The HR focus on filling positions with individuals who fit the agency's personality, to deliver ideas and designs that will help the agency. This is done by getting in touch with the candidate via LinkedIn or Instagram .

The HR looks after the employee payments and also the payment clients or receivable amount or the outstanding , is taken care.

She needs to prepare the bills , keep the RO ready without jeopardizing the account team's ability and without demoralizing team members.

When a client drops an agency, HR and senior management must decide if positions should be eliminated or redesigned to prepare for future projects.

SOCIAL MEDIA MANAGER

The Social Media manager at JSA does the following :

- Oversee day-to-day management of campaigns and ensure brand consistency
- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, and YouTube, adapting content to suit different channels.
- Develop new campaigns that promote your organization
- Form key relationships with influencers across the social media platforms
- Undertake audience research
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Recommend improvements to increase performance

GRAPHIC DESIGNER

The Graphic designer at JSA does the following :

- * Liaising with clients to determine their requirements and budget
- * Managing client proposals from typesetting through design, print and production
- * Working with clients, briefing and advising them with regard to design style, format, print production and timescales.
- * Developing concepts, graphics and layouts for product illustrations, company logos and websites.
- * Determining size and arrangement of copy and illustrative material, as well as font style and size
- * Preparing rough drafts of material based on an agreed brief
- * Reviewing final layouts and suggesting improvements if required

- * Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.

ADMIN

The Admin at JSA does the following :

- Preparing, organising and storing information in paper and digital form
- Dealing with queries on the phone and by email.
- Managing diaries, scheduling meetings
- Arranging post and deliveries
- Taking minutes at meetings
- Typing up letters and reports
- Updating computer records using a database.
- Printing and photocopying
- Ordering office supplies
- Maintaining office systems.

ACCOUNTS

They currently have their accounts handled by James electricals accounts team. Basically the accounts team at James work coordinately with JSA

SWOT ANALYSIS

STRENGTHS:

- JSA along with the advertising also handles the PR work for companies which makes them different from the rest.
- They work with brands across the Goa and India to define, design and execute an effective brand strategy for them. Some of the brands like Rise Group , James Electricals, Counto Honda Margao, etc .
- They handle Advertising of the Congress House of Goa.
- They believe in précised work , that is being cautious with alignment, spell check , grammar, font etc.

WEAKNESS:

- Delay in approvals of the post , Ads, videos etc from the head of the company.

OPPORTUNITIES:

- JSA has successfully been operating from Panjim main city. But talking about scope for opportunities, they are planning to start a new branch at Patto Panjim, and are also in process to start a new branch of JSA in Bangalore city.
- They are also planning to start with a new sub brand on the You tube , in which all the clients videos and the upcoming projects will be featured.

THREAT

- Rising competition
As many such PR and advertising agencies are entering the Goan markets, the sector may soon become

VRIN ANALYSIS

Resource and capabilities	Valuable	Rare	Costly to imitate	Organization exploitation	Competitive performance
National and Local Presence	YES	YES	Can be imitated by competitors	YES	Providing Strong Competitive Advantage
Pricing Strategies	Yes	YES	Pricing strategies are regularly imitated in the industry	Yes	Temporary Competitive Advantage
Customer Community	YES	Yes, the firm has able to build a special relationship with its customers	It is very difficult to imitate the culture and community dedication	YES	Providing Strong Competitive Advantage
Opportunities for Brand Extensions	YES	NO	Yes can be imitated by the competitors	NO	Temporary Competitive Advantage
Track Record of Project Execution	YES	YES	NO	YES	Providing Strong Competitive Advantage
Skilled Employees	YES	YES	YES	YES	Competitive advantage

PROJECT TOPIC

Study about Brand Awareness of JSA Communications in Goa .

RESEACH QUESTION

1. What is the level of Brand awareness of JSA Communications ?
2. What is the satisfaction level of their customers ?
3. What is the level of service efficiency towards its customers ?
4. What is the extend to which people admire and respect JSA ?
5. What extend do the brand consider its customers opinions ?
6. What do the customers feel about JSA communications?
7. What is the level of customer loyalty associated with the JSA Communications ?

OBJECTIVE OF THE STUDY

To understand the Brand awareness of JSA Communication.

- To find out the need satisfaction of its customers .
- To understand the service efficiency of JSA
- To find out the brand imagery of JSA
- To find out the brand credibility of JSA
- To find out the brand feeling towards JSA
- To find out the customer loyalty towards JSA

NEED OF THE STUDY

Many a times people see the various advertisement which come on newspaper, radios, billboards, the hoarding on the street lights, roads , digital Ads etc . But most of the time they aren't aware the company behind creating these amazing work of art. JSA Communications is one of these companies in Panjim which provides PR and Advertising services to customers .

Measuring the Brand awareness of a company is of vital importance since it indicates the number of people who are aware as well as what values they add to the particular brand in a given period of time. Awareness is likelihood that consumers are familiar about the life and accessibility of the services. Understanding brand awareness lets you target those customers and show them how the product or service can help.

JSA Communications is a PR and Advertising agency, so currently they are on the urge to come up with a new Branch at Patto, Panjim. Before they go ahead with their future branch opening they wanted to understand what Brand Salience do they have among the people in the market and their perspective client, how people perceive JSA as a brand, and what improvements needs to be done from customer point of view, the level of resonance they have. Which eventually will help them to understand via this survey, that will help them build trust with the target audience, raise brand awareness and help them to increase the sales. Also understanding the Brand awareness can help you increase an unaware customer's knowledge of the company's offerings.

After considering the above reasons, the need to understand Brand awareness about JSA Communication in Goa was necessary hence this study was conducted.

METHODOLOGY

Sample size of 70 respondents

Survey responses for the survey was collected using Google forms which was circulated across various online platforms like whatsapp, face book and through personal and company contacts. Analysis and interpretation the data was done through charts and using tests

RESEARCH DESIGN

The questionnaire was distributed among the various individuals living in Goa and the clients of JSA .

- **Research Instrument**

The method used to collect data is the questionnaire method. The respondents were requested to fill the google forms to answer the survey.

- **Sampling Technique**

Data was collected though Questionnaire

Random sampling

Each individual was randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process.

- **Data collection**

The data collected for the study consists of primary and secondary data

- a) **Primary data**

The data was collected from the respondents by administering a structured questionnaire with a combination of close/ open ended questions and Likert scale survey questions and through discussion with the owner of the agency.

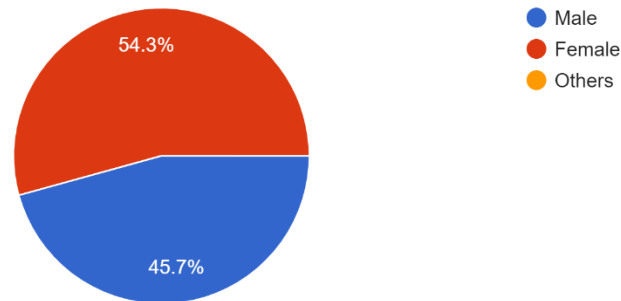
- b) **Secondary data**

The data was collected using Internet , Research Paper and articles and data given by the agency.

DATA ANALYSIS AND INTERPRETATION

Gender

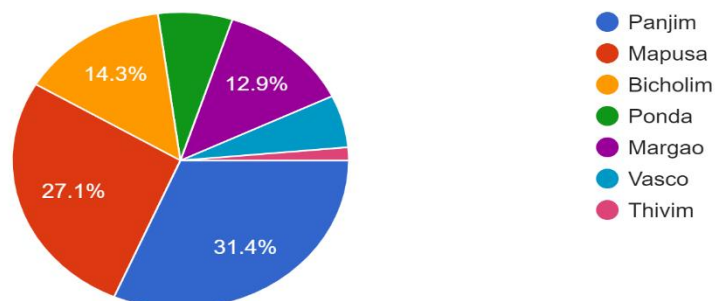
70 responses



The survey respondents majority are females that is 54.3% (38 females) and 45.7 % are male respondents.

Which place are you from?

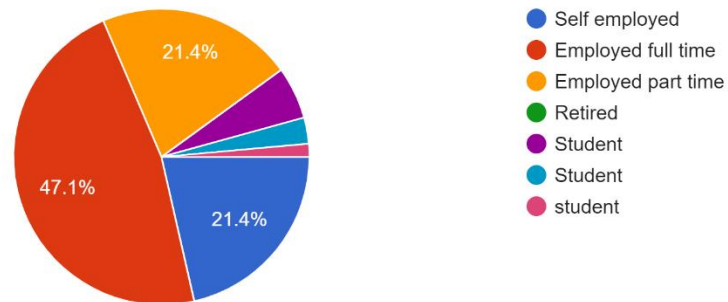
70 responses



From the above pie chart we can say that majority of the respondents are from Panjim city that is 31.4% (22 respondents) followed by Mapusa with 27.1% . Bicholim with 14.3% , Margao with 12.9% , 5 respondents from Ponda city , and a handful from Vasco city and only 1 respondent from Thivim.

Your current employment status ?

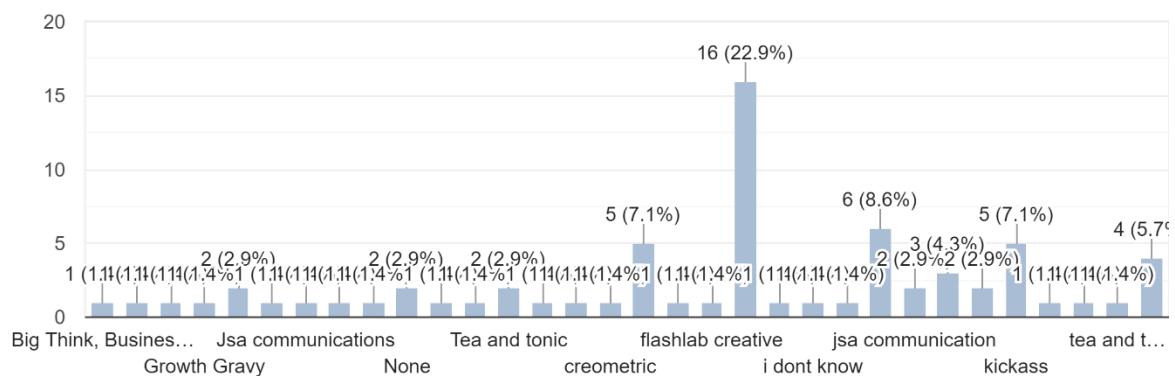
70 responses



In the above Pie chart we can see that little less than half of the respondents are full time employed people that is 47.1% (33 respondents) , a quarter that is 21.4 % are self employed, 21.4% are employed part time the rest were students.

Which is the first brand you think of when thinking about a Public Relation and Marketing Agency?

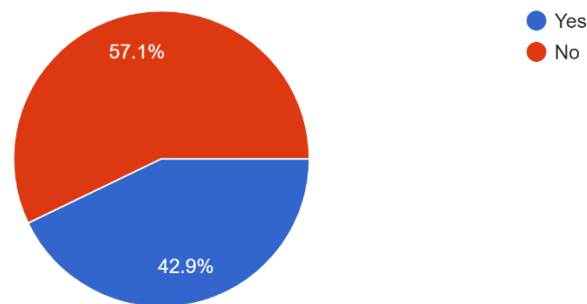
70 responses



From the above we can say that the majority of the respondents said Growth Gravy , Panjim comes to their mind first, followed by JSA communications , Creometric, kickass Digital marketing and viva media . Rest responded with Big think business, Tea and tonic, sanctify, digit cure, social samosa the rest weren't aware of any.

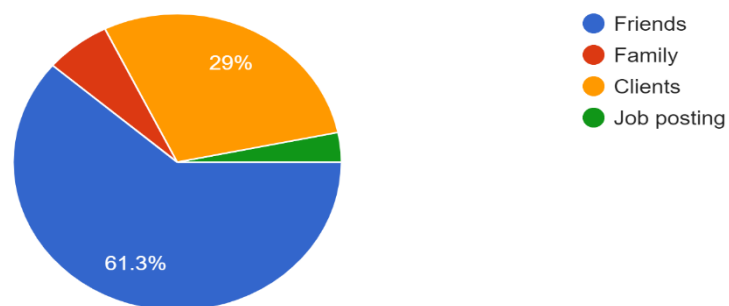
Have you heard about JSA Communications in Panjim?

70 responses



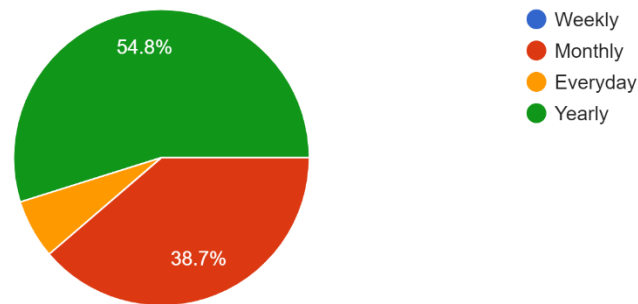
The pie chart clearly says that half of the respondents that is 57.1% were unaware or had never about JSA Communications whereas the rest with 42.9% were Aware and know about JSA Communications in Panjim. As the survey were majorly answered in Panjim, we can assume that being in the same city the respondents were unaware followed by Mapusa.

How did you find out about JSA



Majority of the respondents said that they came to know about JSA through their friends, 29% through clients of the company, 6.5 % through their family and the remaining that is 3.2% through job posting done by JSA Communications. We can say that the word of mouth / Awareness of JSA has spread mostly through friends and clients followed by family and job posts .

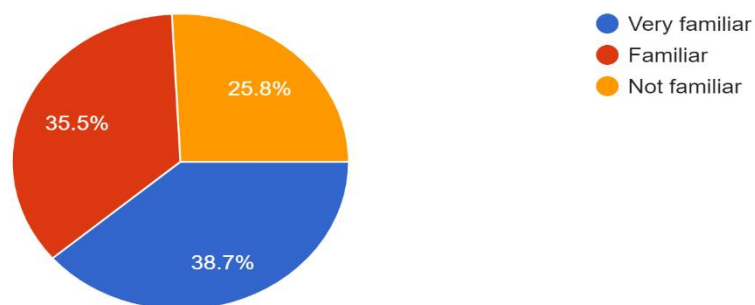
How often do you come in contact with JSA



The pie chart above tells that 54.8% respondents come in contact with JSA on yearly basis whereas 38.7% said that they have a monthly contact with them, and only a few of them have a daily contact.

How familiar are you with JSA

31 responses



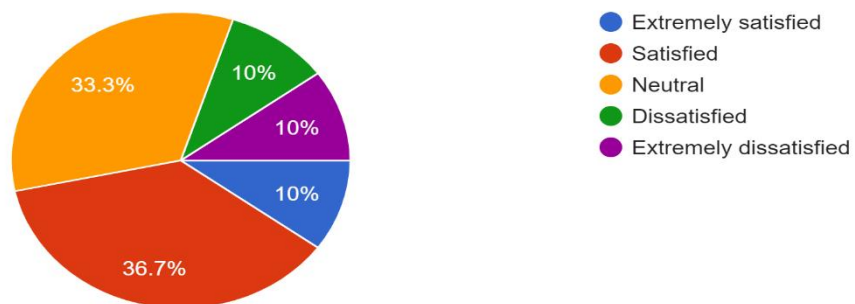
From the above ,we can say that a little less than half of the respondents that is 38.7% said that they are very familiar with JSA , more than a quarter of them said they are familiar and the rest were not familiar .

Which are the services you have used or are aware of which JSA offers

Analysis – to this question majority of the respondents said advertising, followed by social media marketing, marketing , graphics , contents, posts ,promotion.

Were you satisfied with the services offered by JSA

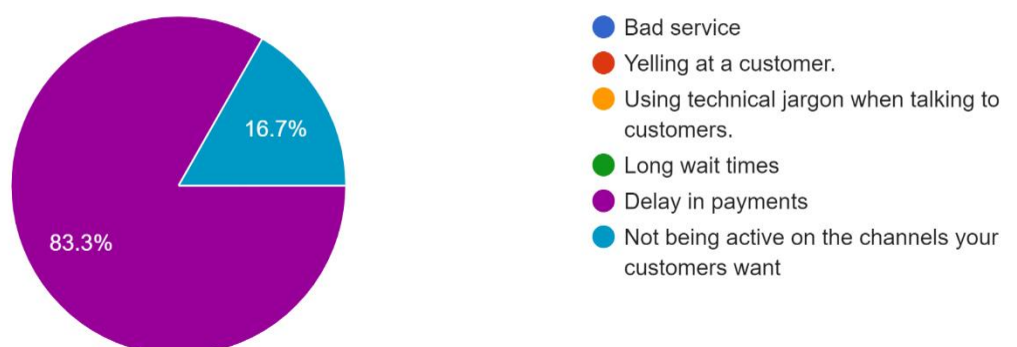
30 responses



Majority of the respondents that is 36.7% are satisfied with the services offered by JSA , about 10% of them were extremely satisfied , around 33.3% responded neutral to this questions. The chart also says that 10% respondents were extremely dissatisfied and handful dissatisfied.

Give reason why you were dissatisfied

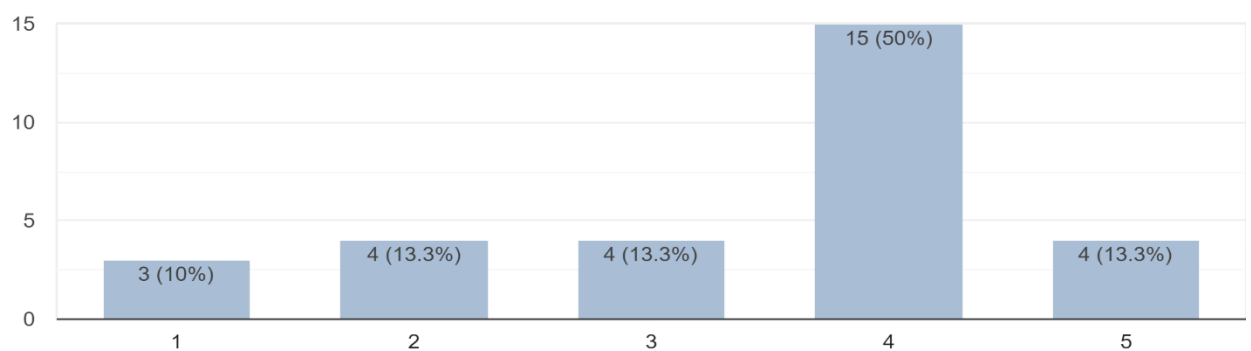
6 responses



The pie chart clearly says that the major reason for respondents being dissatisfied was due to delay in payments by JSA communications and few said that the reason for being dissatisfied was not being active on channels they want.

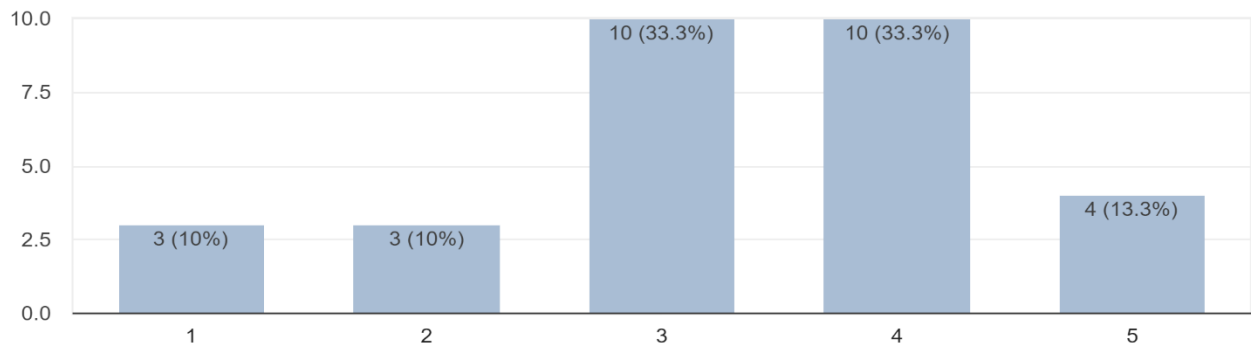
How efficient was JSA in terms of responsiveness

30 responses



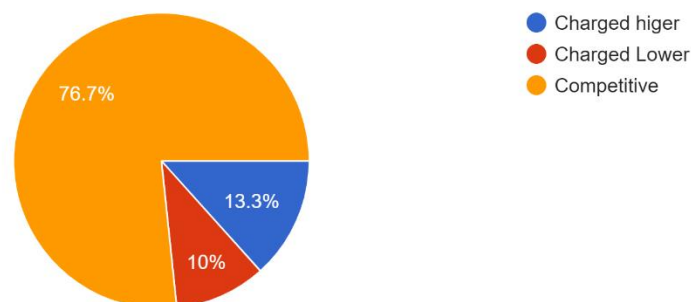
On the scale of 1-5 majority of the respondents have rated a 4 towards the efficiency in terms of responsiveness of JSA , some rated 5 which is extremely efficient and some have rated a 3 and a 4 s well . whereas 3 of the respondents have rate a 1 and felt that they were extremely inefficient .

How efficiently did JSA provide its basic functions of the service category? Kindly rate
30 responses



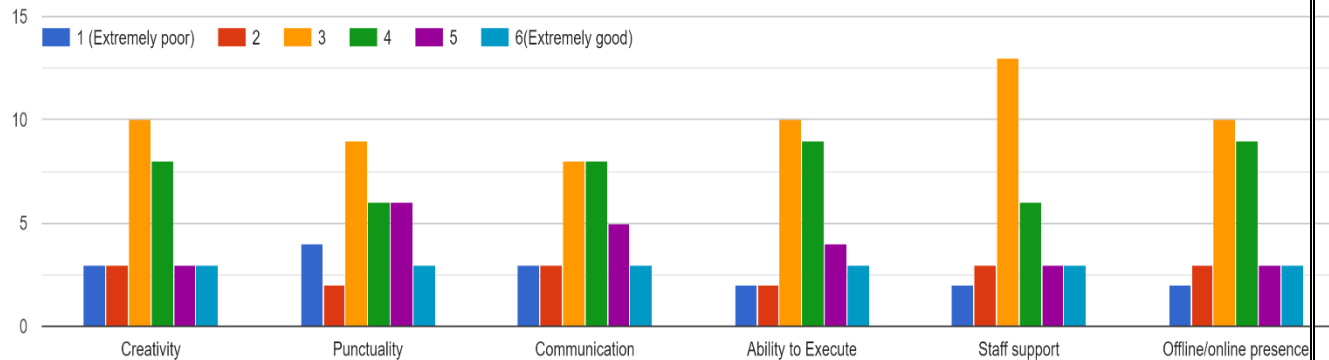
From the above Bar graph we can analyse that on the scale of 1-5 we can see that the respondents rating have been equal between 3 and 4 (neutral and efficient) towards the efficiency in terms of service category of JSA, some rated 5 which is extremely efficient. whereas 3 of the respondents have rate a 1 and felt that they were extremely inefficient.

What do you feel about JSA service charge
30 responses



In the above pie chart we can see that more than half of the respondents that is 76.7% have felt that their service charges were competitive, whereas 13.3% feel that they charge higher and a handful of them say they charge lower than the competitors in the market.

Kindly rate if JSA communications is reliable in terms of the following



From the above bar graph we can say that when it come to Creativity the respondents have majorly rated a 3 , followed by 4 being the second highest rating and the rest are equally rated 1 , 2 , 5 and 6 .

When it comes to Punctuality the majority respondents have given a 3 , whereas the 4 and 5 was equally rated .whereas some have even rated a 1 and said that they were extremely bad in terms of punctuality .

When it comes to Communication the graph shows a qual rating between 3 and 4, followed by giving a rating 5 which tells that JSA was . some good at communication. Some have even rated a 6 , whereas few rated 1 being extremely poor.

When it comes to Ability to execute the graph says that majority of the respondents have rated 3 and little less have rated a 4. Whereas 4 of them have given a 5 rating and few gave 1 and 2 being extremely poor.

Similarly for the staff support the major rating given were 3 followed by 4 . Rating 5 and 6 have qual rating being extremely efficient staff support but few have also given a 1 .

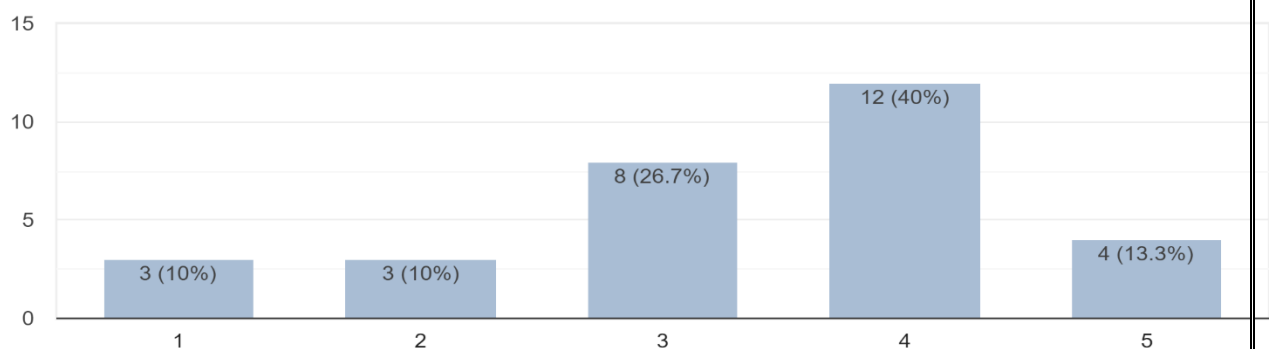
Similarly for the online / offline presence the graph says that majority of the respondents have rated 3 and little less have rated a 4. Rating 5 and 6 have qual rating being extremely efficient online / offline presence but few have also given a 1 and 2 being extremely poor .

To what extent do you feel JSA have helped to grow your business ?

Analysis – the majority respondents said not much when asked how JSA have helped to grow your business some even responded saying none . whereas some said it helped them get customers.

How likely are you to recommend JSA to others

30 responses

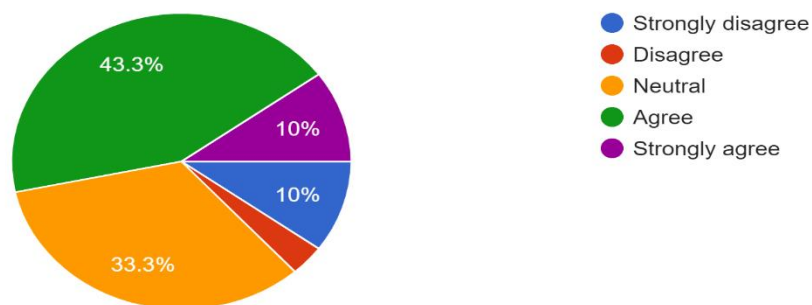


From the above Bar graph we can analyse that on the scale of 1-5,

40 % respondents which is the majority have given a 4 rating which tells us that they are likely to recommend JSA to others , few have even given a 5 and are very likely to recommend , whereas 26.7% are neutral and gave 3 rest gave 1 and 2 rating which tells that they were very unlikely to recommend JSA to anyone .

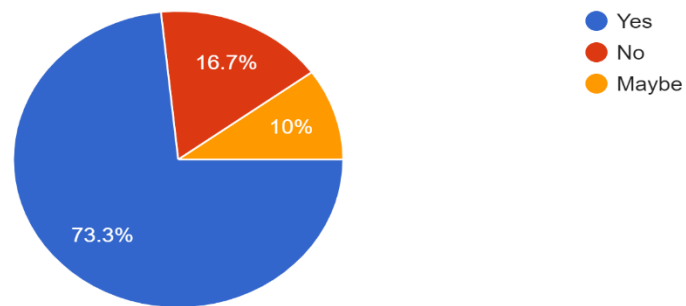
Do you agree that JSA understands your needs and works accordingly ?

30 responses



In the above pie chart we can see that majority that is 43.3 % agree that JSA understands their needs and works accordingly whereas 10% even strongly agree. 33.33 % were neutral. Handful even disagree .

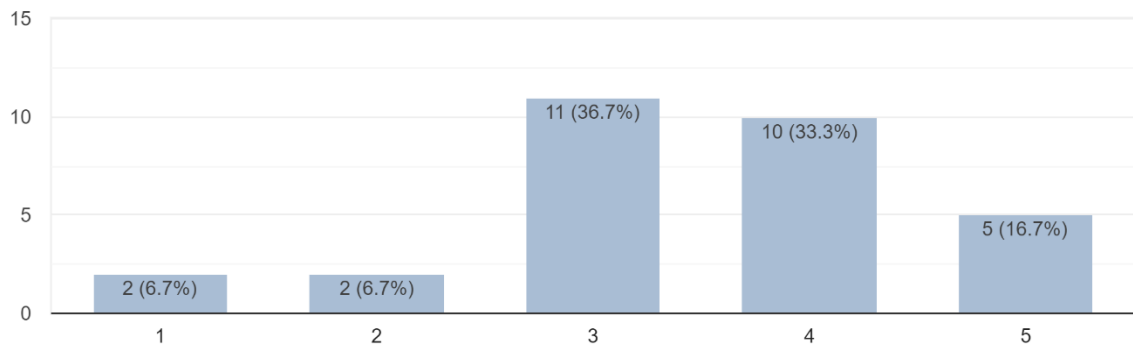
Do you feel that JSA considers your opinions?
30 responses



We can clearly see that three forth of the respondents say yes that JSA considers its opinions whereas 16.7% of them said no , rest responded saying maybe .

Did you like JSA ? on the scale of 1-5 , how much would you rate

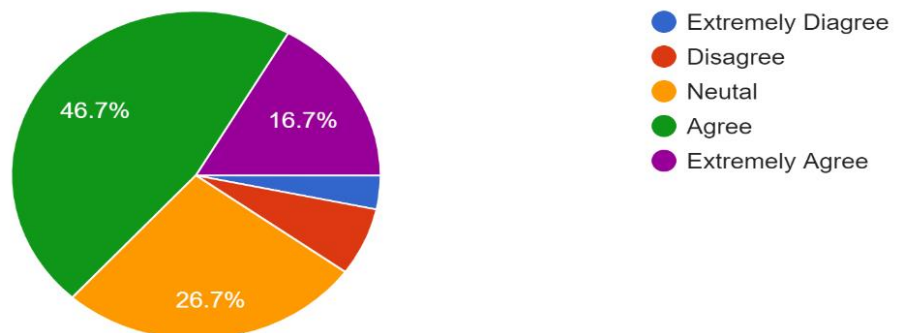
30 responses



When respondents were asked to give a rating to JSA 36.7% of them have rated 3 which is the highest followed by 33.3% who rated a 4. 16.7% gave even given a 5 rating , few were at 1 and 2 .

Do you agree that JSA treats its customers with warmth ?

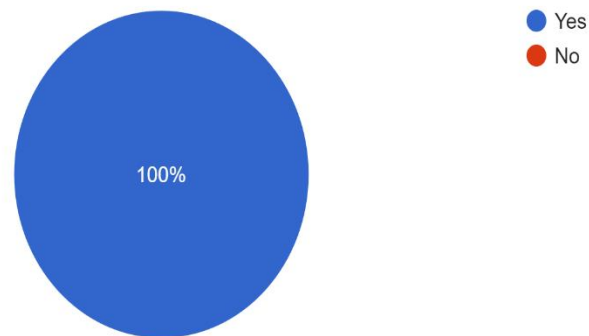
30 responses



In the above pie chart we can see that almost half of them have agreed that JSA treats its customers with warmth some have even extremely agreed. Whereas 26.7% were neutral but handful have even disagreed .

JSA makes you comfortable to work with?

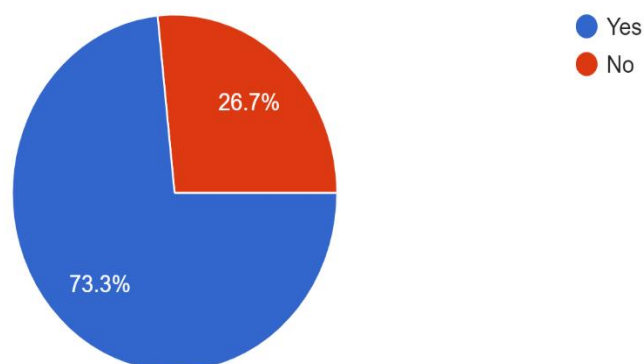
30 responses



We can clearly see that all the respondents say yes when they were asked if JSA makes them comfortable to work with . 100% yes response was seen .

JSA is empathetic to your needs and issues

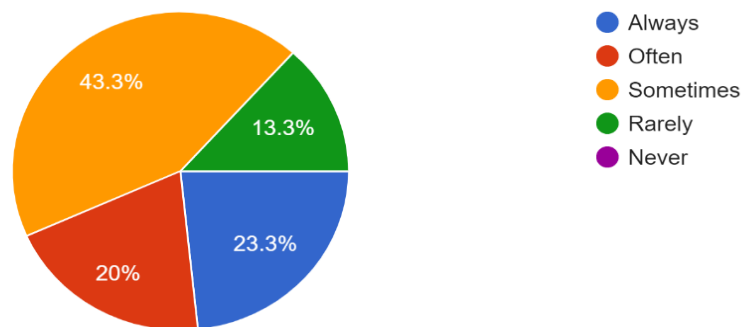
30 responses



In the above pie chart we can see that majority that is 73.3% have said yes that they were empathetic to your needs and issues but 26.7 % have even said no .

JSA is professional and considers your worries

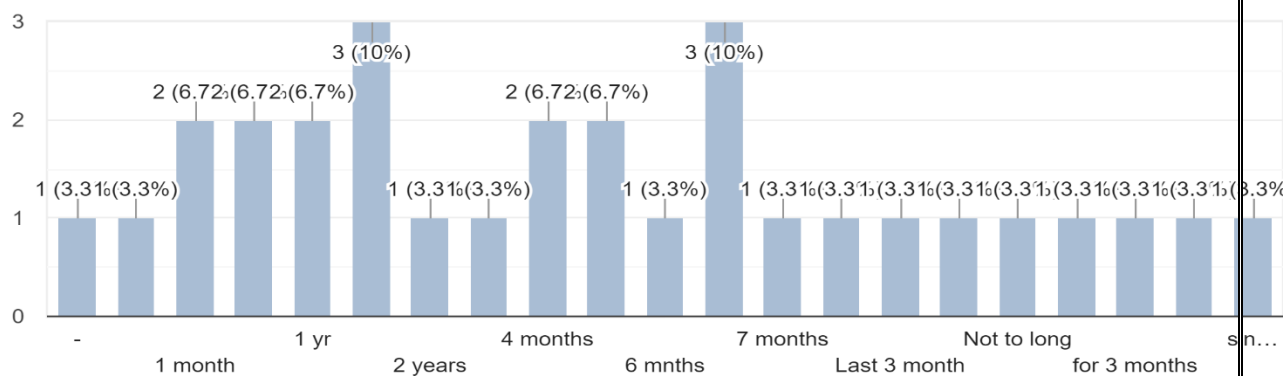
30 responses



In the above pie chart we can see that 43.3% have said sometimes JSA is professional and considers their worries which is the majority, whereas 23.3% have said always and 20% said often. Only a few of them have said they rarely are professional while considering their worries.

How long have you been with JSA ?

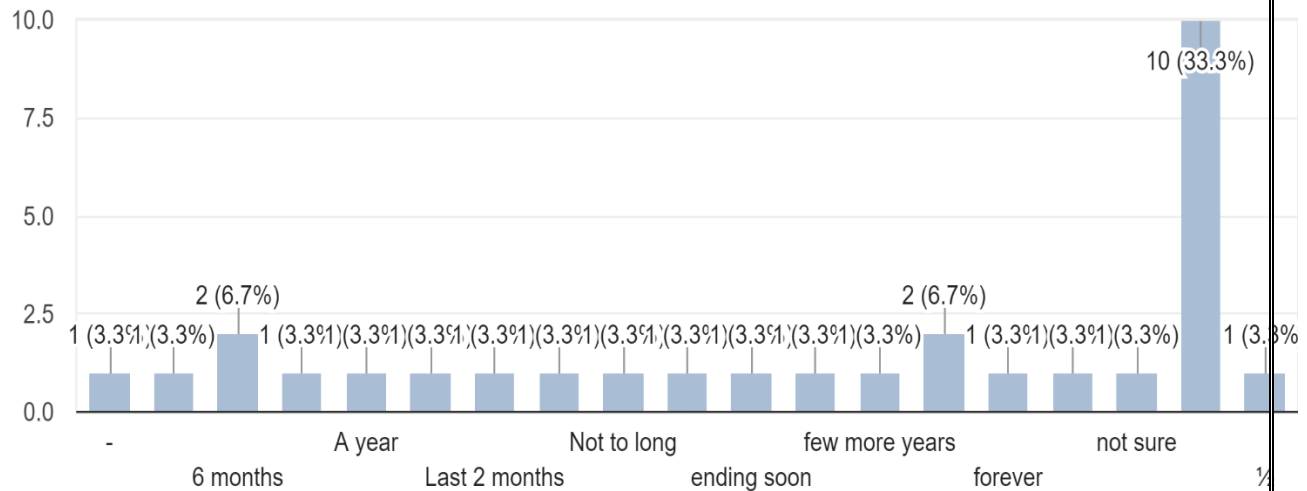
30 responses



Based on the responses given by the respondents we can say that majority from the others have said they have been for 6 months and 3 months as well. Some said 1 year while some said 4 months, 5 months, 3 months. 1 respondent was with JSA since the time it started.

For how long are you to utilise the services of JSA

30 responses



Based on the responses given by the respondents majority of respondents said they prefer not to specify their duration of utilizing the service. Whereas others said for 6 months, 2 months a year, not sure how long the duration with JSA will last . 1 respondent even said that the JSA services will be utilised forever.

KEY FINDINGS

- After conducting the survey I found out that 51.1% of the respondents said No which means they have never heard and are totally unaware about JSA Communications. Whereas 42.9% respondents said yes and are aware about JSA.
- Majority of the respondents said that they came to know about JSA through their friends, 29% through clients of the company, 6.5 % through their family and the remaining that is 3.2% through job posting done by JSA Communications. We can say that the word of mouth / Awareness of JSA has spread mostly through friends and clients followed by family and job posts
- Majority of the respondents that is 36.7% are satisfied with the services offered by JSA, about 10% of them were extremely satisfied , around 33.3% responded neutral to this questions. The chart also says that 10% respondents were extremely dissatisfied and handful dissatisfied.
- The said that that on the scale of 1-5 rating have been qual between 3 and 4 (neutral and efficient) towards the efficiency in terms of service category of JSA , some rated 5 which is extremely efficient. whereas 3 of the respondents have rate a 1 and felt that they were extremely inefficient .
- 40 % respondents which is the majority have given a 4 rating which tells us that they are likely to recommend JSA to others , few have even given a 4 and are very likely to recommend , whereas 26.7% are neutral and gave 3 rest gave 1 and 2 rating which tells that they were very unlikely to recommend JSA to anyone .
- Three forth of the respondents said yes that JSA considers its opinions while providing its service whereas 16.7% of them said no , rest responded saying maybe .
- The results showed that 46.7% of them have agreed that JSA treats its customers with warmth some have even extremely agreed. Whereas 26.7% were neutral but handful have even disagreed
- Based on the responses given by the respondents majority of respondents said they prefer not to specify their duration of utilizing the service. Whereas others said for 6 months, 2 months a year, not sure how long the duration with JSA will last . 1 respondent even said that the JSA services will be utilised forever.

REGRESSION TEST AND INTERPRETATION

BRAND SALIENCE

SUMMARY

OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.778102824
R Square	0.605444004
Adjusted R Square	0.59964171
Standard Error	0.317480923
Observations	70

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	10.51742728	10.51743	104.3456	2.274E-15
Residual	68	6.854001294	0.100794		
Total	69	17.37142857			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.934461109	0.053940583	35.86281	6.66E-46	1.826824351	2.042098	1.826824	2.042097867
Salience	-0.31168025	0.030512104	-10.215	2.27E-15	0.372566201	-0.25079	-0.37257	0.250794291

Hypothesis

H0 - Customer need satisfaction does not have an impact on Brand awareness of JSA.

H1 - Customer need satisfaction has an impact on the brand awareness of JSA.

Interpretation – when the test was run for Salience it is clearly seen that it is negatively correlated , because the value for salience is -0.31168 which tells us that it is fixed which means it needs improvement which will correspondently help with the improvement of Brand awareness of JSA. This also indicates that it is not good for the company and an improvement is needed in this area .

Hence null hypothesis is rejected and alternated is accepted, as even if we look at the P value it is extremely low .

BRAND PERFORMANCE

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.941191
R Square	0.88584
Adjusted R Square	0.884162
Standard Error	0.170773
Observations	70

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	15.38831	15.38831	527.6571	9.23E-34
Residual	68	1.983116	0.029163		
Total	69	17.37143			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.947813	0.026971	72.22011	5.15E-66	1.893994	2.001632	1.893994	2.001632
Performance	-0.26247	0.011426	-22.9708	9.23E-34	-0.28527	-0.23967	-0.28527	-0.23967

Hypothesis

H0- Service efficiency provided by JSA does not have an impact on the Brand Awareness .

H1 -Service efficiency provided by JSA has an impact on the Brand Awareness .

Interpretation – when the test was run for performance of JSA it can be clearly seen that it is negatively correlated , because the value for performance is -0.2625 which tells us that is it fixed which means it needs improvement which will correspondently help with the improvement of Brand awareness of JSA. This also indicates that it is not good for the company and an improvement is needed in this area .

Hence null hypothesis is rejected and alternated is accepted , as even if we look at the P value it is extremely low .

BRAND IMAGERY

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.911353
R Square	0.830564
Adjusted R Square	0.828072
Standard Error	0.20805
Observations	70

ANOVA

					<i>Significance F</i>
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>F</i>
Regression	1	14.42808	14.42808	333.3305	6.45E-28
Residual	68	2.943353	0.043285		
Total	69	17.37143			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.922543	0.032417	59.30726	2.75E-60	1.857857	1.98723	1.857857	1.98723
Imagery	-0.24162	0.013234	-18.2573	6.45E-28	-0.26803	0.21521	-0.26803	0.21521

Hypothesis

H0- Brand image of JSA does not have an impact over its Brand awareness

H1-Brand image of JSA has an impact on its Brand awareness .

Interpretation – when the test was run for imagery of JSA it can be clearly seen that it is negatively correlated , because the value for imagery is -0.2416 which tells us that is it fixed which means it needs improvement which will correspondently help with the improvement

of Brand awareness of JSA. This also indicates that it is not good for the company and an improvement is needed in this area .

Hence null hypothesis is rejected and alternated is accepted , as even if we look at the P value it is extremely low .

BRAND JUDGEMENTS

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.949947
R Square	0.9024
Adjusted R Square	0.900964
Standard Error	0.157903
Observations	70

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	15.67597	15.67597	628.7178	4.44E-36
Residual	68	1.69546	0.024933		
Total	69	17.37143			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.955383	0.025037	78.09902	2.68E-68	1.905422	2.005344	1.905422	2.005344
Judgements	-0.3783	0.015087	-25.0742	4.44E-36	-0.4084	-0.34819	-0.4084	-0.34819

Hypothesis

H0 - JSA Credibility does not have any impact on its awareness

H1 - JSA Credibility has an impact on its awareness .

Interpretation – when the test was run for Judgements about JSA it can be clearly seen that it is negatively correlated , because the value for it is -0.378 which tells us that it is fixed which means it needs improvement which will correspondently help with the improvement of Brand awareness of JSA. This also indicates that it is not good for the company and an improvement is needed in this area .

Hence null hypothesis is rejected and alternated is accepted , as even if we look at the P value it is extremely low .

BRAND FEELINGS

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.950685
R Square	0.903802
Adjusted R Square	0.902387
Standard Error	0.156764
Observations	70

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	15.70033	15.70033	638.8747	2.71E-36
Residual	68	1.671098	0.024575		
Total	69	17.37143			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.956024	0.024865	78.66563	1.65E-68	1.906406	2.005641	1.906406	2.005641
Feeling	-0.47413	0.018758	-25.276	2.71E-36	-0.51156	-0.43669	-0.51156	-0.43669

Hypothesis

H0-Customer feelings towards JSA does not have an impact on its Brand awareness.

H1- Customer feelings towards JSA has an impact on its Brand awareness

Interpretation – when the test was run for Feelings about JSA it can be clearly seen that it is negatively correlated, because the value for it is -0.474 which tells us that it is fixed which means it needs improvement which will correspondently help with the improvement of Brand awareness of JSA. This also indicates that it is not good for the company and an improvement is needed in this area.

Hence null hypothesis is rejected and alternated is accepted, as even if we look at the P value it is extremely low.

CORRELATION TEST AND INTERPRETATION

BRAND SALIENCE

	<i>Brand Awareness</i>	<i>Salience</i>
Brand Awareness	1	
Salience	-0.778102824	1

Hypothesis

H0 - Customer need satisfaction does not have an impact on Brand awareness of JSA.

H1 - Customer need satisfaction has an impact on the brand awareness of JSA.

Interpretation – when the test is run it was seen that it is negatively correlated because the figure comes in -0.7781 ,hence there is inverse relationship between the Salience and Brand Awareness which is bad. Hence null hypothesis is rejected and alternated is accepted.

BRAND PERFORMANCE

	<i>Performance</i>	<i>Brand Awareness</i>
Performance	1	
Brand Awareness	-0.941190931	1

Hypothesis

H0- Service efficiency provided by JSA does not have an impact on the Brand Awareness .

H1 -Service efficiency provided by JSA has an impact on the Brand Awareness .

Interpretation – when the test is run it was seen that it is negatively correlated because the figure comes in -0.94119 ,hence there is inverse relationship between the Brand performance and Brand Awareness which is bad. Hence null hypothesis is rejected and alternated is accepted.

BRAND IMAGERY

	<i>Imagery</i>	<i>Brand Awareness</i>
Imagery	1	
Brand Awareness	-0.911352612	1

Hypothesis

H0- Brand image of JSA does not have an impact over its Brand awareness

H1-Brand image of JSA has an impact on its Brand awareness .

Interpretation – when the test is run it was seen that it is negatively correlated because the figure comes in -0.91135 ,hence there is inverse relationship between the Brand Imagery and Brand Awareness which is bad. Hence null hypothesis is rejected and alternated is accepted.

BRAND JUDGEMENTS

	<i>Judgements</i>	<i>Brand Awareness</i>
Judgements	1	
Brand Awareness	-0.949947107	1

Hypothesis

H0 - JSA Credibility does not have any impact on its awareness

H1 - JSA Credibility has an impact on its awareness.

Interpretation – when the test is run it was seen that it is negatively correlated because the figure comes in -0.949947 ,hence there is inverse relationship between the Brand judgements and Brand Awareness which is bad. Hence null hypothesis is rejected and alternated is accepted.

BRAND FEELINGS

	<i>Feeling</i>	<i>Brand Awareness</i>
Feeling	1	
Brand Awareness	-0.95068	1

Hypothesis

H0-Customer feelings towards JSA does not have an impact on its Brand awareness.

H1- Customer feelings towards JSA has an impact on its Brand awareness

Interpretation – when the test is run it was seen that it is negatively correlated because the figure comes in -0.95068 ,hence there is inverse relationship between the Brand feelings and Brand Awareness which is bad. Hence null hypothesis is rejected and alternated is accepted.

Findings – The above regression test was run to estimate the effect of some explanatory variables on the dependent variable.

The correlation test was run to see how the Independent variables is correlated to the Dependent variable . To find out if there is any negative or positive relationship between them.

After both the test were done we can clearly see that the test results showed that all the Independent variables were negatively correlated to the dependent variable and thus I can say that this has created an impact on the brand awareness of company.

ON THE JOB TRAINING

At JSA communications I was privileged that I got the opportunity to learn various things for the period of 16 weeks as Social media Intern .

- Learning about JSA and its different departments
- Research work for JSA bank, post and content.
- Making list of upcoming National events
- Drafting newspaper Ads
- Scheduling of posts for JSA, as per various campaigns they have .
- Working on JSA's Enagic Kangen Water project
- Doing hygiene check for various accounts on Instagram, linked in, Twitter and Facebook pages
- Working with their business partner Goa Coworking on various posts , captions and reels.

MY LEARNING

Workplace

- How to use social media effectively for various business purpose.
- How to do ideating for JSA posts and research on content.

Personally what I learned

- How to create posts.
- Learnt to do hygiene check for various social media accounts
- Learnt to do scheduling of posts.
- Learnt about facebook Ads

SUGGESTIONS

After analysing the responses given by the people I can say that the 57.1% of respondents which is 40 people out of the total were unaware of JSA communications and the major respondents were from Panjim city itself will tell that they are lacking in brand awareness. Also when both the test were run it showed negative relationship between the Independent variables (salience, feelings, performance, imagery, judgements) and dependent variable (brand awareness) this clearly indicates that it has impact on brand awareness .

I suggest that JSA should take this into consideration and start immediately working on it . Some of the measures which will help in creating awareness is

- Create a website for the company

They should have one company website where people can know about them and their services. If any common man googles and wants to learn about JSA he can conveniently do so if they have a website.

- Maximize their social media presence

In today's world social media does wonders for business growth They should work on their social media handles and be active on it more often. Timely posting of content, story, engaging people, having online quizzes can help them to reach out to more people socially.

- Run Online and Offline Ads

I believe they need to run ads on both the mediums this will help them to attract customers as well as educate people about the brand.

CONCLUSION

It was a complete useful experience working at JSA Communications. The friendly staff and the welcoming atmosphere they have created for a trainee/intern allowed me with full opportunities to learn and grow myself .The entire period of 16 weeks that I spent there was full of new experience and knowledge.

The primary objective of an internship is to have a real life working experience and put their theoretical knowledge in practice. This project helped me in understanding the Brand awareness of JSA Communications along with the understanding the various customer expectation about JSA Communications . Most of the respondents were unaware about the brand JSA Communications in Panjim. For the survey conducted majority of the respondents were from Panjim city itself followed by Mapusa city , this indicates that they need to make people aware about brand and also improve their services in terms of Brand salience, performance feelings, Imagery, judgement and resonance. Also clients stated that reason for being dissatisfied with the company was due to delay in payments by JSA and negligence . They were called to receive payments but it was not done on time, the clients have to wait for hours to get it done.

The overall experience working at JSA Communications was really amazing as everyone was very helpful and cooperative in providing me information which indeed helped me to complete my project on time and effectively.

APPENDIX

1. Gender

Male

Female

Others

2. Which place are you from?

Panjim

Mapusa

Bicholim

Ponda

Margao

Vasco

Others

3. Your current employment status ?

Self employed

Employed full time

Employed part time

Retired

Other:

4. Which is the first brand you think of when thinking about a Public Relation and Marketing Agency?

5.

6. Have you heard about JSA Communications in Panjim?

No

Yes

7. How did you find out about JSA

Family

Clients

Friends

Others

8. How often do you come in contact with JSA

Weekly

Monthly

Everyday

Yearly

9. How familiar are you with JSA

Very familiar

Familiar

Not familiar

10. Which are the services you have used or are aware of which JSA offers?

11. Were you satisfied with the services offered by JSA

Extremely satisfied

Satisfied

Neutral

Dissatisfied

Extremely dissatisfied

12. Give reason why you were dissatisfied

Bad service

Yelling at a customer.

Using technical jargon when talking to customers.

Long wait times

Delay in payments

Not being active on the channels your customers want

13. How efficient was JSA in terms of responsiveness

1-Extrememly Inefficient

2

3

4

5-Extremely Efficient

14. How efficiently did JSA provide its basic functions of the service category? Kindly rate

1-Extrememly Inefficient

2

3

4

5-Extremely Efficient

15. What do you feel about JSA service charge

Charged higher

Charged Lower

Competitive

16. Kindly rate if JSA communications is reliable in terms of the following

1 (Extremely poor)

2

3

4

5

6(Extremely good)

Creativity

Punctuality
Communication
Ability to Execute
Staff support
Offline/online presence

17. To what extent do you feel JSA have helped to grow your business ?

18. How likely are you to recommend JSA to others

1-Very Unlikely

2

3

4

5-Very Likely

19. Do you agree that JSA understands your needs and works accordingly ?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

20. Do you feel that JSA considers your opinions?

Yes

No

Maybe

21. Did you like JSA ? on the scale of 1-5 , how much would you rate

1-Extremely Bad

2

3

4

5-Extremely Good

22. Do you agree that JSA treats its customers with warmth ?

23. Extremely Disagree

Disagree

Neutral

Agree

Extremely Agree

24. JSA makes you comfortable to work with?

Yes

No

25. JSA is empathetic to your needs and issues

Yes

No

26. JSA is professional and considers your worries

Always

Often

Sometimes

Rarely

Never

27. How long have you been with JSA .

28. For how long are you to utilise the services of JSA.

