PROJECT REPORT-(17MBAPR407)

ON

A STUDY ON EFFECTIVENESS OF INTERNET MARKETING AT OS INFOTECK BENGALURU

BY

VINAY KUMAR V
1AZ17MBA57
Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE	**EXTERNAL GUIDE**
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Assistant professor	**Marketing Manager**
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Department of MBA
Acharya Institute of technology, Soldevanahalli,
Hesaraghatta Main Road, Bengaluru
March 2019

16th February,2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Vinay Kumar V**, bearing the (USN :1AZ17MBA57), MBA student of Acharya Institute of Technology, Bengaluru (Affiliated to Visvesvaraya Technology Belagavi) has completed his project in our fame on the topic **"A Study on Effectiveness of Internet Marketing at OS INFOTECK"** from 03-01-2019 to 16-02-2019. During this Project we found he is sincere, hardworking and having a good behaviour and moral character.

This certificate is provided by us to **Mr. Vinay Kumar V**. This will be strictly used for his academic purposes only.

OS INFOTECK

Manager

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ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 09/04/2019

CERTIFICATE

This is to certify that **Mr. Vinaykumar V** bearing USN **1AZ17MBA57** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Effectiveness of Internet Marketing at OS Infoteck, Bengaluru"** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

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11.04.19

Signature of Principal/Dean Academics
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **VINAY KUMAR V**, hereby declare that the Project report entitled "A STUDY ON EFFECTIVENESS OF INTERNET MARKETING OF OS INFOTECK, BENGALURU". prepared by me under the guidance of **Prof. ARCHANA VIJAY** Assistant Professor of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. AKSHAY KUMAR G, Marketing Manager OS INFOTECK** .

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of 6 weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree /diploma from any other university /institution

Place: Bengaluru

Signature of the student

Date:

ACKNOWLEDGEMENT

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

I would like to thank **Prof. ARCHANA VIJAY,** Assistant Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. AKSHAY KUMAR G**, OS INFOTECK, Bengaluru. Who gave me golden opportunity to do this wonderful Project in their esteemed organization, which helped me to learn various concepts.

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

Place: Bengaluru   VINAY KUMAR V
Date: 1AZ17MBA57

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EXECUTIVE SUMMARY

 The various tasks which I undergone during the project work was to: Study the Search Engine Optimization and to appreciate the crash of internet selling on the customers and also to understand the impact of website marketing on queries generated. To study the interaction of Social media marketing through various social media networking sites and also to examine study the effectiveness of the website of OS INFOTECK.

The SWOT examination demonstrates that the metropolis's modern social media presence is full of capability. Primarily based on that, the authorities must consciousness on increasing its following on Facebook and Twitter, and including Google+. those structures mainly provide the possibility to extend high fine content fabric in an attractive and relevant way. Further, this plan will assist boom traffic on the professional government internet site and to metropolis social media web sites at the same time as fostering -manner communication and engagement with residents. The plan lays out the obligations and responsibilities for a city social media manager to supervise, submit, and manage content material whilst additionally providing the creation of a scholar internship partnership with the Earlham business and Non income management department. The proposed channels of communication and tools, alongside tracking, will provide an opportunity to beautify this plan even further. Fortunately, numerous these powerful tools are free and easy to govern. because of this, the rate variety and time proposed are of minimal charges to the metropolis. This plan will assist improve government transparency, participation, collaboration and engagement with residents, and assist foster its task to serve the community.

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Few entrepreneurs nowadays agree with that the internet and the sector extensive net may have tons of an impact in any respect on the manner they promote it their products. some current research at the concern disagrees with this teach of idea. there is a effective case for funding in net advertising with its rising reputation and particular economics. a few would possibly even bypass as some distance as suggesting that marketing companies need to look another time at gift organization models and tactics, at the same time as developing new skills to make certain survival in a quick-changing area. Already, the net offers an interactive approach of promoting services and products, that's each effective and results easily calculated. As technology develops, alternatives and opportunities will no doubt boom, followed through a rise in net marketing. Advertising and marketing and marketing businesses and marketers might be forced to re-observe their strategies of promotion. Measuring the effectiveness of advertising and advertising will become a specific industrial employer, in preference to a guess game.

TOPIC CHOSEN FOR THE STUDY:

The topic chosen for study is **"A study on effectiveness of Internet Marketing at Os Infotek Private Limited."**

Types of on line publicity:

Online marketing is an important form of comprehensive display advertising, search-related advertising and online classifieds. Online are likely to show ads everywhere on the Web user's display may appear. The shape of the banner, banner type advertising up to mediocre at its peak, back, left, right, or centre of the web page. For example, airlines schedule or fare even Web surfers looking for screaming, flashing banners, you may come across a "Hi from renting a car and to tone loose travel 300 without merit!" Hello Internet site, click on the ads move customers wherein they can

do advertising, Interstitials, especially at the same time, the new display road on the Internet Web site of the display fix Visible online show advertising. Pop-America is line is a lot of window and front window in a new ad. These ads are a major annoyance to grow and multiply in the manipulation,. All other hot..

SIX BENEFITS OF INTERNET MARKETING
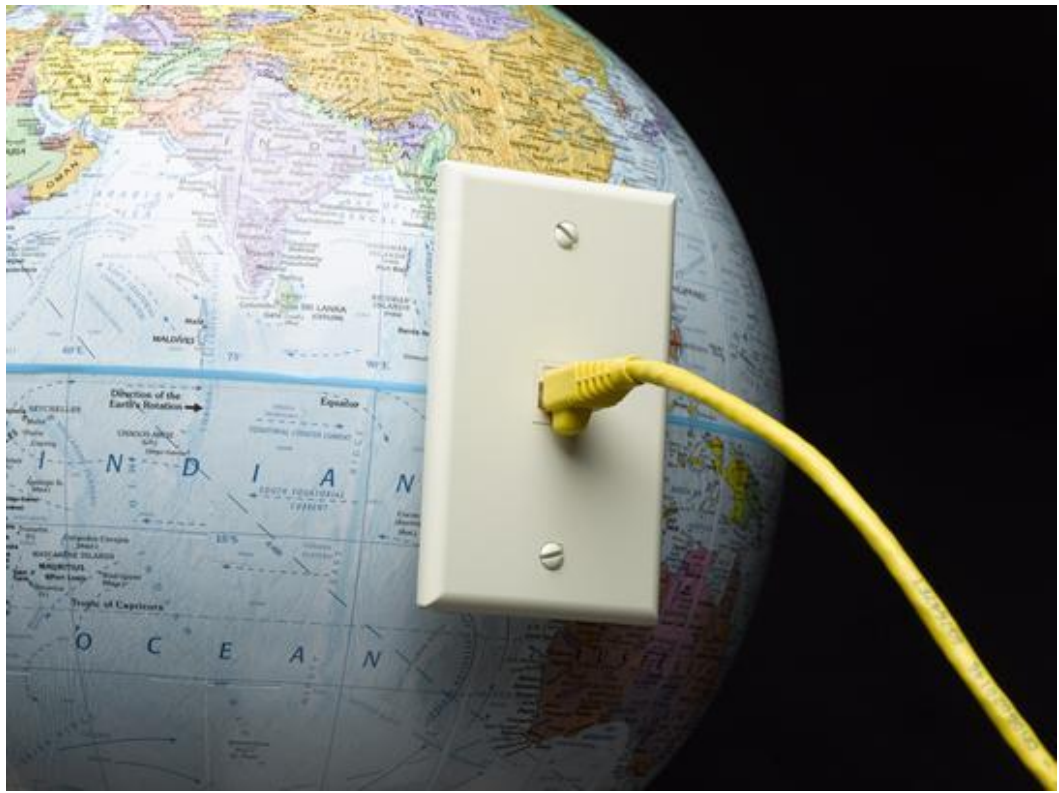
Internet marketing is crucial as it aligns with the way consumers make buying decisions. research thru analysts along with Gartner imply that developing numbers of clients use social media and studies on cellular net to carry out preliminary product and charge research earlier than making final choices. Internet advertising permits you to construct family contributors with clients and opportunities thru ordinary, low-price customized conversation, reflecting the bypass far from accumulation marketing.

Expediency

Internet advertising and selling allows you to be unlocking for enterprise approximately timepiece without demanding approximately save starting hours or additional time payments for group of workers. presenting your merchandise on the net is likewise convenient for clients. they are able Search for the line by clicking any time and close this while it's convenient to order for them. Attain by way of way of advertising on the net, you can triumph over obstacles of distance. You may promote objects in any a part of the USA . Without setting up nearby shops, widening your goal market. you could additionally construct an export business without establishing a community of providers in precise worldwide places. however, in case you need to sell across the world, you ought to use localization services to make certain that your merchandise are appropriate for neighborhood markets and observe neighborhood industrial corporation regulations. Localization services consist of translation and product change to reflect neighborhood marketplace variations.

Price

Promoting merchandise at the net Advertising and marketing them through an actual retail store costs less than. Assets do not have a recurring fee of the condominium and protection. You are right, there is no need to store inventory for display for shopping. Step into the call to order your stock from the stock price low maintenance.

Personalization

Internet advertising and marketing enables you to customize offers to clients via building a profile in their buying records and alternatives. by means of the usage of tracking the internet pages and product statistics that opportunities visit, you could make targeted gives that mirror their interests. The facts available from monitoring net website online visits moreover provides data for making plans move-promoting campaigns so you can boom the fee of income by means of patron.

Relationships

The internet offers an critical platform for building relationships with clients and increasing purchaser retention stages. even as a client has bought a product from your online save, you could begin the relationship by using sending a comply with-up e-

mail to verify the transaction and thank the client. Emailing clients often with unique, personalized offers enables to keep the relationship. you may also invite customers to put up product critiques on your internet site, assisting to construct a sense of community.

Community

Net advertising enables you to take gain of the developing significance of social media. an editorial on the Harvard industrial agency college government education net web page highlighted the hyperlink among social networking and on line sales increase. Consistent with the item, a group of clients that replied maximum strongly to the have an effect on of social networks generated extended income of around 5 percent. you could take gain of this type of have an effect on by using the use of incorporating social networking device for your internet advertising and marketing campaigns.

1.2 INDUSTRY PROFILE :

Introduction To Online Industry:

Plenty of the sector's employer nowadays is completed over internet networks that join people and businesses. The net, a substantial public web of pc networks, connects customers of every kind everywhere within the international to every different and to an amazingly big facts repository. The net has essentially modified purchaser's notions of comfort, pace, rate, product statistics, and carrier. As a end result, it has given marketers an entire new manner to create price for clients and assemble relationships with them.

net usage and effect continues to expand regularly. in keeping with file, internet circle of relatives penetration in India reached 42 million family in 2009, and there will be about 10.five million broadband circle of relatives in India by the usage of 2013. worldwide, more than 540 million people now have net get entry to.(Prafulla Y Agnihotri, Philip Kotler, thoughts of marketing, (2010), p- 426).

The effectiveness of internet advertising and advertising now has been measured for extra than a decade. but, there are many who stay uncertain about, and others who're

upset with, whether or not or now not most of the research that diploma the effectiveness of this form of advertising and marketing generate accurate (reliable and legitimate) results-ones that may be interpreted and applied with self-assurance through the ones for whom those studies are carried out.

Given the developing importance of net advertising and marketing and advertising, in 2008, the Interactive advertising and marketing Bureau (IAB) commissioned an impartial examine of the principle methodologies which might be used to degree the effectiveness of adverting through the net. For the most element, the ones methodologies heretofore have sought to diploma the branding effect of an advertising and marketing and marketing campaign by way of carrying out a survey of consumers exposed to the advertising marketing campaign and clients not uncovered to the campaign. these studies encompass site intercept studies that sample men and women in actual-time as they're using the internet. It is also viable, and on occasion the case, that these studies may additionally sample members of present online panel.

All forms of employer now marketplace online. click-most effective groups function only on the internet. They consist of a wide array of businesses, from e-tailers together with Amazon.com and Expedia.com that sells products and services right away to final buyers via the internet to engines like google and portals (which incorporates Yahoo!, Google, and MSN), transaction web sites (eBay), and content web sites. After a frenzied and rocky start inside the Nineties, many click-handiest dot-coms at the moment are prospering in today's on line marketplace area.

as the internet grew, the fulfillment of the dot-coms brought about existing brick-and mortar manufactures and outlets to re-take a look at how they served their markets. Now, nearly all of those conventional organizations have installation their personal income and verbal exchange channels, turning into click-and-mortar companies. it's miles difficult to discover a agency nowadays that doesn't have a massive web presence. In reality, lots of snap on on-and-mortar organizations in the meanwhile are having more online success than their click-best opposition. In current ranking of the top 10 on line retail web sites, best have been click on on-handiest outlets. all the others had been multi-channel outlets. for example, American retailer office depot's greater than a thousand office-deliver remarkable shops rack up annual income of

$15.5 billion in more than 42 countries (Ehsan ulHaque, Gary Armstrong, concepts of advertising, (2010), p-426).

virtual technology are getting increasingly essential Most of the areas of the financial of hobbies. Because of the excessive range of mutual NET wheels and potential business and society in the future improve the wording has been likened to a plane. Therefore, the location of the Internet era public stock companies has provided the stimulus for and evidence indicates the quantity of its international impact. Net distributed in the most essential technology research on approximately 90% of a tendency to United Kingdom firms with more than 50 employees and get the consensus items; Determine the percentage of the Group and on the Internet 100% match is drawing near. Canada, France, Germany, Australia, the scenario changed, Italy, Japan, the Republic of Ireland, South Korea, Sweden and the United States were found to be very similar in. Apparently, the report also data and statement generation (ICT) adoption is not quite a major measure the bottom line

MARKET SIZE

Internet usage and effect keeps to broaden often. in step with one record, net household penetration in India reached 42 million family in 2009, and there can be approximately 10.five million broadband own family in India via 2013. international, more than 540 million human beings now have internet get right of entry to (Prafulla Y Agnihotri, Philip Kotler, ideas of advertising, (2010), p- 426).

Projected Indian e-commerce market size

Quartz | qz.com   Data: Technopak
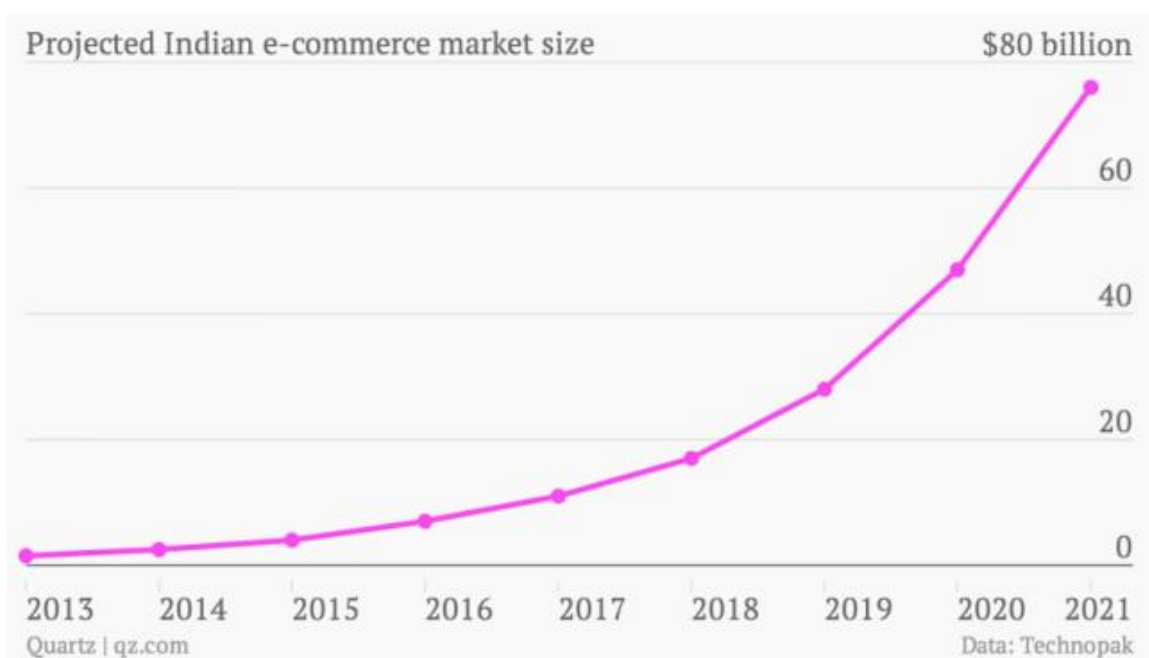
E-advertising

Computerized promoting (E-publicizing) can be considered as a fresh out of the box new logic and a forefront undertaking exercise stressed with the publicizing of products, contributions, certainties and thoughts by means of the net and other advanced strategy. by method for the utilization of inspecting the pertinent writing it's miles saw that meanings of electronic publicizing and promoting (E-publicizing) extend in venture with every maker's perspective, chronicled past and specialization. For that, while Smith and Chaffey characterizes it as: "accomplishing publicizing and showcasing objectives through utilizing net innovation" (Smith and Chaffey, 2005: 11), Strauss and Frost characterize it as: "utilizing virtual actualities and projects for arranging and executing the thought, dispersion and valuing of brain, products and contributions to make trades that fulfill individual and hierarchical wants" (Strauss and Frost, 2001: 454).

in any case, the rethink of the pertinent novel found that one of the main impediments inside the writing is the dubious way of adapting to the idea and clarification of E-publicizing. on this respect the greater part of the specialists abused the term E-promoting; most of analysts are the utilization of the terms: E-publicizing and advertising/web showcasing/E-exchange/E-mechanical company as reciprocals or a deferent wording for the indistinguishable which implies that, which isn't right since they're deferent. for instance, E-publicizing has a more extensive degree than web promoting and showcasing and publicizing and advertising contemplating that net promoting (IM) alludes handiest to the net, universal tremendous net, messages. on the indistinguishable time as E-publicizing and promoting and publicizing comprises of the majority of that in addition to all extraordinary E-publicizing and showcasing and promoting gear like: Intranets, Extranets and mobile phones. In appraisal with that, E-exchange and E-undertaking have a miles more extensive and more extensive degree than E-promoting. these variants might be shown in
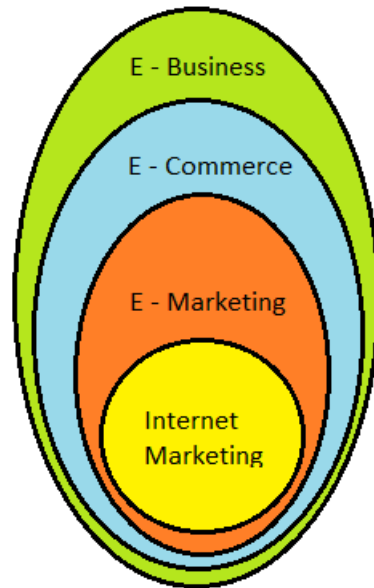
determine 1.

discern 1: difference between net-marketing, E-advertising and marketing, E-commerce and E-commercial enterprise

supply: EL-GOHARY, H, (2010), worldwide magazine of client courting advertising and control (IJCRMM), Vol. 1 (3), 56-75.

On the other hand, the assessment of the important writing found that one of the essential impediments inside the writing is the uncertain method for managing the idea and meaning of E-promoting. on this perceive the vast majority of the analysts abused the term E-publicizing and promoting; a large portion of the general population of specialists are the utilization of the terms: E-promoting and showcasing/net-promoting/E-trade/E-business organization as counterparts or a deferent wording for the equivalent along these lines, which isn't right since they're deferent. for example, E-promoting has a more extensive degree than net publicizing and showcasing contemplating that web publicizing and advertising (IM) alludes best to the net, worldwide broad net, messages. on the equivalent time as E-promoting and publicizing and showcasing incorporates the majority of that in addition to all other E-promoting and publicizing and advertising instruments like: Intranets, Extranets and cell phones. In assessment with that, E-exchange and E-business undertaking have a far more extensive and more extensive degree than E-publicizing and advertising. these varieties can be shown in figure 1 the idea of the E-promoting and publicizing

and showcasing idea itself stays mulled over as a suspicious idea for the vast majority of every analyst and experts, some of them are abusing it by method for technique for blending among it and a couple of various ideas like: net promoting, E-exchange and E-business in the meantime as those standards are totally exceptional than E-promoting. for example: in the meantime as net publicizing and showcasing (IM) is characterized as: "the use of the net to secure promoting targets and guide publicizing and advertising sports" (Eid, 2003: 1-5). E-interchange might be characterized as: "the exchanging of items and actualities through the net" (Baourakis, et al., 2002: 581) which recommend that E-substitute comprises of: searching for and selling on-line, computerized charge creation, advanced commercial centers and customer facing facades, and new circulation channel middle people (Strauss and Frost, 2001). moreover, E-partnership is unquestionably wonderful than E-exchange, net promoting and advertising and E-showcasing.

however then again, Hanson (2001) observed a proposed net advertising (IM) framework. in keeping with this framework net advertising and marketing articles can be determined in three sorts of journals that are:

- advertising journals.

- Economics, industrial business enterprise and manipulate journals.

- statistics systems (IS) and information generation (IT) journals (discern 2).
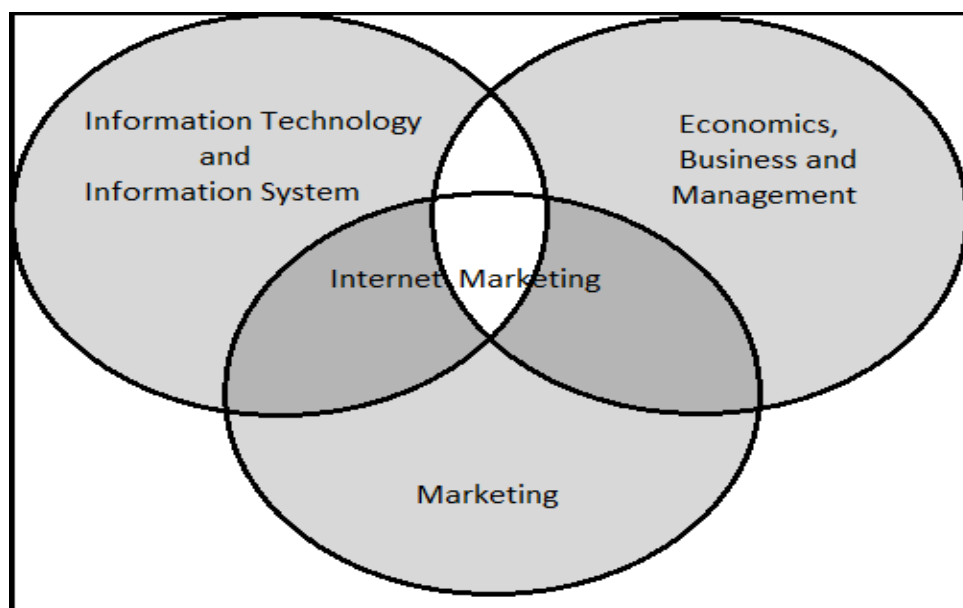
determine 2: Hanson internet advertising (IM) framework

supply: NGAI, E. (2003), internet advertising and marketing studies (1987-2000): european journal of advertising, 37, 24 - 49.

through contemplating Hanson internet marketing framework and based on the fact that net advertising and marketing and advertising isn't always most effective one of the principal element of E-advertising and marketing however also have the equal developments, the author see that it's far appropriate to undertake the identical framework and method applied via manner of Hanson (2001) within the present day study.

Major global Advertising companies:

The survey changed into performed Nov. 19-25, 2013. with the aid of Avi Dan founding father of company seek consulting company, AVIDAN techniques. have greater than 30 years of leadership enjoy with top international Madison road companies, dealing with iconic manufacturers for groups like Procter & Gamble, Kraft meals, Bristol-Myers, wellknown cars, Pfizer, Mars, The Wall road journal, dash and Coca-Cola. at some point of the path of my profession I advanced to grow to be a dealing with associate of WPP's Berlin Cameron/purple mobile, EVP and head of enterprise improvement for Saatchi & Saatchi, the first international government Director Havas marketing, and EVP account control at Y&R.

Top 5 Social Media Advertising Companies:

1. we are Social, based: June 2008, based totally: London, united kingdom (workplaces in new york, Paris, Milan, Munich, Singapore, Sydney &São Paulo)

No of personnel: 270 approximately The enterprise corporation: we are Social is an united kingdom based absolutely enterprise that specialises in virtual PR and social media advertising. focusing on growing contemporary, innovative and powerful social media advertising.

2.e-Dologic, founded: 1999, based: Ramat Gan, Israel

No. of employees: 30+

About The business venture business endeavor: situated in Israel, e-Dologic represents considerable authority in making advanced crusades. The partnership has propelled several online battles and uses a mix of enormous considerations and contemporary innovation to make each crusade success. Major customers: Coca-Cola zero, Orange, Actimel

three.   Altimeter corporation, based: June 2008

based: San Mateo, California,U.S.

No. of personnel: 23   approximately The corporation: Altimeter organization offers studies and recommendation for corporations, allowing them to discover new company fashions and practices. The corporation also produces severa reviews looking into the one-of-a-type areas of social media advertising and on-line agency to assist manufacturers understand the platform better.

important clients: Ford Motor, eBay, Toyota, Royal Dutch Shell.

4.   LiveWorld, based: 1984, based: San Jose, California

No. of group of workers: 50+

about The business enterprise: LiveWorld specializes in growing high-quality sentiment and engagement with a logo's aim markets. Having 70 outstanding language u . s . combinations and 28 years of revel in approach that LiveWorld has a wealth of enjoy and information in managing old and new media platforms.

essential clients: Dove, Flipboard, MSN, AT&T, Disney, HBO

five.   Salesforce (Radian6 & buddy Media), founded: 1999

primarily based: California, U.S. (Toronto, Switzerland, Mexico, London, Paris, Dublin, Italy, Munich, Finland, Sweden, Belgium, The Netherlands, Denmark, Spain, Sydney, Singapore, Beijing, South Korea, Hong Kong, Toyko, Shanghai and India)

No. of workforce: 8,500

about The enterprise organization: With its maximum recognisable provider being a social media tracking device Radian6, Salesforce additionally gives an agency services under the guise of friend Media, which gives a substantial style of tools and services to help producers get the most out of social media.

primary customers: L'oreal, HP, UNFPA, Virgin cellular, Playboy

Internet Search engines and their market shares

Total Market Share

- 83.52% - Google - Global
- 6.36% - Yahoo - Global
- 4.28% - Baidu
- 3.83% - Bing
- 0.54% - Ask - Global
- 0.40% - AOL - Global

Data Provided by RealTimeStats.com
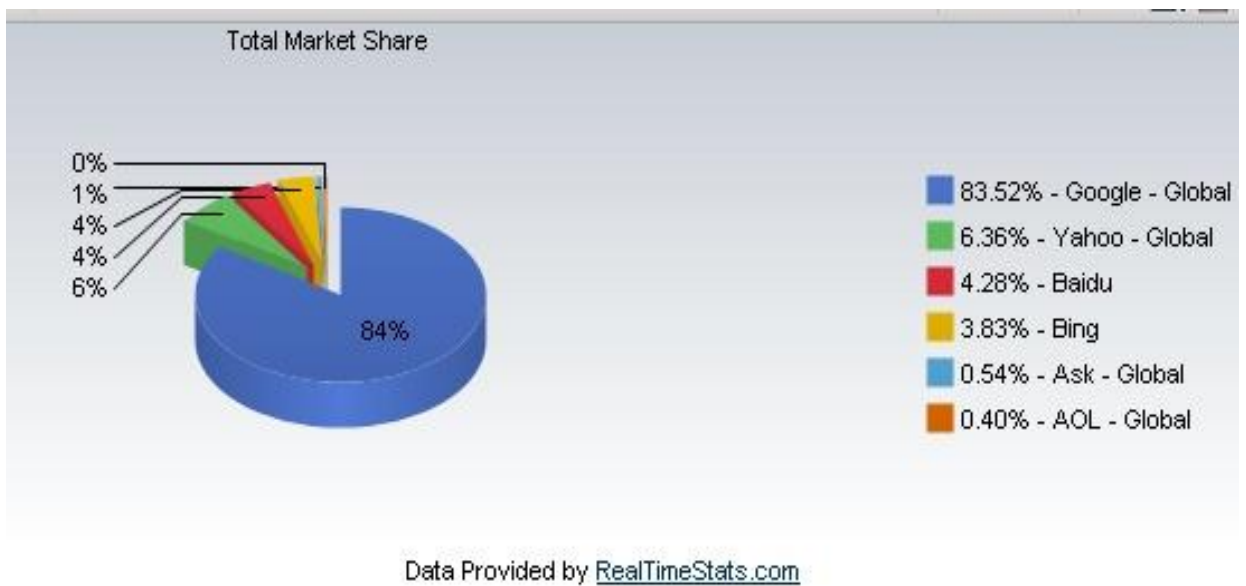
Figure showing global shares of different Ad spend medium:
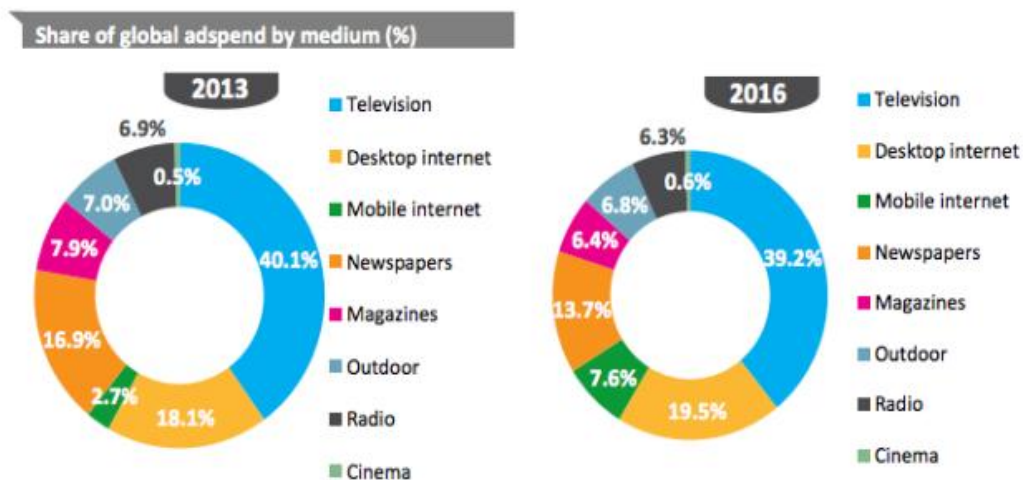
Source: ZenithOptimedia

India's best marketing companies: List of top 25 companies:

Rank	Company Name
1	Vodafone
2	Bharti Airtel
3	Hindustan Unilever
4	Cadbury
5	Coca-Cola India
6	PepsiCo
7	ITC
8	Sony India
9	Tata Motors
10	Samsung Electronics
11	Nokia
12	Idea Cellular
13	Procter & Gamble
14	MarutiUdyog
15	Colgate Palmolive
16	Tata Teleservices
17	Hero MotoCorp
18	Nestle
19	LIC

20	Mahindra & Mahindra
21	LG Electronics
22	Hyundai Motors
23	L'Oreal India
24	Volkswagen
25	Johnson & Johnson

Indian online advertising networks:

1. Komli is a leading online advert networking in India offering gear to publishers to assist them manage optimize and make the maximum of their on line advertising.

2. Tyroo is Indian based totally online marketing networks that use proprietary targeting generation to ensure advertisers reach out to the right internet site from its inventory of publishers.

3. Dgm India claims to be the most important overall performance based affiliate advert networks in the united states of america. Dgm India is a completely owned subsidiary of Deal Roup media.

4. ozone Media is any other ad network in India. even though they're one of the early entrants in the enterprise.

5. payPod is a web ad network specifically tailor-made to help advertising and marketing companies advantage of the virtual medium.

6. IndiAds is the leading net advertising networks for Indian and south Asian on line network. They declare to supply 800 million advertisements in keeping with month to Indians and south-Asian living in North america, Europe and Asia.

7. Sulekha is every other Indian ad networks claiming to be India's No. 1 advert network accomplishing 2 million specific visitors a month and 10% on line international Indians.

8. AdsForIndians also claims that it's far the biggest Indian advert network and came into life in 2004. It also claims to be the only Indian ad networks, which has the development generation to syndicate the text advertisements with photos in addition to banner advertisements.

9. Google: even though not Indian, it's far the most famous ad community no longer only in India however global. extra than five publishers referred to above declare to be the largest

10. advert network in India.It has greater than 75% of the market percentage of Indian advert community.

1.3 COMPANY PROFILE:

Background and Inception of the Company

Os Infotek Communications is an online marketing and advertising company. Here they post information about Industry Studies, Company updates, Marketing Tips and Business Advice among other things. The idea is to set a resource page and a knowledge pool for people and companies looking to benefit from this kind of information.

Os Infotek communications are fascinated by the idea! The idea and science behind the text you see and the images people notice making people think of something or making people feel a certain way. Os Infotek is built around the philosophy of pushing this idea and the science to its limits. Os Infotek want to create maximum reach whenever any company communicates, be it through ads, social media, PR, TV commercials or billboards. Every time any company says something, Os Infotek wants to create impact. This has been one of the major strengths of Os Infotek. Though Os Infotek have been in the market for a number of years once they found their niche in content marketing and communication management they have soared and helped all their customers soar in the process. Almost all of their clients are through referrals.

Os Infotek is where the flow of fresh ideas never stops. Based out of Bangalore, India Os Infotek is a next-generation advertising and marketing agency. Os Infotek focus on staying ahead of the curve with creative ideas, and at the same time innovating them. This is where creativity and innovation meet.

Nature and Business Carried

Os Infotek specializes in four major service areas.

1. contented selling
2. collective medium selling
3. Seo – investigate mechanism Optimization
4. Creative Advertising

➤ **CONTENT MARKETING** :

The content Marketing simply means the content of the advertisement. Either it is screamed of creativity or the content struck a chord with anyone personally on an emotional level. Therefore, the online marketing success boils down to the richness in advertiser's content. It is all about how consistently any marketers can craft content that is not original but it is engaging and compelling enough that urges internet users to promote it either by sharing it or liking to it. This helps build trust in the marketer's and advertiser's website and a certain authority in their niche of business.

➤ **SEO – SEARCH ENGINE OPTIMIZATION :**

Today there are so many companies that are similar in nature, offering similar products or services that companies can no longer build their company and website and wait for people to land on their page. An online marketing strategy needs to be put in place to make sure your business is visible whenever someone searches for the product or services that the marketers and advertisers offer. Os Infotek communication feels that crafting an online marketing strategy is both an art and science, and striking the right balance is what sets marketers top SEO companies apart.

➤ **CREATIVE ADVERTISING** :

People often think "aren't all advertisement supposed to be creative?" well yes, they are supposed to be, but they are not. Usually we are exposed to dozens of ads each day through radio, TV, Newspaper or when we are online but how many of them are actually creative. Os Infotek believes its true

strength lies in creative and they want to put creativity back into advertisement.

Ownership Pattern:

Os Infotek Communication Pvt. Ltd is the sole proprietor company.

1.4 Vision Mission and Quality Policy

visualization

"To bring human beings and brands together Like never earlier than"

assignment

"To offer world class records generation solutions and offerings to enable our customers to serve their clients higher".

Quality Policy:

You can rely upon our specialized team of skilled internet developers, graphic designers, programmers and marketers to supply you with the top quality service you expect and merit from OS InfoTech consulting firm.

1.5 AREAS OF OPERATION:

Os Infotek Communication Pvt. Ltd. Operates from Kormangala. It has 2 more branches located in Bangalore city.

1. Hebbal.
2. South End Circle.

1.6 INFRASTRUCTURE FACILITIES

With active presence at important places in Bangalore, Os Infotek pvt.ltd.Provides business solutions that are of supreme quality Os Infotek communicationpvt.ltd.is the leading outdoor advertising company.

Creativity Team:

Os Infotek.comprises energetic and experienced design team. Os Infotek communication pvt ltd. team is up to date in, In-house design centers with trendy enterprise fashionable layout software program. speedy, easy and reliable FTP primarily based design approval device to earn patron pleasure.

Worldwide Implementation team:

Worldwide trend desires to go beyond all obstacles for you to sustain the growth in all advertising activities across international locations international. Os Infotek communication pvt. Ltd. has a unique group which intently video display units the converting global developments and attempts to conform to the Indian marketplace. additionally it consists of out the research continuously to display the evolving changes within the international fashion if you want to introduce to the consumer.

1.8 COMPETITORS INFORMATION

City Talk Media Pvt. Ltd., Malleswaram

Services: Newspapers & Magazines Advertising, Outdoor Advertising, TV & Radio Advertising, Inflatable Balloon advertising and marketing, advert Designing, portable show advertising, vehicle Rickshaw marketing, Van marketing, Bus advertising, Railway advertising, Mall advertising, graphic advertising, Pamphlets Insertion offerings, magazine advertising offerings, magazine Printing offerings, commercial Hoarding design   2.Swastik Digitals, Rajaji Nagar

Services:

Newspapers & Magazines Advertising, Outdoor Advertising, TV & Radio Advertising, Inflatable Balloon advertising and marketing, advert Designing, portable show advertising, vehicle Rickshaw marketing, Van marketing, Bus advertising, Railway advertising, Mall advertising, graphic advertising, Pamphlets Insertion offerings, magazine advertising offerings, magazine Printing offerings, commercial Hoarding design.

3.Saroj Ad Creators (Ind) Private Limited., Richmond Road
Services: Newspapers & Magazines Advertising, TV & Radio Advertising.

4.Ever Shine Links, Bannerghatta Services:

Inflatable Balloon Advertising, Sky Balloon Advertising, Giant Balloons Advertising, Helium Balloon Advertising, Hydrogen Balloon Advertising, Dangler Advertising Agency, Party Balloons, Hot Air Balloon Advertising, Office Chair Service, Chair & Sofa Shampooing, Corporate Advertising Services, Individual Advertising Agency

5.CG Gyan Idea Studio Pvt. Ltd., Banashankari

Services: Inflatable Balloon Advertising, Sky Balloon Advertising, Giant Balloons Advertising, Helium Balloon Advertising, Hydrogen Balloon Advertising, Dangler Advertising Agency, Party Balloons, Hot Air Balloon Advertising, Office Chair Service, Chair & Sofa Shampooing, Corporate Advertising Services, Individual Advertising Agency.

1.9 SWOT ANALYSIS

Strengths

- ➢ Os Infotek company first knows the necessities of its clients and receives a whole profile approximately the product or the carrier to be marketed.
- ➢ strong control can assist Os Infotek attain its ability by means of utilising strengths.
- ➢ advanced technology permits the Os Infotek communique Pvt Ltd to higher meet the needs in their clients in ways of imparting properly offerings.

Weaknesses

Os Infotek is going thru a primary problem of instance administration i.e. it is over-dependent on its body of workers. therefore the exceptional and the performance of its individual resources normally motives some sort of a trouble in making and imposing speedy alternatives.

High staff turnover can hurt Os Infotek's ability to compete, because replacing valuable personnel.

possibilities

There's a exquisite scope for diversifying its market reach as presently Os Infotek is simply specializing in most effective one unique media.

Greater innovation can help Os Infotek to produce unique services that can meet customer satisfaction.

Threats

Os Infotek does now not make a SWOT assessment of its clients on the time of taking an mission. This moreover exposes it to a first-rate danger of dropping its very very own ground in its discipline as now not plenty of its clients are too reputed.

Intense completion can lower the Os Infotek's profits, because competitors can induce price competition.

PROMOTERS

- ➢ Mrs. Santa Devi agarval
- ➢ Mr rajendra Kumar
- ➢ Master rohith Agarval

1.10FUTURE OF GROWTH AND PERSPECTIVES:-

Os Infotek Communication Pvt. Ltd. Is where the flow of fresh ideas never   stops. Based out of Bangalore, India Os Infotek is a next-gen ad and marketing agency. Os Infotek Communication Pvt. Ltd.focuses on staying ahead of the curve with creative ideas, and at the same time innovating them. This is where creativity and innovation meet.

Increasing manufacturing unit

Involves the involvement of new technologies and the production of innovative products.

1.11 FINANCIAL STATEMENT

Further details are mentioned in the table below

Net Operating Profit Ratio

The Operating Profit ratio will be providing a better understanding of the firm's ratio which is displayed in the table below.

Year	Net Operating Profit	Net Revenue	Ratio
2014	1.37	80.08	1.71
2015	9.69	86.2	11.24
2016	15.35	94.93	16.17

Interpretation:

This ration indicates how much debit a company is using to finance its asset relative to the value of profit. the debit equally of this company is 1.71 for the year of 2014 and 11.24 for the year of 201

CHAPTER 2

2.1 THEORITCAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY:

Net advertising is the fastest-growing shape of direct advertising and marketing. Current scientific advances have created a virtual age. sizable use of the net is having a dramatic impact on each clients and the marketers who serve them. in this phase, I may be inspecting how marketing strategy and practice are changing to take advantage of these day's net technology.

As customers spend an increasing number of time on the net, many corporations are moving greater in their marketing cash to on line promoting to build their makers or to draw in the rush hour gridlock to their web sites. on-line advertising is turning into an essential medium. shutting year Indian organizations spent additional than $31 billion on-line publicizing and showcasing, up an astonishing 26 rate over the past a year, and additional than they spent on paper, outside, or radio promoting. on-line advert spending will bounce to more noteworthy than $42 billion by means of 2015, surpassing the quantity spent on magazine or even tv.

2.2 REVIEW OF LITERATURE

Author/researcher	Title of the article/study	Objectives of the outcome or findings
Nihel, Ziadi, (2013)	Internet tools and accomplishment	The growth of the net device become accompanied by means of a business turnaround which has deep outcomes on the policies of advertising and especially the business enterprise-customers relationships
Andrea (2013)	Web based activity of marketing	The Internet, and especially Web based social media, has become a major playground

		for marketing activities. Examples of Web based social media include social networks and other social platforms provided over the Internet.
Srivastava, R. K.,T.A. Shervani, and L. Fahey. (2014)	Online marketing activities	online marketing sports were boosted by the massive net user base in India that continues to increase into Tier-II and Tier-III towns. As of 2013, there are a hundred sixty five million internet users in India, which is approximately one-5th of the country's population.
Brettel, Malte; Spilker-Attig, (2010)	Importance of advertising medium	The internet has gain enormous consequence as an publicity standard. at the equal time, the query of advertising obligation has become one of the pinnacle regions of studies for researchers and practitioners who purpose at greatest marketing charge range allocations.
Hoey, Clive, (1998)	Computer meditated communication technology	web web page, in the direction of a excessive cost-introduced, effective and incorporated advertising and marketing communications surroundings. It explores the capability of computer-mediated verbal exchange (CMC) each as a

		advertising tool and to encourage "key groups" into the electronic area.
Verma, Deepa; Mehla, Harita, (2014)	Business of internet marketing	net advertising and marketing is a massive commercial enterprise and is developing unexpectedly. In current yr, net, marketing has end up pretty famous and handy for lots people. presently it's far playing fast growth.
Richard, S Vivin; Jothi, Sri (2012)	Online marketing	This studies analyses E-marketers like flipkart.com, Amazon.com, Naaptol.com and many others, and the traits of online advertising techniques utilized by new media marketers.
O'Daniel, Maria, Aug 26, 2002	Online advertising	companies attracted by the possibility of huge audiences have gradually increased their online advertising budgets,
Ranchhod, Ashok; Zhou, Fan; Tinson, Julie, (2001)	Current aspects of internet marketing	despite the cutting-edge development of internet advertising and marketing, understanding the powerful use of the net nonetheless poses troubles for educational researchers and marketers (Kassaye, 1999). This studies tries to empirically explore some of the critical factors influencing commercial

		internet and internet improvement.
Bush, Alan J; Bush, Victoria; Harris, Sharon, (1998)	Presence of online development	at the same time as a rising quantity of groups are involved in growing a web existence, there is nonetheless a first rate contract of perplexity approximately it and what this new average has to present to the publicity district. The results of a preliminary study provide a first look at how advertisers perceive the Internet as part of marketing communications.
Pomirleanu, Nadia; Schibrowsky, John A; Peltier, James; Nill, Alexander, (2013).	Purpose of internet marketing	purpose - The 20-one year evaluation of advertising and determined on organisation diaries inspects the web promoting and showcasing writing to decide how the writing has progressed regarding sum, content material, and guide stores. this article targets to give a total assessment of the net promoting writing.
Dr. Pankaj Nagar, section of information, academy of Rajasthan, Jaipur(Rajasthan),India(2003).	Existing companies	net advertising has developed into a major advertising and marketing department for plenty present groups. Many new firms see the effectiveness and benefits of electronic

		enterprise by using not being limited with the aid of time and distance when undertaking commercial enterprise activity.
Neelika Arora(2004)	Trends in online advertising	In India, web is the medium which is an acknowledged by numerous mechanical section which incorporates telecom, training, Visas, attire/apparel, banking administration and the travel industry, FMCG and autos. FMCG and protection part together record for 45% of the absolute publicizing costs.
Sumanjeet(2008)	On line banner advertising	Internet is the online space where companies can place advertisement in various portals. Millions of people use interne every day all over the world and its usages will increase day by day.
Peter Kent(2009)	Search engine optimization for dummies	In his book he had put focused on the world of Search Engine. In his book he has described the importance of using the right words in the web pages. To create pages that search engine could read and to avoid the various techniques that search engine hates things that can get an website panelized.
Philip Kotler & Kevin Lane Keller, Marketing	Communication of internet marketing	Integrated advertising shoe Exchange consistency and a

Management, New Delhi, Pearson Education, 2006,		strong message can generate extra income effects. It's consumer business companies think about each method comes in touch with power management agency area all vehicles and timing how to communicate the relative importance of the problem
Warren J. Keeyan(2007)	Shift strategic concept of marketing	– from benefit to supporter points of interest. there is a creating acknowledgment that benefits are an applause for generally speaking execution (portrayed as satisfying clients in socially responsible or appropriate methodologies). To contend in these days' market, it's far basic to have a worker bunch given to proceeding with development and to delivering mind blowing stock.
Fitzpatrick Michele, Direct marketing, Oct 2003	Integrating online & offline marketing together	The idea of incorporating on the web and disconnected publicizing and promoting to assemble achievement is one that time has come. while numerous companies in any case see their on-line and disconnected endeavors as discrete substances, shrewd business visionaries are

		gradually distinguishing that achievement comes through combination through all channels to offer clients with what they call for-openness, want and accommodation.
As per Don Schultz (2008)	IMC deliberate dealing practice worn to sketch expand	implement and assess synchronized, quantifiable, credible product verbal exchange Customer, customer, potential, time and other programs, the relevant external and internal customer-centric. Easy marketing through the use of the word oral exchange 3 emphasis on important issues, this definition of the difference between the IMC: i ii) evaluation and strategic, iii))

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CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

In this age of digitalization, it is required for all the companies to go internet and adopt a comprehensive internet marketing strategy. Today if companies don't adopt the newer methods of advertising strategies they will be unable to compete in the market. Hence every company should develop a internet marketing strategy and use these newer methods of advertising and brand promotion.

3.2 NEED FOR THE STUDY

A study on effectiveness of Internet Marketing will help Os Infotek communication Pvt Ltd in understanding their strength and weakness and to help the company improve on its attribute to meet the customer requirements. It will help them to serve consumers more efficiently and effectively.

3.3 OBJECTIVES OF THE STUDY

- o To study and understand how Internet Marketing can helps to generate more leads.
- o To suggest strategies for the organization to use Internet for better effectiveness.
- o To understand how internet is used as a marketing tool.

3.4 SCOPE OF THE STUDY

- ➢ This have a look at is beneficial for figuring out the client buying conduct of Indians.
- ➢ To recognize the factors in virtual media.
- ➢ To apprehend the effectiveness of branding via virtual media.
- ➢ it could capable of assist manufacturers to reach their goal group through appropriate media. it's going to present an idea to logo, primarily based on where to invest and gain their marketing objectives.

Type of Research

The research conducted is expressive in environment.

3.5 RESEARCH METHODOLOGY

Method of information compilation:-

investigate plan: Descriptive investigate was worn in the study because it was a fact finding research. It was done to get answers for questions of how the different media is influencing people in building brand and what media would be most effective in building brand.

Sampling Size:

The number of respondents selected for the project is 100.

Primary Data: Observation method, Interview method, and survey technique was used to collect data through questionnaire.

Secondary Data:

> ➢ Internet
> ➢ Journals
> ➢ Magazines
> ➢ Newspapers etc.

Software used for Analysis:

SPSS (Statistical Package for the Social Science) was used for Correlation and ANOVA. Microsoft Word was used in preparation of this report and to type all the necessary information and Microsoft Excel was used for tabulation and graphical representation of the findings of the study.

Analysis method:

Correlation, Regression, ANOVA, Weighted average method, Percentage analysis method. All the above are calculated with the help of a tool/software called "SPSS".

Survey: the survey has been done on customers of OS InfoTeck . The period of research was 6 weeks.

Sampling plan:

The respondents of the survey are the college students of Bangalore region. I have chosen a convenient sampling which is a non-probability sampling. Convince sampling was used as it was difficult to create population frame to use simple random sampling. The college students were chosen as they would have had been exposed to many advertisements and promotions on the internet. It was necessary to choose only internet users as the respondents as the questionnaire was only about internet and online marketing. The sample size was restricted to 100 due to paucity of time as the research had to be completed within 4 weeks.

3.7 LIMITATIONS OF THE STUDY

➢ Os Infotek Communication Pvt Ltd. is limited to Bangalore region only.

➢ The study has restricted to only in Bangalore.

➢ Though the respondents were reluctant, questionnaire with several indirect questions was used to make them to give necessary information.

➢ Since the period of swot up was incomplete to 4 weeks a experience of only 100 respondents had to be chosen.

➢ The data is not verified for its accuracy.

➢ It is largely based on secondary data.

➢ The field of Internet marketing and Internet users is very vast.

➢ It is not an exact science, so we cannot expect 100% results, so only justified solutions are given.

TOOLS FOR DATA COLLECTION

Data will be collected by observation of work and through structured questionnaires with OS InfoTech existing and prospective clients.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION OF RESULT

Table no 4.1 Statistical analysis and understanding

Age

		Occurrence	Percentage	suitable Percentage	increasing Percentage
Suitable	18-25 years	46	46.0	46.0	46.0
	25-35 Years	34	34.0	34.0	80.0
	36-45 Years	16	16.0	16.0	96.0
	46-55 years	4	4.0	4.0	100.0
	sum	100	100.0	100.0	

Graph no 4.1 Statistical analysis and understanding
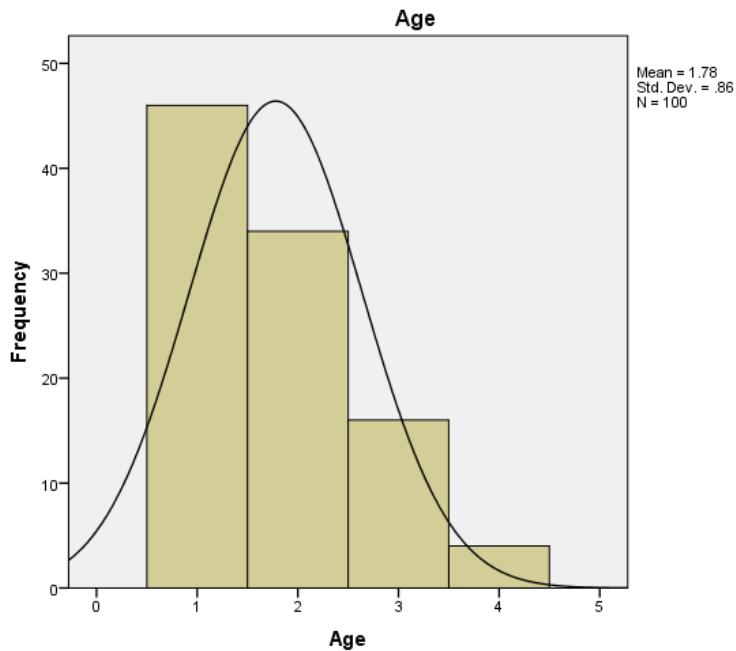
The above table clearly depicts the age wise classification of the respondents where popular respondents 46% fall under the times collection of 18-25 duration followed 34% of the respondents of the stud fall under the age group of 25-35 duration.

Explanation:

The on top of table show that majority of the respondents are males.

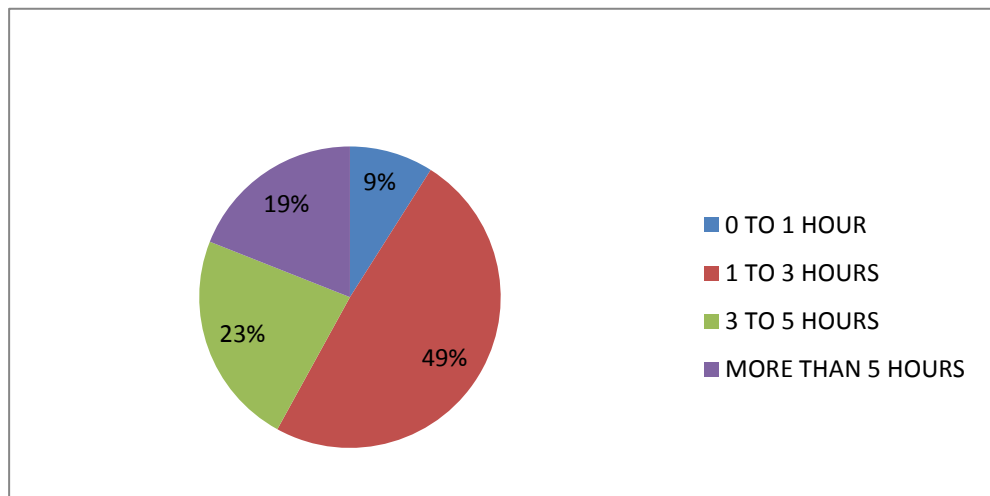WHAT NUMBER OF HOURS ON A MEDIAN DO YOU SURF NET IN A

DAY?

Table no 4.2: USAGE OF INTERNET OF THE RESPONDENTS

NUMBER OF HOURS	RATINGS	%
0 TO 1 HOUR	**09**	9
1 TO 3 HOURS	**49**	49
3 TO 5 HOURS	**23**	23
MORE THAN 5 HOURS	**19**	19

PIE CHART 4.2: USAGE OF INTERNET OF THE RESPONDENTS

Explanation:

The exceeding table show that the majority of the respondents surf internet for about 1 to 3 hours in a day followed by 3 to 5 hours, for more than 5 hours and less than one hour in a day**.**

FOR WHAT PURPOSE DO YOU SURF INTERNET?

TABLE 4.3: PURPOSE OF SURFING INTERNET

	RATINGS	**%**
E-Mail/Chat	**25**	**25**
Entertainment	**40**	**40**
Getting Information	**22**	**22**
Downloading	**07**	**7**
Buying Things	**06**	**6**

Source: survey (primary data)

GRAPH 4.3: PURPOSE OF SURFING INTERNET

	E-mail/chat	Entertainment	Getting Information	Download	Buying Things
	25	40	22	7	6
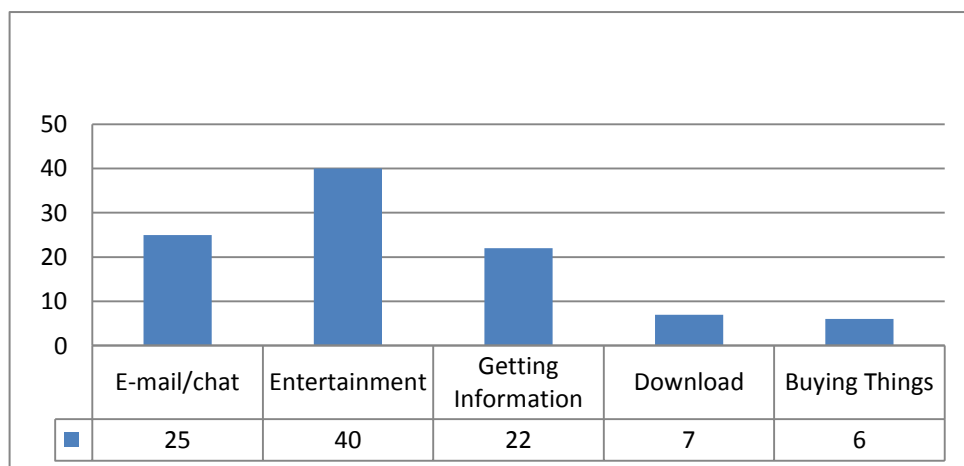
INTERPRETATION:

The exceeding desk shows that popular of the respondents surf internet for Entertainment purpose followed by Email/chat, getting information, downloading and buying things. This will help advertising companies to decide what sites to target for advertisements.

HAVE YOU EVER USED NET FOR PURCHASING?

TABLE 4.4: INTERNET FOR PURCHASING

	RATINGS	**%**
YES	**73**	**73**
NO	**27**	**27**

PIE CHART 4.4: INTERNET FOR PURCHASING
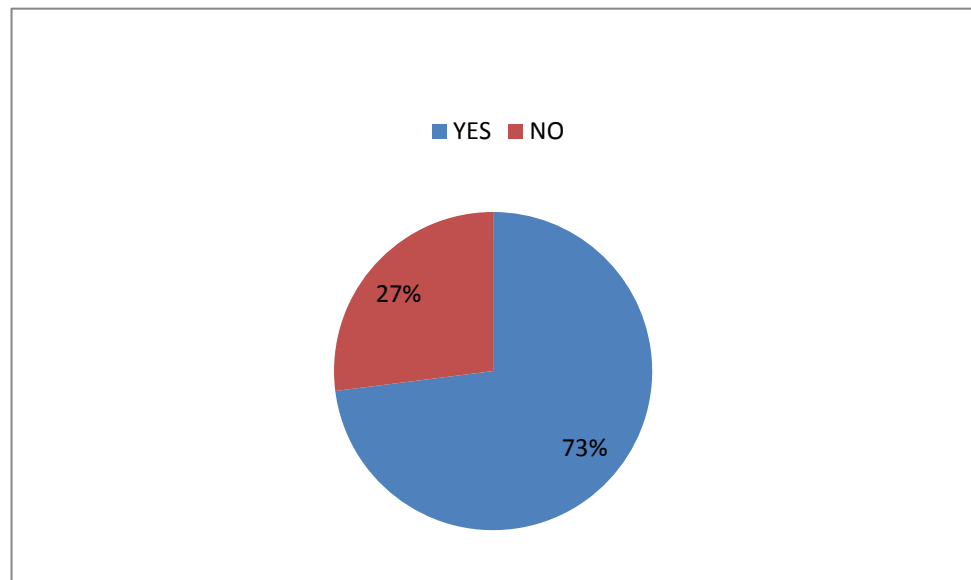
INTERPRETATION:

The above table and figure shows that most of the respondents have ever purchased things from internet.

HOW WOULD YOU LIKE TO MAKE PURCHASE?

TABLE 4.5: RESPONDENTS PREFERENCE ON MAKING PURCHASE.

	RATINGS	%
DIRECTLY FROM SHOP	49	49
THROUGH MAIL ORDER	24	24
THROUGH NET	26	26
THROUGH PHONE	01	1
OTHERS	00	0

GRAPH 4.5: RESPONDENTS PREFERENCE ON MAKING PURCHASE.

	DIRECTLY FROM SHOP	THROUGH MAIL ORDER	THROUGH NET	THROUGH PHONE	OTHERS
■	49	24	26	1	0
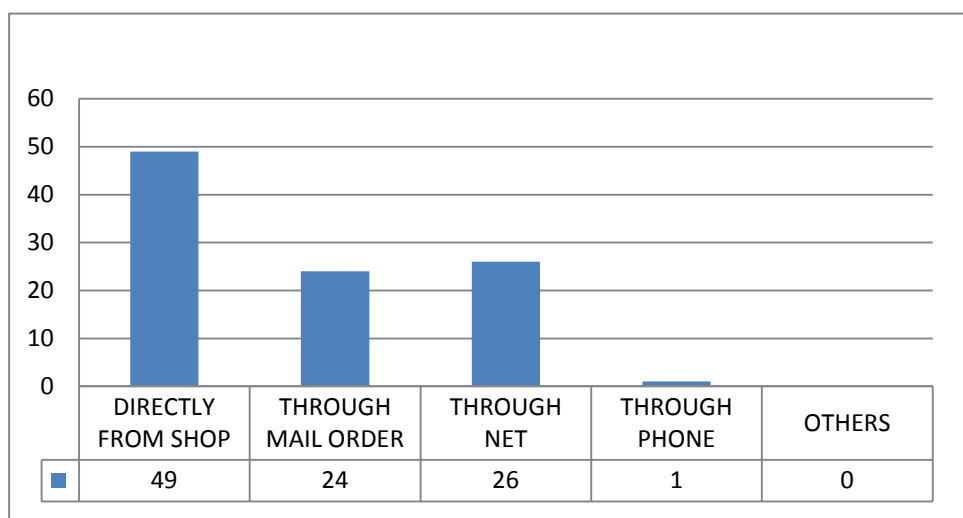
EXPLANATION:

The above figure and table shows that about half of the respondents would like to purchase directly from the shop, about a quarter through net and mail order and almost none through phone and other means.

HOW DO YOU GET INFORMATION ABOUT NEW PRODUCTS?

TABLE 4.6: GETTING INFORMATION ABOUT NEW PRODUCTS.

	RATINGS	**%**
NEWS	**31**	**31**
ADVERTISING	**57**	**57**
FAMILY	**01**	**1**
FRIENDS	**11**	**11**
OTHER SOURCES	**00**	**0**

GRAPH 4.6: GETTING INFORMATION ABOUT NEW PRODUCTS.

	NEWS	ADVERTISING	FAMILY	FRIENDS	OTHER SOURCES
	31	57	1	11	0
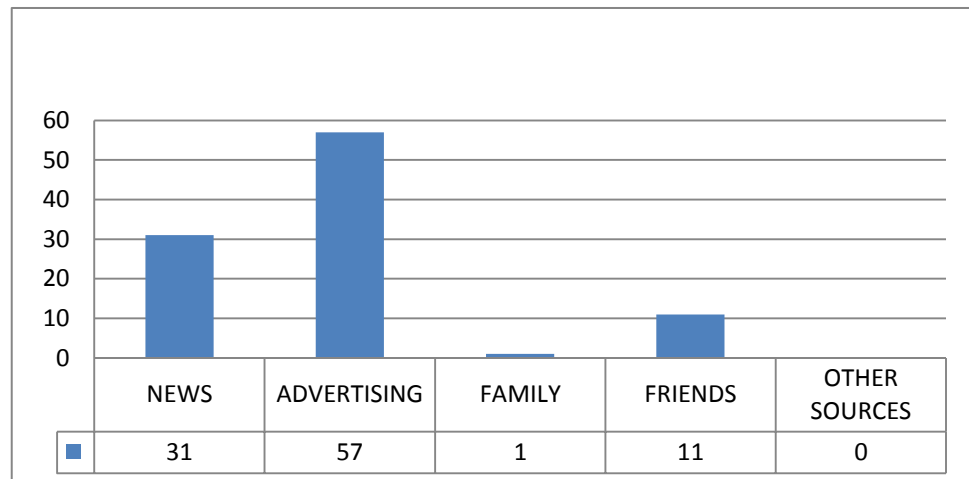
<u>INTERPRETATION:</u>

The above table and figure shows that most of the respondents get information about new products through Advertising, about one third get it through news, and friends form about eleven percent and almost none through families and other sources.

HOW OFTEN DO YOU CLICK ON ADVERTISEMENT ON SITES?

TABLE 4.7: RESPONDENTS CLICK ON ADVERTISEMENTS ON SITES.
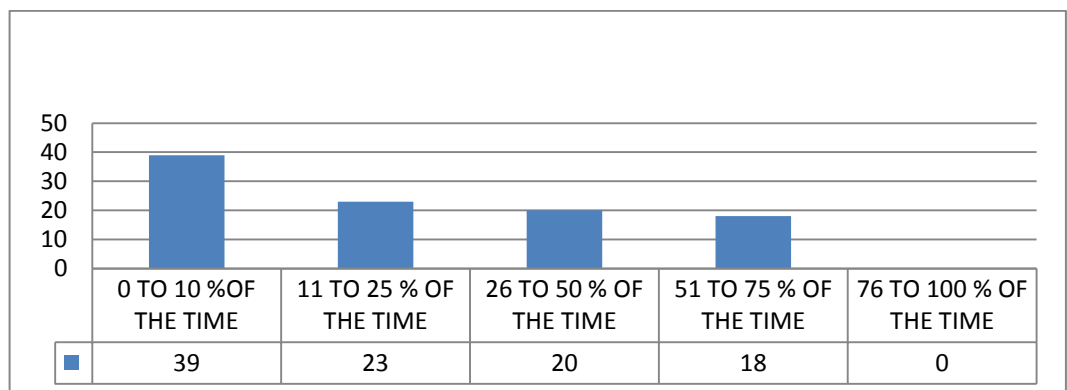
	RATINGS	**%**
0 TO 10 %OF THE TIME	**39**	**39**
11 TO 25 % OF THE TIME	**23**	**23**
26 TO 50 % OF THE TIME	**20**	**20**
51 TO 75 % OF THE TIME	**18**	**18**
76 TO 100 % OF THE TIME	**00**	**0**

GRAPH 4.7: RESPONDENTS CLICK ON ADVERTISEMENTS ON SITES

	0 TO 10 %OF THE TIME	11 TO 25 % OF THE TIME	26 TO 50 % OF THE TIME	51 TO 75 % OF THE TIME	76 TO 100 % OF THE TIME
■	39	23	20	18	0

INTERPRETATION:

The above table shows that majority of the respondents click less than ten percent of the time on an advertisement, about a quarter of them click between ten to twenty five percent time, this is followed by respondents clicking for between 26 to 50 % and more than 50 percent and up to 75 percent.

Do you collect information before purchasing the products?

TABLE 4.8: RESPONDENTS ENQUIRES BEFORE PURCHASING.

	RATINGS	**%**
YES	**71**	**71**
NO	**29**	**29**

PIE CHART 4.8: RESPONDENTS ENQUIRES BEFORE PURCHASING.
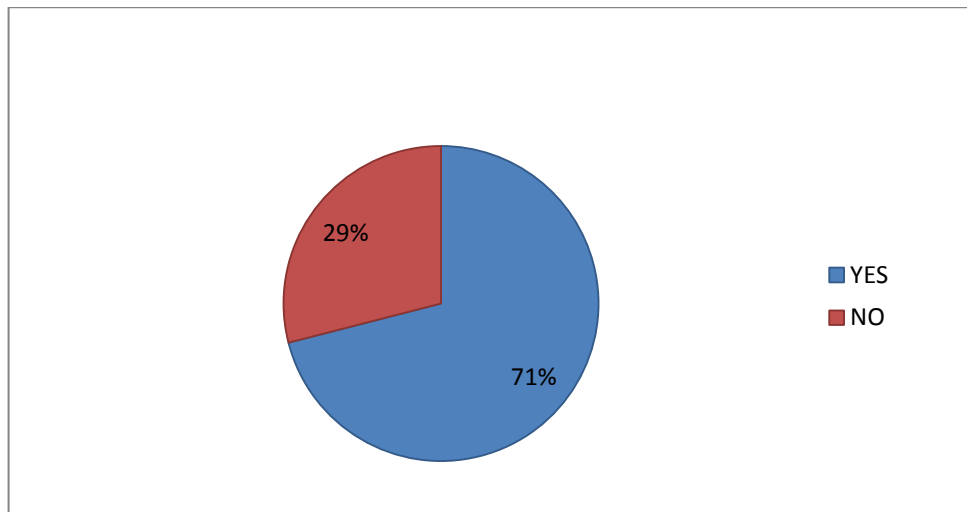
INTERPRETATION:

The above table shows that the majority of the respondents collects information about the product before purchasing.

40

WHAT TYPE OF INFORMATION WILL YOU COLLECT?

TABLE 4.9: TYPE OF INFORMATION COLLECTED.

	RATINGS	%
PRICE	**08**	**8**
QUALITY	**68**	**68**
CUSTOMER'S EXPERIENCE	**09**	**9**
ATTRIBUTES	**08**	**8**
QUANTITY	**07**	**7**

GRAPH 4.9: TYPE OF INFORMATION COLLECTED.

	PRICE	QUALITY	CUSTOMER'S EXPERIENCE	ATTRIBUTES	QUANTITY
■	8	68	9	8	7

INTERPRETATION:

The above figure and table shows that majority of the respondents collect details about Quality of the products followed by customer's experience, price, attributes and quantity almost being at the same level.

TABLE 4.10: MEDIA OF HIGH PREFERENCE.

	RATINGS	%
RADIO	07	7
NEWSPAPER	38	38
ONLINE	47	47
TV	02	2
OUT DOOR HOARDINGS	06	6

Source: survey (primary data)

GRAPH 4.10: MEDIA OF HIGH PREFERENCE.

	RADIO	NEWSPAPER	ONLINE	TV	OUT DOOR HOARDINGS
	7	38	47	2	6
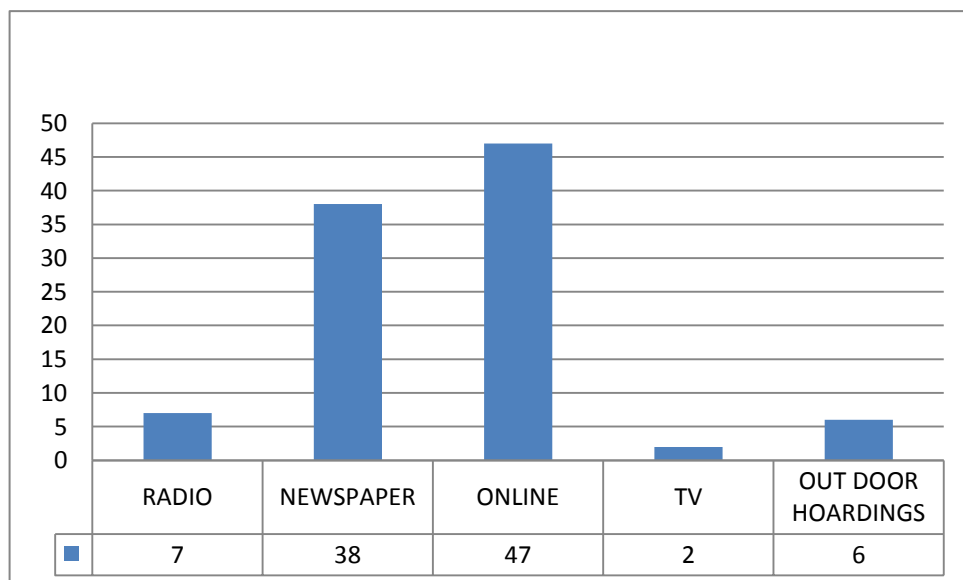
INTERPRETATION:

The above table shows that most of the respondents give more preference to online media and Newspaper, with very low preferring radio and outdoor hoardings and only two percent depending on Television.

HOW DO YOU SHARE YOUR EXPERIENCE WITH OTHERS?

TABLE 4.11: RESPONDENTS SHAIRING THEIR EXPERIENCE.

	RATINGS	%
FACE TO FACE TALK	13	13
IN COMPANY'S WEBSITE	28	28
WRITE A BLOG	09	9
MESSAGING	27	27
SOCIAL NETWORKING SITES	23	23

PIECHART 4.11: RESPONDENTS SHAIRING THEIR EXPERIENCE.
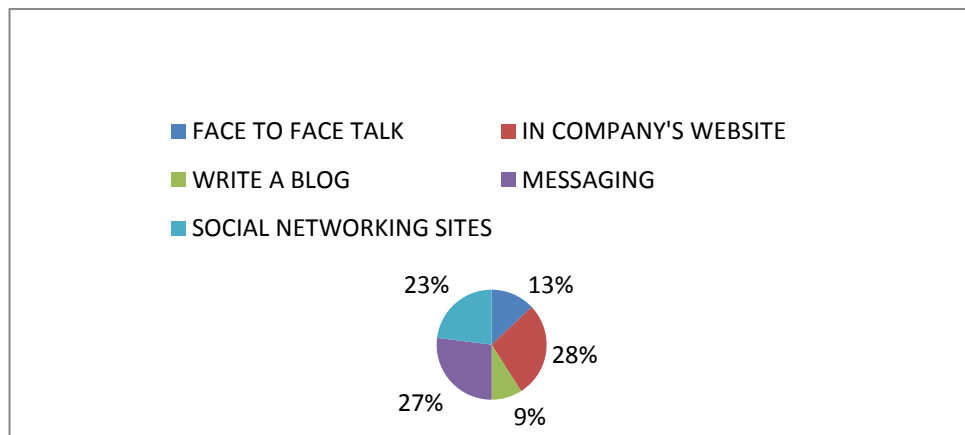
INTERPRETATION:

The above table and figure shows that majority of the respondents say that they share their experience on company website, messaging, social networks, face to face talk and writing a blog, in that order.

DO YOU FEEL ADS ON NET GIVES MORE INSIGHT OF THE
PRODUCTS/SERVICES THAN OTHER MEDIA?

TABLE 4.12: DO ONLINE ADS GIVE MORE INSIGHT.

	STRONGLY AGREE	AGREE	NEIGHTER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	
Weightage	5	4	3	2	1	
Frequency	44	36	12	8	0	
Weightage*Frequency	220	144	36	16	0	416
Total number of respondents						416/100 =4.16

Source: survey (primary data)

FIGURE 4.12: DO ONLINE ADS GIVE MORE INSIGHT.
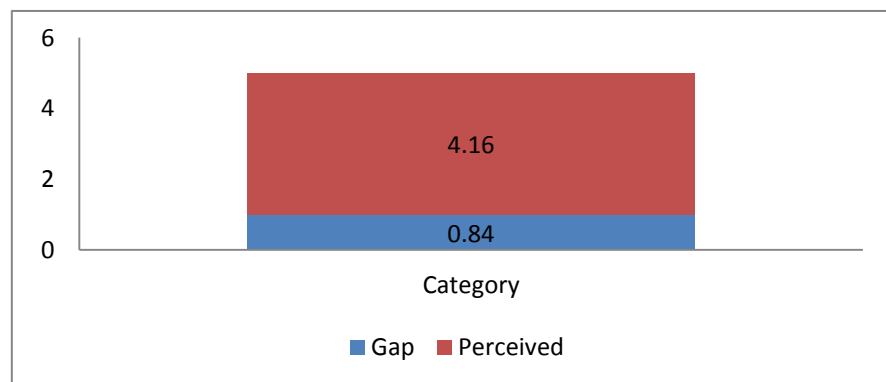
INTERPRETATION:

The above table shows that online ads give more insight to the respondents.

DO YOU FEEL INTERNET MARKETING IS THE BEST MARKRTING WHICH
CAN PROVIDE IN-DEPTH KNOWLEDGE OF ANY PRODUCT OR SERVICE?

**TABLE 4.13: DOES INTERNET MARKETING PROVIDE INDEPTH
KNOWLEDGE.**

	STRONGLY AGREE	AGREE	NEIGHTER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	
Weightage	5	4	3	2	1	
Frequency	37	40	9	14	0	
Weightage*Frequency	185	160	27	28	0	400
Total number of respondents	400					400/100= 4

**FIGURE 4.13: DOES INTERNET MARKETING PROVIDE INDEPTH
KNOWLEDGE.**
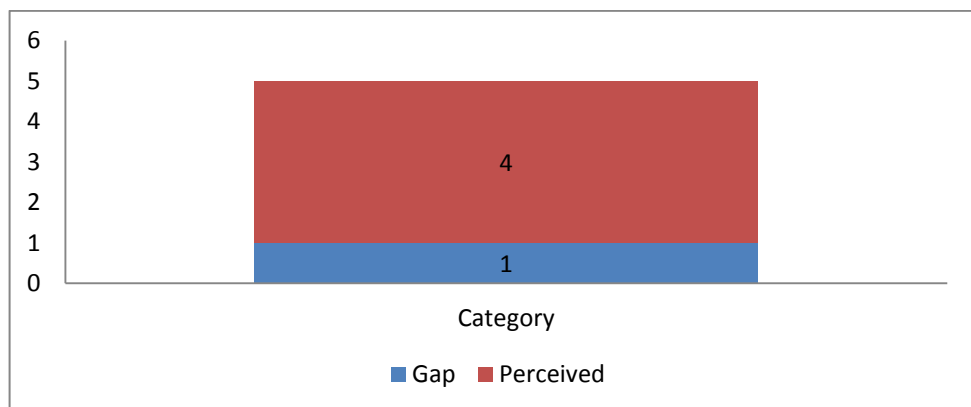
INTERPRETATION: the above table shows that Internet Marketing Provides in-
depth knowledge of any product or services.

DO YOU RECEIVE MAIL FROM BUSINESS SITES?

TABLE 4.14: MAILS FROM BUSINESS SITES.

	STRONGLY AGREE	AGREE	NEIGHTER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	
Weightage	5	4	3	2	1	
Frequency	19	53	0	28	0	
Weightage*Frequency	95	212	0	56	0	
Total number of respondents	363					363/100 =3.63

FIGURE 4.14: MAILS FROM BUSINESS SITES.
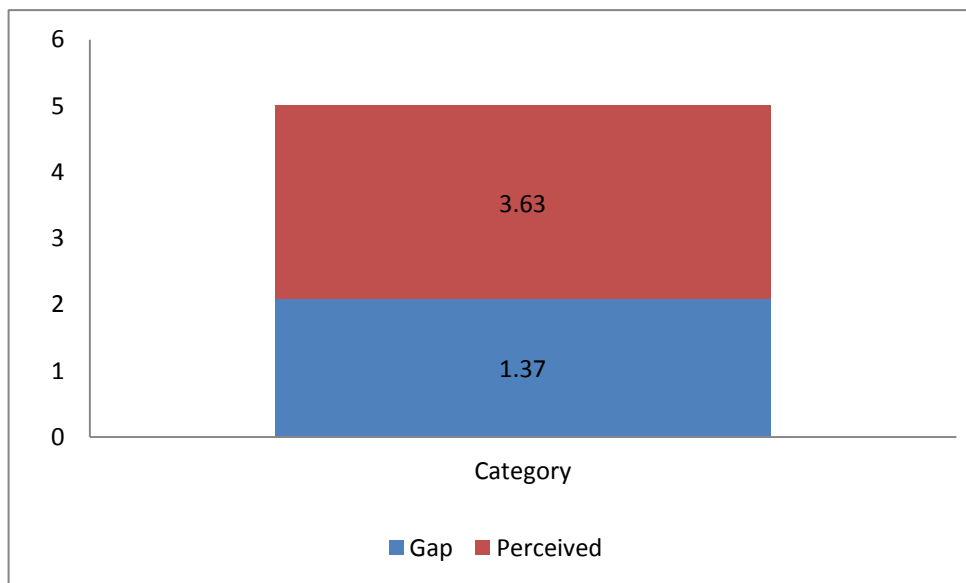
INTERPRETATION:

The above table shows that majority of the respondents receives mail from business sites.

DO YOU OFTEN RESPOND TO THE MAILS FROM BUSINESS SITES?

TABLE 4.15: RESPOND TO THE BUSINESS MAIL.

	STRONGLY AGREE	AGREE	NEIGHTER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	
Weightage	5	4	3	2	1	
Frequency	0	47	10	25	18	
Weightage*Frequency	0	188	30	50	18	286
Total number of respondents	286					286/100 =2.86

FIGURE 4.15: RESPOND TO THE BUSINESS MAIL.
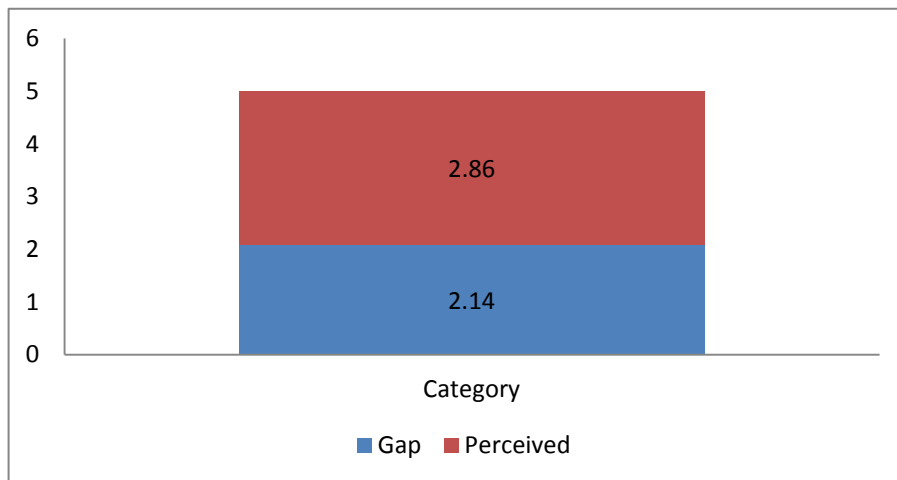
INTERPRETATION: The above table shows that majority of the respondents responds to the business mails.

ARE YOU PLANNING TO MAKE PURCHASE ON NET IN FUTURE?

TABLE 4.16: PURCHASE ONLINE IN FUTURE.

	STRONGLY AGREE	AGREE	NEIGHTER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	
Weightage	5	4	3	2	1	
Frequency	4	43	40	7	6	
Weightage*Frequency	20	132	120	14	6	292
Total number of respondents	292					292/100 =2.92

FIGURE 4.16: PURCHASE ONLINE IN FUTURE.
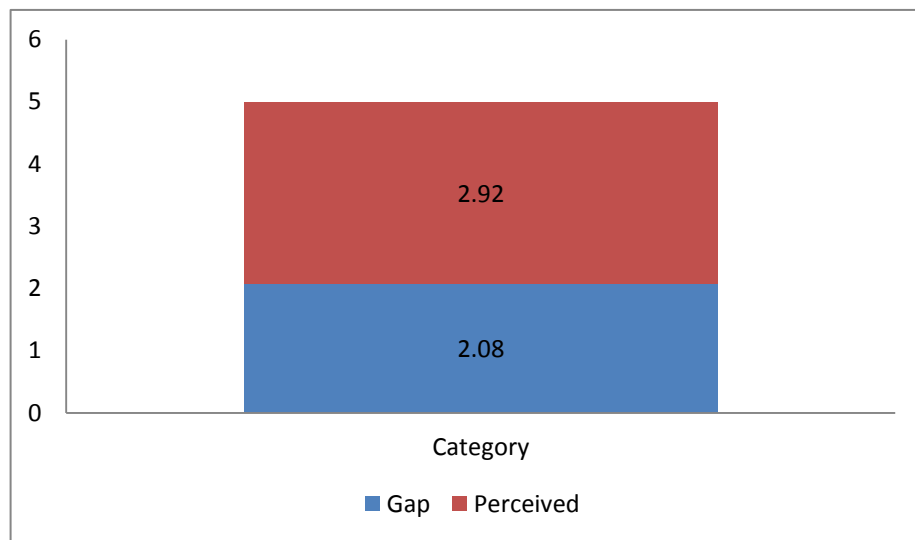
INTERPRETATION:

The above table shows that majority of the respondents want to make purchase in future.

PLEASE MENTION WHAT FACTOR MOTIVATES YOU FROM MAKING PURCHASE ON NET?

FIGURE 4.17: FACTORS MOTIVATES RESPONDENTS FOR BUYING ONLINE.

	RATINGS	**%**
CONVENIENCE	00	0
SECRECY	34	34
WIDE RANGE OF CHOICES	36	36
SAVING OF TIME	30	30
ANY OTHER	00	0

	CONVENIENCE	SECRECY	WIDE RANGE OF CHOICES	SAVING OF TIME	ANY OTHER
	0	34	36	30	0
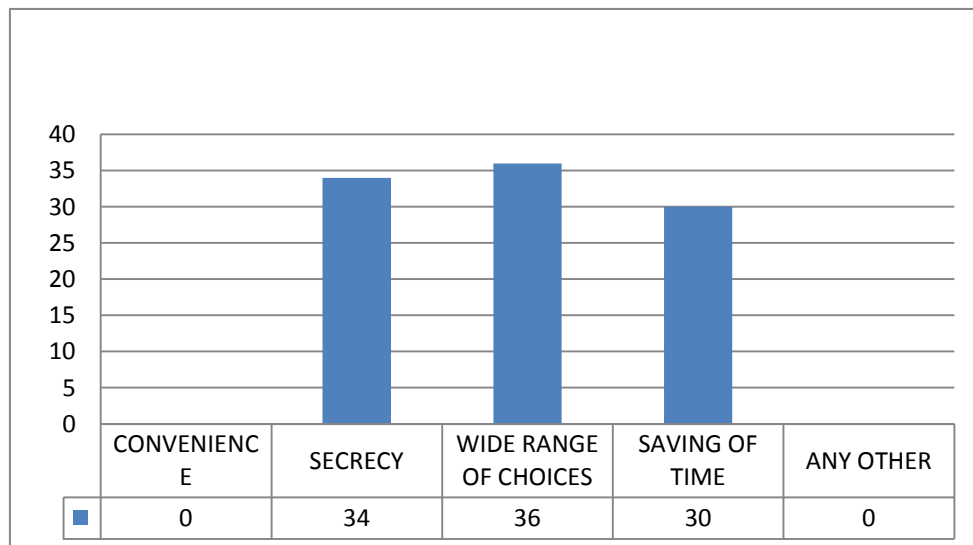
INTERPRETATION:

The above table and figure shows that about three fourth of the respondents gets motivated to purchasing on net because of the wide range of varieties, saving of time and secrecy. There are no respondents who do online purchasing for convenience or any other factor.

MENTION WHAT FACTORS STOPS YOU FROM MAKING PURCHASE ON NET?

TABLE 4.18: FACTORS STOPS RESPONDENTS FOR PURCHASE ONLINE.

	RATINGS	%
SECURITY	26	26
LATE DELIVERY	32	32
WRONG DELIVERY	42	42
LACK OF ACTUAL FEELING	00	0
ANY OTHER	00	0

FIGURE 4.18: FACTORS STOPS RESPONDENTS FOR PURCHASE ONLINE

	SECURITY	LATE DELIVERY	WRONG DELIVEREY	LACK OF ACTUAL FEELING	ANY OTHER
	26	32	42	0	0
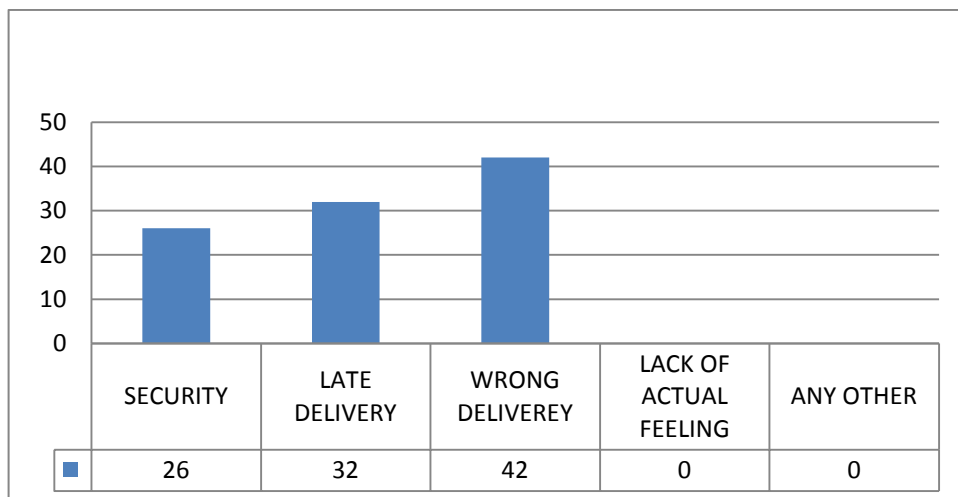
INTERPRETATION:

The table and figure says that the most of the people refuse to purchase online because of wrong delivery, followed closely by late delivery and security. There are no reasons like lack of actual feeling or any other for not doing the online shopping.

DATA ANALYSIS AND INTERPRETATION WITH SPSS SOFTWARE

SPSS Software is used to calculate correlations and Analysis of variance (ANOVA). It simplifies the task of finding out the relationship between or among the variables.

Correlation:

Correlation is a linear relationship between two or more dependent variables. Two variables are said to be correlated if with a change in one variable, there arises a change in the value of other variable. Karl Pearson's Correlation has been calculated for the following variables using SPSS and is shown in the table below. If the calculated values are less than 0.05, then there exists a relationship between two variables and they are affected by one another and if the calculated value exceeds 0.05, then, there is no relationship between the two variables.

Table 4.19.: showing correlation between, are you planning to make purchase on net in future and Do you feel ads on net give more insights of product/service than other media.

		Are you planning to make purchase on net in future?	Do you feel ads on net give more insights of product/service than other media?
Are you planning to make purchase on net in future?	Pearson Correlation	1	.320[**]
	Sig. (2-tailed)		.001
	N	100	100
Do you feel ads on net give more insights of product/service than other media?	Pearson Correlation	.320[**]	1
	Sig. (2-tailed)	.001	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

There is the positive correlation between Are you planning to make purchase on net in future and do you feel ads on net give more insights of product/service than other media.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.319	3	15.440	39.982	.000[a]
	Residual	37.071	96	.386		
	Total	83.390	99			

a. Predictors: (Constant), Do you receive mail from business sites?, Do you feel internet marketing is the best marketing which can provide in-depth knowledge of any product or service?, Do you feel ads on net give more insights of product/service than other media?

b. Dependent Variable: Are you planning to make purchase on net in future?

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.819	.383		4.743	.000
Do you feel ads on net give more insights of product/service than other media?	.727	.080	.736	9.134	.000
Do you feel internet marketing is the best marketing which can provide in-depth knowledge of any product or service?	-.660	.073	-.730	-9.094	.000
Do you receive mail from business sites?	.305	.058	.362	5.225	.000

a. Dependent Variable: Are you planning to make purchase on net in future?

Interpretation:

The Regression equation will be:Planning to make purchase on net = 1.819 + 0.727*(Ads on net give more insights in products/services)–0.66 *(Internet marketing provides in-depth knowledge onany product/service) +0.305*(Mails from business sites).

From the above equation we can infer that for the respondents their decision to make purchase on the net in future will be dependent on the fact that ads on net give more information about products/ services and mails from business sites prompts them to make online purchase. But the respondents are negatively influenced by internet marketing and the information provided by internet marketing.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 <u>FINDING:</u>

➢ Internet Marketing industry is one of the fastest growing industries in the world and also in India due to reach of internet to nearly every person.

➢ The Internet Marketing industry is increasing fast as it directly impacts sales. In India there are very few companies which provide full Internet Marketing services also customers prefer those companies which are international and provide wide range of services.

➢ Internet Marketing is cheaper compared to Traditional Marketing.

➢ It was found that theinternet marketing industry is growing very fast with many new players in the market.

➢ Many existing company which are in online selling are entering internet marketing.

➢ Therefore the competition will increase in future.

➢ Through Search Engine Optimization-page analysis it was found that the weight of the pages was too big for OS InfoTech.

➢ The study also shows errors in Heading structure also the internal links was found too many.

➢ The ratio between the external and internal links should not be more that 50%. There are no key words for many pages and some of the pages contain too many images.

➢ The uses of Social Media to promote the business were found to be very limited and the interaction through Social Media is very less.

➢ The interaction through Social Media was mainly through Facebook and use of LinkedIn, twitter, and Pintres is limited. It was found that the page content looks ok and overall score for web page is nearly 58%.

➢ It was found that Keyword metatag is too long for some of the pages and is empty in some of the pages Online marketing has more impact on the customers when compared to other means of media.

➢ Wide range of choices/ options available in online market motivates the people for purchasing of any products.

- Online Advertising plays very crucial role in spreading the information of any product or services.Almost all of the clients of Os InfoTech Communication Private Limited are through referrals. Os Infotek does not make a SWOT analysis of its clients at the time of taking an assignment.
- This also exposes it to a major threat of losing its own ground in its field as not many of its clients are too reputed.

5.2 SUGGESTIONS AND RECOMMANDATIONS:

- Henceforth reducing page weight in OS infoteck website would enable Google
- crawlers and robots to search for keywords in OS infoteckwebsite and list it out in organic results of page.
- OS infoteckshould increase its Social Media advertisement.
- Some of the pages contains too many images therefore it has to be reduced to some extent and the ratio between external links and internal links (link juice) should not be more than 50%.
- From the data collected from the marketing department of the company it is suggested that the company should improve its queries generated from website marketing. Some pages do not have any keywords; these pages should look for key words.
- Keyword met tag should be reduced for some pages in which it is too long and are empty in many pages. Therefore keyword metatag should be improved for the web pages.
- The company should try optimizing HTML code to get better result. The company should also check for broken links. Broken links are nothing but hyperlinks which are not working any more or this link are linked to those links which are not working or the link never had its presence.
  - Os Infotek Communication Private Limited must concentrate on diversifying its market as it has only 2 branches in Bangalore city.

- ➤ Os Infotek Communication Private Limited must take effective measures on Increasing in the number of employees.
- ➤ Os Infotek should also launch the mobile apps like My Chart, Today's Trends, Digital Market, Office Max, My Space etc. To keep in track of technology competition and also helps to keep in touch with customers to build a good image about the Os Infotek Communication Private Limited.
- ➤ Os Infotek is currently dealing with only 4 services in India as it has lot more other web-based services, so they can implement the other web-based services in Indian market.
- ➤ Os Infotek should work on building the brand and company image, as it has lot of creativity and innovative ideas the chances of growth is high.
- ➤ There is a tremendous scope for diversifying its market reach as currently Os Infotek is just specializing in only one particular media.

5.3 CONCLUSIONS

Summary of the Study:

The idea for this topic came with the knowledge that the digital industry is world's fastest growing industry, and the fact that it is a service industry. This knowledge made us understand the importance of promotions in digital industry. It was also felt that there was a need to know the effective medium of advertising to help the clients and customers to know about the company and the services being provided by it. Os Infotek Communications uses online marketing strategies to promote others business. With internet being a major media of advertising it is necessary to know whether the internet media is successful in attracting customers and the clients. The study also was to find the areas in which improvements had to be made.

After the study has done certain facts came to picture:

- o Most of the clients of Os Infotek Communications want to be marketed by the Os Infotek because of their Hi-Tech and Excellent services provided by them.
- o Most of the clients and the customers came to know about the Os Infotek Communication through the help of their friends and peers and also through internet medium.

- Most of the clients know about the promotions and services provided by the Os Infotek through Facebook, YouTube and also through Just Dial.
- Other than internet, clients are also aware of Os Infotek Communications through Word of Mouth Communication and also by their client-relation building strategies.

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QUESTIONNAIRE

Respected sir/madam,

1.   **Name:** _____

2.   **Age:** _____

3.   **Gender:** _____

4.   **Qualification:** _____

5.   **Occupation:** _____

6.   **Address:** _____

7.   **Email:** _____

8.   **For how many hours on an average do you surf net in a week?** _____

9. For what purposes do you surf net?

☐   **E-mail/chat**

☐   **Entertainment**

☐   **Getting information**

☐   **Downloading**

☐   **Buying things**

10. Have you ever used Internet for purchasing?

     ☐**YES**   ☐**NO**

11. What kind of products would you like to buy on net? Please mention.
_____

12. How would you like to make a purchase?

☐   **Directly from the shop**

☐   **Through mail-order**

☐   **Through net**

☐   **Through phone**

☐   **Any other (specify)_____**

13. How do you get information about new products?

☐   **News**

☐   **Advertisements**

☐   **Family**

☐   **Friends**

☐   **Other sources**

14. How often do you click on advertisement on sites?

☐ **0 to 10% of the time.**

☐ **10 to 25% of the time.**

☐ **25 to 50% of the time.**

☐ **50 to 75% of the time.**

☐ **75 to 100% of the time.**

15. Do you collect information before purchasing the products?

☐**YES**   ☐**NO**

16. What type of information will you collect?

☐   **Price**

☐   **Quality**

☐   **Customer's Experience**

☐   **Attributes**

☐   **Quantity**

17. Mention one form of media which you give more importance?

☐   **Radio**

☐   **Newspapers**

☐   **Online**

☐   **TV**

☐   **Out Door Hoardings**

18. How do you share your experience with others?

☐   **Face to face talk**

☐   **In company's website**

☐   **Write a blog**

☐   **Messaging**

☐   **Social networking sites**

FOR EACH OF THE SATATEMENT BELOW PLEASE INDICATE THE EXTENT OF YOUR AGREEMENT OR DISAGREEMENT BY PLACING A TICK IN THE APPROPRIATE BOX

☐   **1.STRONGLY AGREE**

☐   **2.AGREE**

☐   **3.NEITHER AGREE NOR DISAGREE**

☐   **4.DISAGREE**

☐   **5.STRONGLY DISAGREE**

19. Do you feel ads on net give more insights of product/service than other media?

☐1   ☐2   ☐3   ☐4   ☐5

20. Do you feel internet marketing is the best marketing which can provide in-depth knowledge of any product or service?

☐1   ☐2   ☐3   ☐4   ☐5

21. Do you receive mail from business sites?

☐1   ☐2   ☐3   ☐4   ☐5

22. Do you often respond to it?

☐1   ☐2   ☐3   ☐4   ☐5

23. Are you planning to make purchase on net in future?

☐1   ☐2   ☐3   ☐4   ☐5

24. Please mention what factors motivate you from making purchase on net?

☐   **Convenience**

☐   **Secrecy**

☐   **Wide range of choices**

☐   **Saving of time**

☐   **Any other (specify) _____**

25. Please mention what factors stop you from making purchase on net?

☐   **Security**

☐ **Late delivery**

☐ **Wrong delivery**

☐ **Lack of actually feeling the product**

☐ **Any other (specify) _____**

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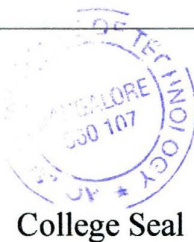# DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: VINAY KUMAR V

INTERNAL GUIDE: ARCHANA VIJAY

USN: 1AZ17MBA57

COMPANY NAME: OS INFOTECK

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

Company Seal   College Seal   HOD Signature

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