

A STUDY ON DIGITAL MARKETING AT “VIVE SANO TRADING INDIA PVT. LTD.”

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ABSTRACT

The pace of the India market is changing with the advent of the internet and the Digital marketing have become the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This study aims at studying client servicing and business development process at [VIVE SANO TRADING INIDA PVT. LTD](#) This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations it concepts and practices might vary. The study helps to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation. This study helps to understand and know how to deal with different kinds of customers or a clients and how to make an impressive online campaigns.

Key Words : Digital Marketing, Customer, Word of Mouth, Print Media, Electronic Media

INTROUDCTION

DIGITAL MARKETING

Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model

According to Garder's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies' marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

NEED OF THE STUDY

From the days of industrial revolution when goods & services were produced to the present day, the emphasis has shifted from the producers to the consumer and his needs, and with the consumer becoming more involved, in the marketing process there is greater need for information regarding the consumer needs. Preferences and making them satisfied of the products & services, has led to a constant but increasing need to conduct marketing research.

This research is an insight into the mind of the consumer, with the help of which the organizations will become aware of their pitfalls and in turn can also make improvements in the product regarding the level of satisfaction of the consumers towards their offerings in the market place.

OBJECTIVES OF THE STUDY

- To study the role of digital marketing in Return on web.
- To study the different criteria of digital marketing services.
- To analyze the approach which help them to get more business
- To know how to pitch a client while meeting basically how to talk, what to talk, how to make client engage in your conversation.
- To know the right way of writing a proper content for the E-mailers..
- To study the growth of Digital marketing.
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RESEYARCH METHODOLOGY

Primary Data: -

It is a firsthand data which is collected by you only. The different way of collecting primary data is

- 1) personal interview,
- 2) questionnaire,
- 3) survey etc.

Secondary Data:-

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

About The Vive Sano Trading India

Vive Sano Trading India Pvt Ltd, led by its founder and Group CEO, **Mrs.Anuradha Subramanyam**, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Vive Sano Trading India Pvt Ltd, group subsidiaries are present in Import, distribution of food products all over India, exporting and trading.

Vive Sano Trading India Pvt Ltd understands the soul of Indian consumers. As one of India's retail pioneers with multiple retail formats, we connect a diverse and passionate community of Indian buyers, sellers and businesses. The collective impact on business is staggering:

Vive Sano Trading India Pvt Ltd source our supplies from enterprises across the country, creating fresh employment, impacting livelihoods, empowering local communities and fostering mutual growth.

We believe in the 'Indian dream' and have aligned our business practices to our larger objective of being a premier catalyst in India's consumption-led growth story. Working towards this end, we are ushering positive socio-economic changes in communities to help the Indian dream fly high and the '*Sone Ki Chidiya*' soar once again. This approach remains embedded in our ethos even as we rapidly expand our footprints deeper into India.

Vive Sano Trading India Pvt Ltd believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness'. The group's corporate credo is, 'Rewrite rules, Retain values'.

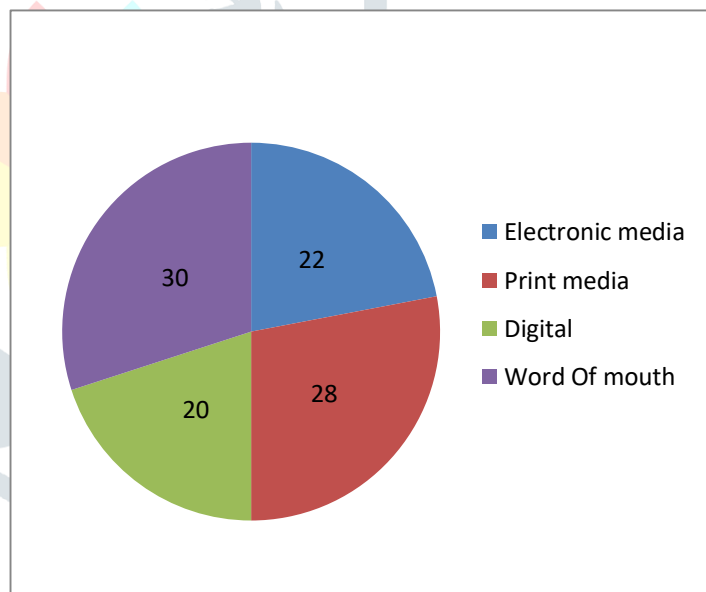
Analysis and findings

The total number of respondents of the survey is 100 from Hyderabad city only.

- To undertake a study in order to gauge the future of digital marketing
- The data collected is through primary source, through interviewing the concerned respondents by giving them a structured questionnaire.

1. Knowing about the product:

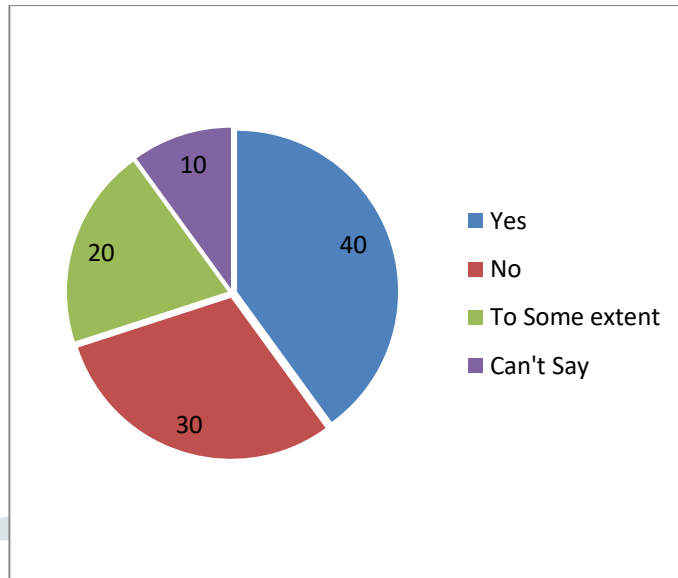
	No. of respondents	Percentage
Electronic media	22	22%
Print media	28	28%
Digital	20	20%
Word Of mouth	30	30%
Total	100	100%



Interpretation: 30% of the respondents came to know about Vive Sano products from Word of mouth while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that Digital Media have helped them in understanding Vive Sano product.

2. Using of Services (In Months)

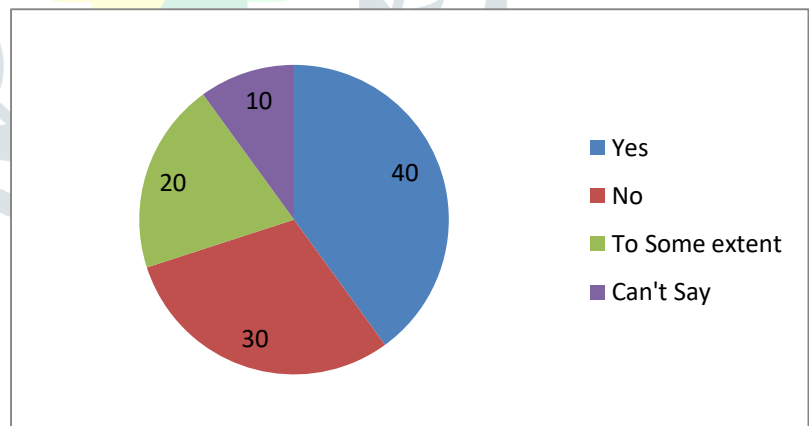
	No. of respondents	Percentage
0-6 months	23	23%
6-12 months	37	37%
1-2 years	36	36%
More than 2 years	04	04%
Total	100	100%



Interpretation: From the above table it is seen that 37% of the respondents have been using VIVE SANO TRADING PVT LTD products for past one year. While 36% have been using it for more than 1 year, and a significant 23% of respondents have been using the service for less than six months. Only 4% of the respondents have been using VIVE SANO TRADING PVT LTD products for more than 2 –years.

3. Platform

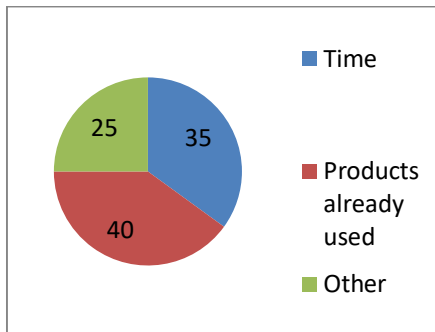
Type of Platform	No. of respondents	Percentage
Websites	30	30%
Blogs	10	10%
Social Media	40	40%
Other	20	20%
Total	100	100%



Interpretation : From the above table it can be seen that 30% of them will use websites for knowing information, 10% will use blogs, 40% will use Social Media, and remaining 20% will use other platforms to know/enquire about the products

4. Reason for Online Platform

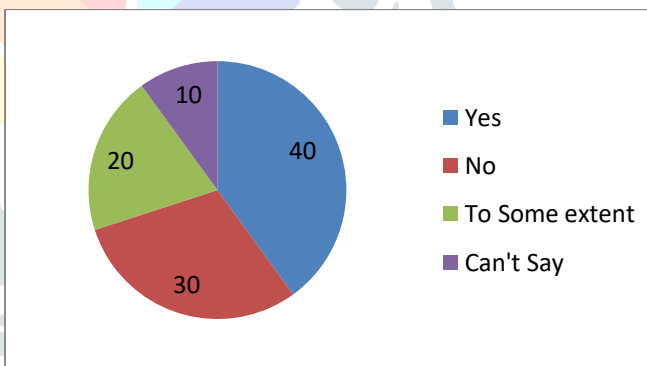
Reason for going Online	No. of respondents	Percentage
Time	35	35%
Products already used	40	40%
Other	25	25%
Total	100	100%



Interpretation: From the above table it is shown that 35% of the respondents are citing Time as the reason for choosing online platform for buying products of Vive Sano Products. While 40% cited products already used as the reason for choosing the service. As far as other reasons is concerned only 25% of the respondents have quoted it as the reason for choosing the online Platform.

5. Kind of Products

Type of Products	No. of respondents	Percentage
Oils	45	45%
Processed Foods	26	26%
Sea Food	10	10%
Other	19	19%
Total	100	100%

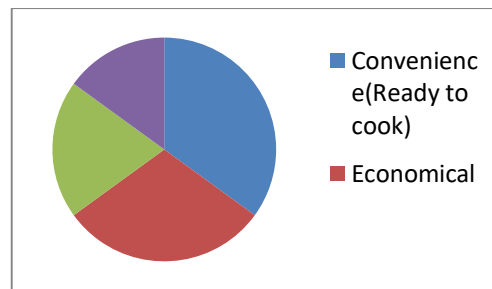


Interpretation :

From the above Table it shows that 45% of people are using Vive Sano's Oil products, 26% are using Processed foods, 10 % are interested in sea food, and remaining people interested in other products.

6. Preference of this service

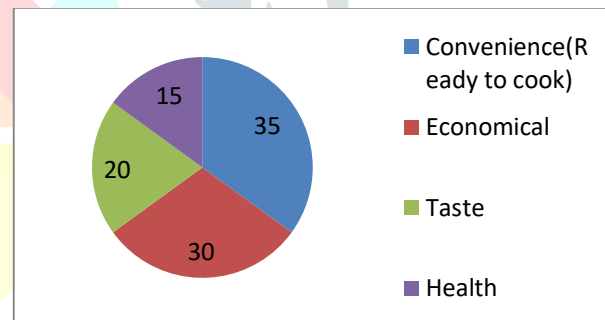
Type of Products	No. of respondents	Percentage
Convenience(Ready to cook)	35	35%
Economical	30	30%
Taste	20	20%
Health	15	15%
Total	100	100%



Interpretation: The above survey is conducted for knowing why people are interested in Vive Sano Products, what motivated them towards the products then the results are, Majority people (35%) answered Convenience (Ready to cook) as their opinion, and 30% answered as they are economical, 20% liked the taste, and the remaining preferred for the health purpose.

7. Quality of service being provided

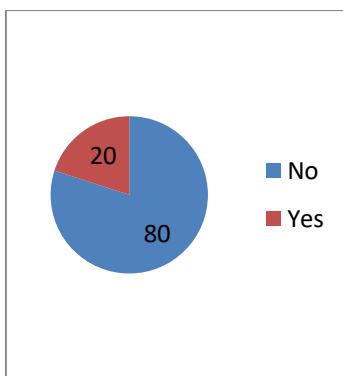
Satisfaction	No. of respondents	Percentage
Yes	40	40%
No	30	30%
To Some extent	20	20%
Can't Say	10	10%
Total	100	100%



Interpretation : The above survey is conducted for knowing the people whether they are satisfied in the quality of service provided by Vive Sano Products, in that 40 % were satisfied fully, 30 were not satisfied 20% people were said to some extent and the remaining respondents answered can't say.

8. Problem at the time of using online Platforms

Problem Faced	No. of respondents	Percentage
No	80	80%
Yes	20	20%
Total	100	100%

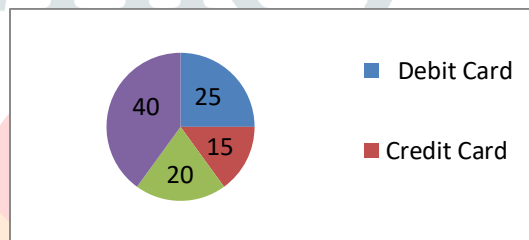


Interpretation :

The above question is about does they faced any problem while facing the Vive Sano Online Platform, in that almost all that is 80% answered no means they didnt faced any problem, remaining 20 % people faced slightly problem.

9. Payment of bills

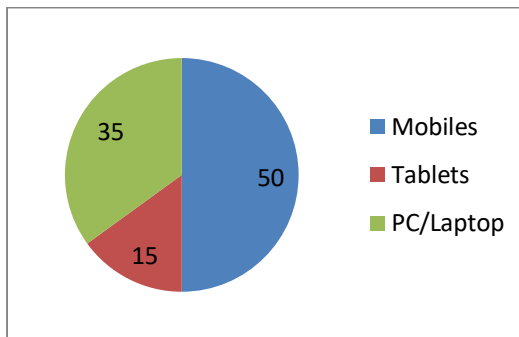
Mode Of Payment	No. of respondents	Percentage
Debit Card	25	25%
Credit Card	15	15%
Wallets	20	20%
Cash On Delivery	40	40%
Total	100	100%



Interpretation :The above survey is conducted for knowing the people what mode of payment they are intrested, in that 40% are intrested in cash on delivery, 25% are using the debit card, credit cards were used by 15% and wallets are used by 20 % people.

10. Pricing of Vive Sano Trading India Services as compared with other

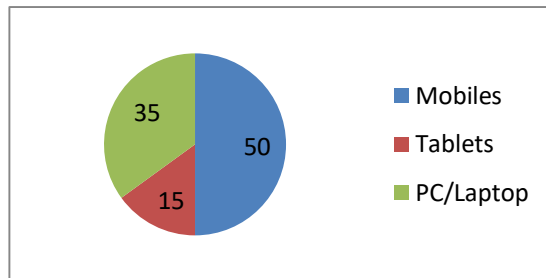
Pricing	No. of respondents	Percentage
Expensive	20	20%
Competitive	50	50%
Can't Say	30	30%
Total	100	100%



Interpretation : The above table is regarding the opinion on pricing of Vive Sano Products, in that 50% People answered the prices are Competitive and the 20 % felt they are expensive and the remaining can't say their opinion

11. Satisfaction with the payment of bills

Satisfaction for payment	No. of respondents	Percentage
No	20	20%
Yes	50	50%
To some extent	30	30%
Total	100	100%

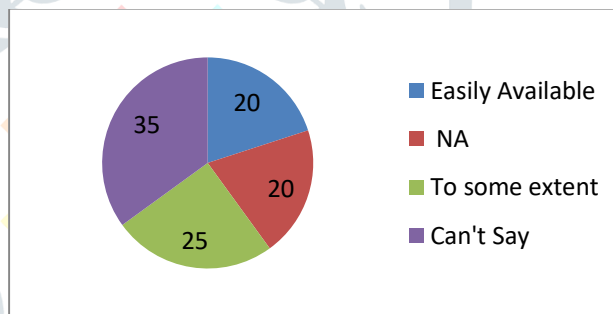


Interpretation :

When asked about Payment of bills 50% said their acceptance and 20 % said No. remaining said upto some extent they are satisfied.

12. Opinion on the service availability on online

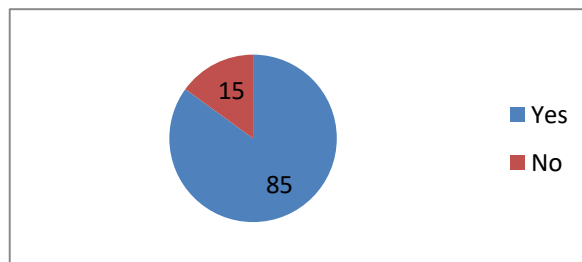
Opinion on the Service	No. of respondents	Percentage
Easily Available	20	20%
NA	20	20%
To some extent	25	25%
Can't Say	35	35%
Total	100	100%



Interpretation : While asked about the opinion on the service availability in online then 20 % said its easily available, 20% people are not applicable, and 25% people said to some extent, 35% people said can't say.

13. Feeling about Delivery

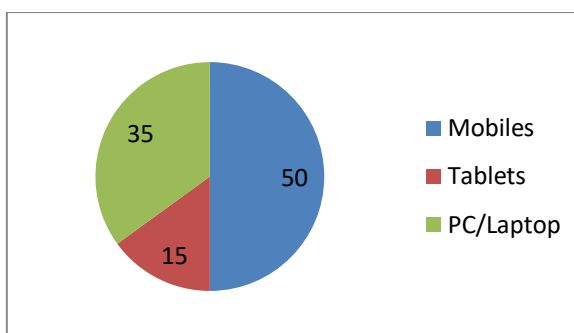
Feel About Delivery	No. of respondents	Percentage
Satisfied	85	85%
Not Satisfied	15	15%
Total	100	100%



Interpretation : The satisfaction Level of delivery is 85 % were satisfied and just 15% were unsatisfied.

14. Habit of writing Reviews

Habit of Writing Review	No. of respondents	Percentage
Yes	40	40%
No	35	35%
Sometimes	25	25%
Total	100	100%

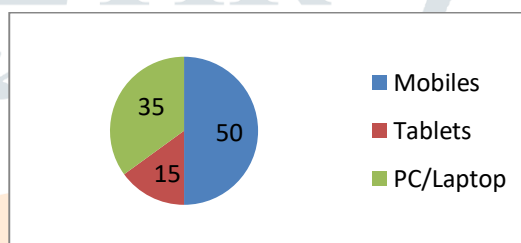


Interpretation

When asked about habit of writing review in online about products then they answered yes by 40% of people no by 35% of people and 25% people said that they will write sometimes while they are free or if they were highly satisfied/unsatisfied.

15. Reviews and Rating while enquiring/Purchasing Products

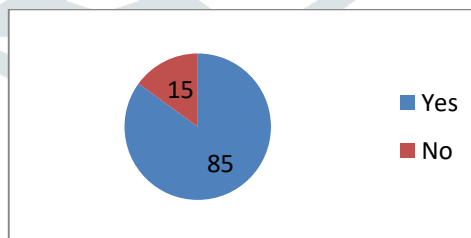
See Review	No. of respondents	Percentage
Yes	40	40%
No	35	35%
Sometimes	25	25%
Total	100	100%



Interpretation : When asked about habit of referring reviews in online while buying a products then they answered yes by 40% of people no by 35% of people and 25% people said that they will write sometimes while they are free or if they were highly satisfied/unsatisfied.

16. Recommendation of this service to your friends, colleagues & family

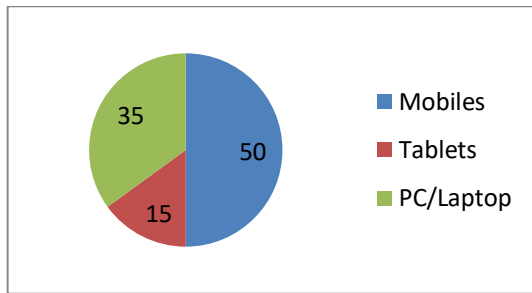
Recommend to Friends	No. of respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%



Interpretation : When asked about the service and whether they are interested in referring the same to their friends, colleagues etc, 85 % are interested in that.

17. Gadgets you use to know about Products

Type Of Gadget	No. of respondents	Percentage
Mobiles	50	50%
Tablets	15	15%
PC/Laptop	35	35%
Total	100	100%

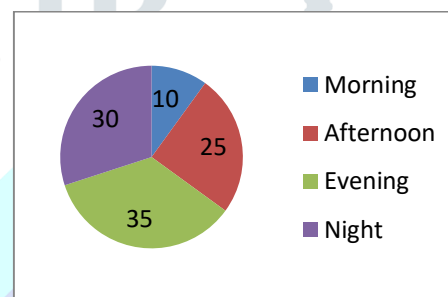


Interpretation :

I asked question regarding the type of gadget they are using online in that majority 50% said mobile as their medium to use online, and 35% using PC(Personal Computer/Laptop) and remaining 15% using Tablet.

18.Time to enquire or shop for a product in a day

Time of Users	No. of respondents	Percentage
Morning	10	10%
Afternoon	25	25%
Evening	35	35%
Night	30	30%
Total	100	100%



Interpretation : The above table is about at what time they are using online shopping in a day they said 35% in the night and 30 % in the evening as we can say this is prime time, as people reach home after finishes their work and thinking about cooking, and morning 10% afternoon 25% were using, may be home makers and idle people are preferred this time.

FINDINGS

- Still some people were not aware of Online so necessary measures should be made to create awareness.
- Special promotional schemes to be launched especially to target youth segment who take up the new product by having special packages
- Some people are still having fear of payment online we have to erase the fear by providing hassle free payment systems.

SUGGESTIONS

- The delivery service time has to be increased so that the product reaches very soon to the respective customer.
- Some special discounts and promotions has to give for online payment system.

- Vive Sano has to create awareness in the public by printing their website on the packs they are provided.
- Digital marketing and online purchases are made easily by tie up with some other partners who are specialized in that.
- How the products can be seen and ordered in online has to create awareness, and make sure that reviews should be there so that a customer can know about a product by seeing features and reviews.

CONCLUSION

The respondents came to know Vive Sano Products by Print Media, Electronic Media, Digital and Word of mouth. The content that used to write in online plays a key role in reaching the product to the customer, The content should be short and interesting. As people are educated and getting health conscious the products about the health are going to play key role in future. According to the respondents results the payment and delivery should become more flexible so that the customer should feel hassle free experience. By increasing the servers and load balancers the customer requests can be handled, so that the traffic on website will be balanced. Customer support should be established in a good way in order that the customer will get the required info. Some promotional activities should be conducted so that the sales will be huge in that period. The customers personal information should be kept isolated and secret, it should not go competitor hands.

References :

Books :

- MARKETING MANAGEMENT
 - Philip Kotler
- PRINCIPLES OF MARKETING
 - Philip Kotler & Gray Armstrong
- MARKETING MANAGEMENT
 - Stanton
- BUSINESS RESEARCH METHODOLOGY
 - C.R. Kothari

WebSites

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