

A STUDY ON CUSTOMER SATISFACTION IN B2B MARKETING WITH REFERENCE TO PENINSULAR RESEARCH OPERATION

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC| 12B Status by UGC| Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHISALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **HIMANSI SHARMA 41410124** who carried out the project entitled "**A STUDY ON CUSTOMER SATISFACTION IN B2B MARKETING IN REFERENCE TO PENINSULAR RESEARCH OPERATION**" under my supervision from January 2023 to March 2023.

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DECLARATION

I **HIMANSI SHARMA (Register No. 41410124)** hereby declare that the Project Report entitled **“A STUDY ON CUSTOMER SATISFACTION IN B2B MARKETING IN REFERENCE TO PENINSULAR RESEARCH OPERATION”** done by me under the guidance of **Dr. Princy A.S** (internal) in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE :05/05/2023

PLACE: CHENNAI

A handwritten signature in blue ink, appearing to read 'Himansi Sharma', with a stylized, cursive script.

HIMANSI SHARMA

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HIMANSI SHARMA

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ABSTRACT

In today's highly competitive business world, customer satisfaction is a crucial factor in building and maintaining long-term relationships with customers. This is particularly true in the context of business-to-business (B2B) marketing, where customers are often more demanding and have higher expectations than in the business-to-consumer (B2C) market. The aim of this study is to investigate customer satisfaction in B2B marketing, specifically in relation to Peninsular Research Operations. Peninsular Research Operation is a leading B2B research and development company that provides innovative solutions to various industries. The research will utilize both quantitative and qualitative methods to gather data from Peninsular Research Operation's customers to assess their satisfaction levels with the company's products and services. The study will also explore the factors that affect customer satisfaction in B2B marketing, including product quality, customer service, and pricing. The findings of the study will be useful in guiding Peninsular Research Operation's efforts to improve customer satisfaction and retention, as well as in informing B2B marketing strategies more broadly. The study aims to make a significant contribution to the literature on customer satisfaction in B2B marketing, and its findings will have important implications for both Peninsular Research Operation and other B2B companies. By understanding their customers' needs and expectations better, B2B companies can improve their products and services, increase customer satisfaction, and ultimately achieve long-term success in the marketplace.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

Customer Satisfaction in B2B Marketing

Selling goods and services to other businesses as opposed to individual consumers is called business-to-business (B2B) marketing. Customer happiness is a crucial component of B2B marketing that may make or ruin a business. The level of a client's happiness with a company's goods, services, and overall experience is known as customer satisfaction. consumers who are happy with a business are more likely to stick with it and refer others to it, whereas unhappy consumers are more likely to transfer to a rival. Therefore, it is crucial for businesses that wish to develop and sustain long-term connections with their clients to comprehend customer satisfaction in B2B marketing. Investigating customer satisfaction in B2B marketing with a particular emphasis on Peninsular Research Operation is the goal of this study. Leading B2B research and development firm Peninsular Research Operation offers cutting-edge solutions to numerous sectors. Customers of Peninsular Research Operation will be surveyed for information about their experiences with the company's goods and services using both quantitative and qualitative methodologies in the study. The study will also look at the elements of B2B marketing, such as product quality, customer service, and pricing, that affect client satisfaction. For Peninsular Research Operation and other B2B businesses, the study's conclusions will have significant ramifications. B2B businesses may enhance their goods and services, boost customer satisfaction, and ultimately succeed in the long run by better understanding the needs and expectations of their consumers.

1.2 INDUSTRY PROFILE

A wide range of information technology (IT)-related services and goods are offered by the IT solution business. This sector includes a number of subsectors, including

hardware, software, and services, which combine to offer both commercial and personal solutions. Products including desktops, laptops, servers, and mobile devices are included in the hardware category of the IT solution market. These solutions are made to make it easier for people and businesses to access and handle information. Applications, operating systems, and middleware that are intended to increase productivity, collaboration, and security are included in the software segment of the IT solution market. These products range from enterprise resource planning (ERP) systems like SAP and Oracle to office productivity tools like Microsoft Office and Google Suite. Technology improvements and rising demand for IT solutions have spurred tremendous expansion in the IT solution sector in recent years. Some of the major trends influencing the market are cloud computing, big data analytics, artificial intelligence, and the Internet of Things (IoT). The market for IT solutions is extremely competitive, with many companies providing comparable goods and services. Google, IBM, Microsoft, Oracle, Amazon Web Services, and others are significant players in the sector. To keep ahead of the competition and offer cutting-edge solutions to their clients, these businesses are making significant investments in research and development.

Market Size

A broad and complicated industry, information technology (IT) includes a variety of goods and services. Due to the variety of its products and ongoing innovation within the business, it is challenging to determine the exact market size of the IT industry. However, the following significant numbers illustrate the scale of the IT industry's current market:

According to Gartner, global IT investment would likely hit \$4.2 trillion in 2021. According to ResearchAndMarkets, the size of the global cloud computing market is anticipated to reach \$832.1 billion by 2025, expanding at a CAGR of 17.5%. According to Grand View Research, the size of the worldwide cybersecurity market is anticipated to reach \$365.26 billion by 2028, expanding at a CAGR of 12.5%. According to Fortune Business Insights, the size of the global artificial intelligence industry is anticipated to reach \$309.6 billion by 2026, expanding at a CAGR of 39.7%. According to Grand View Research, the size of the worldwide big data analytics market is anticipated to reach \$103 billion by 2027, expanding at a

CAGR of 10.9%.Overall, the IT sector is a vital one that is rapidly expanding and changing.

Therefore mentioned numbers highlight the industry's growth and breadth, with significant expenditures being made in fields like cloud computing, cybersecurity, artificial intelligence, and big data analytics. In the upcoming years, it is anticipated that these trends will persist as organisations and consumers depend more and more on technology to manage and access information.

Government Programmers'

India's government began the Digital India programme with the goal of transforming the country into a knowledge-based society and economy. The programme involves activities including building a digital infrastructure, promoting e-governance, and offering residents digital services.

Make in India: The Make in India project seeks to portray India as a centre for global manufacturing while promoting manufacturing and innovation there. The plan involves actions like the construction of industrial corridors, the easing of corporate rules, and the encouragement of innovation and entrepreneurship.

The goal of the Skill India project is to teach and enhance the abilities of Indian youth so they may succeed in the global economy.

India's youth are to receive training and skill development as part of the Skill India project, which intends to provide them the tools they need to succeed in the country's rapidly expanding IT sector. The programme calls for actions including the opening of training facilities, promoting apprenticeships, and giving learners financial aid.

Startup India: The initiative's goal is to support startups and encourage innovation and entrepreneurship in India. The initiative calls for actions like offering financial support, streamlining business laws, and building incubator facilities.

In general, the IT sector is expanding quickly and is predicted to do so in the upcoming years. Government programmes that support innovation, entrepreneurship, and digital transformation are anticipated to be crucial in fostering the future expansion of the IT sector

COMPANY PROFILE

Peninsular Research Organization (PRO) founded in 2021 is a global solution provider specializing in data. The company offers a unique engagement model to help customers simplify their business processes to enable the achievement of business objectives. PRO carries a rich experience in technology and business consulting. We identify innovative digital transformation initiatives to facilitate customers' growth.

Mission

1. Strategize and implement best-in-class data capabilities that help organisations attain their business objectives.
2. Ensure effective and innovative use of next-generation technologies that accelerate business transformation.
3. Build a highly competent workforce to implement industry best practices using advanced technologies.
4. Offer customer-centric products and services that are quick to deploy, easy to integrate, capable of swiftly realising business benefits

Vision:

Create a data-driven culture and practice in organizations using next-gen.

SERVICES PROVIDED BY PENINSULAR RESEARCH OPEARTION

Tech Advisory Services



Technology Advisory Services is a service focused on helping to create and sustain value at the key intersection of business and technology. A technical or information

technology consultant brings specific expertise to the design, instruction, or operations of technical solutions. Technology advisory as a client-driven strategy that offers a range of IT consultation services, including expert guidance

- Created IT strategy and roadmap
- Effectively used next-gen technologies
- Reduced IT expenses and Improved efficiency
- Enhanced tech architecture.

Mobile App Services



A mobile app (or mobile application) is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. Develop mobile apps which are scalable, feature-rich, customer-centric, result driven, and innovative.

- Achieved enterprise integration
- Integrated use experience
- High scalability attained
- Fast app-to-market time achieved.

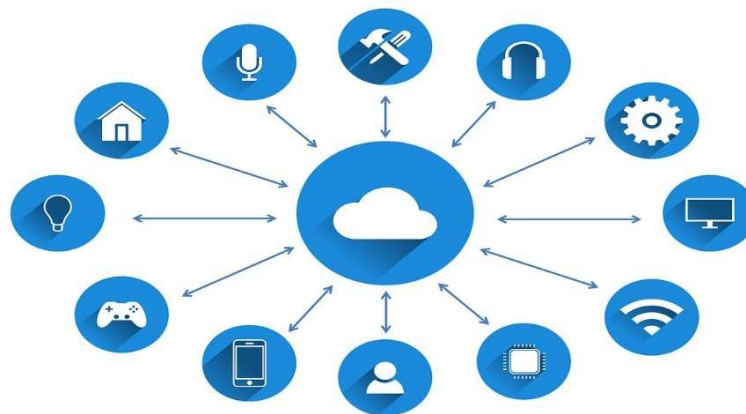
Cloud Migration Services



Cloud migration services aid in the process of moving data, product applications, and other business management documents from on-premise servers to a cloud computing environment. Cloud migration services are used to move data and applications to a more effective and secure environment than on-premise servers. Cloud migration to move business operations into the cloud and involves moving data, applications, and IT processes between data centers.

- Optimized cost
- Product velocity increased
- Service continuity improved
- Better business agility.

Digital Automation Services



Digital Automation is an alternative to traditional automation approaches like Application Programmed Interfaces (APIs). The technology accesses systems using the user interface of applications enabling rapid 'virtual' integration to autonomously execute business processes with human exception management. Digital automation to automate and optimize end-to-end business workflows.

- Operational stability achieved
- Achieved time savings for clients
- Helped prevent errors
- Responded to market demand quickly

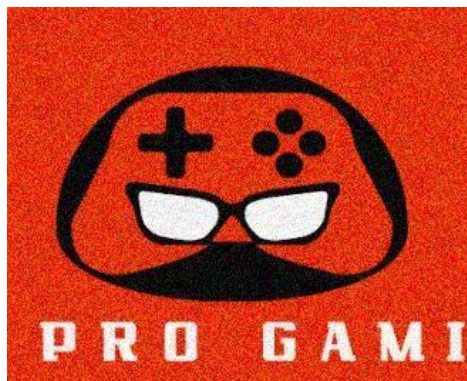
Pro Huda



PRO HUDA is a simplified and customized platform that integrates data collection, descriptive and predictive analysis, data visualization, and evidence-based decision-making. The exhaustive compilation of data can be extracted through our authentic sources and can easily be accessed to perform analysis and build reports within a few clicks on one unified platform.

- Users have accessed an authentic storehouse of socio-economic statistical data about India and its sectors, regions & states.
- Clients have gained valuable insights into the effectiveness of data.

PRO GAMI



PRO Gami is a Gamification product, which is built as a plug-in or add-on product to gamify any product irrespective of the technology used in the legacy or modern application to increase user engagement and customer motivation.

PRO GAMI is a comprehensive plug-In solution that lets businesses manage rewards and incentive programs for employees, customers, partners, and suppliers. It is equipped with robust support, different reward options, reward restrictions, scheduled reward deliveries.

1.3 OBJECTIVES

PRIMARY OBJECTIVES

To study the customer satisfaction level of B2B customers as a reference to Peninsular Research operation.

SECONDARY OBJECTIVE:

- To understand the level of satisfaction level of PRO's B2B customers with its IT products and services.
- To know the various reasons for choosing B2B marketing.
- To gain insights into customer needs and preferences to better align product and service offerings
- To enhance customer loyalty and retention in B2B markets.
- To assess the factors that influence B2B customers' satisfaction with PRO'S IT products and services such as product quality, customer service, pricing, and delivery times.
- To continuously improve and innovate based on customer feedback and insights
- To provide suitable suggestions to improve the business promotion.

1.4 NEED FOR THE STUDY

- To understand the factors that influence B2B customer satisfaction with IT products and services, and how these factors vary among different customer segments.
- To develop recommendations for Peninsular Research Operation to enhance its B2B customer satisfaction with its IT products and services, and thereby improve customer retention.
- To gain insights into the effectiveness of Peninsula Research Operation's current marketing strategies for its IT products and services, and how these strategies can be optimized to enhance customer satisfaction.

1.5 SCOPE OF THE STUDY

- To understand the factors that influence B2B customer satisfaction with IT products and services, and how these factors vary among different customer segments.
- To develop recommendations for Peninsular Research Operation to enhance its B2B customer satisfaction with its IT products and services, and thereby improve customer retention.
- To gain insights into the effectiveness of Peninsula Research Operation's current marketing strategies for its IT products and services, and how these strategies can be optimized to enhance customer satisfaction.

1.6 LIMITATIONS OF THE STUDY:

- Time constraint: The defined time limit passed a constraint for increasing the sample size due to which sample size was restricted to 200 B2B customers.
- The respondent chosen were selected by using simple random sampling.
- The data collected for the research is fully on primary data given by the respondents.
- The responses of the consumers may not be genuine there is a chance of personal bias.

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CHAPTER – 2

REVIEW OF LITERATURE

2.1 Review of Literature

- **C Ramos, DP Claro, R Germiniano (2023)**

The aim of this study is to empirically investigate the effectiveness in customer value creation of three different sales structures that include IS: IS used independently (i.e., discrete structure), and IS used in collaboration with OS (i.e., internal hybrid structure) or with distributors (i.e., external hybrid structure). The study also aims to empirically address whether IS effectiveness varies across customer segments, defined in terms of customer historical value (Zoltners et al., 2013) and related nature of the exchange (i.e., predominantly transactional or relational; Grönroos, 1997), as well as with the selling process complexity.

- **Olde Klieverik (2023)**

The demand for greater information about customer satisfaction levels has increased due to focus on customer churn and revenue churn percentages. This study aims to develop a framework for SaaS providers to gauge client satisfaction in a B2B setting. The SaaS-Qual model, which has been modified for the context of offering SaaS to security organisations, serves as the foundation for the survey structure. According to the poll's results, clients are very happy with the services they receive, and a SaaS provider can utilise the suggested survey structure to gauge how satisfied customers are. The primary contribution of this study is that it offers the SaaS provider a survey tool to gauge customer happiness that has been verified using several techniques and is regarded reliable.

- **Vanninen, Jarmo (2022)**

The purpose of this thesis was to investigate the greenfield entry into new markets of modern B2B SaaS enterprises; specifically, how SaaS vendors organised their sales, marketing, and customer success operations in response to the abrupt shift in buyer behaviour towards digital channels. The covid-19 epidemic and its following effects on the SaaS industry served as the setting for the research study. The theoretical framework concentrated on the software business mode

framework developed by Rajala et al in 2003 and examined the validity of the SaaS subcategories known as "Enterprise" and "Pure-play SaaS" as defined by Luoma et al in 2013. The research also focused particularly on the applicability of a physical market presence to a SaaS company operating internationally today.

- [Iqbal Thomas , Mithun, Adel, Rajesh,Nympha \(2022\)](#)

In recent years, South Asia has experienced a digital revolution. The number of people using the internet has significantly increased. They utilise it for online commerce, social media, and shopping. However, there is a void in the literature regarding the impact of outbound digital marketing in B2B markets. In order to comprehensively analyse the cost and results of digital marketing efforts of start-ups operating in South Asia, the research develops a model based on brand and consumer interactions in Indian B2B markets using a vector autoregressive model.

- [Agota giedre, simonas juozapas \(2022\)](#)

Through the lens of consumer perception of service quality criteria, the study tries to take a fresh look at customer satisfaction with B2B service. Service quality models define sets of key characteristics based on literature reviews, but they do not order them in terms of importance. We contend that the current models of service quality only partially reflect business customer views based on AHP analysis of expert interview data. This study aims to close a knowledge gap in B2B service quality. The quality criteria contribute to creating a favorable equilibrium between the perceived value of services and what customers anticipate from them. In light of this, we provide a model of consumer satisfaction that categorizes factors into four categories: essential, major, sufficient, and marginal.

- [Rizwan Ullah khan, Yashar Salamzadeh, Qaisr Iqbal & Shaohua Yang \(2022\)](#)

The impact of customer relationship management (CRM) and brand reputation on customer loyalty is examined in this study, with customer satisfaction serving as a mediator between small and medium-sized businesses. Customer happiness is crucial for a company's reputation and loyalty since, in volatile marketplaces, a company's reputation is heavily dependent on customer satisfaction. In order to investigate what customers, think about a company's reputation, the current study is

being undertaken in a Pakistani environment. No business can thrive in this volatile market in Pakistan due to market instability. Data were gathered from registered businesses operating in Islamabad and Rawalpindi and confirmed by the Small and Medium-sized Enterprises Development Authority (SMEDA) in order to accomplish the study's principal goal.

- [Gunther Rothfuss \(2022\)](#)

Research on the subject of startups selling SaaS and using pilots to enter and further scale within their prospect's organization is scant, despite the fact that pilot programmes are a recognized form of access into prospects. The reader can anticipate a compilation of crucial business strategies used by SaaS firms in the decision support software industry. These bring together the key features of sales-oriented pilot projects that are taken into account by Customer Success Management, Change Management, and cultural factors. Exploratory interviews were done to better understand the research object, mostly with stakeholders in Decision Support Software startups. Results show that pilots are carefully used in such startups' sales to address multiple issues at once.

- [Julkaisun Pysyvä osoite \(2021\)](#)

Lead generation is essential for a company's success because it tries to identify potential consumers and, ultimately, discover customers. With the overall digitalization of society, lead generation methods have changed. Since customers are online, so should marketing be. Lead creation has thus been acknowledged as one of the main problems facing businesses. In the current digital era, new technological companies are founded daily; a SaaS (Software as a Service) company is one typical form of business. However, compared to more conventional business models, the difficulties faced by startups and the field of software development are frequently distinct. As a result, you cannot sell to anyone without leads. To explore for a framework for such businesses to create leads, this study will look at lead generation components from two B2B SaaS companies as well as trends from one digital marketing expert. The study's focus on SaaS companies makes it clear that a more comprehensive investigation of lead generation is needed rather than a narrow focus on a single aspect of the process.

- Sang-Li-Han, Jong won lee (2021)

In the business-to-business market, this study aims to clarify how Corporate Social Responsibility (CSR) effects the caliber of business relationships. This article's goal is to offer the CSR approach in a B2B setting. First, based on earlier research in the B2B space, this study distinguishes between two aspects of companies' CSR activities: business CSR and altruistic CSR. In addition, we looked into how CSR initiatives affected how business partnerships developed (across both economic and non-economic aspects), as well as how well relationships performed in the B2B market. The study's limitations and managerial ramifications were also examined.

- Marco Dieffenbacher, Isabella eigner, Jan Bosch (2021)

Software service providers are always looking for ways to gauge and raise client satisfaction in order to stand out from their rivals. Continuously tracking customer happiness, however, is either expensive and time-consuming, or it necessitates work on the part of the client. A continual evaluation of customer satisfaction is challenging to do, particularly in B2B contexts due to potential limitations and complex provider-client-end user configurations. Software developers may gain a thorough understanding of how their products are used thanks to ideas like web usage mining, but their use to objectively gauge customer satisfaction has not yet received much attention. In order to create a model that facilitates the delivery of B2B services, our study combines existing knowledge on customer happiness, online usage mining, and B2B service characteristics.

- Devika Rani Sharma, Balgopal Singh (2021)

Technology's development has not only increased consumer involvement but also created opportunities for customers to actively participate in business creation. In the current environment, client relationship building activities are being replaced by customer engagement activities. Customers' interactions with a particular brand have an effect on their levels of satisfaction and future purchase intentions. A consumer that is engaged is likely to make purchases 90% more frequently and may spend 300% more than other customers, according to a report by Rosetta Consulting. Therefore, the current study has attempted to investigate the mediating

role of customer involvement in retaining customers or convincing them to make repeat purchases. The findings demonstrate that customer satisfaction has a major mediating influence in affecting their repeat purchase behaviour.

- [Bene, Monika \(2020\)](#)

In recent years, customer experience has emerged as one of the key focuses of both marketing theory and practise. Despite the rise in the number of consumer touchpoints and channels, businesses now have less ability than ever to manage the overall experience. Additionally, customers have evolved into active agents who collaborate with the business to co-create their experiences). This study's primary goal is to investigate how personnel and other significant internal influencing variables within the company shape the customer experience. Through a case study of a SaaS company, this study explores the impact of customer relationship management and service quality on the customer experience.

- [Deep Shree, Rajesh Kumar Singh, Justin Paul , Andy Hao , Shichun Xu](#)

The development of digital platforms has altered how businesses conduct their operations. Digital platforms have proliferated and become standard in business-to-business (B2B) sectors, piquing academics' attention. Despite growing interest, there is still a lack of a thorough strategy for filling in the gaps that have been left. The 10 years of study on digital platforms in B2B marketplaces are summarised in this review. The current study analyses the technological, organisational, and environmental context-based elements that play a significant influence in the adoption of digital platforms in B2B markets based on the Diffusion of Innovation (DOI) and Technology-Organization-Environment (TOE) frameworks for innovation adoption. Additionally, we provide a thorough summary of the research, including the publishing history, regional distribution, industrial background, and theory.

- [Valtor afonso veiria , Marcos, raj Agnihotri,Noga \(2019\)](#)

Businesses in developing economies must contend with the internet's expanding use, new electronic payment methods, and a variety of social media and online sales platforms. Marketers are unsure of the exact pattern of influence that firm-initiated digital communications (such as paid media, owned media, and digital inbound marketing) and market-initiated digital communications (such as earned social media

and organic search) have on B2B sales and client acquisition. By analysing a special 132-week dataset from a Brazilian hub firm functioning in the market, we create and test a model of the digital echoverse in an emerging market B2B environment. In emerging markets, we find empirical data that supports our conceptual framework. acquisition and sales improvement when operating in emerging areas as a result.

- [Ping-Lung Huaang, Bruce C.Y. Lee \(2019\)](#)

This study's major goal is to investigate how, in the business-to-business (B2B) technology service sector, service quality and brand recognition affect customer satisfaction and loyalty. Most research in the field focuses on business-to-consumer contexts, such as those in the hospitality sector. Calibration laboratories' B2B technology services necessitate the rectification of any instrument fault arigorous adherenceence to measurement standards. To create a survey and gather information from customers, we employ a PZB model of customer happiness and loyalty. To validate our suggested hypotheses, multiple regression analysis is applied to the data.

- [Sonal Gulati \(2019\)](#)

Before purchasing any goods or services online or from a local business, a large portion of the worldwide audience now relies heavily on the Internet for information. This particular study is a subset of a bigger study that assessed how startups and small businesses in India use digital marketing and how customers' purchasing patterns changed as they switched from well-known brands to new firms based on online reputation and reviews. This particular project's main goal was to evaluate how new businesses are competing on the worldwide market by using digital marketing strategies. Additionally, it will cover how digital marketing techniques are helping India's economy and employment situation.

- [Ya-Ling Wu, Eldon Y. Li \(2018\)](#)

The goal of this study is to construct an integrated model based on the stimulus-organism-response framework to investigate the effects of six marketing mix components (stimuli) on consumer loyalty (response) through consumer value (organism) in social commerce (SC).

- Daniel Nuan, Olivier sibai, Bruno Schivnski, George christodoluides (2018)

The paper "Social media: Influencing customer satisfaction in B2B sales" by Agnihotri, Dingus, Hu, and Krush (2016) is noteworthy for highlighting the function of social media as an antecedent to value generation within the sales process, given the indirect role that social media plays in value creation. We critically evaluate Agnihotri et al.'s work and place it within the expanding literature on social media communication in the sales process in light of how quickly knowledge of the influence of social media inside B2B sales is increasing. We finish with a study agenda that outlines a wide range of fresh angles for examining social media's role in the sales process.

- R.R Harmon, G Laird (2017)

Delivering outstanding customer value is based on creating a strong connection between customer value requirements and the main value-producing activities of the company. Customers frequently form expectations about particular items, brands, and suppliers for a given product class. This study offers a paradigm for connecting marketing strategy to the consumer values that influence technology product purchase.

- Deborah aka, Oladele Kehinde, O.Ogunnaike (2017)

The study's objectives are to present factors that influence customer satisfaction with B2B cloud services and provide guidance on how to raise it. Research on customer satisfaction in eCommerce is used to define factors influencing cloud service satisfaction. Three customer happiness and service models (American Customer happiness Index, SERVQUAL, and SaaS-QUAL) are compared in the study, which examines satisfaction-related qualities from eCommerce satisfaction and B2B satisfaction studies. Expectations, perceived value, and perceived overall quality were shown to be common characteristics affecting qualities in all comparable research and models, although cloud-specific aspects were primarily restricted to the SaaS-QUAL model's offers.

- Roberto Mora Cortez, Wesley J. Johnston (2017)

The volume of research that has been published in marketing journals hasn't

reflected the economic importance of B2B transactions, and during the past 20 years, the usefulness of the studies for practitioners has been questioned. How can academics and professionals collaborate? The authors argue that the research efforts should be concentrated on six major areas of inquiry: Innovation, Customer Journey and Relationship Value, Data Analytics, Harnessing Technology, Marketing/Finance Interface and Revenue Growth, and Industry Context or Ecosystem. This is after studying the history of B2B marketing, building on configuration theory, and prospecting the future challenges for marketers.

- [Raj Agnihotri , Rebecca Dingus , Michael Y. Hu , Michael T. Krush \(2016\)](#)

The way that consumers and sellers engage has altered as a result of social media, and sales organisations may benefit from more social media involvement if salespeople use it to support their behaviours. We examine the effects of salesperson information communication behaviours on the relationship between social media use and customer satisfaction from the perspective of value creation. We use structural equation modelling to experimentally assess a model using salesperson-reported data in a B2B setting. It has been discovered that salespeople's use of social media affects their information communication behaviours, which improves their responsiveness and client happiness. Additionally, it has been discovered that a salesperson's responsiveness and client happiness are positively correlated. According to research, social media is crucial for informing customers while also influencing salespeople's actions to boost customer satisfaction.

- [Michelsonas, Natalia \(2014\)](#)

This study examines marketing tactics suitable for startups that offer SaaS ("Software as a Service") solutions. To find a response to the thesis question, an exploratory research strategy was used. The researchers based their data analysis on three frameworks. The first is the DEMATEL technique, which was created by Wu et al. (2011) and separates a set of elements into cause-and-effect groups. The second strategy uses Davis's (1986) TAM framework, an analytical tool made to look into how people take to a new information system. The third strategy is a KPI model

created by Tyrväinen and Selin (2011) based on their literature study, which highlights the key elements of SaaS marketing and sales.

- [Ariana Polyviou, Nancy Pouloudi \(2014\)](#)

Businesses are becoming increasingly interested in implementing Software-As-A-Service (SaaS) solutions. Despite this, there is little empirical research on SaaS selection determinants or efforts to comprehend how suppliers see consumer preferences. In this article, we offer the findings of a qualitative study on SaaS selection determinants that considers the viewpoints of both consumers and sellers. Our findings show that different client categories have different selection criteria. Additionally, manufacturers appear to undervalue the significance of usability and support criteria that are highlighted by customers in favour of selection characteristics that are more closely related to the technical and branding components.

- [Musfiq Mannan Choudhury, Paul Harrigan \(2013\)](#)

Customer relationship management (CRM) is a field that is always changing, and social media technologies have completely changed how consumers and organisations engage. Since social media technologies have transformed how companies and customers interact, the new dimension of social CRM focuses on the customer interaction area. By including the resource-based perspective theory and the equity theory, this research expands upon a CRM model first put forth by Jayachandran et al. (2005) with a focus on social CRM. In order to account for the influence of social media technologies on CRM, this study provides a new model for social CRM that incorporates a new construct of customer engagement initiatives as well as adaptations of existing constructs. Online surveys were used to gather data from a community of marketing professionals, and PLS-SEM was used to test the model. The study emphasises interactive interactions with customers and, from a theoretical standpoint, helps to understand how customer and marketer communications have changed. From a management standpoint, companies should use the detailed consumer information provided through each social media interaction with customers to inform their upcoming marketing choices.

- [Turunen, Helinä \(2013\)](#)

The study's objectives are to present factors that influence customer satisfaction with B2B cloud services and provide guidance on how to raise it. Research on customer satisfaction in eCommerce is used to define factors influencing cloud service satisfaction. Three customer happiness and service models (American Customer happiness Index, SERVQUAL, and SaaS-QUAL) are compared in the study, which examines satisfaction-related qualities from eCommerce satisfaction and B2B satisfaction studies. Expectations, perceived value, and perceived overall quality were shown to be common characteristics affecting qualities in all comparable research and models, although cloud-specific aspects were primarily restricted to the SaaS-QUAL model's offers. To identify additional characteristics that might have an impact on consumer satisfaction with cloud services, more research should be done.

- [Ismail Sila \(2013\)](#)

This study's goal is to examine the factors influencing the uptake of Internet-enabled B2B electronic commerce and assess how well they apply in various situations. Additionally, we contrasted each adoption factor between B2B EC adopters and non-adopters. Six out of the nine adoption characteristics studied were able to separate B2B EC adopters from nonadopters. Then, we used a number of contextual variables, such as business size, firm type, respondents' management levels, and firms' countries of origin, to analyse the influence of these factors on adoption. The findings demonstrated that all contextual factors, with the exception of nation of origin, had an impact on various adoption parameters. The findings demonstrated that all contextual factors, with the exception of nation of origin, had an impact on various adoption parameters. The results of this study can be used by managers to determine which elements are most likely to aid in the implementation of B2B EC and to better equip them to handle these factors' consequences on their efforts.

- [Abdur, Rahim Mohammed \(2012\)](#)

This study examines marketing tactics suitable for startups that offer SaaS ("Software as a Service") solutions. To find a response to the thesis question, an exploratory research strategy was used. The researchers based their data analysis on three frameworks. The first is the DEMATEL technique, which was created by Wu

et al. (2011) and separates a set of elements into cause-and-effect groups. The second strategy uses Davis's (1986) TAM framework, an analytical tool made to look into how people take to a new information system. The third strategy is a KPI model. Global SaaS providers were included in the analysis, regardless of the services they offered. This study concluded that SaaS vendors should measure all marketing initiatives, particularly with regard to the cost per user acquisition, and employ defensive methods in the early stages of the solution life cycle. SaaS providers must address concerns of trust and offer technical and security-related details.

- **Adam Rapp, Lauren Skinner Beitelspacher, Dhruv Grewal & Douglas E. Hughes (2013)**

The authors of this study suggest that social media use among business partners, retailers, and customers has a contagious effect. The authors evaluate social media contagion effects and their final impact on several performance indicators after establishing and validating social media usage measures at three levels—supplier, retailer, and customer. The conceptual approach and empirical findings provide fresh perspectives on the social media usage contagion effects across distribution channels as well as significant social influence mechanisms that strengthen these effects. According to expectations, using social media improves brand performance, retailer performance, and customer-retailer loyalty. Additionally, brand reputation and customer service temper the impact of supplier social media use on retailer social media use, which in turn moderates the impact on customer social media use.

- **Lisette de Vries, Sonja Gensler, Peter S.H. Leeftang(2012)**

Social media platforms are fantastic tools for building relationships with clients. Making brand fan pages on social networking platforms is one specific method for doing this. On these brand fan pages, businesses can publish brand postings that include videos, messages, quizzes, information, and other content. Customers may become fans of these brand fan sites and then express their approval of brand posts by leaving comments on them.

Our research can serve as a guidance for brand managers who manage brand fan pages when choosing which traits or information to include at brand postings.

- Naumann, Earl; Williams, Paul; Khan, M. Sajid(2009)

This study provides a conceptual and applied assessment of the literature on customer satisfaction and brand loyalty in B2B services. Currently, it is argued that the main relationship between customer pleasure and loyalty is insufficient to fully explain why consumers stay with or leave a company, despite a wealth of research to the contrary. The report provides a variety of hypotheses to aid future loyalty predictions by researchers. This conceptual study fills up some gaps in our knowledge of client loyalty. The report provides a number of theoretical and practical justifications for the existence of these missing linkages as well as suggestions for future research directions. The primary takeaway from this study is that future studies should consider a number of other variables when calculating consumer loyalty.

- **Christian Homburg & Ruth M. Stock (2009)**

Although it is generally stated that employee job happiness is a key factor in determining customer satisfaction, thorough research examining this relationship is lacking. The current study looks into how salespeople relate to one another in a business-to-business setting. The idea of emotional contagion serves as the theoretical foundation for the suggestion that salespeople's job satisfaction has a beneficial impact on customer satisfaction. The research is based on a dyadic data set that consists of opinions expressed by salespeople and those of their clients gathered from various manufacturing and service sectors. The findings suggest that customer happiness and salespeople's work satisfaction are positively correlated. Additionally, it has been discovered that there is a considerable correlation between salespeople's job happiness and customer satisfaction in situations when there is high customer engagement frequency, high customer integration intensity, and high product/service innovation.

- Rita Madaleno, Hugh Wilson(2007)

In a multi-channel B2B context, this study sought to determine the effect of channel satisfaction and multi-channel integration on relationship quality as assessed by total customer satisfaction. Prior empirical research on the multi-channel experience has been limited and has mainly focused on consumer markets without explicitly measuring multi-channel integration. With sub-samples for businesses served directly and those served through an intermediary, our research approach includes a survey of 579 small and medium-sized business clients of a major high-technology service provider. It also considers the web channel and the sales force. This study has found a significant correlation between multi-channel consistency and consumer happiness. Aspects that affect total happiness include channel choice, contentment with each channel individually, product satisfaction, and payment equity. Direct customers are those who are served by the provider's own sales team. Therefore, we advise practitioners to monitor and optimise both the multi-channel integration and individual channel experience. To determine the generalizability of our findings, we urge further study that replicates this work in consumer marketplaces and other industry contexts.

- [Aron O'Cass, Liem Viet Ngo \(2007\)](#)

Whether business performance is largely influenced by competition intensity or firm characteristics has been a topic of heated discussion in the marketing literature for a long time. By creating a conceptual framework that combines two opposing viewpoints—external adaptation (EA) and internal effectiveness (IE) as an integrated model—this research aims to add to the discussion. Competitive intensity is known to have an impact on an organization's strategic type and traits that fuel great brand performance. In addition to competitive intensity, the strategic type (i.e., posture) adopted by the firm, which represents the strategy-firm characteristic fit (congruence), can be used to explain the variety of firm characteristics. All of the assumptions are supported by empirical data, with the exception of the ones regarding competitive intensity and inventive culture.

- [Rebekah Bennett, Sharyn Rundle -\(2004\)](#)

For marketing managers, particularly those in service businesses, customer

satisfaction is a crucial concern. The focus placed on customer satisfaction surveys, however, suggests that achieving customer pleasure is frequently the final goal. This essay suggests that this emphasis results from the presumption that happy customers are devoted ones, and that consequently, high levels of satisfaction will enhance sales. This presumption leads to the frequent use of customer happiness as a stand-in for loyalty and other results. The authors present empirical evidence to show that contentment is not the same as attitudinal loyalty and that loyalty may not always follow from satisfaction. Considering the importance of attitudes and happiness in high-risk environments, a sample of businesses was chosen.

- Dr Atila Yuksel & Fisun Yuksel(2001)

This study's goal is to examine the factors influencing the uptake of Internet-enabled business-to-business electronic commerce (B2B EC) and determine whether they are applicable in various situations. Additionally, we contrasted each adoption factor between B2B EC adopters and non-adopters. Six out of the nine adoption characteristics studied were able to separate B2B EC adopters from nonadopters. Then, we used a number of contextual variables, such as business size, firm type, respondents' management levels, and firms' countries of origin, to analyse the influence of these factors on adoption. The findings demonstrated that all contextual factors, with the exception of nation of origin, had an impact on various adoption parameters. The results of this study can be used by managers to determine which elements are most likely to aid in the implementation of B2B EC and to better equip them to handle these factors' consequences on their efforts

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study.

Three important about research design are

- The design of investigation should stem from the problem
- Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose

3.2 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.3 SOURCES OF DATA

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

3.4 SAMPLE SIZE:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population of 200 customers of Peninsular Research Operation.

3.5 SAMPLING TECHNIQUE

CONVENIENCE SAMPLING

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator which is 200 B2B customers of Peninsular Research Operation.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

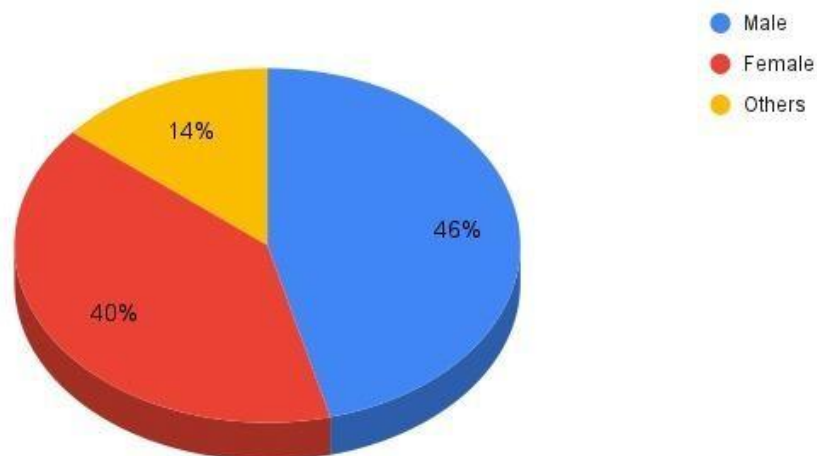
4.1 PERCENTAGE ANALYSIS

TABLE 4.1.GENDER

Particulars	No. of Respondents	Percentage
Male	92	46
Female	80	40
Other	28	14
Total	200	100

CHART 4.1.1 GENDER

Count of Gender



INTERPRETATION

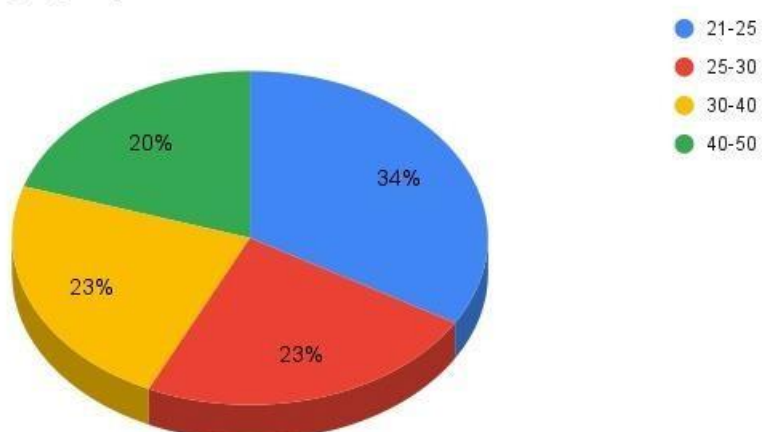
From the above table, it can be inferred that 46% of the respondent's male, 40% of the respondents female and 14% others. Most of the respondent's are male.

TABLE 4.2: AGE GROUP

Particulars	No. of Respondents	Percentage
21 - 25	21	34
25 – 30	50	23
30 - 40	33	23
40 - 50	09	20
Total	200	100

CHART 4.1.2 AGE

Count of Age group in Years



INTERPRETATION

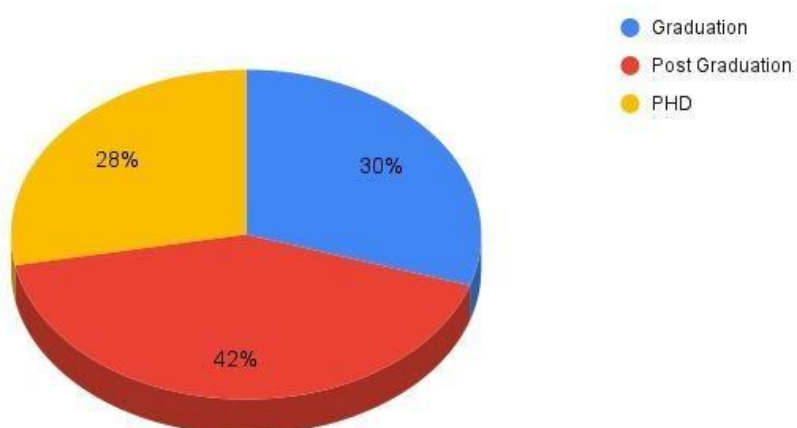
From the above table, it can be inferred that 34% of the respondent's age group is 21-25 years and 20% of the respondents' age group is between 40-50. Most of the respondent's age group is 21-25 years.

TABLE 4.3: EDUCATIONAL QUALIFICATION

Particulars	No. of Respondents	Percentage
Graduation	84	30
Post Graduation	60	42
PHD	56	28
Total	200	100

CHART 4.1.3: EDUCATIONAL QUALIFICATION

Count of Education Qualification



INTERPRETATION

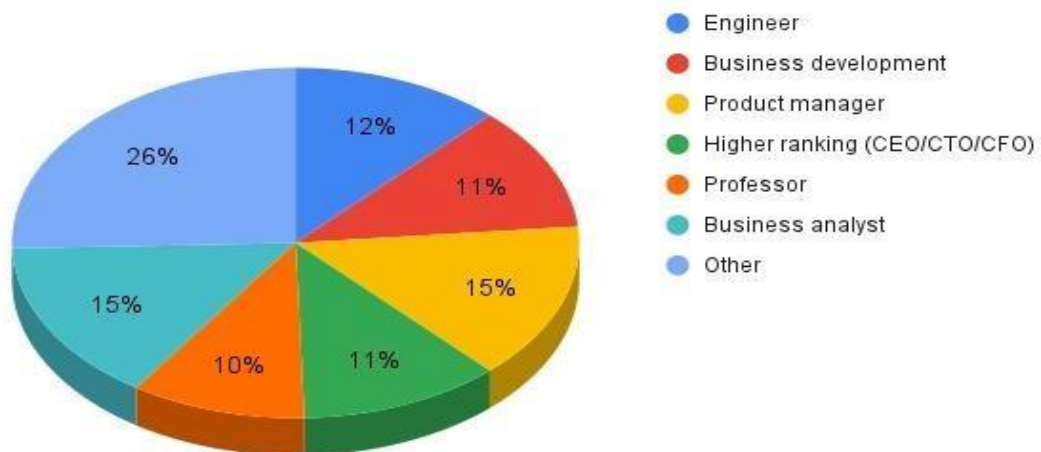
From the above table, it can be inferred that 34% of the respondents are having ug and pg graduation and 3% of the respondents are having HSC. Most of the respondents are having ug and pg graduation

TABLE 4.4: OCCUPATION

Particulars	No. of Respondents	Percentage
Engineer	24	12
Business development	23	11
Product Manager	22	15
Higher ranking (CEO/CTO/CFO)	23	11
Professor	20	10
Business analyst	30	15
Other	51	26
Total	200	100

CHART 4.1.4: OCCUPATION

Count of Occupation



INTERPRETATION

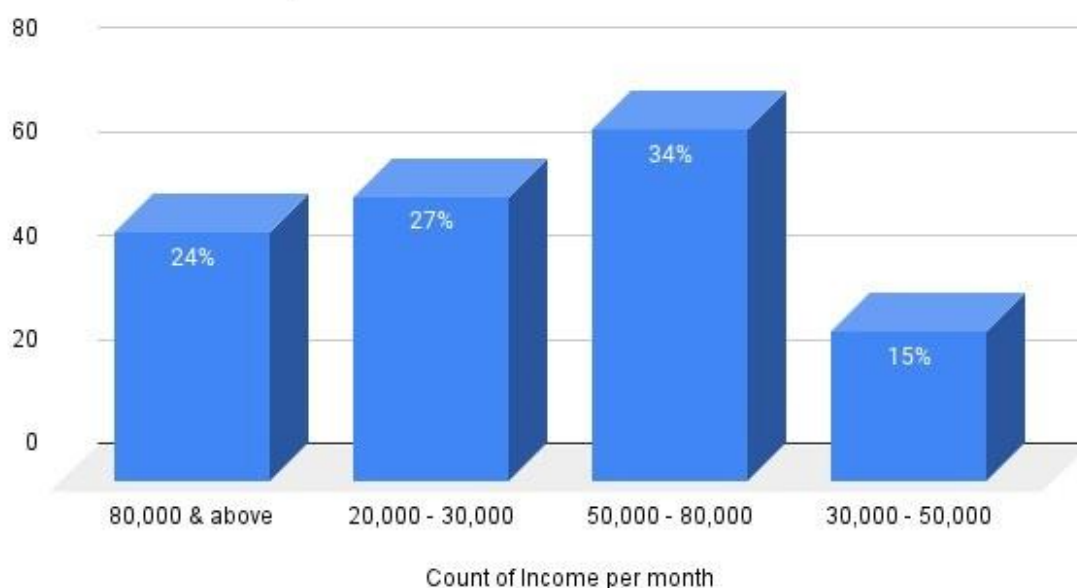
From the above table, it can be inferred that 26% of the respondents are other sector customers and 10% of the respondents are higher ranks holder. Most of the respondents are other sector sectors.

TABLE 4.5: INCOME LEVEL

Particulars	No. of Respondents	Percentage
Rs. 20000 – 30000	57	27
Rs. 30000-Rs. 50000	33	15
Rs. 50000- 80000	27	34
Above Rs.80000	03	24
Total	200	100

CHART 4.1.5: INCOME LEVEL

Count of Income per month



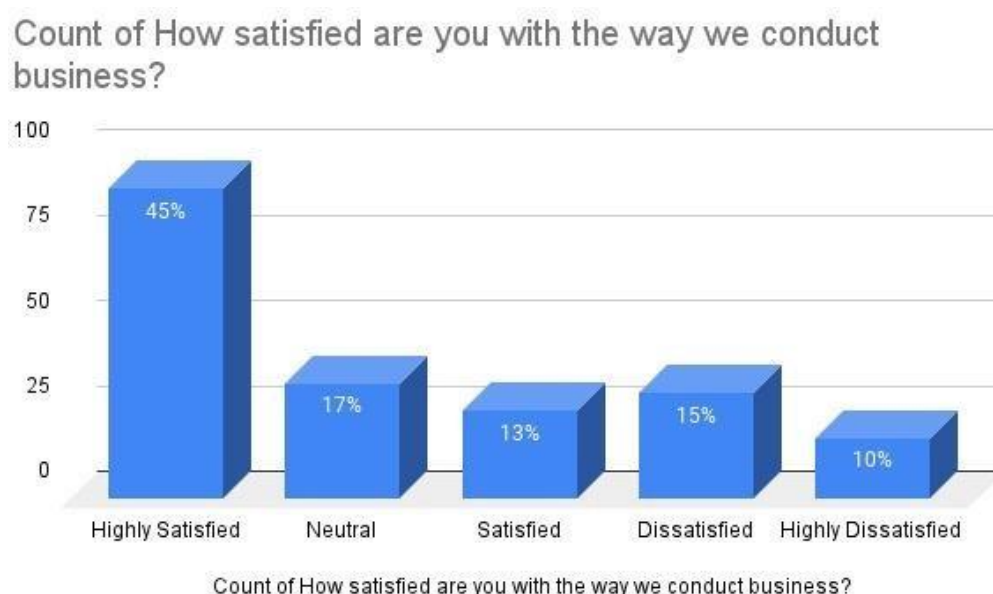
INTERPRETATION

From the above table, it can be inferred that 34% of the respondents are having income per month Rs.50000 - Rs.80000 and 15% of the respondents are having income per month above Rs.30000 – 50,000. Most of the respondents are having income per month Rs.50000-Rs.800000.

TABLE 4.6: HOW SATISFIED ARE YOU WITH THE WAY WE CONDUCT BUSINESS?

Particulars	No. of Respondents	Percentage
Highly dissatisfied	18	10
dissatisfied	31	15
Neutral	34	17
Satisfied	26	13
Highly satisfied	91	45
Total	200	100

CHART 4.1.6: HOW SATISFIED ARE YOU WITH THE WAY WE CONDUCT BUSINESS?



INTERPRETATION

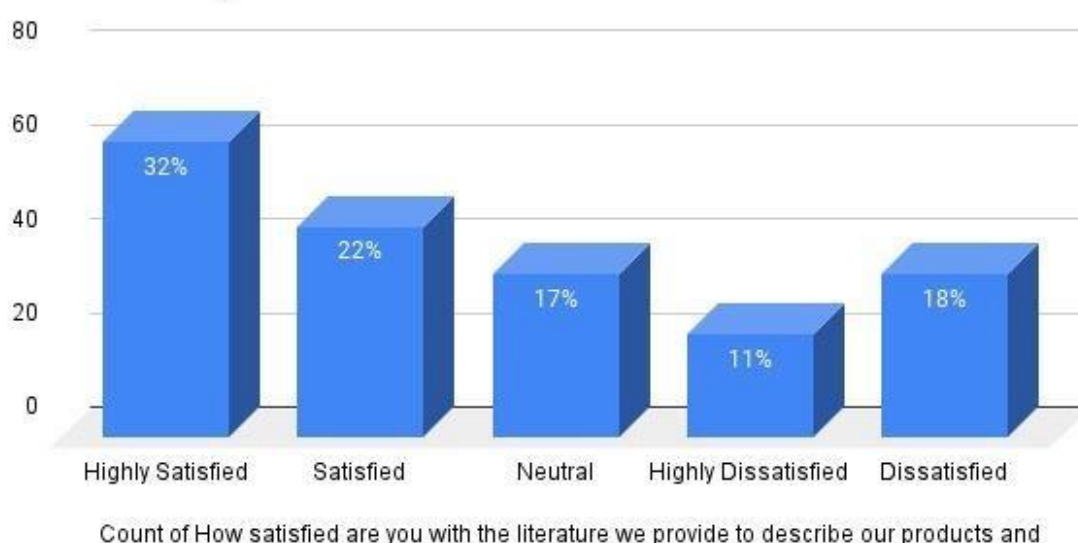
From the above table, it can be inferred that 45% of respondents are highly satisfied with the way peninsular research operation conduct business and 9% respondents are highly dissatisfied with the we conduct business. Most of the respondents are highly satisfied

TABLE 4.7: HOW SATISFIED ARE YOU WITH THE LITERATURE WE PROVIDE TO DESCRIBE OUR PRODUCTS AND SERVICES?

Particulars	No. of Respondents	Percentage
Highly dissatisfied	22	18
dissatisfied	35	11
Neutral	35	17
Satisfied	45	22
Highly satisfied	65	32
Total	200	100

CHART 4.1.7: HOW SATISFIED ARE YOU WITH THE LITERATURE WE PROVIDE TO DESCRIBE OUR PRODUCTS AND SERVICES?

Count of How satisfied are you with the literature we provide to describe our products and services?



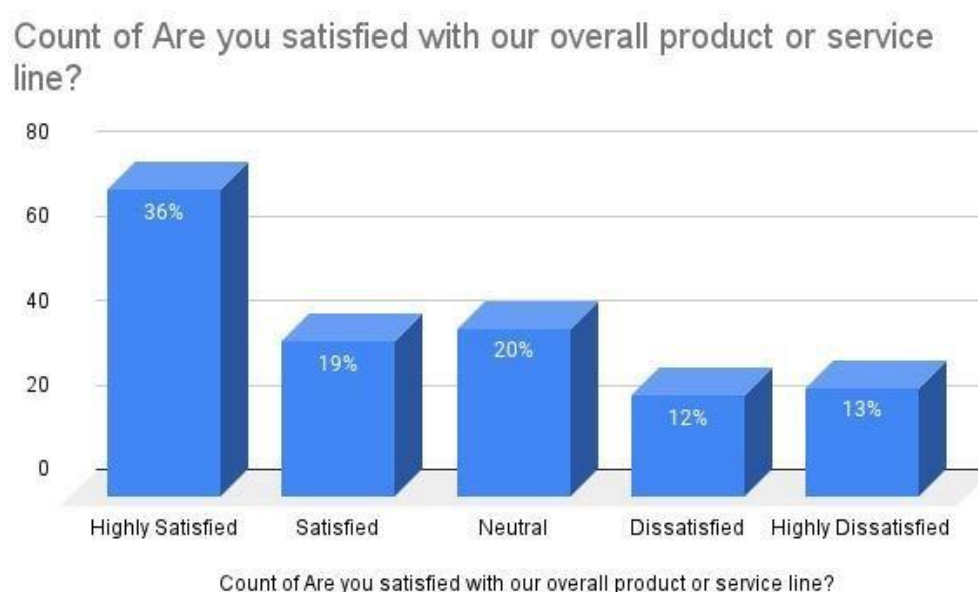
INTERPRETATION

From the above table, it can be inferred that 32% of respondents are highly satisfied with the literature describing the products & services whereas 11% are highly dissatisfied. Most of the respondents are highly satisfied

TABLE 4.8: ARE YOU SATISFIED WITH OUR OVERALL PRODUCT OR SERVICE LINE?

Particulars	No. of Respondents	Percentage
Highly dissatisfied	26	13
dissatisfied	24	12
Neutral	40	20
Satisfied	37	19
Highly satisfied	73	36
Total	200	100

CHART 4.1.8: ARE YOU SATISFIED WITH OUR OVERALL PRODUCT OR SERVICE LINE?



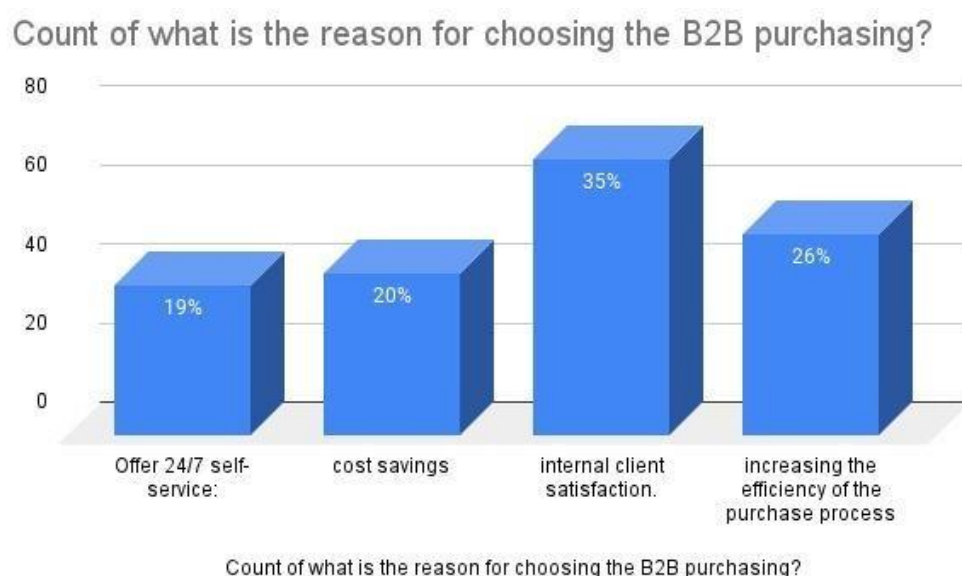
INTERPRETATION

From the above table, it can be inferred that 36% are highly satisfied with the overall product & service line whereas 13% are highly dissatisfied with the overall product & service line. Most of the respondents are highly satisfied.

TABLE 4.9: WHAT IS THE REASON FOR CHOOSING THE B2B PURCHASING?

Particulars	No. of Respondents	Percentage
Offer 24/7 self-service	38	19
cost savings	24	20
increasing the efficiency of the purchase process	51	26
internal client satisfaction.	70	35
Total	200	100

CHART 4.1.9: WHAT IS THE REASON FOR CHOOSING THE B2B PURCHASING?



INTERPRETATION

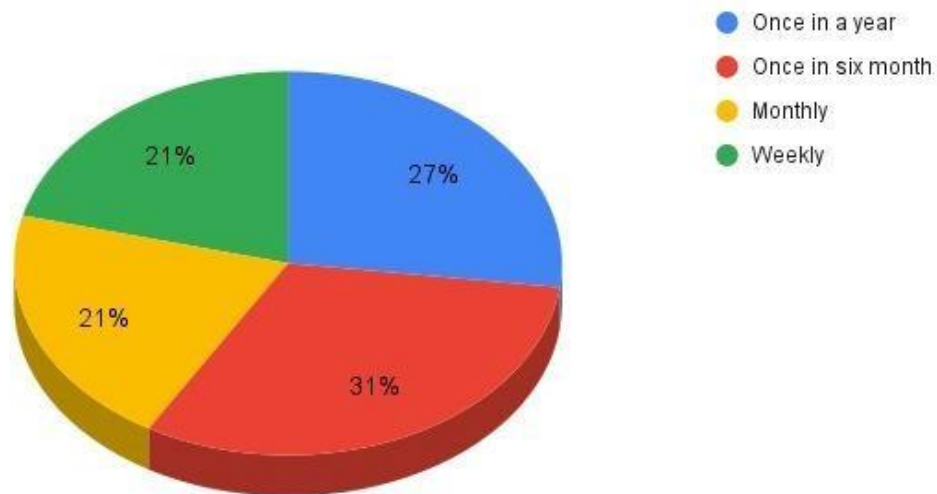
From the above table, it can be inferred that 35% choose B2B purchasing because of internal client satisfaction whereas 19% choose because of offer 24/7 service. Majority of the respondents choose because of internal client satisfaction

TABLE 4.10: HOW OFTEN DO YOU PURCHASE FROM PRO?

Particulars	No. of Respondents	Percentage
Monthly	41	21
Weekly	42	21
Once in six months	63	31
Once in a year	54	27
Total	200	100

CHART 4.1.10: HOW OFTEN DO YOU PURCHASE FROM PRO?

Count of How often do you purchase from PRO



INTERPRETATION

From the above table, it can be inferred that 31% of customer buy products & services once in six months whereas 21% buys month products & services. Most of the respondents buy once in six months or monthly.

TABLE 4.11: HOW LONG DOES IT TAKE YOU TO MAKE A BUYING DECISION?

Particulars	No. of Respondents	Percentage
A full week	46	23
Few hours	38	19
Very quick decision	56	28
Whole day	60	30
Total	200	100

CHART 4.1.11: HOW LONG DOES IT TAKE YOU TO MAKE A BUYING DECISION?



INTERPRETATION

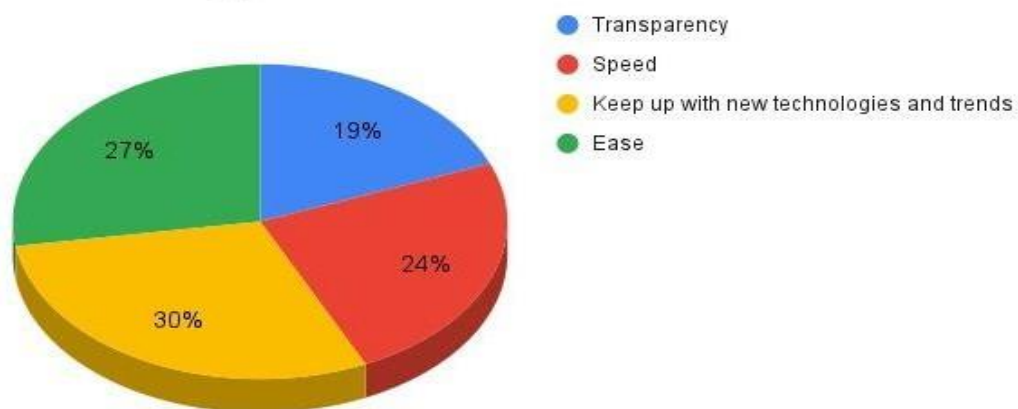
From the above table, it can be inferred that 30% of the respondents take a whole day to decide to buy decision whereas 19% take a few hours to decide to make a buy decision. Most of the respondents take a whole day to make buying decisions

TABLE 4.12: WHAT FEATURES DO YOU LOOK FOR WHEN YOU PURCHASE FROM B2B MARKETING PRODUCTS & SERVICES?

Particulars	No. of Respondents	Percentage
Transparency	38	19
Speed	48	24
Keep up with the new technology	59	30
Ease	55	27
Total	200	100

CHART 4.1.12: WHAT FEATURES DO YOU LOOK FOR WHEN YOU PURCHASE FROM B2B MARKETING PRODUCTS & SERVICES?

Count of What features do you look for when you purchase from B2B marketing products & services



INTERPRETATION

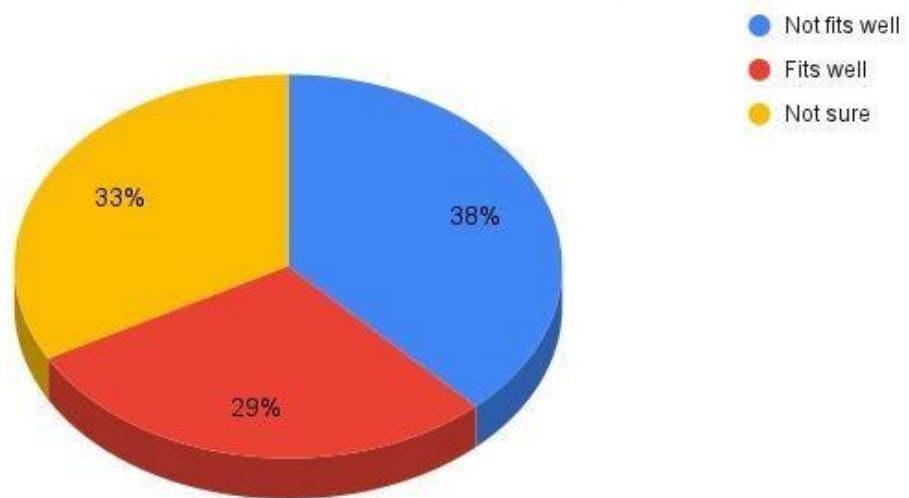
From the above table, it can be inferred that 30% of the respondents buy for the feature of keep up with the technology whereas 19% buy products & services because of transparency feature. Most of the respondents buy because of the marketing of keep up with the technology in B2B marketing.

TABLE 4.13: DOES OUR SELLING FEATURE FITS WELL WITH YOUR NEEDS?

Particulars	No. of Respondents	Percentage
Not fits well	76	38
Fits well	58	29
Not sure	66	33
Total	200	100

CHART 4.1.13: DOES OUR SELLING FEATURE FITS WELL WITH YOUR NEEDS?

Count of Does our Selling feature fits well with your needs



INTERPRETATION

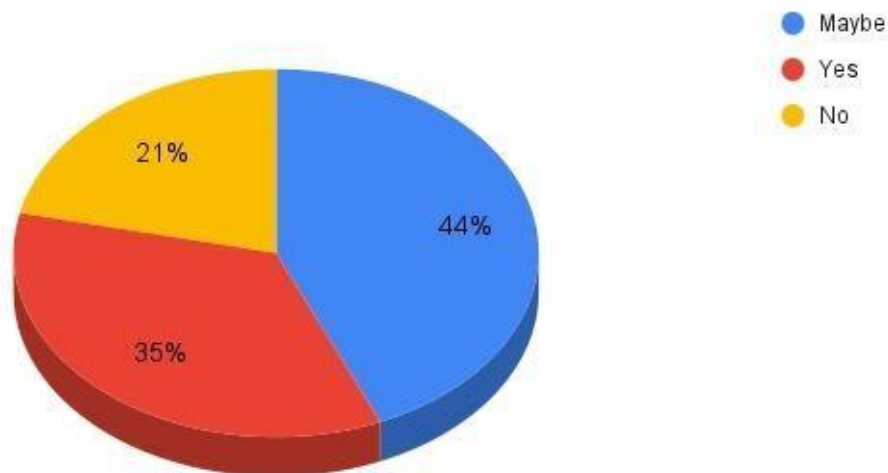
From the above table, it can be inferred that 38% of the respondents feel the selling feature does not fit well whereas 29% of the respondents feel the selling feature of the company fits well. Most of the respondents feel the selling feature does not fit well.

TABLE 4.14:DO YOU FEEL COMFORTABLE IN SHARING THE DETAILS BEING RECORDED SYSTEMATICALLY?

Particulars	No. of Respondents	Percentage
Maybe	87	44
Yes	70	33
No	43	21
Total	200	100

CHART 4.1.14: DO YOU FEEL COMFORTABLE IN SHARING THE DETAILS BEING RECORDED SYSTEMATICALLY?

Count of Do you feel comfortable in sharing the details being recorded systematically



INTERPRETATION

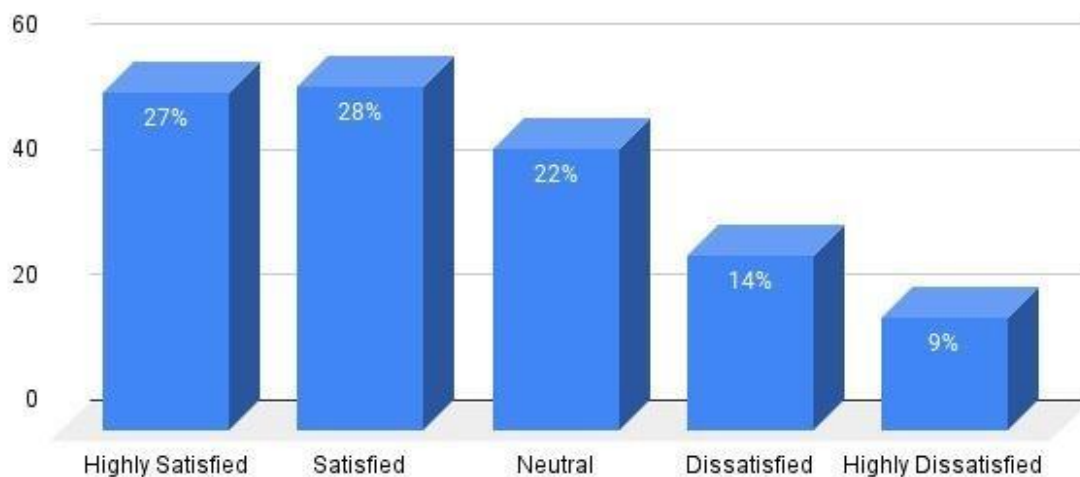
From the above table, it can be inferred that 44 of respondents are maybe comfortable in being their details being recorded systematically whereas 21% are not comfortable if their details are being recorded systematically. Most of the respondents are may comfortable in sharing the details being recorded systematically.

TABLE 4.15: DO THE PERFORMANCE OF OUR TECHNICIAN IS EFFECTIVE?

Scale	Particular	No. of Respondents	Percentage
1 – Highly Dissatisfied	Do any problem	18	9
2- Dissatisfied	Ineffective	28	14
3 - Neutral	No	45	22
4 - Satisfiesd	Effective	55	28
5 -- Highly Dissatisfied	Moderate	54	27
	Total	200	100

CHART 4.1.15: HOW SATISFIED ARE YOU WITH THE PERFORMANCE OF OUR SERVICE TECHNICIANS?

Count of How satisfied are you with the performance of our service technicians



Count of How satisfied are you with the performance of our service technicians

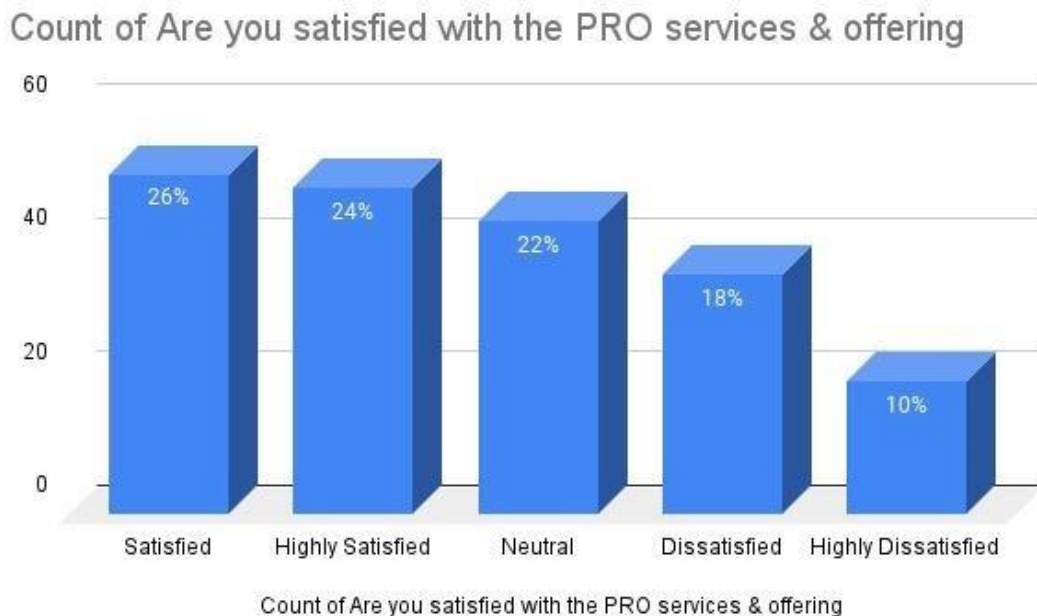
INTERPRETATION

From the above table, it can be inferred that 28% of the respondents find the performance of the service technician effective whereas 9% of the respondents do have any problem with the service of the technician.

TABLE 4.16: ARE YOU SATISFIED WITH THE PRO SERVICES & OFFERING?

Particulars	No. of Respondents	Percentage
Highly dissatisfied	18	10
dissatisfied	28	18
Neutral	45	22
satisfied	55	24
Highly satisfied	54	26
Total	200	100

CHART 4.1.16: ARE YOU SATISFIED WITH THE PRO SERVICES & OFFERING?



INTERPRETATION

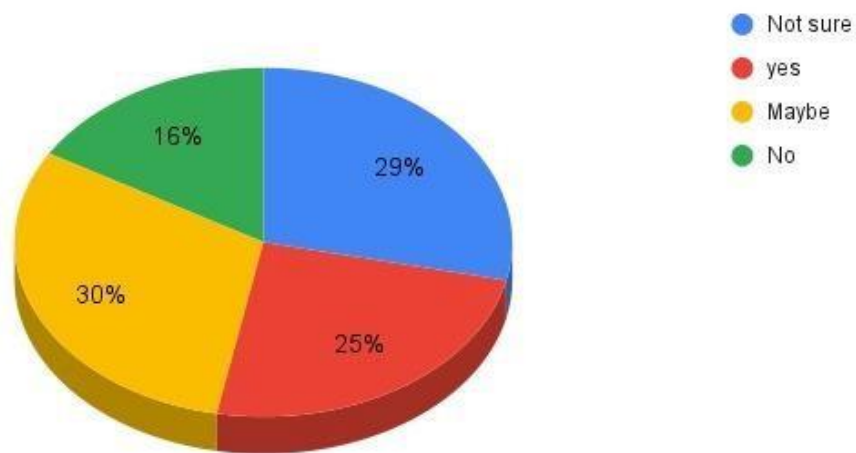
From the above table, it can be inferred that 26% of the respondents are highly satisfied with the company services & offerings whereas 10% are highly dissatisfied with the services & offerings. Majority of the respondents are highly satisfied with the company services & offerings.

TABLE 4.17: WOULD YOU RECOMMEND OUR SERVICES & OFFERINGS IN YOUR COMMUNITY?

Particulars	No. of Respondents	Percentage
Not sure	57	29
Yes	49	25
Maybe	61	30
No	33	16
Total	200	100

CHART 4.1.17: WOULD YOU RECOMMEND OUR SERVICES & OFFERINGS IN YOUR COMMUNITY?

Count of Would you recommend our services & offerings in your community



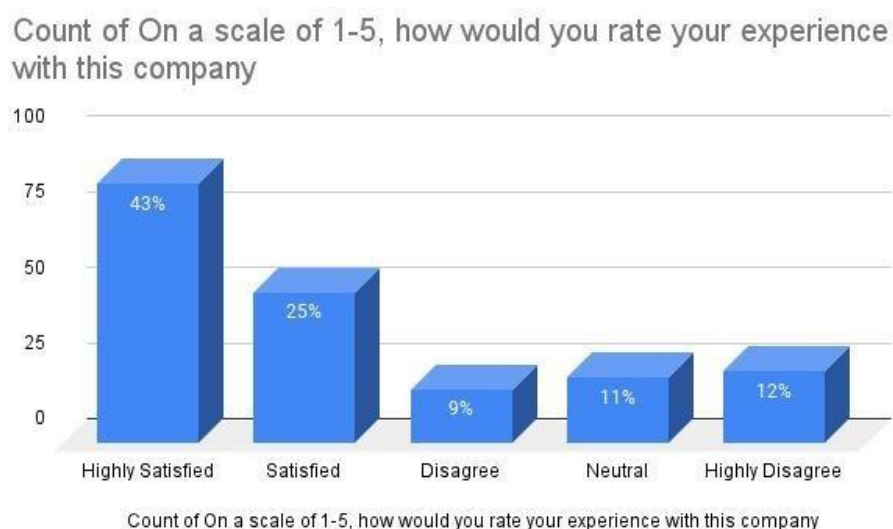
INTERPRETATION

From the above table, it can be inferred that 30% of respondents may recommend services and offerings of the company in their community whereas 16% of respondents said no. Most of the may recommend services and offerings of the company in their community

TABLE 4.18: ON A SCALE OF 1-5, HOW WOULD YOU RATE YOUR EXPERIENCE WITH THIS COMPANY?

Particulars	No. of Respondents	Percentage
Highly satisfied	86	43
Satisfied	50	25
disagree	18	9
Neutral	22	11
Highly disagree	24	12
Total	200	100

CHART 4.1.18: ON A SCALE OF 1-10, HOW WOULD YOU RATE YOUR EXPERIENCE WITH THIS COMPANY?



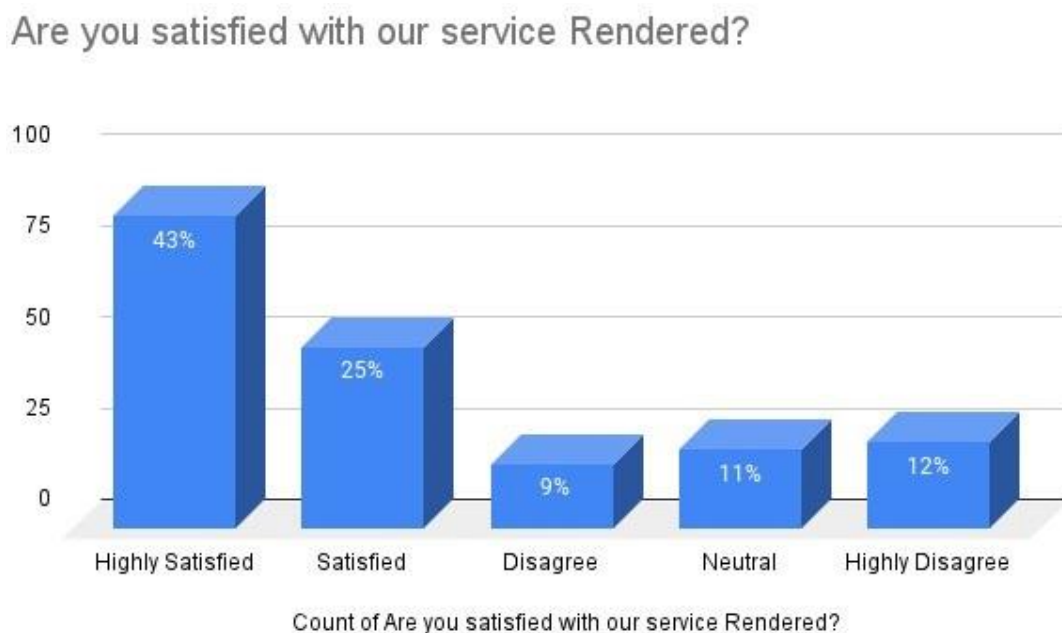
INTERPRETATION

From the above table, it can be inferred that 43% of the respondents have great experience with the company whereas 9% respondents don't have great experience with the company. Majority of the respondents have great experience with the company.

TABLE 4.19: ARE YOU SATISFIED WITH THE SERVICES RENDERED?

Particulars	No. of Respondents	Percentage
Highly satisfied	86	43
Satisfied	50	25
disagree	18	9
Neutral	22	11
Highly disagree	24	12
Total	200	100

CHART 4.1.19: Are you satisfied with our service Rendered?



INTERPRETATION

From the above table, it can be inferred that 43% of the respondents with the service rendered by them whereas 9% of respondents dissatisfied with the services rendered by them. Majority of the respondents are satisfied with the services rendered by them

STATISTICAL TOOLS AND ANALYSIS

4.2 CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is no significant association between the occupation and the reason for choosing B2B purchasing.

Alternate hypothesis (H_1):

There is a significant association between the occupation and the reason for choosing B2B purchasing.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE USETHENTLBUSIN ESSAPPADAY	200	100.0%	0	.0%	200	100.0%

Crosstabulation

Occupation * what is the reason for choosing the B2B purchasing? Crosstabulation

			what is the reason for choosing the B2B purchasing?				Total
			cost savings	increasing the efficiency of the purchase process	internal client satisfaction.	Offer 24/7 self-service:	
Occupation	Business analyst	Count	6	6	14	4	30
		Expected Count	6.1	7.7	10.5	5.7	30.0
	Business development	Count	4	8	11	0	23
		Expected Count	4.7	5.9	8.1	4.4	23.0
	Engineer	Count	5	6	9	4	24
		Expected Count	4.9	6.1	8.4	4.6	24.0
	Higher ranking (CEO/CTO/CFO)	Count	4	8	8	3	23
		Expected Count	4.7	5.9	8.1	4.4	23.0
	Other	Count	14	12	12	13	51
		Expected Count	10.5	13.0	17.9	9.7	51.0
	Product manager	Count	5	6	9	9	29
		Expected Count	5.9	7.4	10.1	5.5	29.0
	Professor	Count	3	5	7	5	20
		Expected Count	4.1	5.1	7.0	3.8	20.0
	Total	Count	41	51	70	38	200
		Expected Count	41.0	51.0	70.0	38.0	200.0

4.2.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.558 ^a	18	.485
Likelihood Ratio	21.397	18	.260
N of Valid Cases	200		

a. 8 cells (28.6%) have expected count less than 5. The minimum expected count is 3.80.

INTERPRETATION:

Since the calculated value is more than .485 > 0.05 than the tabulated value, we reject the alternate hypothesis and there is no significant association between occupation and the reason for choosing B2B purchasing.

4.2.2 CHI- SQUARE TEST 2 – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is significance association with the literature we provide to describe our products & Services and age.

Alternate hypothesis (H_1):

There is no significance association with the literature we provide to describe our products & Services and age.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * LITERATURE PROVIDED TO DESCRIBE SERVICES & PRODUCTS	200	100.0%	0	.0%	200	100.0%

AGE * SATISFIED WITH THE LITERATURE WE PROVIDE TO DESCRIBE PRODUCTS & SERVICES
CROSSTABULATION

Age group in Years * How satisfied are you with the literature we provide to describe our products and services?
Crosstabulation

			How satisfied are you with the literature we provide to describe our products and services?					
			1	2	3	4	5	Total
Age group in Years	21-25	Count	9	8	12	12	26	67
		Expected Count	7.4	11.7	11.7	15.1	21.1	67.0
	25-30	Count	6	4	9	10	18	47
		Expected Count	5.2	8.2	8.2	10.6	14.8	47.0
	30-40	Count	4	9	6	13	14	46
		Expected Count	5.1	8.1	8.1	10.4	14.5	46.0
	40-50	Count	3	14	8	10	5	40
		Expected Count	4.4	7.0	7.0	9.0	12.6	40.0
Total	Count	22	35	35	45	63	200	
	Expected Count	22.0	35.0	35.0	45.0	63.0	200.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.245 ^a	12	.063
Likelihood Ratio	20.640	12	.56
N of Valid Cases	200		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.40.

INTERPRETATION:

Since the calculated value is more than 0.063 > 0.05 than the tabulated value, we reject the alternate hypothesis and there is no significant association between age and the literature provided to describe the product & services.

4.3 ONE-WAY ANOVA

Null hypothesis (Ho):

There is no relationship with the satisfaction level the way we conducted business & rating it on a scale of 1-5.

Alternate hypothesis (H1):

There is a relationship difference with the satisfaction level the way we conducted business & rating it on a scale of 1-5.

Descriptives

Descriptives								
How satisfied are you with the way we conduct business?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	14	3.00	1.569	.419	2.09	3.91	1	5
2	16	2.25	1.390	.348	1.51	2.99	1	5
3	10	2.50	.972	.307	1.80	3.20	1	4
4	15	3.53	1.125	.291	2.91	4.16	2	5
5	13	3.38	1.502	.417	2.48	4.29	1	5
6	18	3.61	1.290	.304	2.97	4.25	1	5
7	27	3.78	1.086	.209	3.35	4.21	2	5
8	26	3.73	1.430	.280	3.15	4.31	1	5
9	25	3.64	1.350	.270	3.08	4.20	1	5
10	36	4.11	1.063	.177	3.75	4.47	2	5
Total	200	3.52	1.352	.096	3.33	3.70	1	5

ANOVA

ANOVA					
How satisfied are you with the way we conduct business?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.250	4	7.812	4.204	.003
Within Groups	362.345	195	1.858		
Total	393.595	199			

ANOVA EFFECT SIZES

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
How satisfied are you with the way we conduct business?	Eta-squared	.079	.011	.144
	Epsilon-squared	.061	-.009	.126
	Omega-squared Fixed-effect	.060	-.009	.126
	Omega-squared Random-effect	.016	-.002	.035

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Test of Homogeneity of Variances

Post Hoc Tests

Homogeneous Subsets

How satisfied are you with the way we conduct business?

Duncan^{a,b}

On a scale of 1-5, how would you rate your experience with this company		Subset for alpha = 0.05	
	N	1	2
1	24	2.75	
2	18	3.39	3.39
3	22		3.73
5	86		3.83
4	50		4.06
Sig.		.077	.090

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 28.685.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no relationship between the experience and rating it on the scale of 1-5.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- 46% of the respondents are male.
- 34% of the respondent's age group is 21-25 years
- 42% of the respondents are having PG graduation.
- 26% Most of the respondents are from other sectors customers.
- 34% of the respondents are having income per month of Rs.50000 – Rs 80000.
- 45% of the respondents are highly satisfied with the company's conduct business.
- 41% of the respondents are highly satisfied with the literature provided by the company to describe products & services.
- 47% of the respondents are highly satisfied with the company's conduct business.
- 36% of the respondents are highly satisfied with the overall products & service line.
- 35% of the respondents choose B2B purchasing because of internal client satisfaction.
- 31% of the respondents buys products & services once in six months.
- 30% of the respondents take a whole day to make a buying decision for products & services.
- 38% of the respondents feel the selling feature does not fit well with their needs.
- 44% of the respondents are may comfortable in sharing the details being recorded systematically.
- 28% of the respondents find technician performance effective.
- 26% of the respondents are satisfied with the company's services & offerings.
- 30% of the may recommend services and offerings of the company in their community

- 43% of the respondents have a great experience with the company.
- 43% of the respondents are satisfied with the services rendered by them.

5.2 SUGGESTIONS

- Conduct regular customer surveys to gather feedback on product literature, service & offerings, and B2B purchasing & selling features.
- Monitor industry trends and stay up-to-date with changes in customer behavior and preferences.
- Collect data on customer behavior, such as purchase patterns, to better understand the effectiveness of Pro's product and service offerings.
- Create a cross-functional team consisting of marketing, sales, and customer service to ensure that all aspects of the customer experience are considered in the research process.

5.3 CONCLUSION

The research highlighted the importance of customer service in B2B customers' satisfaction with Peninsular Research Operation's IT products and services. The company should focus on providing responsive and effective customer service to its clients to improve their overall satisfaction.

The research indicated that Internal client satisfaction was the most significant factor influencing B2B customers' satisfaction with Peninsular Research Operation's IT products and services. This suggests that the company should prioritize maintaining and improving the quality of its products and services.

In conclusion, the market research conducted on Peninsular Research Operation's B2B customers' satisfaction level with its IT products and services revealed that while the company is performing well in several areas, there are still areas for improvement. By focusing on product quality, customer service, pricing, and delivery times, the company can enhance its clients' overall satisfaction and strengthen its competitive position in the marketplace.

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ANNEXURE - I

QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION TOWARDS B2B MARKETING WITH REFERENCE TO PENINSULAR RESEARCH OPERATION.

ANNEXURE: (QUESTIONNAIRE):

1. Gender:
 - a. Male b. Female

2. Age group in years:
 - a. Below 20 b. 21-25 c. 26-30 d. 31-35 e. Above 36

3. Educational qualification:
 - a. HSC b. Diploman c. Graduation d. PG

4. Occupation:
 - a. Engineer b. Professor c. Higher ranking (CEO/CTO/CFO) d. Business analyst f. Product manager g. Business development h. other

5. Income per month:
 - a. Rs.20000-Rs.30000,
 - b. Rs. 30000-Rs. 50000
 - c. Rs. 50000 - 80000,
 - d. Above Rs.80,000

6. How satisfied are you with the way we conduct business?
 - a. Strongly agree
 - b. Somewhat agree

- c. Neither disagree or agree
- d. Strongly disagree
- e. Disagree

7. How satisfied are you with the literature we provide to describe our products and services?

- a. Very dissatisfied
- b. Dissatisfied
- c. Neither dissatisfied or satisfied
- d. Satisfied
- e. Very satisfied

8. Are you satisfied with our overall product or service line?

- a. Very dissatisfied
- b. Dissatisfied
- c. Neutral
- d. Slightly satisfied
- e. Very satisfied

9. what is the reason for choosing the B2B purchasing?

- a. Cost saving
- b. Increasing the efficiency of the purchase products
- c. Internal client satisfaction
- d. Offer 24/7 service

10. How often do you purchase from PRO?

- a. Weekly
- b. Monthly
- c. Once in six month
- d. Once in six year

11. How long does it take you to make a buying decision?

- a. Few hours
- b. Very quick decision
- c. Whole day

Full week

12. What features do you look for when you purchase from B2B marketing products & services?

- a. Speed
- b. Ease
- c. Keep up with the new technology and trends
- d. Transparency

13. Does our Selling feature fits well with your needs?

- a. Fits well
- b. Not sure
- c. Netural
- d. Does not fit well
- e. Not sure

14. Do you feel comfortable in sharing the details being recorded systematically?

- a. Yes
- b. No
- c. Maybe

15. Does the performance of our technician is effective?

- a. Effective
- b. Moderate
- c. Ineffective
- d. Do any problem
- e. No
- f.

16. Are you satisfied with the PRO services & offering?

- a. Highly Dissatisfied
- b. Dissatisfied
- c. Neutral

d. Satisfied

e. Highly Satisfied

17. Would you recommend our services & offerings in your community?

a. Yes

b. No

c. Maybe

18..On a scale of 1-5 how would you rate our experience with our company?

a. 10-8 - Highly Satisfied

b. 6-8 - Satisfied

c. 5 - Neutral

d. 2-4 - Disagree

e. 0–2- Highly Disagree

19 . Are you satisfied with our service Rendered?

a. Highly Satisfied

b. Satisfied

c. Neutral

d. Dissatisfied

e. Highly Dissatisfied

