

A STUDY ON SIGNIFICANCE OF 'SMART' MARKETING STRATEGIES IN IT INDUSTRY

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

ANUSHAA.J

Register No.41410031



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 GANDHI SALAI, CHENNAI - 600 119**

APRIL 2023



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ANUSHAA.J 41410031** who carried out the project entitled "**A Study on Significance of 'SMART' Marketing Strategies in IT Industry**" under my supervision from September 2022 to October 2022.

Dr. M. JOHN PAUL

Internal guide

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Dean – School of Management Studies

SCHOOL OF MANAGEMENT STUDIES
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Submitted for Viva voce Examination held on 05/05/2023

Internal Examiner

External Examiner

DECLARATION

I **ANUSHAA.J(41410031)** hereby declare that the Project Report entitled “**A Study on Significance of ‘SMART’ Marketing Strategies in IT Industry**” done by me under the guidance of **Dr.M.JOHN PAUL** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: Chennai

A handwritten signature in black ink, appearing to read 'Anusha', is positioned to the right of the 'PLACE' field.

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.M.JOHN PAUL** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

ANUSHAA.J



12-Dec-2022

To,
Ms. Anushaa Janakiraman
Chennai

Sub: - Letter of Internship Acceptance.

Dear Ms. Anushaa Janakiraman,

We are pleased to offer you an internship program with **Tata Consultancy Services Limited, Chennai** for the period of 28th December 2022 to 28th March 2023.

You should note that any information and data collected from you during the course of your internship should be kept confidential at all times.

We appreciate your interest in **Tata Consultancy Services Limited, Chennai**.

For **Tata Consultancy Services Limited**,

A handwritten signature in blue ink, appearing to read 'Sheetal', is placed below the text 'For Tata Consultancy Services Limited,'.

Sheetal Rajani
General Manager – Human Resources

TATA CONSULTANCY SERVICES

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CERTIFICATE OF INTERNSHIP

This is to certify that **Ms. Anushaa Janakiraman (College ID 41410031)** from Sathyabama Institute of Science and Technology has successfully completed an intensive offline internship program under our supervision from 28th December 2022 to 28th March 2023.

During the training period, **Ms. Anushaa Janakiraman** underwent training in Marketing Department. We have observed that she has gained knowledge about the process followed in the organization.

During this period, we found her to be sincere and she showed keen interest to learn. We wish her all the best in her future endeavors

For Tata Consultancy Services Ltd.,

Sheetal Rajani
General Manager – Human Resources

TATA CONSULTANCY SERVICES

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ABSTRACT

The IT industry has grown tremendously over the past 20 years as a result of the rapidly advancing technology. A business's IT sector is important, just as finance is the lifeblood and human resources are the foundation. Due to the service of delivering orderly maintained information and databases by IT sector, every department of a company is organised appropriately. Every business sector's pioneer is responsible for pointing every company action in the appropriate direction.

The industry's global expansion has boosted competition among IT companies. Potential workers pick a firm that offers them a good salary and recognition, shareholders select an IT company in the best market position to invest in, B2B clients select which company to bid their SLAs with, and tech-savvy consumers select which IT product to purchase. To remain competitive and improve its position, each organisation is taking strategic actions. One such action is the company's marketing and branding. This study is going to inspect 'The Significance of SMART Marketing Strategies in IT Industry'.

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CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION:

The expansion of IT industry has led the society towards the growth of technology. Most educated youth get employed in this industry, automations and database systems are being programmed in various businesses and other institutions because of this industry. All these created a perfect competition amidst IT companies which earn turnover in crores. It is important for the people supporting these companies through political, economical, social, technological, ecological and legal aspects to have a good impression on them. This is being aided by the marketing and branding efforts of an IT company.

Every businesses' achievements and drawbacks are addressed by their unique brand establishment such as mnemonic and tagline. The brand positioning in the minds of customers gives a tangible for the perception regarding the company. Every organization that function for earning profit needs marketing for the purpose of gaining the attention of potential customers towards it. Likewise, an IT company being a hyperconnected business worldwide, requires marketing appeal for approaching various set of target audience. The major marketing methods that an IT company undergo are as follows:

- DIGITAL MARKETING:



Digital marketing comprises of all promotional and establishing activities for a product or service that take place with the help of internet. It is the umbrella for the modern marketing. It is the revolutionary version of marketing that has converted brick and mortar business into online business. An IT company gels up along with laymen in social media such as LinkedIn, Instagram, Facebook, Youtube and other social media platforms to make a socialized participation by identifying and knowing its target customers and prospects and also create brand impression.

- CONTENT MARKETING:



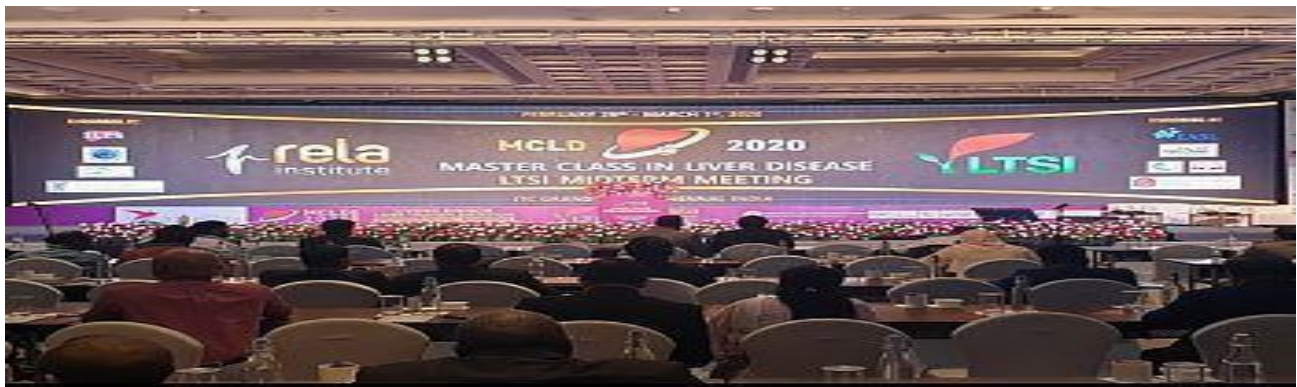
Content marketing is the written or typed communication towards customers which announces and persuades them for buying products or offering services. It generates the need of target audience and inculcates their desire towards the product or services. IT marketers undergo different methods of blogging, SEO, videos, webinars and third party collaborations for a successful marketing towards customers that provides solution for their technological need.

- CORPORATE PRESENTATION:



A Microsoft Power point presentation by experts display the role of the IT company in the market and society, various IT products and services offered by the company, its financial position in the market, its vision and mission and other persuading and influencing factors to make agreements with clients of huge B2B identity. These presentations differ from client to client as per their requirements because it is need based portal that communicates about the IT product or service that they actually expect.

- CORPORATE EVENTS:



Events covers potential clients and customers of all levels for an overall exposure and strong identity in the minds of the former. This is the place where different officials from different companies and communities get to know each other, create an official

acquaintance and have the scope for making future agreements. Many associates create credential contacts with people of high positions for their business benefits. It involves huge efforts of branding experts of an IT company to carefully organize such events.

- VISUAL IDENTITY BRANDING:



It is the display of the visibility of a brand that determines the logo, tagline, typography, colours, imagery, and other aspects that makes an IT company unique from other brands. This visual representation highlights brand's purpose and its commitment towards the society. Strict visual identity guidelines are followed for the purpose of a strong and fixed visual identity that gets positioned in the minds of target audience.

- PHYSICAL BRANDING:



The representation and establishment of brand image in the facade, corridors, doors, lift and other visible spots of the company building that reminds the brand identity to the

people inside as well as outside the building. It creates a subconscious positioning of the brand in the minds of stakeholders of the company as well as laymen.

- FACILITY BRANDING:



Providing merchandise and stationery such as pen, diary, water bottle, notebook etc with the visual identity represents the prestige of the brand. This kind of branding also a subconscious positioning that reminds customers and clients their experience of the IT product or service.

To know whether the above marketing methods are effective amidst the customers and clients of an IT company, it is important to know how 'SMART' they are, ie, specific, measurable, actionable, relevant and timebound.



- **SPECIFIC:**

Setting goals is frequently linked to pursuing our highest dreams, and achieving those goals can seem difficult. We can find the route between where we are and where we wish to be with the aid of specificity. Without specificity, it is impossible to know whether your actions will advance your achievement of the goal. Your future steps become clearer when you have a definite aim, or they become more focused at the very least.

- **MEASURABLE:**

When a goal is measurable, it's simple to monitor your advancement. This usually means that your goal will have a specific number connected to it. There are several benefits to having a monetary objective. After you hit the last milestone, you'll be able to celebrate a win in addition to having something to work towards.

- ACTIONABLE:

Although having lofty ambitions is admirable, it's crucial to strike a balance between them and shorter-term objectives that are more likely to be realised. Looking at your past performance and modifying your goals to be more realistic in light of those achievements is the key to setting goals that are both attainable and worthwhile. For the purpose of keeping your momentum going, attainable goals are helpful. When you consistently make small gains, you'll be motivated to keep delivering victories even though missing big goals can be demoralising.

- RELEVANT:

You can proceed in the path that you actually want with the aid of relevant goals. Being busy is a typical temptation that leads us to believe we are being productive even when we are not. If you can't now answer yes to the question of whether the goal you've set will actually have an influence on your overarching targets, change it or find a mechanism to monitor its effects.

- TIME – BOUND:

Time-bound is represented by the final letter of the SMART acronym. Attaining your goal within a set time frame is something you should always strive for. You'll be inspired to make daily, steady progress towards your objective by including a deadline. The ability to track your progress towards your objective based on the passage of time is another benefit of creating a timetable or time limits.

AREA OF INDUSTRY

The research has considered the opinions of 200 end users who are from B2B and B2C background of a renowned IT company. These people are clients and customers of the company who are repetitive as well as prospective. Repetitive customers might have positioned in their minds and got used to the brand and their promising and standard efforts whereas prospective customers would have heard about the brand from the former and approach the company for its good reputation amidst the market.

COMPANY PROFILE

Tata Consultancy Services (TCS) is a Mumbai-based multinational provider of information technology (IT) services and consultancy. It works in 150 locations throughout 46 nations as a member of the Tata Group. TCS reportedly had more than 600,000 workers worldwide as of July 2022. TCS is one of the most valuable IT service brands in the world and the second-largest Indian corporation in terms of market value. TCS, one of the top-ranked Indian corporations and an IT services provider, was ranked 64th overall in the Forbes list of the "World's Most Innovative Companies" in 2015. It is listed as number 11 on the Fortune India 500 list as of 2018. TCS became the first Indian IT software company to reach a market valuation of \$200 billion in September 2021.

STATEMENT OF THE PROBLEM

Every organization that works for profit requires a mode of campaign ie. any marketing method to announce about the product or service to customers who are hardly in need of it. IT industry also uses various such marketing methods to reach B2B and B2C customers at all levels. It is going to be discussed how these marketing strategies of IT industry is specific, measurable, actionable, relevant and timely among its potential customers.

1.5.OBJECTIVES OF THE STUDY

The research is about the promotional activities that an IT industry undergo. It is important to understand the pattern of marketing that has a dynamic nature as times and trends changes.

1.5.1 Primary objective:

This project's major objective is to determine how specific, measurable, actionable, relevant and timebound the IT industry's marketing strategies are.

1.5.2. Secondary objectives:

- ✦ To analyze the approach of marketing methods in different levels of management.
- ✦ To analyze the significant association between customer satisfaction and marketing approach.
- ✦ To understand the relationship between customer follow up and customer relationship.
- ✦ To understand the relationship between customer trust for an IT brand and corporate transparency of IT industry.

1.6. NEED FOR STUDY

The purpose of this study is to help future managers understand the fundamentals of each aspect of information technology, which has advanced over the past few decades and continues to grow and have a bright future in the years to come. This will help them to approach customers holistically and to run their businesses profitably. Understanding the promotional steps that are taken by an IT company in order to be successful in the market.

1.7. SCOPE & SIGNIFICANCE OF THE STUDY

- Possibility to comprehend changing consumer needs in light of technological advancements.
- Possibility to engage in tactical IT marketing and other promotional actions.
- Create marketing strategies to reach clients in a more effective way.
- Improve and hasten comprehension of the IT industry's environment.
- Understanding client needs in B2B and B2C business

CHAPTER 2 – REVIEW OF LITERATURE

2.1.INTRODUCTION

Write 10 – 15 Review Of Literatures

Model:

In this chapter, the researcher had undergone a deep understanding and cognizance of SMART marketing strategies in IT industry as follows:

- LEDERER ET AL. (2001) noted the importance of using IT resources to improve customer relations in a web shopping mall environment, a task that clearly requires an orientation.
- NOAMI JOSEPH (2003) The objective of the lead management process is to guide the customer along the sales journey from the point of purchase intent to the sales confirmation.
- WEINSTEIN (2004) suggests a curvilinear relationship between sales performance and technology use, have examined the direct link between IT use and sales performance, but have not examined the facilitating mechanisms through which this link occurs.
- According to RICHARD DEMERIS (2013), "We got our name known over the world using a wonderful approach of marketing. We benefited much from having our name known worldwide.
- According to K. DEAN (2014), "The development of the brand has made exposure possible. Through external recognition, a corporation can identify its internal efforts."

- McDANIEL (2014) asserts: "Over the past 20 years, as the IT industry has grown, marketing has become more diverse. Marketing is necessary for a sector to flourish and for that progress to be recognised."
- According to K.Deshpande, "The communication of an IT company has to be persuading as well as promising in such a way that ,it comprises of only facts.
- J.STRAUSS says, "A layman's perception is given an identity through the brand of a company that addresses its achievements and pride".
- MUNISH SHARMA (2019) said pre- defined objectives are the key indicator of an healthy marketing in an organisation. The clients' touch points and KPIs(Key Performance Indicators) are crucial to make continuous process improvement in IT marketing.
- OTTOMAN (2014) a curvilinear relationship between sales performance and technology use. While this relationship has been directly explored, the supporting factors that make it possible have not been looked at.
- PAYNE (2005) said the prominence of marketing as a strategic lever in today's business environment and IT's pivotal role in support systems.
- EVANS (2006) insist that successful customer relationship marketing depends on effective selection and training of boundary spanners and that salesperson expertise and communication represent two of the firm's most important relationship-building strategies.
- McKENZIE (2008) suggests that to generate insights from the data, marketing automations need to maintain and manage customer data efficiently as well as update and cleanse the enterprise data.

- ROBERT PAUL(2009)suggests that a customer may choose to interact with the brand through one channel and later switch to another for greater convenience. This requires someone to bring the collective perspective of customer activities from each channel at one place and join the dots to understand actual customer motives and generate insights.
- IRFAN(2009) said that IT marketing is a combination of people, processes and technology that seeks to understand a company's customers.
- KELVIN(2011) viewing digital marketing as a technology-only solution is likely to fail. Managing a successful SMART marketing implementation requires an integrated and balanced approach to technology, process, and people.
- J.MEFF (2019), a customer may decide to communicate with a business through one channel first before switching to another for more ease. In order to comprehend real customer motivations and develop insights, it is necessary for someone to bring the cumulative perspective of customer behaviours from each channel to one location.
- R.EMILY(2018) two of the company's most crucial relationship-building techniques are the salesperson's knowledge and communication. Successful customer relationship marketing depends on the careful selection and training of boundary spanners.
- HARISH BHATT(2017) Younger marketers mistakenly believe that data analysis and online browsing demonstrate curiosity, which they do not. Marketers who are curious must look for information, observe it, think about it, and internalise any pertinent lessons they learn.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1.METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the relationship between clients' satisfaction and the changes that take place in an IT organization appropriately . This time research methodology is framed for the purpose of finding the degree of coordination of client's needs being fulfilled along with the day to day functioning of IT industry.

3.2. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 200 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles .

3.5. STRUCTURE OF QUESTIONNAIRE:

Basic Introduction

Questionnaire is the source used for creating primary data regarding the various B2B and B2C clients and customers who require IT services to various companies in many aspects of their business. The questionnaire highlights the opinion of these clients with respect to the marketing approach of an IT company.

Personal Details

This questionnaire initially comprises of general details of B2B and B2C clients like name, age, gender, years of experience, company size and level of management in which they are involved.

Perception Questions

The clients are enquired about the factors that drive their purchasing decisions.

Likert Scaling Questions

The clients are questioned regarding the specific solution for their problem, personal communication with the company, tracking of the company, relationship with the company, relevancy, timeliness, brand trust and corporate transparency.

Rate Scaling Questions

The clients are asked to rate the marketing approach of the IT industry.

3.6. SAMPLE SIZE:

The research is done with the reference of 200 B2B and B2C client's opinions.

3.7. PERIOD OF STUDY:

The period of time taken to conduct the survey and preparation of the research is 3 months .

3.8.TARGETED PEOPLE OF STUDY:

The research includes the opinions of the professionals who require IT support for their business in Chennai.

3.9.HYPOTHESIS:

- **CHI-SQUARE TEST**

There is significant difference between company size and marketing mode of communication.

- **ANOVA**

There is a significant association between customer satisfaction and marketing approach.

- **CORRELATION**

- 1) There is significant relationship between the customer follow up and customer relationship.
- 2) There is significant relationship between the customer trust on the brand and corporate transparency of the company.

3.10. TOOLS FOR ANALYSIS:

PERCENTAGE ANALYSIS:

Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two or more series of data.

$$\text{Percentage analysis} = (\text{No. of Respondents} / \text{Sample size}) * 100$$

CHI-SQUARE TEST:

A Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formulae used to calculate the chi – square value is:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = Pearson's cumulative test statistic, when asymptotically approaches a χ^2 distribution.

O = an Observed Frequency.

E = an expected frequency, asserted by the null hypothesis
n = the number of cells in the table

$$\text{Percentage analysis} = (\text{No. of Respondents} / \text{Sample size}) * 100$$

ANOVA

One-way analysis of variance is a technique that can be used to compare whether two sample's means are significantly different or not. The one-way ANOVA can be generalized to the factorial and multivariate layouts, as well as to the analysis of covariance.

$$F = MST/MSE$$

$$MST = SST/ p-1 ; MSE = SSE/N-p ; SSE = \sum (n-1)s^2$$

F = Anova Coefficient

MSB = Mean sum of squares between the groups;

MSW = Mean sum of squares within the groups;

MSE = Mean sum of squares due to error

;SST = total Sum of squares

CORRELATION:

This is one of the statistical tools used to measure the relationship between two or more than two variables. The measure of correlation is coefficient of correlation. The correlation coefficient is popularly denoted as R. The correlation coefficient R value should be between -1 to +1. The value is 0 means there is no relationship between the variables. The values + ve means there is a positive relationship between the variables. The value is – ve means there is a negative relationship between the variables.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1.PERCENTAGE ANALYSIS

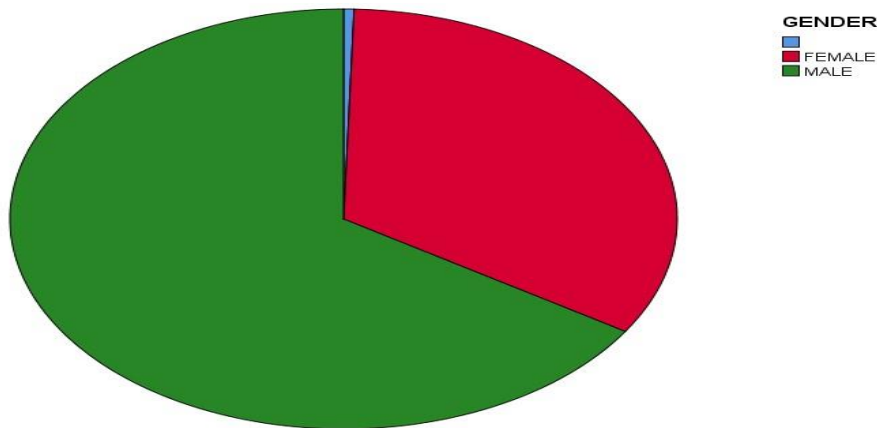
MODEL

Table 4.1.1: GENDER OF RESPONDENTS

		GENDER			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid		1	.5	.5	.5
	FEMALE	67	33.5	33.5	34.0
	MALE	132	66.0	66.0	100.0
	Total	200	100.0	100.0	

CHART 4.1.1: GENDER OF RESPONDENTS

Source Primary data.



Interpretation

From the above table it is interpreted that the number of respondents 66% are men and 33.5% are women in the work environment of the IT services.

Inference

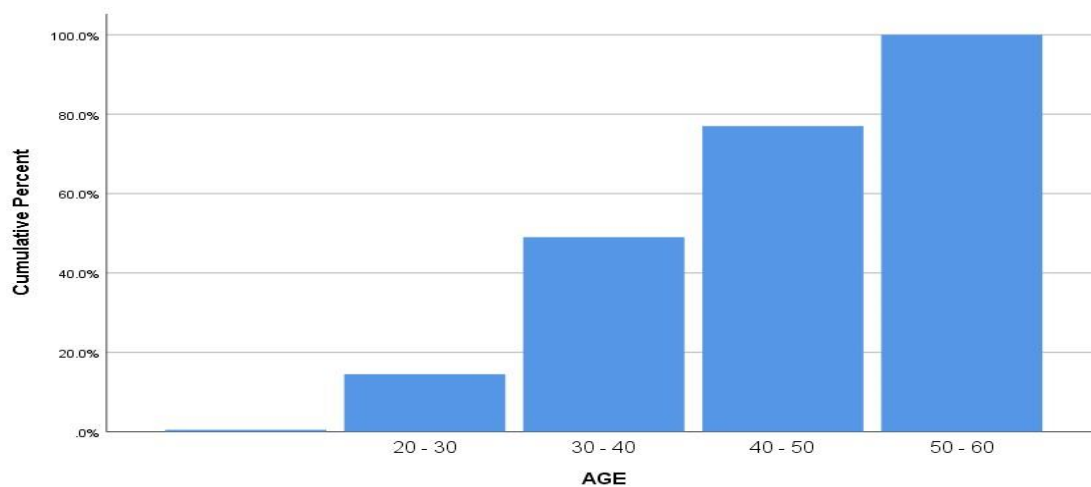
Therefore, majority (66%) of the respondents are male.

Table 4.1.2: AGE OF RESPONDENTS

		AGE			Cumulative Percent
	Frequency	Percent	Valid Percent		
Valid	1	.5	.5		.5
	20 - 30	28	14.0	14.0	14.5
	30 - 40	69	34.5	34.5	49.0
	40 - 50	56	28.0	28.0	77.0
	50 - 60	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

CHART 4.1.2: AGE OF THE RESPONDENTS

Source:Primary data.



Interpretation :

From the above table it is interpreted that the respondents of 20-30 years old are of 14%,30-40 years old are of 34.5%,40-50 years old are of 28%, 50-60 years old are of 23%.

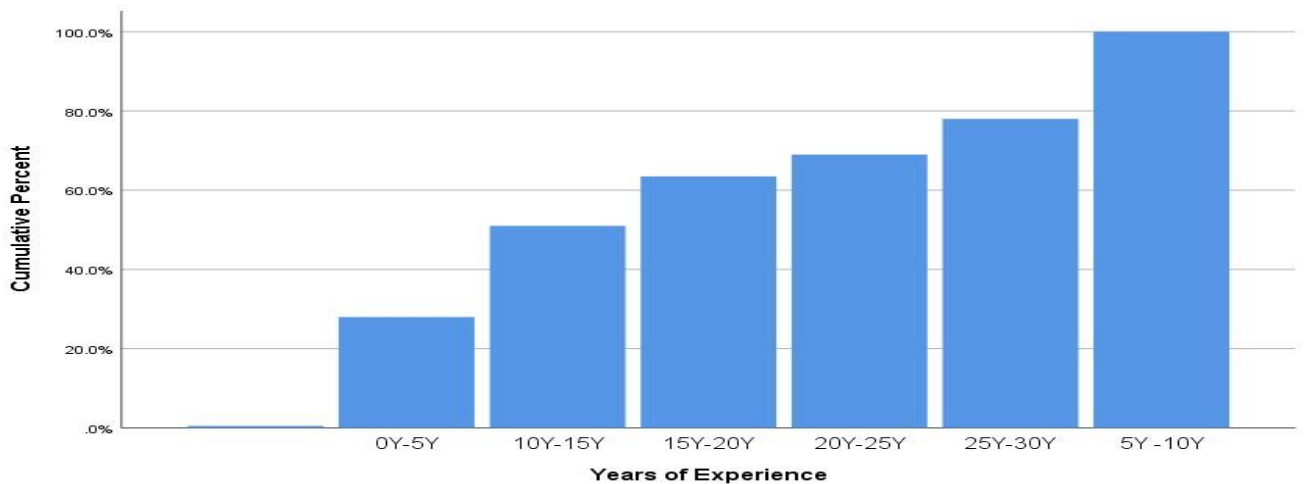
Inference :

Majority (34.5%) of the respondents belong to the category of 30-40 age group.

Table 4.1.3 EXPERIENCE OF THE RESPONDENTS

		Years of Experience			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid		1	.5	.5	.5
	0Y-5Y	55	27.5	27.5	28.0
	10Y-15Y	46	23.0	23.0	51.0
	15Y-20Y	25	12.5	12.5	63.5
	20Y-25Y	11	5.5	5.5	69.0
	25Y-30Y	18	9.0	9.0	78.0
	5Y -10Y	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

Chart 4.1.3: Experience of the respondents



Interpretation :

From the above table, it is interpreted that the number of respondents were 23.9% are of 0-5 years of experience, 24.8% are of 5-10 years of experience, 23.1% are of 10-15 years of experience, 9.1% are of 15-20 years of experience, 9.1% are of 20-25 years of experience, 9.9% are of 25-30 years of experience.

Inference :

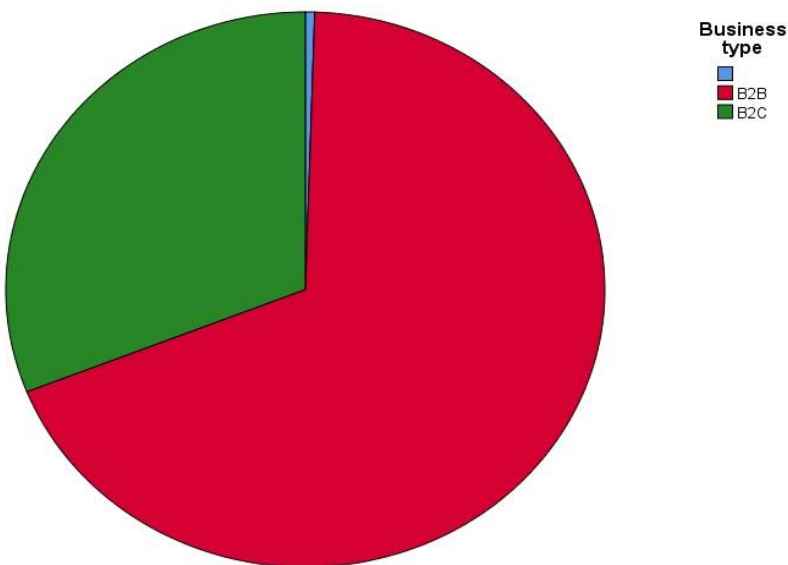
Therefore, majority (24.8%) of the respondents possess 5-10 years of experience.

Table 4.1.4 BUSINESS TYPE

Business type				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
B2B	137	68.5	68.5	69.0
B2C	62	31.0	31.0	100.0
Total	200	100.0	100.0	

Charts 4.1.4: BUSINESS TYPE

Source: Primary data.



Interpretation:

From the above table, it is interpreted that B2B customers and clients are of 68.5% and B2C customers and clients are of 31%.

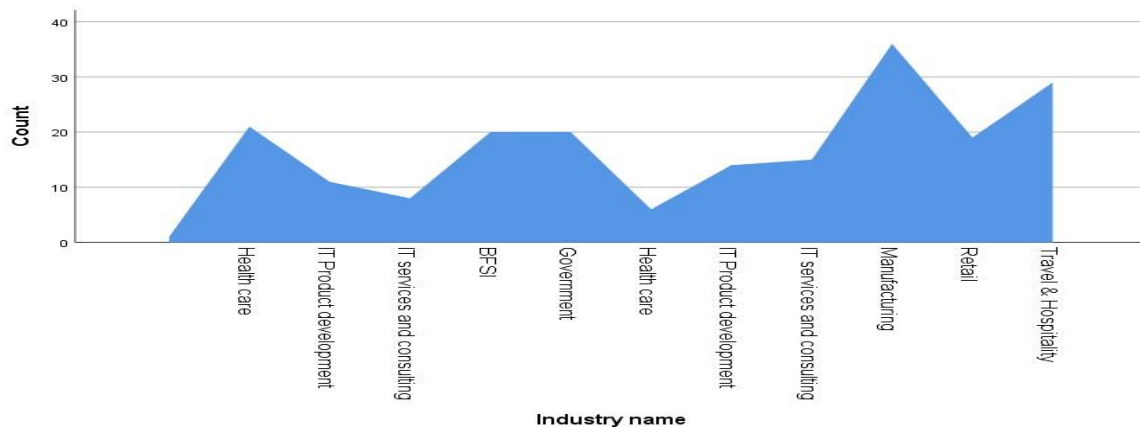
Inference:

Therefore, majority (68.5%) of the respondents belong to B2B category.

Table 4.1.5 INDUSTRY NAME OF THE RESPONDENTS

		Industry name			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid		1	.5	.5	.5
	Health care	21	10.5	10.5	11.0
	IT Product development	11	5.5	5.5	16.5
	IT services and consulting	8	4.0	4.0	20.5
	BFSI	20	10.0	10.0	30.5
	Government	20	10.0	10.0	40.5
	Health care	6	3.0	3.0	43.5
	IT Product development	14	7.0	7.0	50.5
	IT services and consulting	15	7.5	7.5	58.0
	Manufacturing	36	18.0	18.0	76.0
	Retail	19	9.5	9.5	85.5
	Travel & Hospitality	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

Charts 4.1.5: INDUSTRY NAME OF THE RESPONDENTS



Interpretation:

In the above table, the various industries of the respondents in which they work is represented.

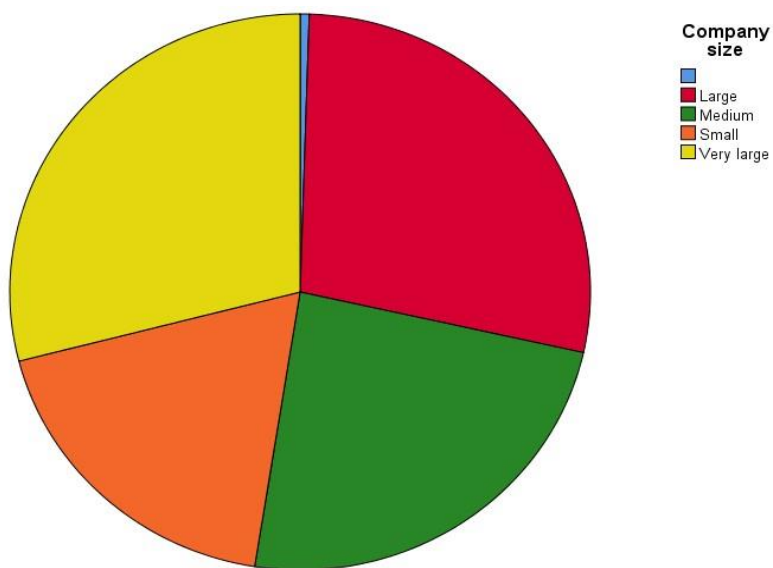
Inference:

Therefore, majority(18%) respondents are involved in manufacturing industry.

Table 4.1.6 COMPANY SIZE OF THE RESPONDENTS

Company size				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Large	56	28.0	28.0	28.5
Medium	48	24.0	24.0	52.5
Small	37	18.5	18.5	71.0
Very large	58	29.0	29.0	100.0
Total	200	100.0	100.0	

Charts 4.1.6: COMPANY SIZE OF RESPONDENTS



Interpretation:

In the above table, the 18.5% of respondents are from small companies, 24% of respondents are from medium companies, 28% of respondents are from large companies, 29% of respondents are from very companies.

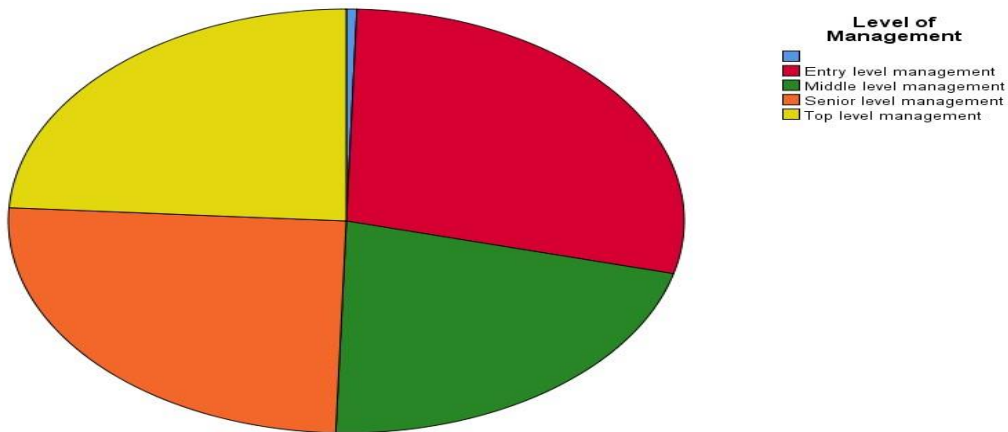
Inference:

Therefore, majority respondents (29%) are from very large companies.

Table 4.1.7 LEVEL OF MANAGEMENT OF THE RESPONDENTS

		Level of Management			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid		1	.5	.5	.5
	Entry level management	57	28.5	28.5	29.0
	Middle level management	43	21.5	21.5	50.5
	Senior level management	51	25.5	25.5	76.0
	Top level management	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Charts 4.1.7: LEVEL OF MANAGEMENT OF THE RESPONDENTS



Interpretation:

In the above table, the 28.5% respondents are from entry level management, 21.5% respondents are from middle level management, 25.5% respondents are from senior level management and 24% respondents are from top level management.

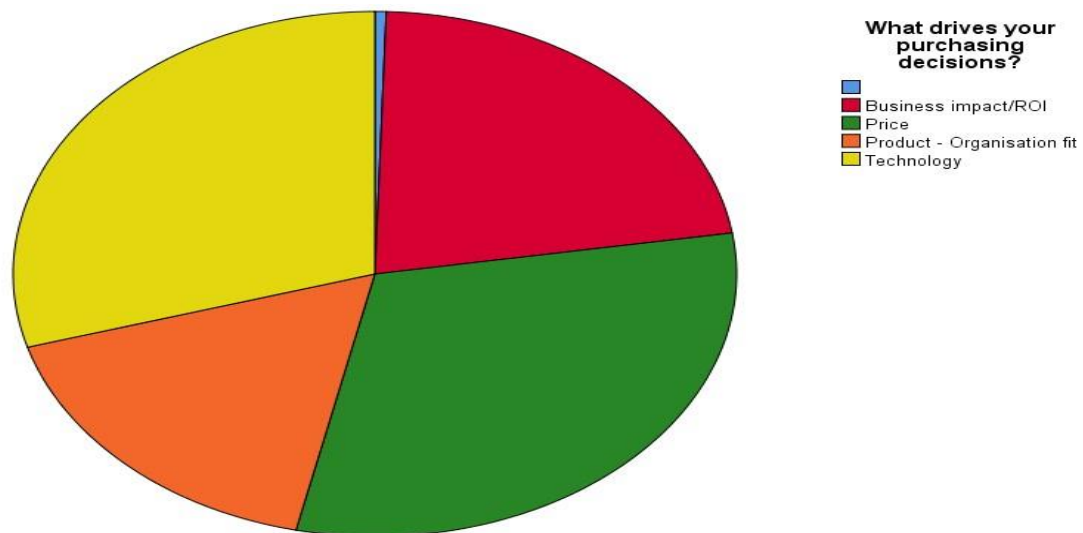
Inference:

Therefore, majority respondents (28.5%) are from entry level management.

Table 4.1.8 PURCHASING DECISION

What drives your purchasing decisions?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Business impact/ROI	44	22.0	22.0	22.5
Price	62	31.0	31.0	53.5
Product - Organisation fit	34	17.0	17.0	70.5
Technology	59	29.5	29.5	100.0
Total	200	100.0	100.0	

Charts 4.1.8: PURCHASING DECISION



Interpretation:

In the above table, 22% respondents are driven by business impact/ROI, 31% respondents are driven by price, 17% respondents are driven by product-organisation fit and 29% respondents are driven by technology for making purchase decisions.

Inference:

Therefore, majority (31%) respondents are driven by price for making purchase decisions.

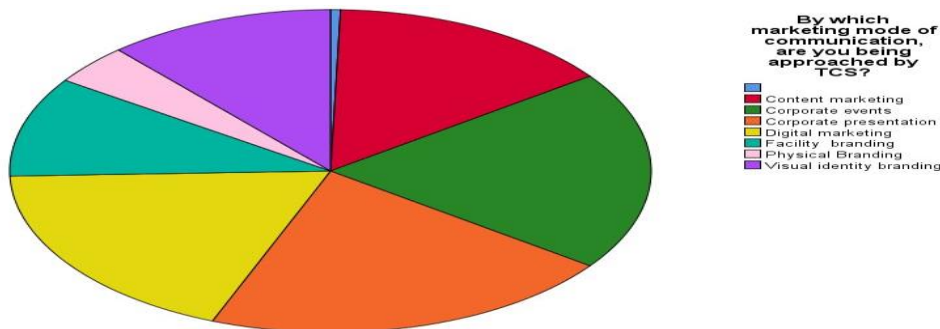
Table 4.1.9: MARKETING MODE OF COMMUNICATION

By which marketing mode of communication, are you being approached by TCS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Content marketing	29	14.5	14.5	15.0
Corporate events	40	20.0	20.0	35.0
Corporate presentation	42	21.0	21.0	56.0
Digital marketing	37	18.5	18.5	74.5
Facility branding	20	10.0	10.0	84.5
Physical Branding	8	4.0	4.0	88.5
Visual identity branding	23	11.5	11.5	100.0
Total	200	100.0	100.0	

Charts 4.1.9: MARKETING MODE OF COMMUNICATION

By which marketing mode of communication, are you being approached by TCS



Interpretation:

In the above table, 14.5% respondents are being approached by content marketing, 20% respondents are being approached by corporate events, 21% respondents are being approached by corporate presentation, 18.5% respondents are being approached by digital marketing, 10% respondents are being approached by facility branding, 4% respondents are being approached by physical branding and 11.5% respondents are being approached by visual identity branding.

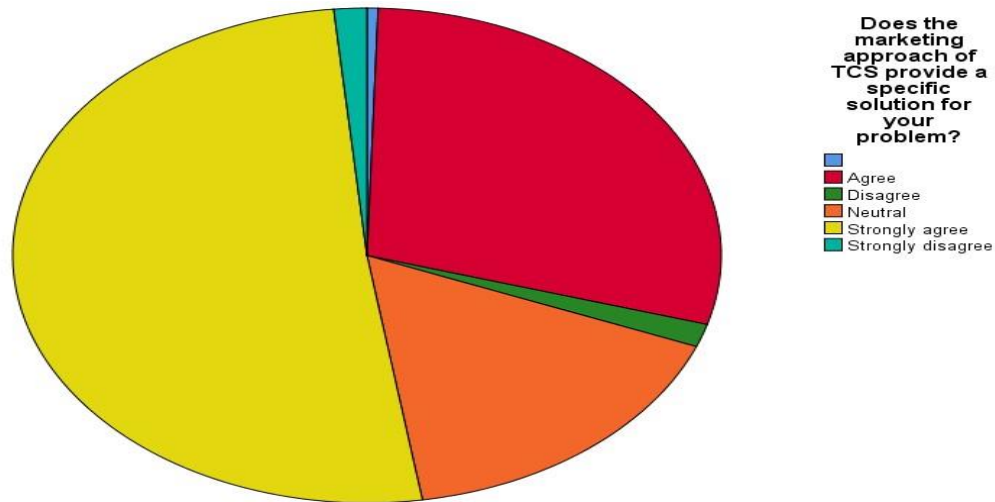
Inference:

Therefore, majority respondents (21%) respondents are being approached by corporate presentation.

Table 4.1.10 SPECIFICITY OF MARKETING APPROACH

Does the marketing approach of TCS provide a specific solution for your problem?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	58	29.0	29.0	29.5
Disagree	3	1.5	1.5	31.0
Neutral	33	16.5	16.5	47.5
Strongly agree	102	51.0	51.0	98.5
Strongly disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Charts 4.1.10: SPECIFICITY OF MARKETING APPROACH



Interpretation:

In the above table, 29% respondents agree, 1.5% respondents disagree, 16.5% respondents are neutral, 51% respondents strongly agree and 1.5% respondents strongly disagree regarding the marketing approach providing a specific solution to their problem.

Inference:

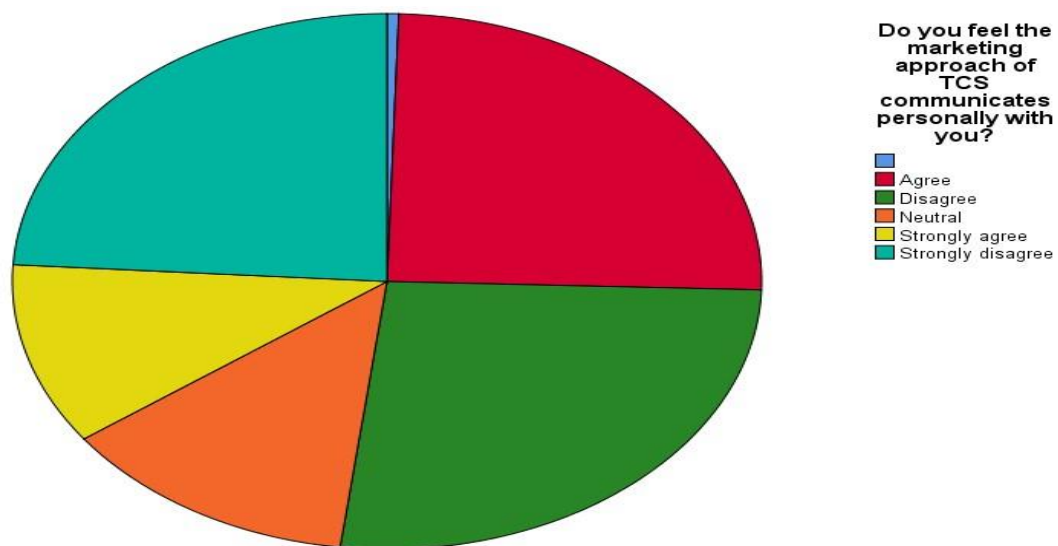
Therefore, majority respondents (51%) strongly agree regarding the marketing approach providing a specific solution to their problem.

Table 4.1.11 PERSONAL COMMUNICATION THROUGH MARKETING APPROACH

Do you feel the marketing approach of TCS communicates personally with you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	50	25.0	25.0	25.5
Disagree	53	26.5	26.5	52.0
Neutral	26	13.0	13.0	65.0
Strongly agree	22	11.0	11.0	76.0
Strongly disagree	48	24.0	24.0	100.0
Total	200	100.0	100.0	

Charts 4.1.11: PERSONAL COMMUNICATION THROUGH MARKETING APPROACH



Interpretation:

In the above table, the 25% respondents agree, 26.5% respondents disagree, 13% respondents are neutral, 11% respondents strongly agree, 24% respondents strongly disagree their opinion concerned to the personal marketing approach of TCS.

Inference:

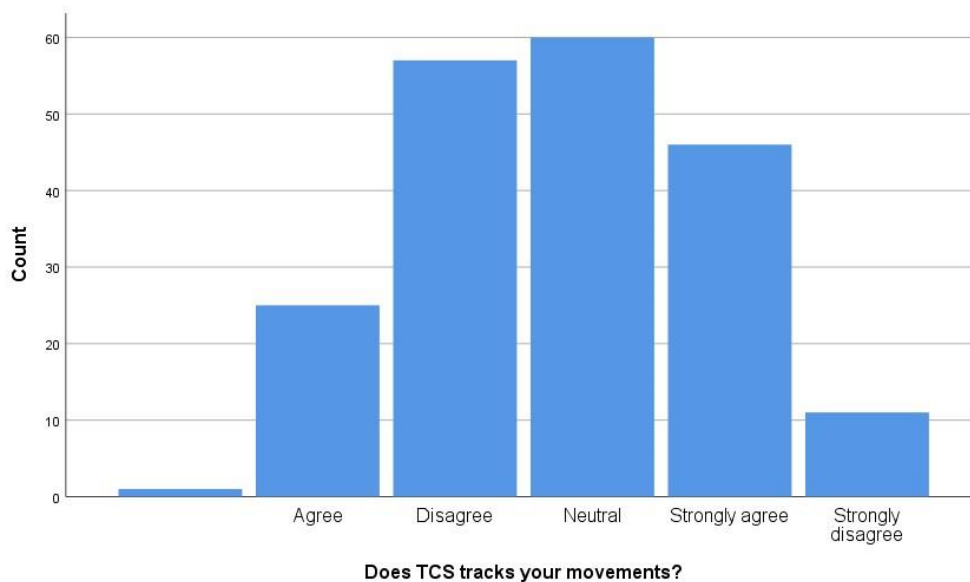
Therefore, majority respondents (26.5%) disagree their opinion concerned to the personal marketing approach of TCS.

Table 4.1.12 CUSTOMER FOLLOW UP

Does TCS tracks your movements?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	25	12.5	12.5	13.0
Disagree	57	28.5	28.5	41.5
Neutral	60	30.0	30.0	71.5
Strongly agree	46	23.0	23.0	94.5
Strongly disagree	11	5.5	5.5	100.0
Total	200	100.0	100.0	

Charts 4.1.12: CUSTOMER FOLLOW UP



Interpretation:

In the above table, the 12.5% respondents agree, 28.5% respondents disagree, 30% respondents are neutral, 23% respondents strongly agree and 5.5% respondents strongly disagree regarding the customer follow up of TCS.

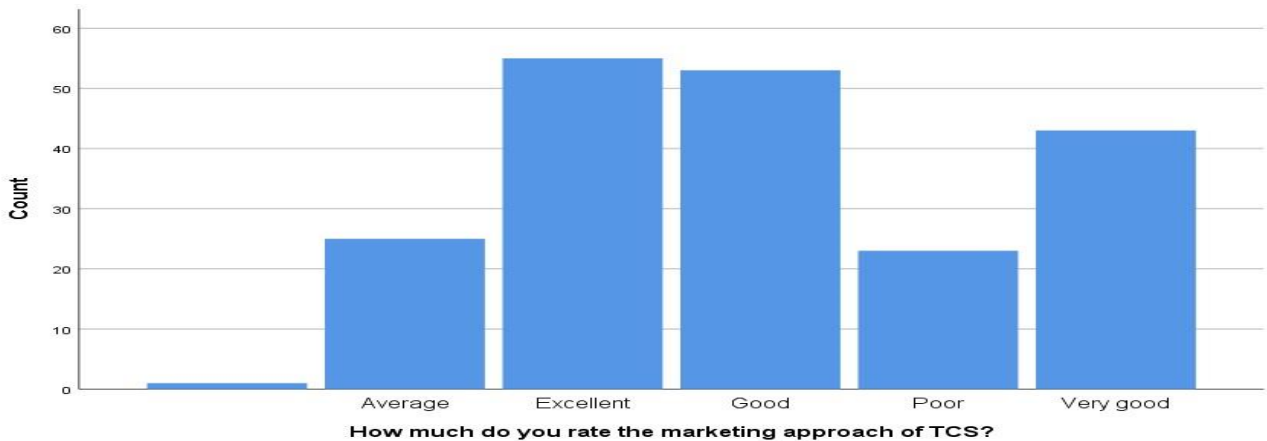
Inference:

Therefore, majority respondents(30%) are neutral regarding the customer follow up of TCS.

Table 4.1.13 RATING OF MARKETING APPROACH
How much do you rate the marketing approach of TCS?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Average	25	12.5	12.5	13.0
	Excellent	55	27.5	27.5	40.5
	Good	53	26.5	26.5	67.0
	Poor	23	11.5	11.5	78.5
	Very good	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

Charts 4.1.13: RATING OF MARKETING APPROACH



Interpretation:

In the above table, 11.5% respondents have a poor opinion, 12.5% respondents have an average opinion, 26.5% respondents have a good opinion, 21.5% respondents have a very good opinion and 27.5% have an excellent opinion regarding the marketing approach of TCS.

Inference:

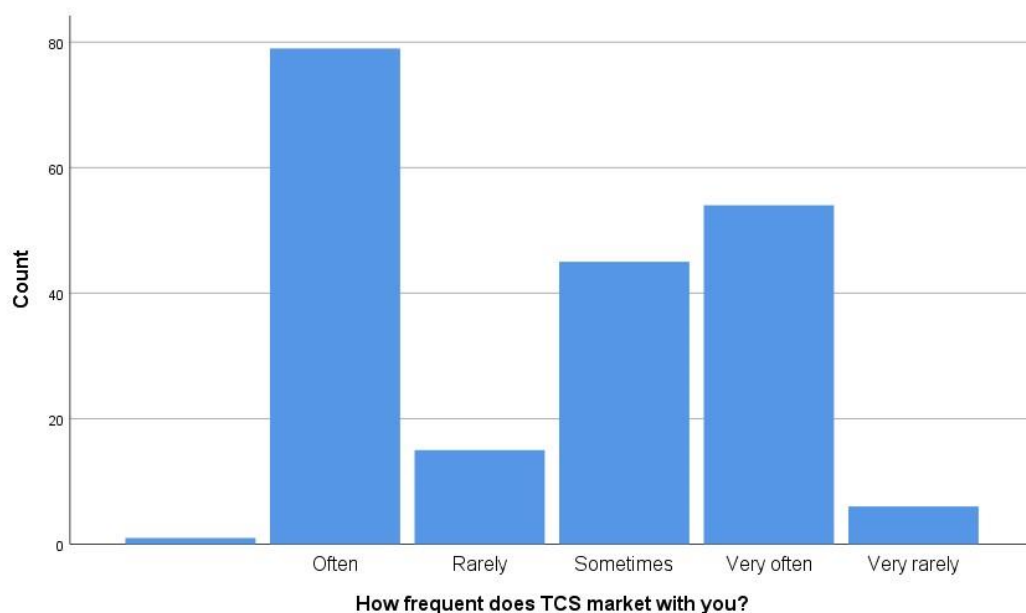
Therefore, majority respondents (27.5%) have an excellent opinion regarding the marketing approach of TCS.

Table 4.1.14 FREQUENCY OF MARKETING APPROACH

How frequent does TCS market with you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Often	79	39.5	39.5	40.0
	Rarely	15	7.5	7.5	47.5
	Sometimes	45	22.5	22.5	70.0
	Very often	54	27.0	27.0	97.0
	Very rarely	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Charts 4.1.14: FREQUENCY OF MARKETING APPROACH



Interpretation:

In the above table, 39.5% respondents are often approached, 7.5% respondents are rarely approached, 22.5% respondents are sometimes approached, 27% very often approached and 3% are very rarely approached by TCS who promotes itself for business.

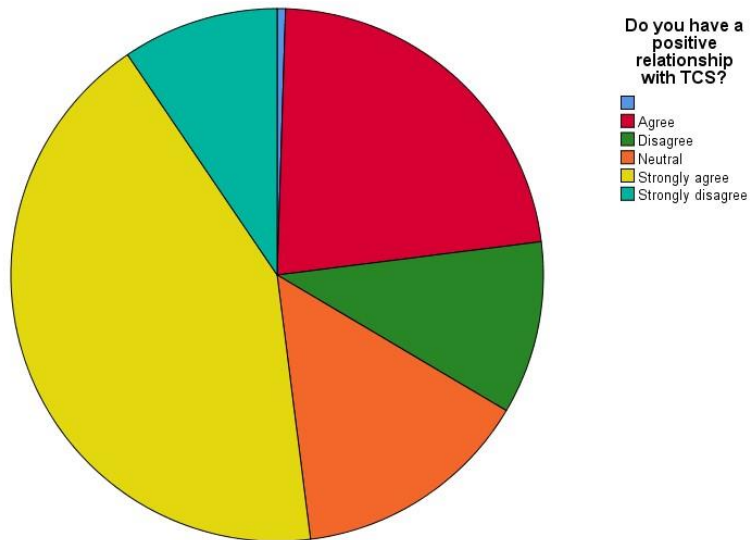
Inference:

Therefore, majority respondents (39.5%) are often approached by TCS who promotes itself for business.

Table 4.1.15 CUSTOMER RELATIONSHIP

Do you have a positive relationship with TCS?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	45	22.5	22.5	23.0
Disagree	21	10.5	10.5	33.5
Neutral	29	14.5	14.5	48.0
Strongly agree	85	42.5	42.5	90.5
Strongly disagree	19	9.5	9.5	100.0
Total	200	100.0	100.0	

Charts 4.1.15: CUSTOMER RELATIONSHIP



Interpretation:

In the above table, the 22.5% respondents agree, 10.5% respondents disagree, 14.5% respondents are neutral, 42.5% respondents strongly agree and 9.5% respondents strongly disagree that they have a positive relationship with TCS.

Inference:

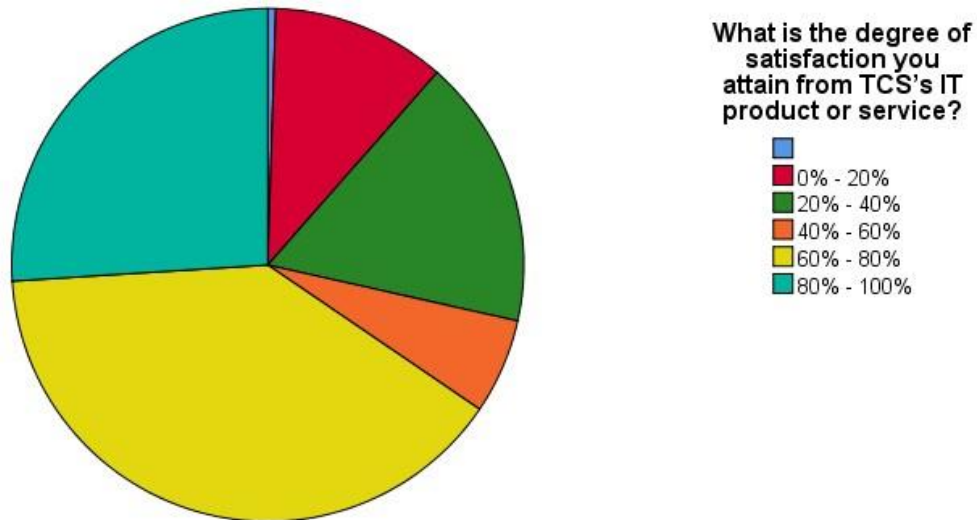
Therefore, majority respondents (42.5%) strongly agree that they have a positive relationship with TCS.

Table 4.1.6: DEGREE OF SATISFACTION

What is the degree of satisfaction you attain from TCS's IT product or service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
0% - 20%	22	11.0	11.0	11.5
20% - 40%	34	17.0	17.0	28.5
40% - 60%	12	6.0	6.0	34.5
60% - 80%	79	39.5	39.5	74.0
80% - 100%	52	26.0	26.0	100.0
Total	200	100.0	100.0	

Charts 4.1.16: DEGREE OF SATISFACTION



Interpretation:

In the above table, 11% respondents attain 0%-20% satisfaction, 17% respondents attain 20%-40% satisfaction, 6% respondents attain 40%-60% satisfaction, 39.5% respondents attain 60%-80% satisfaction, 26% respondents attain 80%-100% satisfaction on TCS's product or service.

Inference:

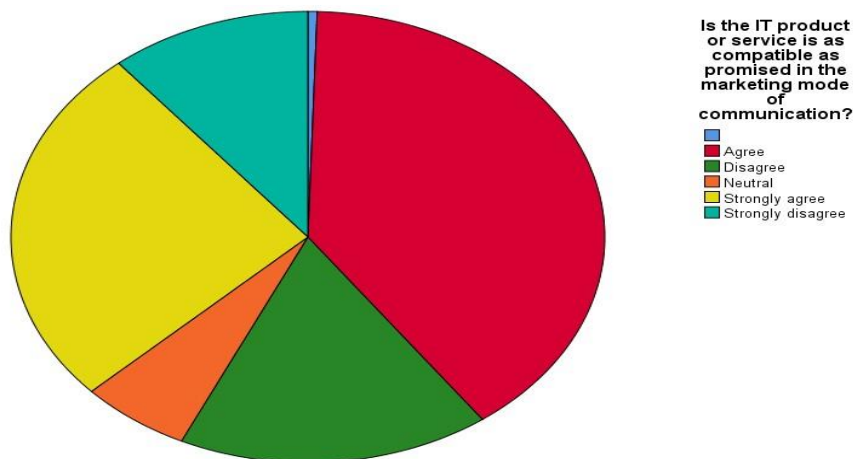
Therefore, majority respondents (39.5%) attain 60% - 80% satisfaction on TCS's product or service.

Table 4.1.17: COMPATIBILITY BETWEEN IT PRODUCTS AND SERVICES AND MARKETING APPROACH

Is the IT product or service is as compatible as promised in the marketing mode of communication?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	79	39.5	39.5	40.0
Disagree	34	17.0	17.0	57.0
Neutral	12	6.0	6.0	63.0
Strongly agree	52	26.0	26.0	89.0
Strongly disagree	22	11.0	11.0	100.0
Total	200	100.0	100.0	

Charts 4.1.17: COMPATIBILITY BETWEEN IT PRODUCTS AND SERVICES AND MARKETING APPROACH



Interpretation:

In the above table, the 39.5% respondents agree, 17% respondents disagree, 6% respondents are neutral, 26% respondents strongly agree and 11% respondents strongly disagree the compatibility of IT product or service as promised in the marketing mode of communication.

Inference:

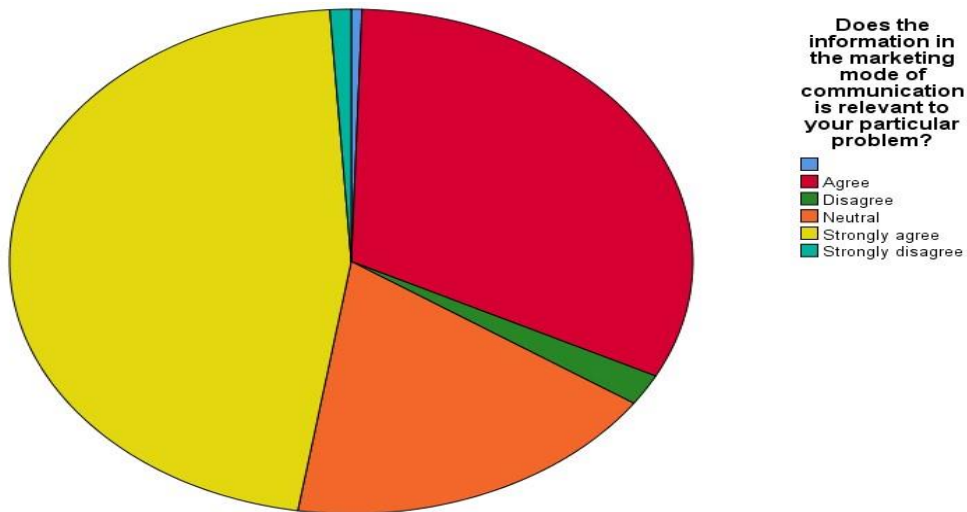
Therefore, majority respondents (39.5%) agree the compatibility of IT product or service as promised in the marketing mode of communication.

Table 4.1.18: RELEVANCY OF MARKETING MODE OF COMMUNICATION

Does the information in the marketing mode of communication is relevant to your particular problem?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	64	32.0	32.0	32.5
Disagree	4	2.0	2.0	34.5
Neutral	36	18.0	18.0	52.5
Strongly agree	93	46.5	46.5	99.0
Strongly disagree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Charts 4.1.18: RELEVANCY OF MARKETING MODE OF COMMUNICATION



Interpretation:

In the above table, the 32% respondents agree, 2% respondents disagree, 18% respondents are neutral, 46.5% respondents strongly agree and 1% respondents strongly disagree the relevancy of the marketing approach towards their problem.

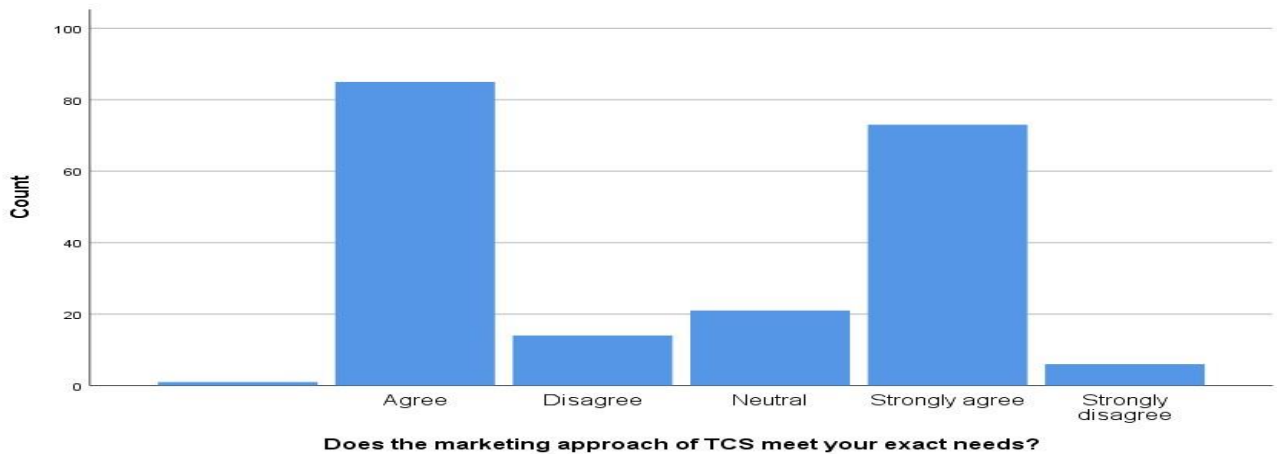
Inference:

Therefore, majority respondents (46.5%) strongly agree the relevancy of the marketing approach towards their problem.

Table 4.1.19: MEETING OF EXACT NEEDS OF END USERS

Does the marketing approach of TCS meet your exact needs?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	85	42.5	42.5	43.0
Disagree	14	7.0	7.0	50.0
Neutral	21	10.5	10.5	60.5
Strongly agree	73	36.5	36.5	97.0
Strongly disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Charts 4.1.19: MEETING OF EXACT NEEDS OF END USERS



Interpretation:

In the above table, the 42.5% respondents agree, 7% respondents disagree, 10.5% respondents are neutral, 36.5% respondents strongly agree and 3% respondents strongly disagree the exactness of TCS marketing approach.

Inference:

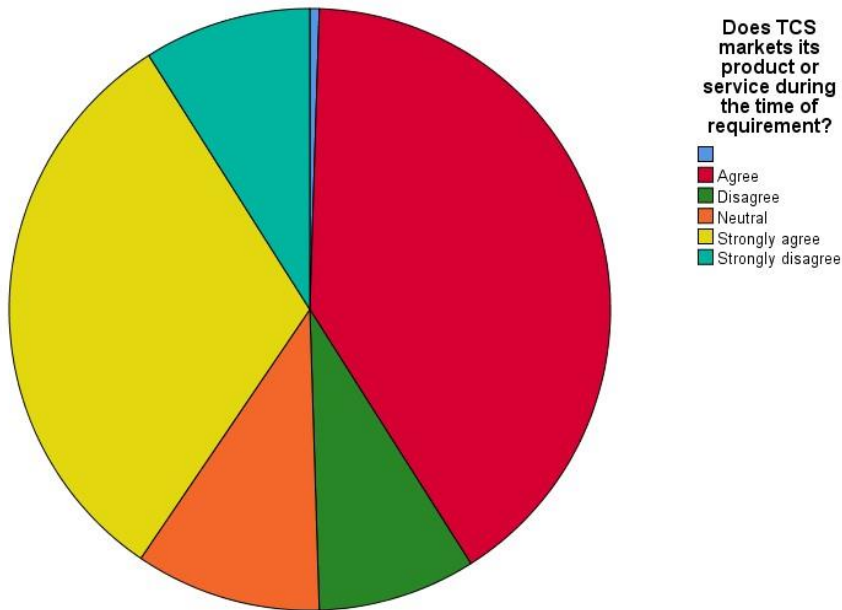
Therefore, majority respondents (36.5%) strongly agree the exactness of TCS marketing approach.

Table 4.1.20: MEETING TIMELY REQUIREMENTS OF END USERS

Does TCS markets its product or service during the time of requirement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Agree	81	40.5	40.5	41.0
Disagree	17	8.5	8.5	49.5
Neutral	20	10.0	10.0	59.5
Strongly agree	63	31.5	31.5	91.0
Strongly disagree	18	9.0	9.0	100.0
Total	200	100.0	100.0	

Charts 4.1.20: MEETING TIMELY REQUIREMENTS OF END USERS



Interpretation:

In the above table, the 40.5% respondents agree, 8.5% respondents disagree, 10% respondents are neutral, 31.5% respondents strongly agree and 9% respondents strongly disagree the timely marketing of TCS .

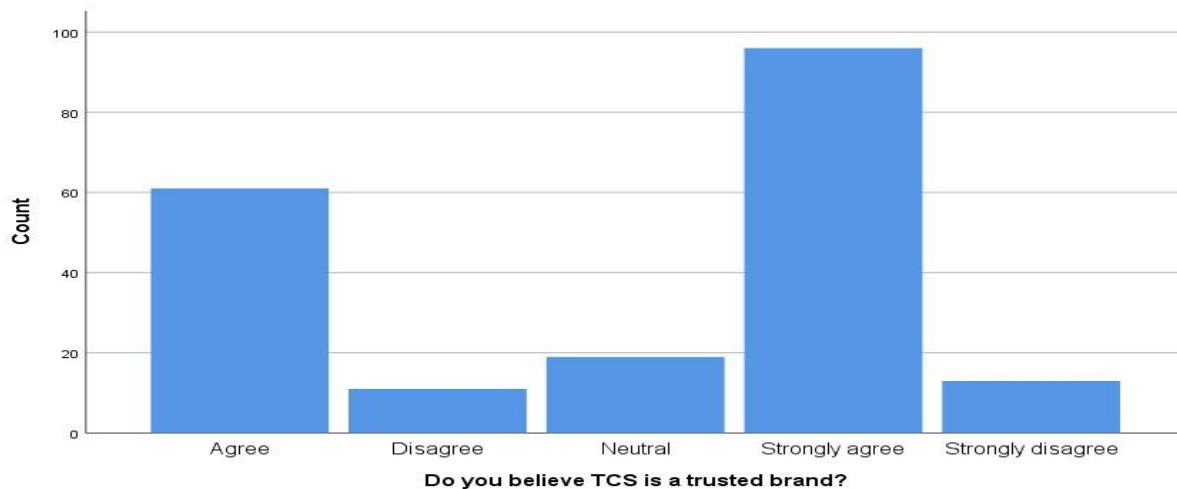
Inference:

Therefore, majority respondents (40.5%) agree the timely marketing of TCS.

Table 4.1.21: BRAND TRUST

Do you believe TCS is a trusted brand?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	61	30.5	30.5	30.5
	Disagree	11	5.5	5.5	36.0
	Neutral	19	9.5	9.5	45.5
	Strongly agree	96	48.0	48.0	93.5
	Strongly disagree	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Charts 4.1.21: BRAND TRUST



Interpretation:

In the above table, the 30.5% respondents agree, 5.5% respondents disagree, 9.5% respondents are neutral, 48.0% respondents strongly agree and 6.5% respondents strongly disagree that TCS is a trusted brand.

Inference:

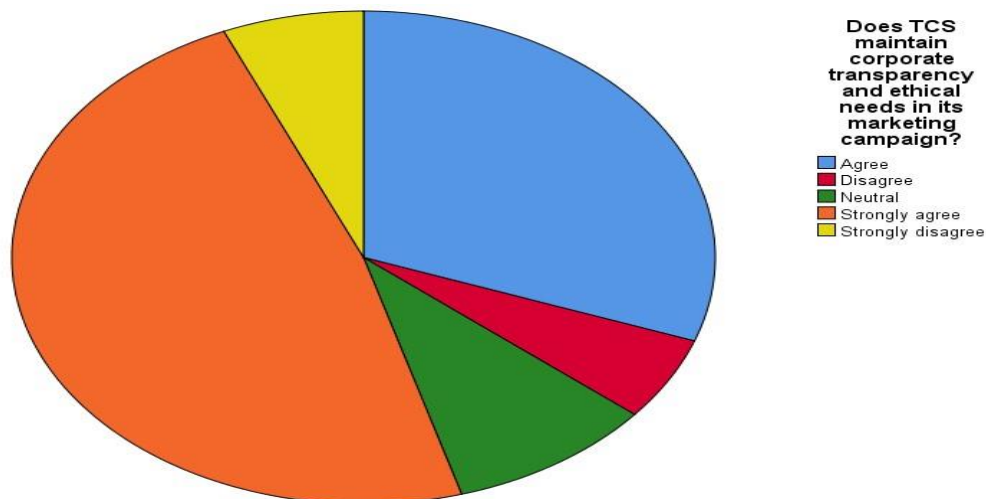
Therefore, majority respondents (48.0%) strongly agree that TCS is a trusted brand.

Table 4.1.22: CORPORATE TRANSPARENCY

Does TCS maintain corporate transparency and ethical needs in its marketing campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	61	30.5	30.5	30.5
	Disagree	11	5.5	5.5	36.0
	Neutral	19	9.5	9.5	45.5
	Strongly agree	96	48.0	48.0	93.5
	Strongly disagree	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Charts 4.1.22: CORPORATE TRANSPARENCY



Interpretation:

In the above table, the 30.5% respondents agree, 5.5% respondents disagree, 9.5% respondents are neutral, 31.5% respondents strongly agree and 9% respondents strongly disagree that TCS maintain corporate transparency with its customers.

Inference:

Therefore, majority respondents (31.5%) strongly agree that TCS maintain corporate transparency with its customers.

CHISQUARE:

Hypothesis: 1

H0(Null hypothesis): There is no significant difference between company size and marketing mode of communication.

H1(Alternate hypothesis): There is significant difference between company size and marketing mode of communication.

Company size * By which marketing mode of communication, are you being approached by TCS? Crosstabulation

Expected Count

		By which marketing mode of communication, are you being approached by TCS?							
		Content marketing	Corporate events	Corporate presentation	Digital marketing	Facility branding	Physical Branding	Visual identity branding	Total
Company size		.0	.1	.2	.2	.2	.1	.0	1.0
	Large	.3	8.1	11.2	11.8	10.4	5.6	2.2	56.0
	Medium	.2	7.0	9.6	10.1	8.9	4.8	1.9	48.0
	Small	.2	5.4	7.4	7.8	6.8	3.7	1.5	37.0
	Very large	.3	8.4	11.6	12.2	10.7	5.8	2.3	58.0
Total		1.0	29.0	40.0	42.0	37.0	20.0	8.0	200.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	240.297 ^a	28	.000
Likelihood Ratio	54.346	28	.002
N of Valid Cases	200		

a. 19 cells (47.5%) have expected count less than 5. The minimum expected count is .01.

Inference:

Since p value (0.000) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence, there is significant difference between company size and marketing mode of communication.

ANOVA

HYPOTHESIS:

H₀ - There is no significant association between customer satisfaction and marketing approach.

H₁ - There is a significant association between customer satisfaction and marketing approach.

Descriptives

What is the degree of satisfaction you attain from TCS's IT product or service?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	22	1.00	.000	.000	1.00	1.00	1	1
2	34	2.00	.000	.000	2.00	2.00	2	2
3	12	3.00	.000	.000	3.00	3.00	3	3
4	79	4.00	.000	.000	4.00	4.00	4	4
5	52	5.00	.000	.000	5.00	5.00	5	5
Total	199	3.53	1.336	.095	3.34	3.71	1	5

ANOVA

What is the degree of satisfaction you attain from TCS's IT product or service?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	353.598	4	88.399	.	.
Within Groups	.000	194	.000		
Total	353.598	198			

Inference:

Since p value (0.000) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence, there is a significant association between customer satisfaction and marketing approach.

CORRELATION

CORRELATION BETWEEN THE CUSTOMER FOLLOW UP AND CUSTOMER RELATIONSHIP

HYPOTHESIS:

H0 - There is no significant relationship the customer follow up and customer relationship

H1 – There is significant relationship between the customer follow up and customer relationship.

Correlations

		Does TCS tracks your movements?	Do you feel the marketing approach of TCS communicates personally with you?
Does TCS tracks your movements?	Pearson Correlation	1	.499**
	Sig. (2-tailed)		.000
	N	199	199
Do you feel the marketing approach of TCS communicates personally with you?	Pearson Correlation	.499**	1
	Sig. (2-tailed)	.000	
	N	199	199

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

INFERENCE:

As the p value is lesser than 0.05, the alternate hypothesis is accepted and there is a significant relationship between the customer follow up and customer relationship.

CORRELATION BETWEEN THE CUSTOMER TRUST AND CORPORATE TRANSPARENCY OF THE COMPANY

HYPOTHESIS:

H0 – There is no significant relationship between the customer trust on the brand and corporate transparency of the company.

H1 – There is significant relationship between the customer trust on the brand and corporate transparency of the company.

Correlations

		Do you believe TCS is a trusted brand?	Does TCS maintain corporate transparency and ethical needs in its marketing campaign?
Do you believe TCS is a trusted brand?	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	200	200
Does TCS maintain corporate transparency and ethical needs in its marketing campaign?	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

INFERENCE:

As the p value is lesser than 0.05, the alternative hypothesis is accepted and there is a significant relationship between the customer trust on the brand and corporate transparency of the company.

CHAPTER 5 – FINDINGS,SUGGESTIONS AND CONCLUSION

5.1.FINDINGS

- Majority (66%) of the respondents are male. This is due to the reasons like shifting of work for marital reasons, maternity leave and work from home in order to take care of their family at the same time.
- Majority (34.5%) of the respondents belong to the category of 30-40 age group because younger people who belong to 20-30 age group are just learning the job by now and start to gain experience whereas the elder category could have been promoted to the next level.
- Majority (24.8%) of the respondents possess 5-10 years of experience. This is due to the eager and enthusiasm towards performing well after learning the work for 5 years.
- Majority (68.5%) of the respondents belong to B2B category because these clients require IT products or services in bulk for its overall development.
- Majority (18%) respondents are involved in manufacturing industry because automation through IT products and services is more required in this field.
- Majority respondents (29%) are from very large companies as they require advanced technology through IT products or services for every aspect of their business.
- Majority respondents (28.5%) are from entry level management due to the energetic work force with cost efficient salary.
- Majority (31%) respondents are driven by price for making purchase decisions because they are more primary compared to technology, product - organisation fit, business impact /ROI.
- Majority respondents (21%) respondents are being approached by corporate presentation as mostly B2B clients prefer making SLAs (Service level agreements) through a conference meeting in which these presentations are displayed.
- Majority respondents (51%) strongly agree regarding the marketing approach providing a specific solution to their problem (that exhibits how specific the marketing is).

- Majority respondents (26.5%) disagree their opinion concerned to the personal marketing approach of TCS. As TCS is a well known brand, it has no compulsion to convince the customers regarding its IT products or service.
- Majority respondents (30%) are neutral regarding the customer follow up of TCS as the company is more operation oriented which proves itself through action rather than pestering via mails.
- Majority respondents (27.5%) have an excellent opinion regarding the marketing approach of TCS (that exhibits how measurable the marketing is).
- Majority respondents (39.5%) are often approached by TCS who promotes itself for business. (that exhibits how measurable the marketing is).
- Majority respondents (42.5%) strongly agree that they have a positive relationship with TCS (that exhibits how measurable the marketing is).
- Majority respondents (39.5%) attain 60% - 80% satisfaction on TCS's product or service (that exhibits how actionable the marketing is).
- Majority respondents (39.5%) agree the compatibility of it product or service as promised in the marketing mode of communication. (that exhibits how actionable the marketing is).
- Majority respondents (46.5%) strongly agree the relevancy of the marketing approach towards their problem (that exhibits how relevant the marketing is).
- Majority respondents (36.5%) strongly agree the exactness of TCS marketing approach (that exhibits how relevant the marketing is).
- Majority respondents (40.5%) agree the timely marketing of TCS (that exhibits how timebound the marketing is).
- Majority respondents (31.5%) strongly agree that TCS is a trusted brand because Tata brands have standards in their overall market and is the largest IT company in the global markets.
- Majority respondents (31.5%) strongly agree that TCS maintain corporate transparency with its customers because TCS is a company that ensures standards in its legal aspects of business.

5.2 SUGGESTIONS & RECOMMENDATIONS

- It needs more participation from talented women.
- It needs more involvement from freshers as well as experienced man power.
- Top level management and middle level management has to involve themselves more in analysing an IT company through its marketing to make the right decisions.
- Small companies can make advantage through marketing to get more attention and goodwill.
- It needs top level management and middle level management to get more involved in marketing to get a better projection of the company.
- Although the majority of respondents think that TCS's marketing tactics are specific, measurable, actionable, relevant, and time-bound, there are also some respondents who have neutral or unfavourable opinions. This has to be altered, but with a stronger emphasis on branding and marketing for an operation-focused organisation.
- The study helps to utilize the versatile methods of marketing and other promotional activities of IT industry that grows as per the dynamic trends and technology.
- It is necessary to represent the impact of marketing in both internal and external environment of an IT company such that it will be more easier to identify the feedback of several types of stakeholders and easier to identify the competitive advantage.
- A positive approach to any circumstances make the client feel supported and it needs more persuasion for an IT product or service to provide a firm guarantee and trust.

5.3 LIMITATIONS OF STUDY

- The study only applies to some IT organisations; it does not apply to all.
- The scope of the study is significantly more than what is shown in this research report.
- The study is sensitive and dynamic because it addresses the views of both B2B and B2C clients.
- The study focuses on the marketing of an IT company that must stay up with evolving technologies.

5.4 CONCLUSION

Business of any size or any set of target customers requires marketing to promote it. An organization have to be very keen on its projection to the society in which customers and prospects belong. Creating a good perception and image is as more important as grabbing attention. Such marketing plays a crucial role in the projection of an IT company as it confronts a heavy competition due to its growth and developments that has never ending demands.

Despite the fact that the majority of respondents believe that TCS's marketing strategies are specific, measurable, actionable, relevant, and time-bound, some respondents hold neutral or adverse views. For a company that is focused on operations, this needs to be changed, but with a larger emphasis on branding and marketing.

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ANNEXURE – I

QUESTIONNAIRE

Attach questionnaire used for the study

**Survey on the ‘SMART’ Marketing Strategies in IT Industry.
Kindly answer all the queries.**

1. Name _____

2. Gender
(male)
(female)

3. Age:

- 20 – 30
- 30 – 40
- 40 - 50
- 50 - 60

4. Years of experience

- 0 – 5 years
- 5 – 10 years
- 15 - 20 years
- 20 - 25 years
- 25 – 30 years

5. Business type

- B2B
- B2C

6. Industry name

- Health care
- BFSI
- Manufacturing

- IT services and consulting
- Government
- Travel & Hospitality
- IT Product development
- Retail

7.Company size

- Small
- Medium
- Large
- Very large

8. Level of management

- Entry level management
- Middle level management
- Senior level management
- Top level management

9.What drives your/your company's purchasing decisions?

- Price
- Technology
- Product- Organisation fit
- Business impact /ROI

10. By which marketing mode of communication, are you being approached by TCS?

- Digital marketing
- Content marketing
- Corporate event
- Corporate presentation
- Visual identity branding
- Facility branding
- Physical branding

11.Does the marketing approach of TCS provide a specific solution for your problem?

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

12. Do you feel the marketing approach of TCS communicates personally with you?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13.Does the TCS tracks your movements?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14.How much do you rate the marketing approach of the TCS?

- Poor
- Average
- Good
- Very good
- Excellent

15.How frequent does TCS market with you?

- Very often
- Often
- Neutral
- Rare
- Very rare

16.Do you have a positive relationship with TCS?

- Strongly agree
- Agree
- Neutral

- Disagree
- Strongly disagree

17.What is the degree of satisfaction you attain from TCS's IT product or service?

- 0-20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%

18.Is the IT product or service is as compatible as promised in the marketing mode of communication?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

19.Does the information in the marketing mode of communication is relevant to your particular problem?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. Does the marketing approach of TCS meet your exact needs?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

21.Does TCS markets its product or service during the time of requirement?

- Strongly agree
- agree
- Neutral

- **Disagree**
- **Strongly disagree**

22.Do you believe TCS is a trusted brand?

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

23.Does TCS maintain corporate transparency and ethical needs in its marketing campaign?

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**