

A STUDY ON B2B SERVICE RENDERED BY CHEMSOLVE INDIA PVT LTD

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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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**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **D.ANGELINE DIVYA RAJA 40410015** who carried out the project entitled "**A STUDY ON B2B SERVICE RENDERED BY CHEMSOLVE INDIA PVT LTD** " under my supervision from January 2022 to March 2022.

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DECLARATION

I **D.ANGELINE DIVYA RAJA (40410015)** hereby declare that the Project Report entitled “**A STUDY ON B2B SERVICE RENDERED BY CHEMSOLVE INDIA PVT LTD** ” done by me under the guidance of **DR.S.JOYCE** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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D.ANGELINE DIVYA RAJA

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ABSTRACT

Analysis of service rendered of a company have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied customers, adapt to customer needs and changing preferences. In order to monitor customer satisfaction, and to take action for improving it, a number of different methods have been developed and tested. Any organization could definitively take advantage of a proven systematic service done to the customer by the company . The challenge for organizations is to implement and secure a standardized service process across their playing field; class of markets and geographic markets (countries). The service render by the company can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. On the bases of my research I recommend organizations to implement a customer satisfaction model to enhance their business development and improve their overall level of quality. The objective of all service rendered by the company models is to provide results that are relevant, reliable, and valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. The service to the customer satisfaction must be a continuously, consistent, timely, accurate and reliable process. So in case the company can increase the service which help the company to grow .

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CHAPTER 1 – INTRODUCTION

1.1. COMPANY PROFILE

The company “Chemsolve” is a premiere multi-purpose cleaning product manufacturing company based in the state of Tamil Nadu.

We wish to introduce ourselves that we manufacture industrial maintenance products keeping in mind the needs our reputed customers in providing them best solutions. These products are of innovative technology through continuous efforts taken on updating the product quality and introducing new products as per customer's requirements. We supply products not only to Reputed Government Organizations but also to World Class Private Organizations

Chemsolve was established in the year 2000, for manufacturing Specialty Products and market it directly as well as through dealer network. Started with Six products and now at present it has in range about more than Twenty Products. Chemsolve was registered with Small Scale industries in the year 2001 and with National Small Industries Corporation (Government of India) in the year 2002, which has enabled Chemsolve to be registered as Approved Vendors for both reputed Government Organizations and world class Private Organization.

Our Products Ranges are Specialized Cleaner/Degreaser, AC Coil Cleaner, Rusted Fastener Releaser, Disinfectant cum Deodorizer, Metal Cleaner, Anti-corrosion Compound, Hand Wash, House Keeping Products, Car-Care Products etc.,

These Products are of innovative technology through continuous efforts taken on updating the Product Quality & introducing New Products as per customer expectation

All our Products are Cost Effective, Time, Labor Saving and User-Friendly. Chemsolve enjoys confidence & Support from organizations of Car manufactures and its accessories manufacturers, Industries, Hospitals, Institutions, Hotels and Automobile Dealers etc.

We manufacture products to our reputed customers in providing those Best Solutions.

Company Policy

Chemsolve India pvt .ltd is committed to provide absolute customer satisfaction by the following ways.

- Supply best quality products by continually improving the process methods.
- Upgrade the skills of our employees to meet the requirements.
- Supply the products on time and at competitive price

1.2 INDUSTRY PROFILE

1.2.1 STRUCTURE OF ORGANISATION

The organization of CHEMSOLVE consists of 4 levels, they are

- TOP LEVEL consisting of Board of directors and Managing directors
- SECOND LEVEL consisting General Managers Assistant General Managers
- THIRD LEVEL consisting of Assistant Managers and officers.
- FOURTH LEVEL consisting of clerks, Assistants and Attendee

1.2.2 VISION STATEMENTS

- Keeping pace with globalization, global trends and the state's policy for using Technology in every aspect of governance.
- Making available technology product and services at the most affordable price to the people at large, in keeping with the policy of a welfare state.
- Making all out efforts to achieve unimaginable profits.

- Most importantly to earn the invaluable foreign exchange, both to the state and to the country

1.2.3 MISSION STATEMENT

- To serve the National economy.
- To promote purity and quality products
- To maintain the Brand loyalty of its customers.
- To build upon the reputation of Chemsolve Product

- Water Soluble Degreaser
- Descaling Compound
- Cooling Tower Cleaner
- Decarbonizer & Degreaser
- Fasteners Releaser
- Exterior & Interior Railway Coach Cleaner
- General Cleaner
- Metal Cleaner
- Solvent based Degreaser

Air Conditioning

- Air Handling Unit / Condenser & Cooling Coil Cleaner

Car Care

- Car Wash
- Dash Board / Bumper Shiner
- Glass (Windshield) Cleaner
- Upholstery Cleaner
- Waxing Compound
- Rubbing cum Glazer
- Tyre Shine cum Engine Dresser

House Keeping

- Disinfectant / Deodorizer cum Fungicide
- Ceramic Cleaner
- Super Liquid Cleaner
- Deodorant Jelly
- Room Freshener
- Hand Wash Concentrate
- Dish Wash Compound

1.2.4 QUALITY STATEMENTS:

CHEMSOLVE commits to “customer delight” through Total Quality Management and Continuous improvement by involvement of all its employees.

1.2.5 ISO 14001 ENVIRONMENTAL POLICIES OF CHEMSOLVE

Is committed to preserve the natural environment in the production of its quality products to the satisfaction of its customer.

Would invite and implement action to reduce all impacts that are likely to be a source of concern to the environment.

1.2.6 FUTURE GROWTH AND PROSPECTS

- Introduction of anti-bacteria, herbal transparent Chemsolve products, made out of essential chemicals base as an additive and suitable for all types of climate and all seasons.
- Improvement in existing products, classic improved fragrance and climatic conditions.
- Introduction of new higher-powered detergent powder for institutional sales in bulk packaging
- To attain market leadership.
- Introduction of new trade schemes to increase sales.
- Aggressive advertisement and publicity as part of sales promotion

1.2.7 CHEMSOLVE HAS THE FOLLOWING DEPARTMENTS:

- Human Resource Dept.
- Production Dept.
- Marketing Dept.
- Finance Dept.
- Materials and Stores Dept.
- R and D Dept.
- Quality Control Dept.
- Environment and Safety Dept.

1.2.8 PRODUCT PROFILE

- **CARBON-XL** Decarbonizer & Degreaser
- **CLASSIC** Car Wash Shampoo
- **CLEAR – CT** Cooling Tower Cleaner
- **COMMANDER** Disinfectant / Deodorizer / Fungicide
- **CRUX** Descaling Compound - (Ideal for RMC Trucks & Equipment)
- **D – SOL** Degreasing Solvent
- **DD – 40** (Bulk or Aerosols)Rusted Fasteners Releaser(DE moisturizer & Penetrating Compound)
- **DEOTA** Deodorant Jelly
- **EXCEL** Rubbing cum Glazer
- **FLIX** Dish Wash Compound
- **FRAGROS** Room Freshener
- **FREECO** Exterior Coach Cleaning Solution
- **GLOSSY** Glass / Windshield Cleaner
- **KLEENOL** General Cleaner
- **METALLON** Metal Cleaner

1.2.9 STRENGTHS

- Chemsolve products contains permitted amount of chemicals with flavors of fragrance.
- Certified by ISO
- Developing its production and expanding its sales boundaries.
- Brand name from decades in Chemsolve products market.
- It has very good dealership network in south which ensures that the products reach every customer.
- Diversified product range helps the company to maintain stability.

1.2.10 WEAKNESSES

- Distribution network is weak outside Chennai city
- Absence of television advertisement.
- High oriented cost due to excessive labor force.

1.2.11 OPPORTUNITIES

- Traditional benefits that, is good for metal surface.
- Surface care is just gaining importance among consumers.
- Government support and large production capacity.
- Advantages of being in the industry for a long time.

- Existence in market with huge demand.

1.2.12 THREATS

- There is a need for renovation of plant and machinery.
- Government Policy may reduce growth potential.
- Entry of new multinationals in products business

1.2.13 CLASSIFICATION OF EMPLOYEES AT CHEMSOLVE

- **Permanent Employee:** One who has been engaged for work on a permanent basis?
- **Temporary Employee:** One who has been engaged for work which is essentially of temporary nature and likely to be finished within a limited period?
- **Probationary Employee:** One who is provisionally employed to fill a permanent vacancy? **Casual Workmen:** One who is engaged on day to day basis, for casual or non-recurring work? **Trainee:** Trainee is a learner who may or may not be paid stipend during the period of training.

1.3 OBJECTIVES OF THE STUDY

1. To study on consumer perception towards the service rendered by Chemsolve India private limited
2. To identify the satisfaction level of service rendered by the Chemsolve India private limited
3. To examine how consumer are benefited by the product and service rendered by Chemsolve India private limited

4. To identify the interest of consumer during the service period
5. To find information which help consumer to know more about company .

1.4 NEED FOR THE STUDY

- How the customer rate the service and product of Chemsolve India pvt ltd
- How effective was the service period
- To know how employees and staff knowledgeable during the demo period
- How does the product and service met the expectation of the consumer

CHAPTER 2 – REVIEW OF LITERATURE

Ojha, D., Struckell, E., Acharya, C. and Patel, P.C. (2021), "Managing environmental turbulence through innovation speed and operational flexibility in B2B service organizations", *Journal of Business & Industrial Marketing*, Vol. 36 No. 9, pp. 1627-1645.

The research first and uniquely explores the antecedent relationship among three highly studied environmental forces – competitive intensity (CI), market turbulence (MT) and technological turbulence (TT) – in a service context. Next, given the importance of services to the USA and global gross domestic product (GDP) and the unique characteristics of services versus product firms, the research examines the impact of environmental forces on innovation speed capability, a less studied but critical enabler of service innovation. Finally, this study aims to suggest the importance of the sequential relationship between two dynamic capabilities – innovation speed and operational flexibility – to realize advantage.

Bill, Feurer, & Klarmann,(2020)

Business-to-business (B2B) service firms are increasingly adopting social media as part of their marketing mix. The authors test the framework by drawing on a unique hierarchical dataset with data from three sources (over 30 sales managers, over 150 salespeople, and almost 400 customers). The most important finding is that the social media's effect on customer loyalty depends strongly on the context. Salesperson social media use increases customer loyalty only for high-status customers and customers with small buying centers.

Wetzels et al. (2019) The short definition of commitment is nevertheless profound. 'Enduring desire' qualifies it not as a short-lived but a longer-term attitudinal concept. Furthermore, the part of 'to maintain a valued relationship' connotes perceptions of significant beneficial effects in the relationship that the customer seems genuinely inclined to preserve it.

Swani et al. (2019) The examination of this work from a B2B context is another major contribution of the present study, given the vast majority of existing business-to-consumer (B2C) advertising research. There are notable differences in the two markets, which makes it irresponsible to apply B2C advertising practices to the B2B area. In B2B markets, offerings are especially more sophisticated and technical in nature. ...

Eggert and Ulaga (2018) Customer perceived value has been described as a result of 'the benefits versus costs comparison that customers make' for services received. Perceived value has been researched as a significant determinant of such loyalty-related outcomes as commitment in business markets

Berry (2017) originally proposed that in crafting relationship marketing strategies, meaningful augmentation or supplementation of services to the core product is key to building stronger customer relationships

Andy Fred Wali, Idika Awa Uduma & Len Tiu Wright | (2016)

Customer relationship management (CRM) experiences of Business-to-Business (B2B) marketing firms

Muther (2016) Many companies also realized that offering reduced prices put unacceptable pressure on margins, which meant they had to reduce their costs to run a viable business. On the other hand, customers had more demanding expectations and needed more comprehensive support at various stages of the relationship. To deal with these two factors (cost efficiency and increasing customer demands) pulling in different directions, technology offered potential solutions

Zeithaml (2016) Zeithaml's earlier definition of perceived value is more expansive: "an over-all assessment of the utility of a product based on the perception of what is received and what is given"

Fache (2015) argues that a powerful method for introducing change is to use customer feedback as a starting point. In other words, the organization needs to be very customer oriented and actively seek out customer views and expectations. A number of customer surveys focus on such things as the rating of contact staff, rather than on the needs, desires and perceptions of customers. Firms need to have a deeper look at information gathered to uncover the potential for innovation.

Shoemaker (2015) These supplementary services involve information, consultation, order taking, hospitality or customer preferences, safekeeping, exceptions handling and billing. In a wide range of interactions with customers, better information management leads to stronger customer relationships

Hutt and Speh (2014) The Implied calculative dimension of perceived value in Zeithaml's definition explains its use in evaluating purchasing alternatives. Purchasing decisions are by and large driven by rationality

Walker et al. (2014) A calculation of net additional value for this particular alternative is reached and an evaluation of usefulness (worth the effort) made. Studies have established that the customer's perceived ease of access and use is a major consideration in the willing adoption of technology-enabled service delivery

Arun and Venkateswaran (2014) studied the service quality aspects. He observed that the level of expectation on the service quality and modern service qualities among the customers' are not yet fulfilled by the service provider. The service quality gap revealed that the level of perception on the service quality is lesser than the level of expectation in all the aspects. It is very high among the customers' in public sectors

Kalakota and Robinson (2012) To have such commitment from its customers is a key business prerequisite for a firm to thrive. Not only do committed customers provide continuance of income streams over the longer term, they are also logical prospects for increased revenues with complementary or new service offers

Tellefsen (2012) has suggested that in business-to-business relationships, customer commitment results from antecedents representing provider performance and satisfaction of customer needs

Paguio, Rafael and Ali, Shameem, B2B Service Interactions: Do ICT-Enabled Innovations Lead to Enhanced Customer Commitment? (December 2011). Academy of Taiwan Business Management Review, Vol. 7, No. 3, pp. 58-66, Available at SSRN: <https://ssrn.com/abstract=1875283>

The study involved a survey and interviews of business service customers. Findings indicated that participants were cautious in returning a proportional amount of increased commitment to the service provider even when the value-adding benefits of ICT-enabled services were acknowledged.

Leek & Christodoulides, (2011a) Building a strong industrial brand benefits both customers and suppliers. It increases customers' confidence in the firm and reduces uncertainty (Low & Blois, 2002; Michell et al., 2001; Mudambi, 2002; Ohnemus, 2009). ...

Sindhav and Lusch, (2008) Moreover the firm should believe that the partner firm will act with credibility and benevolence in future exchanges as well

Gronroos (2007) Service quality is a multidimensional construct. A classic description proposed by Gronroos in 2007, states that customers judge quality using both technical and functional quality attributes of the delivered service

Yanamandram, V. & White, L. (2007). An empirical study of the antecedents and consequence of calculative commitment in B2B services.

This research proposes and empirically analyses a model that considers switching costs and attractiveness of alternative service providers as antecedents to calculative commitment, and repurchase intentions as one of its consequence

Kotler Philip (2006) explains that as against to features of physical products, the services are not given for pre-testing, neither it is felt or smelled before purchase making buyers look for some tangible evidence that will provide information and confidence about service. Something like the exterior of the restaurant or hotel is the first thing on arrival of the guest; cleanliness of the public areas etc provides clues about service. He has also mentioned that American society for quality control defines quality as the totality of features and characteristics of the service or product that bears on its ability to satisfy customer needs. He has also found that high quality builds loyal customers and creates positive word of mouth. It determines customer satisfaction, which affects repeat business, many studies have shown that it costs four to six times to create a customer as it does to maintain an existing one. Hotels that have more satisfied guests experience higher guest loyalty and perform better financially compared to their competition. The long-term success is based on guest loyalty and retention which consequentially results in future revenue

Webster and Keller 2004 Branding is potentially useful to buyers during the early stages of the decision making process . It may be useful in determining the characteristics and quantity of needed item, in the search for and qualification of potential suppliers, in the acquisition and analysis of suppliers' proposals and in the evaluative stage of the purchase decision making process. Branding is potentially used only at the beginning of a relationship when the buyer is evaluating suppliers and differentiating between offerings.

Toumiaire 2003 The business need to reduce costs and at the same time, deliver better service values encouraged the development of software applications involving marketing, sales and customer service functions. Soon this class of tools that automate or enable customer-contact functions was to be labelled as the acronym, CRM, short for customer relationship management software applications

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is the specific producer or techniques used to identify select , process, and analyze information about a topic . In a research paper , the methodology section allows the readers to critically evaluate a studys overall validity and reliability. Research is carried out for two purposes; one is the discovery of new facts and the second, verification of the old ones. The object of every business organization, of course, is the discovery of new facts, new relationship, and new laws governing the business phenomena. But constant verification of the old concepts is also needed especially in dynamic business environment.

3.2 RESEARCH DESIGN

The research descriptive nature . The study describes various aspects of service of the company , employee engagement , satisfaction level of the consumer on product . It also explores to study relationship pf the consumer with independent variables as well as with other variables such as employee engagement ,satisfaction level of the consumer .

3.3 SAMPLYING TECHINQUE

A convenience sample is one of the main type of probability sampling methods. A convenience sample is made up of people where are easy to research .

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 160 respondents

Secondary data : Website , Published reports, Review of literature .

3.5 STRUCTURE OF QUESTIONNAIR

Questionnaire was divided into two sections . First part was designed to the general information about customers and the second part contained the respondent opinion about service rendered by company.

- ❖ Linkers scaling question
- ❖ Rank question
- ❖ Satisfaction question
- ❖ Research related question

3.6 SAMPLE SIZE

Sample size - 160 sample

Period of study - 3 months

Location and targeted people - Customer of different companies in Chennai city

3.7 STRUCTURE OF QUESTIONNAIRE

Opened ended question -1 nos

Multiple choice question - 21 nos

Scaled question -1 nos

3.8 HYPOTHESIS TOOL

H0 : Null hypothesis (there is no significant relation between the variables)

H1 : Alternative hypothesis (their is significant relationship between the variable). After analysing the data , hypothesis is testing is done . it will result in either acception or rejecting the hypothesis .

3.9 TOOLS FOR ANALYSIS

3.9.1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9.2 Correlation

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two.

Correlation is measured by the correlation coefficient.

3.9.3 Chi-square

The Chi-Square Test of Independence determines whether there is an association between categorical variables (i.e., whether the variables are independent or related).

3.9.4 ANOVA

Analysis of Variance (ANOVA) is **a statistical formula used to compare variances across the means (or average) of different groups**. A range of scenarios use it to determine if there is any difference between the means of different groups.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1.PERCENTAGE ANALYSIS

Table 4.1.1 : Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	131	81.9%
Female	29	18.1%
Total	160	100%

Sources : Primary Data

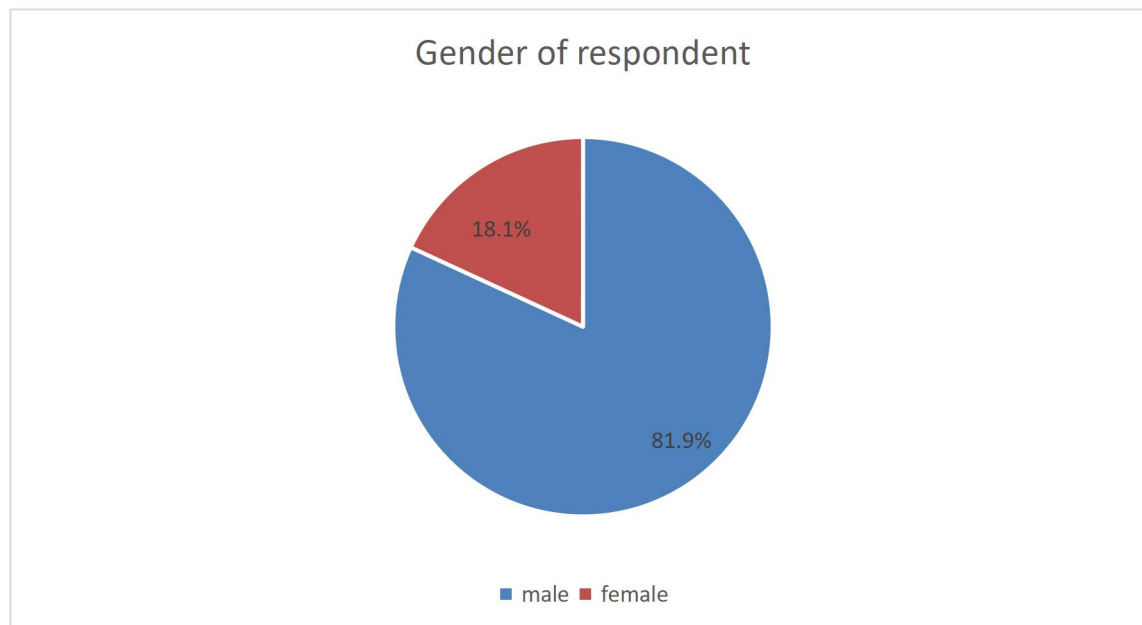


Chart 1: Gender of the respondent

Interpretation : From the above table shows the Gender of the respondent ,81.9% are male and remaining 18% are female respondent.

Inference

Majority 81.9% of the respondent are male

Table 4.1. 2: Company type of the response

Particular	No. of Respondent	Percentage of Respondent
MNC	23	14.5%
Sole Properator	62	39%
Private Limited	58	36.5%
Partnership	17	10%
Total	160	100%

Sources : Primary Data

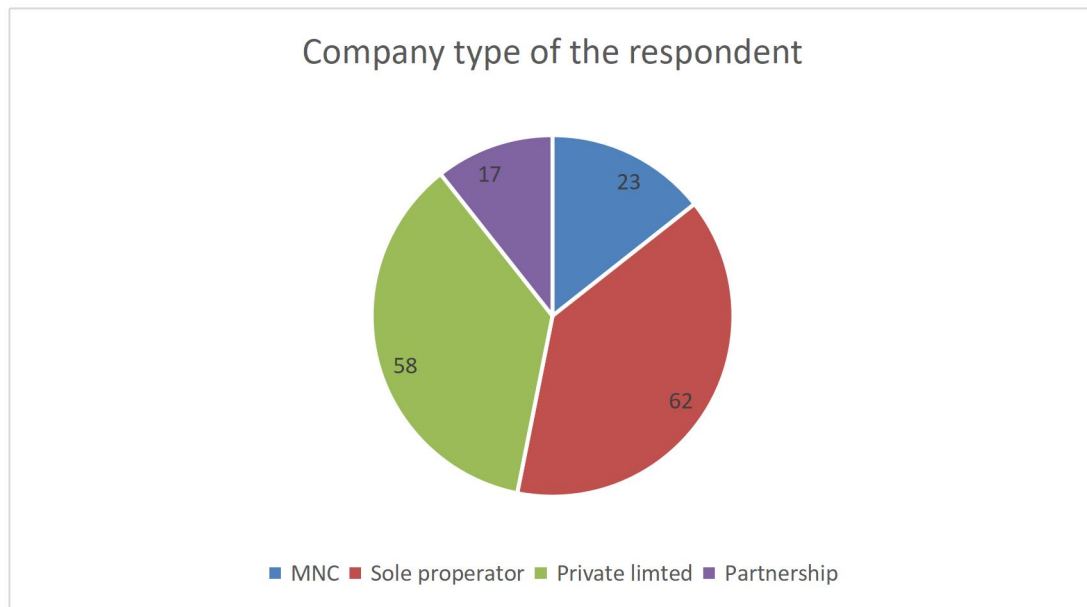


Chart 4.1.2: Company type of the respondent

Interpretation : From the above table shows the company type of the response , 14.5% of MNC, 39% of Sole properator , 36.5% of Private limited and remaining 10% partnership are the response .

Inference : Majority 39% of respondent are in MCN company

Table 4.1.3 : How many years is your company running ?

Particular	No .of respondent	Percentage of response
Below 5 years	20	12.5%
5-10 years	57	35.6%
10-15 years	53	33.1%
15-20 years	25	15.6%
More than 20 years	5	3.2%
Total	160	100%

Sources : Primary Data

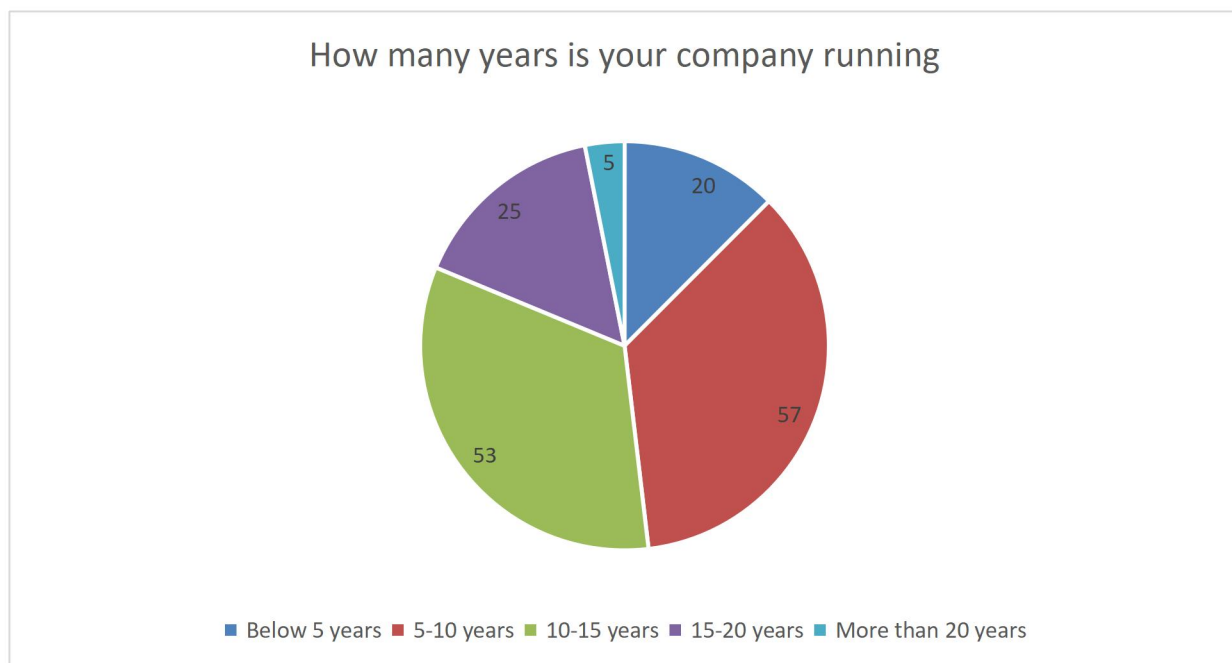


Chart 4.1.3 : How many years in your company running ?

Interpretation : From the above table shows the no of years company is running , 12.5% of below 5 years, 35.6% of 5-10 years , 33.1% of 10-15 years , 15.6 % of 15-20 years and remaining 3.2% are more than 20 years are the response .

Inference

Majority 35.6% of the company are running 5-10 years

Table 4.1.4 : Annual turnover of the company

Particular	No. of Respondent	Percentage of respondent
20L – 30L	25	15.6%
30L - 40 L	67	41.9%
40L – 50L	45	28.1%
50L - 60 L	16	10%
More than 60 L	7	4.4%
Total	160	100%

Sources : Primary Data

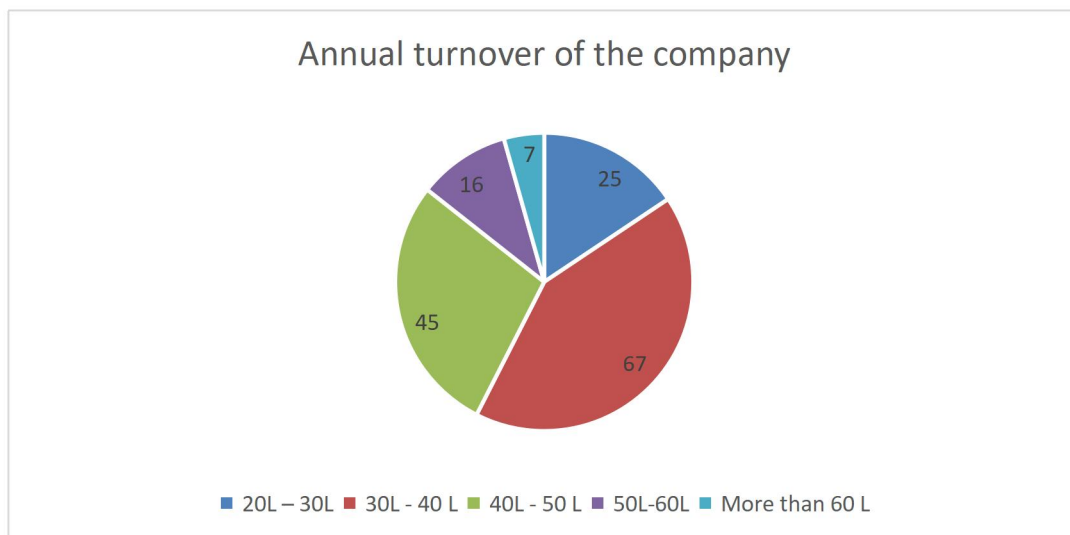


Chart 4.1.4 : Annual turnover of the company

Interpretation : From the above table the annual turnover of the company , 15.6% of 20L– 30 L , 41.9% of 30 – 40 L , 28.1% of 40-50 L , 10% of 50-60L and remaining are 4.4% are the response .

Inference : Majority 67% of annual turnover is 30-40L

Table 4.1.5: How long have you been using the product ?

Particular	No. of Respondent	Percentage of respondent
For few days	20	12.5%
For few months	59	36.9%
For a year	41	25.6%
More than two years	34	21.3%
More than five years	6	3.7%
Total	160	100%

Sources : Primary Data

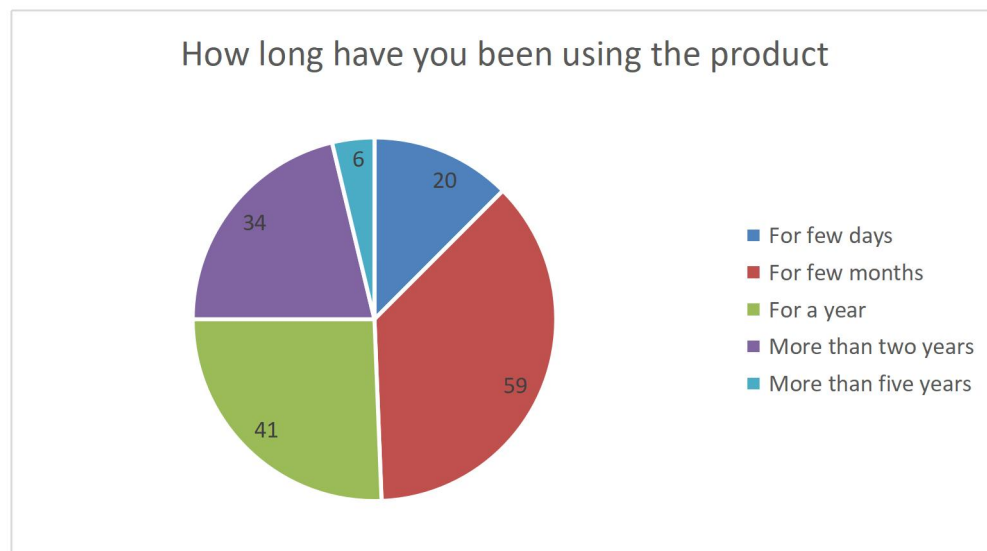


Chart 4.1.5: How long have you been using the product ?

Interpretation : From the above table how long using the product , 12.5% for few days ,36.9% for few months , 25.6% for a year , 21.3% more than two years and 3.7% more than five years are response .

Inference : Majority 36.9% of the response using the product for few months

Table 4.1.6: How often do you buy the product ?

Particular	No. of Respondent	Percentage of respondent
Once in regular basis	26	16.4%
Once in 15 days	52	32.7%
Once a month	46	28.9%
Once in 2month	30	18.3%
Once in 5 months	6	3.8%
Total	160	100%

Sources : Primary Data

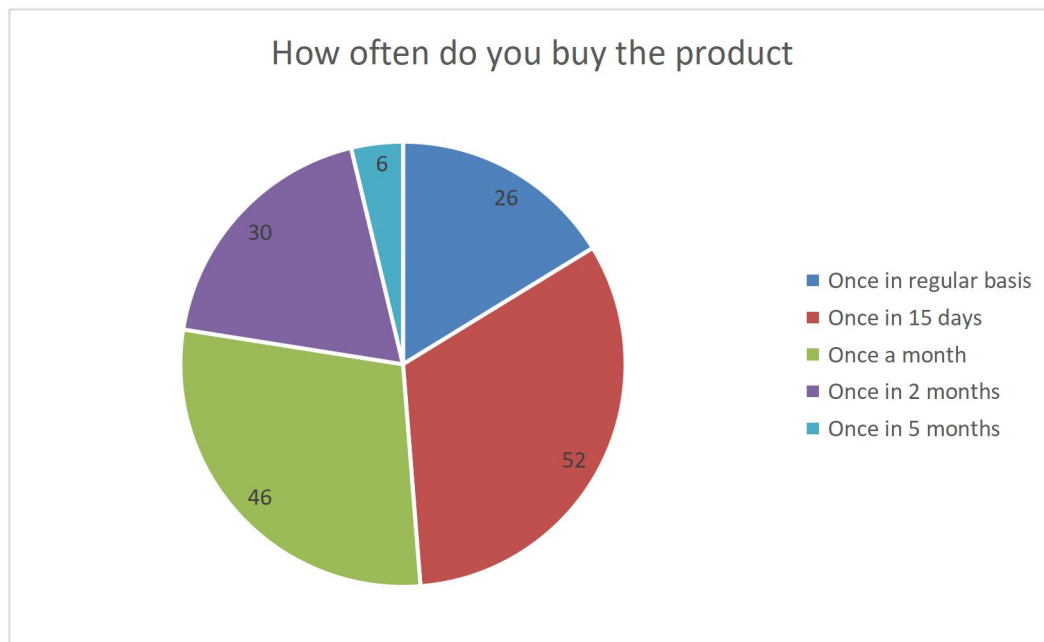


Chart4.1. 6: How often do you buy the product ?

Interpretation : From the above table often do you buy product ,16.4% once in regular basis, 32.7% Once in 15 days , 28.9% Once a month , 18.3% Once in 2 months, 3.8% once in 5 months are response .

Inference : Majority 32.7% buy the product once in 15 days .

Table 4.1.7: How satisfied are you with the quality and the service of Chemsolve ?

Particular	No. of Respondent	Percentage of respondent
Highly satisfied	79	49.4%
Satisfied	30	18.8%
Neutral	43	26.9%
Dissatisfied	6	3.7%
Highly dissatisfied	2	1.2%
Total	160	100%

Sources : Primary Data

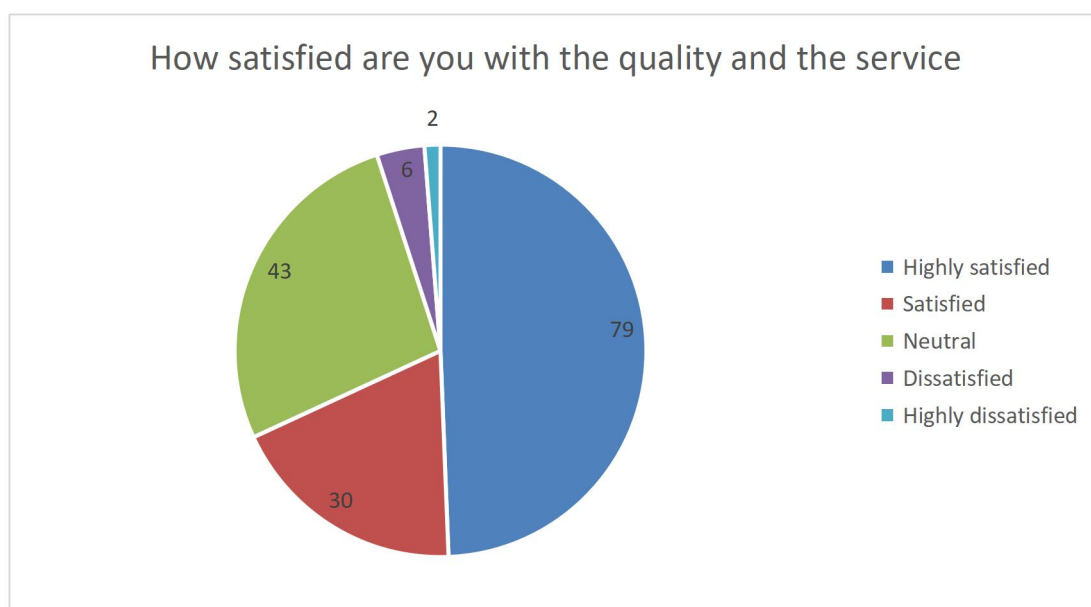


Chart 4.1. 7: How satisfied are you with the quality of the service of Chemsolve ?

Interpretation : From the above table satisfaction level with quality of the service , 49.4% are Highly satisfied, 18.8% are Satisfied, 26.9% are Neutral, 3.7% are Dissatisfied and 1.2% are highly dissatisfied

Inference : Majority 49.4% are highly satisfied with the quality of the service

Table4.1. 8: Do you keep using alternative product instead of Chemsolve product ?

Particular	No. of Respondent	Percentage of respondent
Always	30	18.8%
Very often	66	41.3%
Some times	44	27.5%
Rarely	16	10%
Never	4	2.6%
Total	160	100%

Sources : Primary Data



Chart4.1. 8: Do you keep using alternative product instead of Chemsolve product ?

Interpretation : From the above table keep using alternative product ,18.8% Always , 41.3% very often, 27.5% sometimes , 10% rarely and 2.6% never are response .

Inference : Majority 41.3% are using alternative products very often

Table 4.1. 9 : What category of Chemsolve products do respondent prefers in car care ?

Particular	No. of Respondent	Percentage of respondent
Car wash shampoo	34	21.3%
A/C coil cleaner	44	27.5%
Tyer cleaner	35	21.9%
Glass cleaner	36	22.5%
Waxing cleaner	11	6.8%
Total	160	100%

Sources : Primary Data

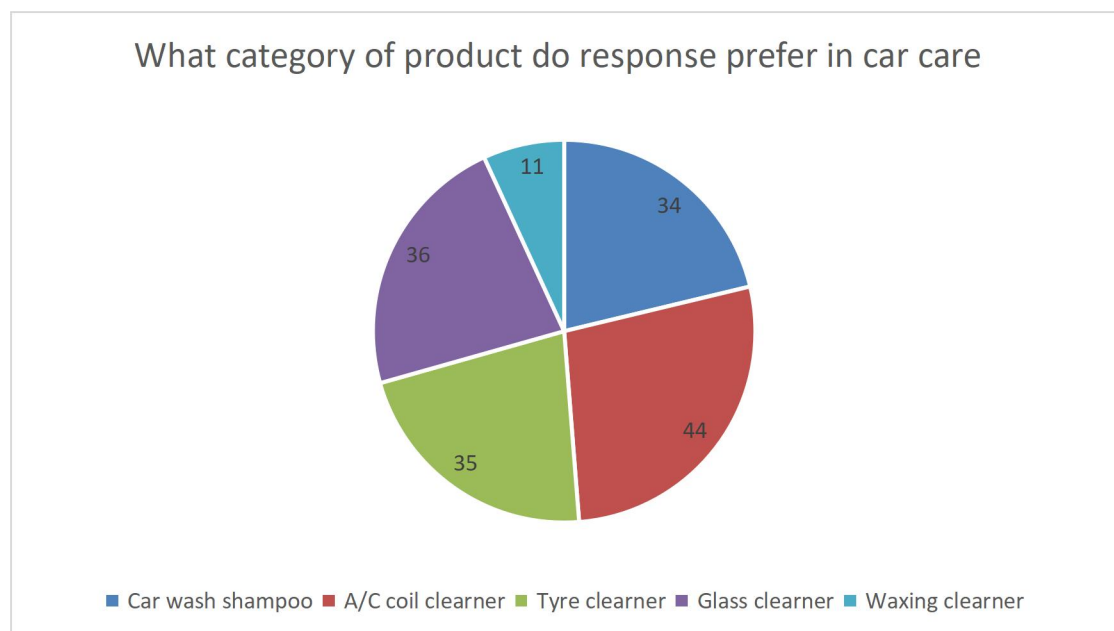


Chart 4.1. 9 : What category of Chemsolve products do respondent prefers in car care ?

Interpretation : From the above table shows category of chemsolve product prefer in car care product 21.3% of car wash shampoo, 27.5% of A/C coil cleaner, 21.9% of Tyer cleaner, 22.5% of glass cleaner, and 6.8% of waxing cleaner are the response

Inference : Majority 27.5% of the response prefer A/C coil clean

Table 4.1.10 : Does our product and service met your expectation?

Particular	No. of Respondent	Percentage of respondent
Strongly agree	30	18.8%
Agree	81	50.6%
Neutral	39	24.3%
Disagree	10	6.3%
Strongly disagree	0	0
Total	160	100%

Sources : Primary Data

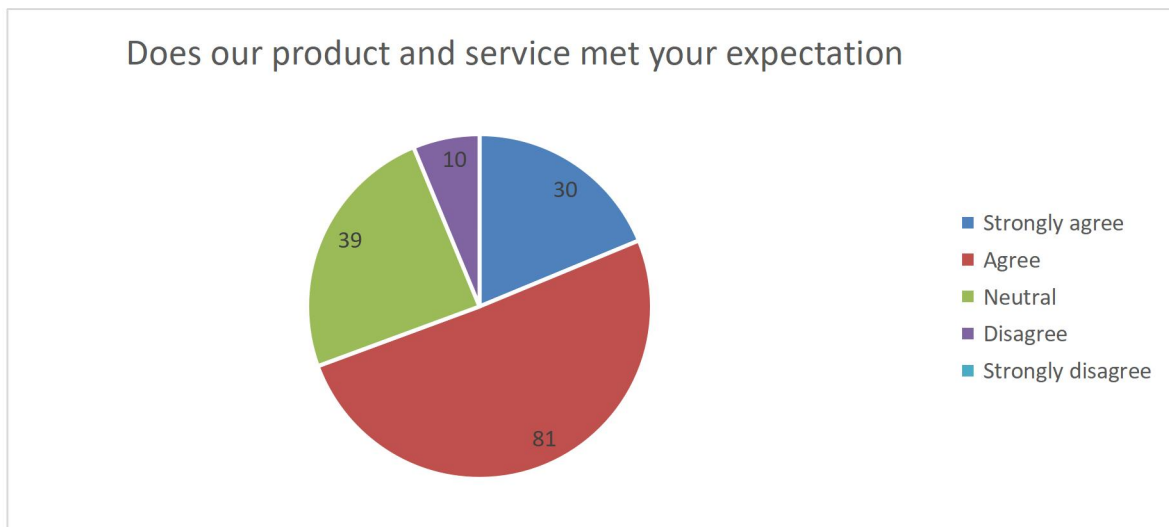


Chart4.1 .10 : Does our product and service met your expectation ?

Inference : From the above table shows product and service met your expectation 18.8% are strongly agree , 50.6% are agreed , 24.3% are neutral , 6.3% are disagree are the response .

Inference : Majority 50.6% of the response product service met your expectation was agree

Table 4.1.11 : Does our product and price appropriately ?

Particular	No. of Respondent	Percentage of respondent
Highly affortable	28	17.6%
Affortable	78	49.1%
Neutral	38	23.9%
Lowly affortable	16	9.4%
Non affortable	0	0
Total	160	100%

Sources : Primary Data

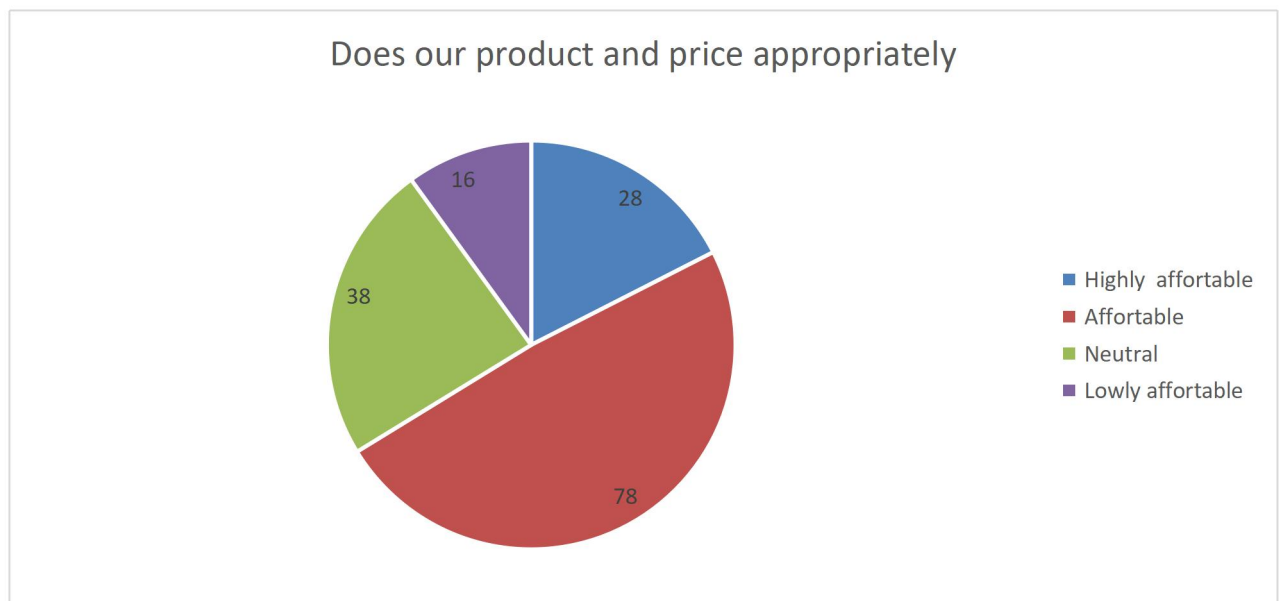


Chart 4.1. 11 : Does our product and price appropriately

Interpretation :From the above shows the product and service price appropriately ,17.6% are Highly affortable , 49.1% are affortable , 23.9% are neutral , 9.4% are lowly affortable are the response .

Inference : Majority 49.1% of the response price of product and service are affortable .

Table 4.1. 12 : How was your satisfaction level about previous product and service ?

Particular	No. of Respondent	Percentage of respondent
Highly satisfied	26	16.4%
Satisfied	92	57.9%
Neutral	31	19.5%
Dissatisfied	11	6.2%
Highly dissatisfied	0	0
Total	160	100%

Sources : Primary Data

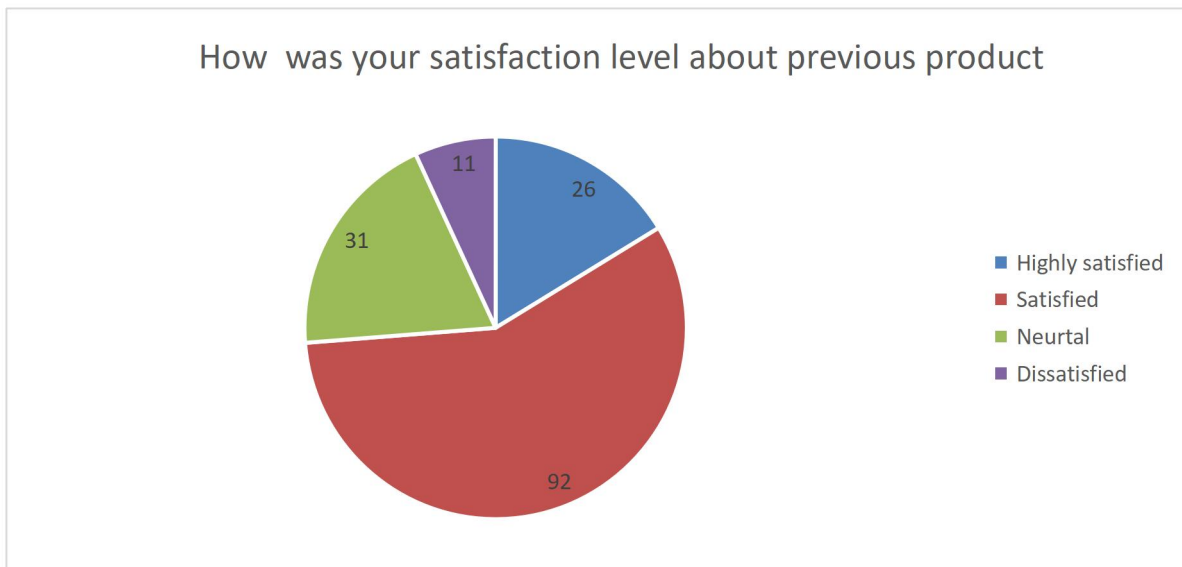


Chart 4.1.12 : How was your satisfaction level about previous product and service

Interpretation : From the above table shows your satisfaction level about previous product and service ,16.4% are highly satisfied , 57.9% are satisfied , 19.5% are neutral , 6.2% are dissatisfied are the response .

Inference : Majority 57.9% of the response previous product and service they are satisfied

Table 4.1.13: Does our staff answer all your enquires ?

Particular	No. of Respondent	Percentage of respondent
Always	31	19.4%
Regular	79	49.4%
Often	31	19.4%
Sometimes	18	11.13%
Never	1	0.6%
Total	160	100%

Sources : primary data

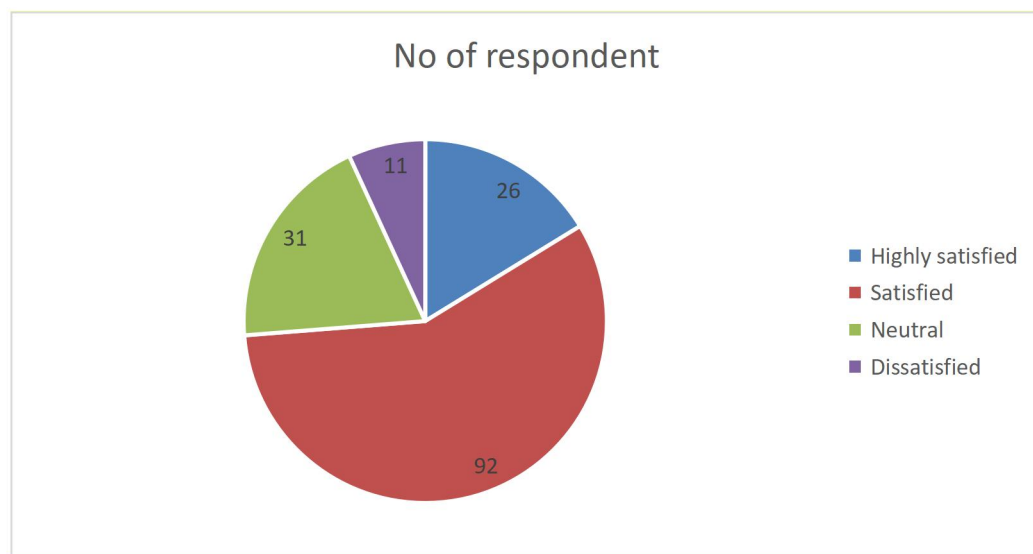


Chart4.1.13: Does our staff answer all your enquires ?

Interpretation : From the above table shows our staff answer all your enquires , 19.4% are always , 49.4% are regular , 19.4% are often , 11.13% are sometimes , and 0.6% are never are response

Inference :Majority 49.4% of the response staff answer all our enquires

Table 4.1.14: What convinced you to buy the Chemsolve car care product ?

Particular	No. of Respondent	Percentage of respondent
Quality	47	29.4%
Price	41	25.6%
Quality	44	27.5%
Durability	24	15%
Packing	4	2.5%
Total	160	100%

Sources : Primary data

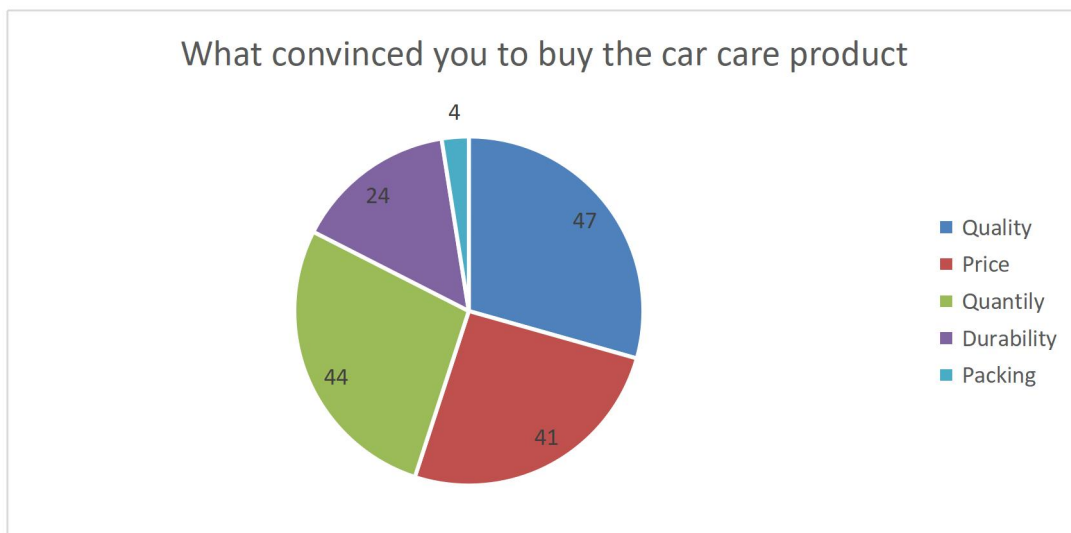


Chart 4.1.14: What convinced you to buy the Chemsolve car care product ?

Interpretation : From the above table shows convinced you to buy the car care product 29.4% are of quality , 25.6% are of price , 27.5% are of quantity , 15% are of durability and 2.5% are of packing are the response

Inference : Majority 29.4% of the response quality convinced to buy the product

Table4.1.15 :What do you like the most about our service ?

Particular	No. of Respondent	Percentage of respondent
On time	23	14.5%
Proper explanation	71	44.7%
Enquiry	34	21.4%
Follow up regular	26	16.4%
Pricing	6	3%
Total	160	100%

Sources : Primary data

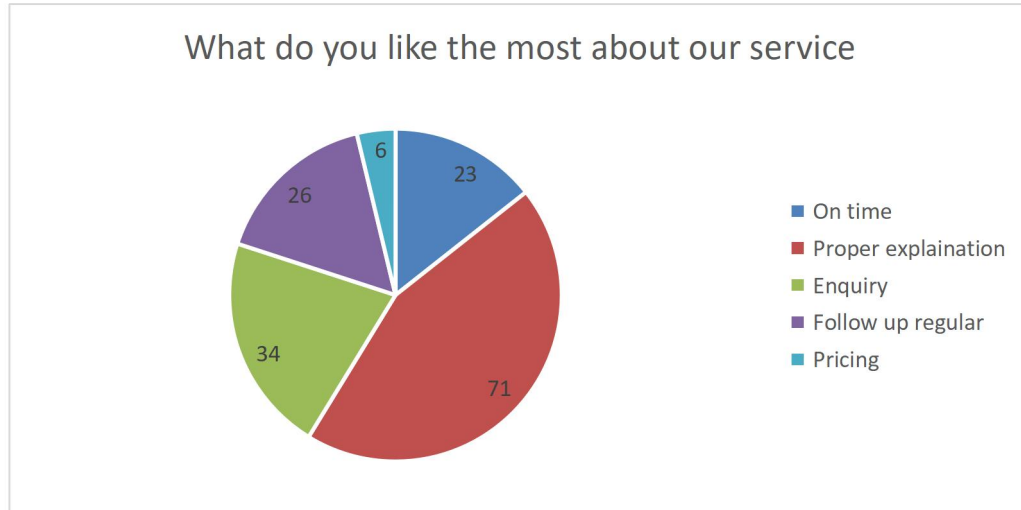


Chart 4.1.15 :What do you like the most about our service ?

Interpretation : From the above table shows do you like the most about our service , 14.5% are on time , 44.7% are proper explanation , 21.4% are enquiry , 16.% are follow up regular and 3% are pricing are the response .

Inference : Majority 44.7% of the response proper explanation like the most about our service

Table4.1.16: Which alternative approach did you attempt ?

Particular	No. of Respondent	Percentage of respondent
Online chat	17	10.6%
Self service through the website	72	45%
In store	30	18.8%
Self service through the mobile	31	19.4%
Through E mail .	10	6.2%
Total	160	100%

Sources : primary data

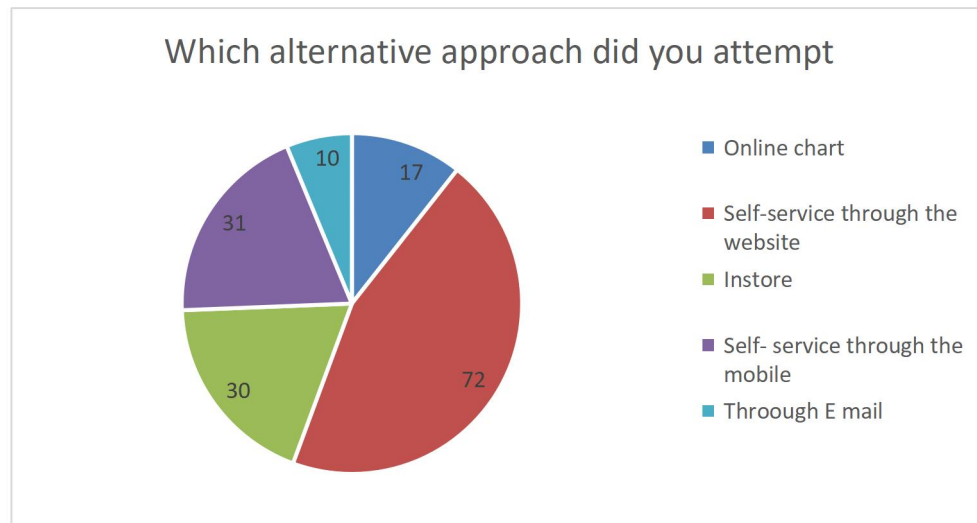


Chart 4.1.16: Which alternative approach did you attempt ?

Interpretation : From the above table shows alternative approach did you attempt ,10.6% are the online chat , 45% are of self-service through the website , 18.8% are the store , 19.4% are the self- service through the mobile and 6.2% are of through E-mail are the response .

Inference: Majority 45% of the response the alternative approach is self -service through the website

Table 4.1.17 : How will you rate the Chemsolve staff performance and interaction ?

Particular	No. of Respondent	Percentage of respondent
Excellent	17	11%
Very good	76	47.5%
Good	54	33.8%
Fair	13	8.1%
Poor	0	0
Total	160	100%

Sources: Primary data



Chart 4.1.17 : How will you rate the Chemsolve staff performance and interaction ?

Interpretation : From the above table shows rate the staff performance and interaction, 11% are of excellent , 47.5% are of very good , 33.8% are the good , 8.1% are the fair are the response

Inference: Majority 47.5% of the response staff performance and interaction was very good

Table 4.1. 18: Where do you normally buy Chemsolve products ?

Particular	No. of Respondent	Percentage of respondent
Company outlet	17	10.6%
Super markets	38	23.8%
Distributes	76	47.5%
Dealers	25	15.6%
Online	4	2.5%
Total	160	100%

Sources : Primary data

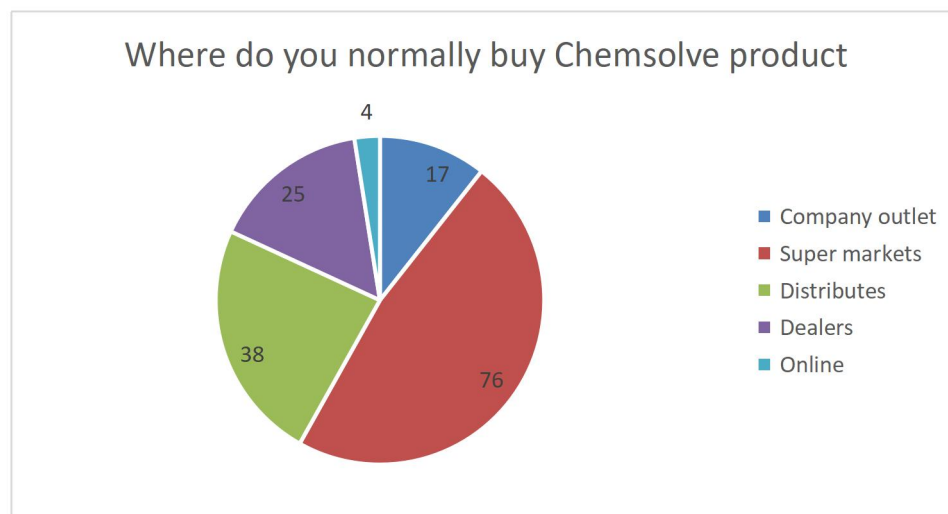


Chart 4.1.18: Where do you normally buy Chemsolve products ?

Interpretation : From the above table shows where do you buy product, 10.6% of company outlet , 23.8% of super market , 47.5% of distributors , 15.6% of dealers and 2.5% of online are the response

Inference: Majority 47.5% of the response buy the product in distributors

Table 4.1.19 : Does our Chemsolve products was delivered on time ?

Particular	No. of Respondent	Percentage of respondent
Always	22	13.8%
Very often	81	50.9%
Sometimes	37	23.3%
Rarely	20	11.4%
Never	0	0
Total	160	100%

Sources : Primary data

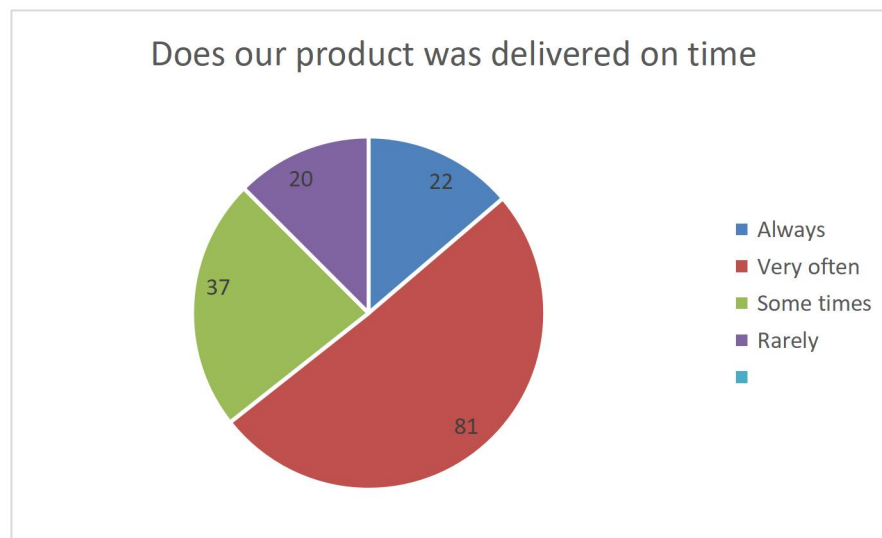


Chart 4.1.19 : Does our Chemsolve products was delivered on time ?

Interpretation : From the above table shows product was deliver on time ,13.8% are always ,50.9% are very often , 23.3% are sometimes, 11.4% are rarely are the response.

Inference: Majority 50.9% of the response very often product delivered on time

Table 4.1. 20 :Do you agree that our staff members are knowledgeable to say our service team and condition ?

Particular	No. of Respondent	Percentage of respondent
Extremely knowledgeable	34	21.3%
Moderately knowledgeable	79	49.4%
Stightly knowledgeable	34	21.3%
Nethier knowledgeable	13	8%
Unknowledgeable	0	0
Total	160	100%

Sources : Primary data



Chart 4.1.20 :Do you agree that our staff members are knowledgeable to say our service team and condition ?

Interpretation : From the above table shows knowledge of the staff members , 21.3% are extremely knowledgeable , 49.4% are moderately knowledgeable ,21.3% are stightly knowledgeable and 8% are nethier knowledgeable are the response .

Inference: Majority 49.4% of the response moderately the staff are knowledgeable

Table 4.1. 21: Evaluate the explanation and the time taken during the demo period ?

Particular	No. of Respondent	Percentage of respondent
Excellent	19	11.9%
Very good	88	55%
Good	42	26.2%
Fair	11	6.9%
Poor	0	0
Total	160	100%

Sources : primary data

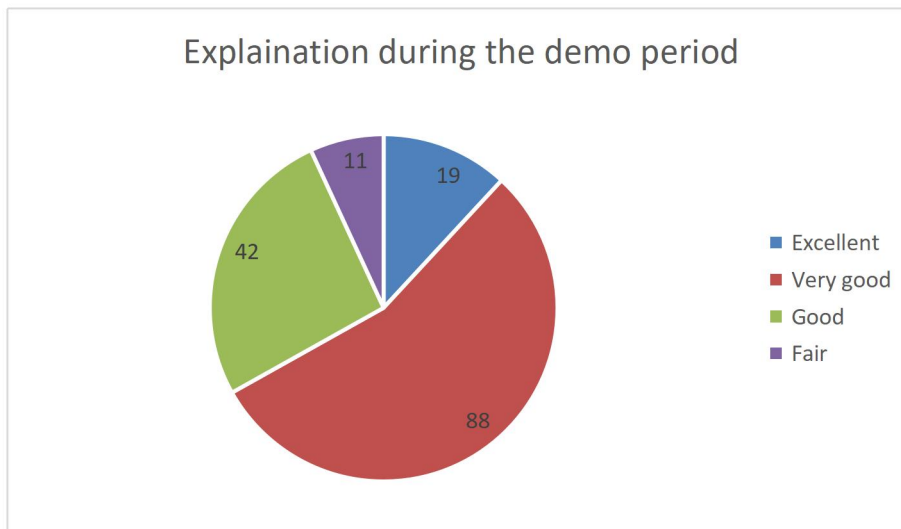


Chart 4.1. 21: Evaluate the explanation and the time taken during the demo period ?

Interpretation : From the above table show explainnation and time taken during demo , 11.9% are excellent ,55% are very good , 26.2% are good , 6.9% are fair are the response .

Inference : Majority 55% of the response the explanation during the demo time was very good

Table 4.1. 22 : Over all experience of the service and the product of Chemsolve

Particular	No. of Respondent	Percentage of respondent
1	8	5.8%
2	51	32.3%
3	30	19%
4	33	20.9%
5	38	24.1%
Total	160	100%

Sources : primary data

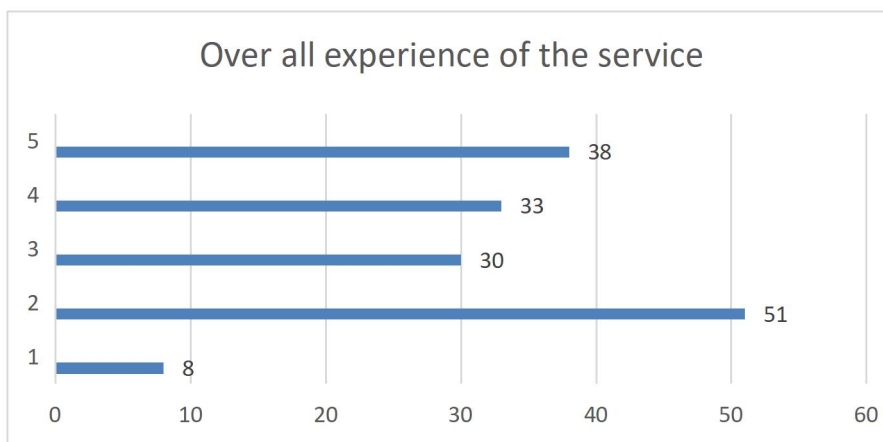


Chart 4.1. 22 : Over all experience of the service and the product of Chemsolve

Interpretation : From the above table show over all experience of the service and the product ,5.8% are rating as 1 , 32.8% are rating as 2, 19% are rating as 3 ,20.9% are rating as 4 ,24% are rating as 5 are the response .

Inference: Majority 32.3% of the response rate the over all experience as 2

Inference : Majority 32.3% of the response rate the overall experience as 3

4.2 CORRELATION

Correlations

		How many year is your company running ?	Annual turnover of the company
How many year is your company running ?	Pearson Correlation	1	.531**
	Sig. (2-tailed)		.000
	N	160	160
Annual turnover of the company	Pearson Correlation	.531**	1
	Sig. (2-tailed)	.000	
	N	160	160

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

The correlation has been done for how many years is your company running and Annual turnover of the company . It shows a value of 0.531. It is clear that there is positive correlation between how many years is your company running and annual turnover of the company .

4.3 CHI-SQUARE

H0 (Null Hypothesis) : There is no significant between often you by the product and alternative approach you attempt .

H1 (Alternative Hypothesis) : There is no significant between often you buy the product and alternative approach you attempt .

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
OFTEN YOU BUY THE PRODUCT * ALTERNATIVE APPROACH YOU ATTEMPT	160	100.0%	0	0.0%	160	100.0%

OFTEN YOU BUY THE PRODUCT * ALTERNATIVE APPROACH YOU ATTEMPT Crosstabulation								
			ALTERNATIVE APPROACH YOU ATTEMPT					Total
			Self-service through the website	Self-service through the mobile	In store	Through E-mail	Online chat	
OFTEN YOU BUY THE PRODUCT	Once in 15 days	Count	22	20	15	2	13	72
		Expected Count	23.9	20.7	13.1	2.7	11.7	72.0
	Once a month	Count	9	9	9	2	2	31
		Expected Count	10.3	8.9	5.6	1.2	5.0	31.0
	Once in 2 months	Count	14	8	3	0	5	30
		Expected Count	9.9	8.6	5.4	1.1	4.9	30.0
	Once in 5 months	Count	4	2	0	2	2	10
		Expected Count	3.3	2.9	1.8	0.4	1.6	10.0

	Once in regular basis	Count	4	7	2	0	4	17
		Expected Count	5.6	4.9	3.1	0.6	2.8	17.0
Total		Count	53	46	29	6	26	160
		Expected Count	53.0	46.0	29.0	6.0	26.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.645 ^a	16	0.155
Likelihood Ratio	21.733	16	0.152
Linear-by-Linear Association	0.007	1	0.934
N of Valid Cases	160		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .38.
Here P value =0.155 which is greater than 0.05 so accepting Null hypothesis. Hence there is no significant between often you buy the product and alternative approach you attempt

4.4 ANOVA

ANOVA has been utilized for the analysis convinced you to buy the car care product and normally buy the product.

H0: There is no significant difference between the convinced you to buy the product and normally buy the product .

H1 : There is no significant difference between the convinced you to buy the product and normally buy the product .

Descriptives								
CONVINCED TO BUY CHEMSOLVE PRODUCT								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Dealers	25	2.600	1.080	0.216	2.154	3.046	1.00	4.00
Company outlets	17	2.000	1.000	0.243	1.486	2.514	1.00	4.00
Distributes	38	2.263	1.245	0.202	1.854	2.672	1.00	5.00
Super markets	76	2.684	1.246	0.143	2.400	2.969	1.00	5.00
Online	4	1.250	0.500	0.250	0.454	2.046	1.00	2.00
Total	160	2.463	1.213	0.096	2.273	2.652	1.00	5.00

ANOVA					
CONVINCED TO BUY CHEMSOLVE PRODUCT					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	15.236	4	3.809	2.701	0.033
Within Groups	218.539	155	1.410		
Total	233.775	159			

(Sources : Primary sources)

INTERPRETATION

Hence P value less than 0.05 , Therefore there is no significant difference between the convinced you to buy the product and normally buy the product . Hence H_0 is rejected .
INFERENCE ;

There is a difference in the significant given to the convinced you to buy the product and normally buy the product .

CHAPTER 5 – FINDINGS,SUGGESTIONS AND CONCLUSION

5.1.FINDINGS

- Majority 81.9% of the respondent are male
- Majority 39% of respondent are in MCN company
- Majority 35.6% of the company are running 5-10 years
- Majority 36.9% of the response using the product for few mont
- Majority 32.7% buy the product once in 15 days .
- Majority 49.4% are highly satisfied with the quality of the service
- Majority 41.3% are using alternative products very often
- Majority 27.5% of the response prefer A/C coil clean
- Majority 50.6% of the response product service met your expectation was agree
- Majority 49.1% of the response price of product and service are affordable
- Majority 57.9% of the response previous product and service they are satisfied
- Majority 49.4% of the response staff answer all our enquires
- Majority 29.4% of the response quality convined to buy the product
- Majority 44.7% of the response proper explanation like the most about our service
- Majority 45% of the response the alternative approach is self -service through the website
- Majority 47.5% of the response staff performance and interaction was very good
- Majority 47.5% of the response buy the product in distributes
- Majority 50.9% of the response very often product delivered on time
- Majority 49.4% of the response moderately the staff are knowledgeable
- Majority 55% of the response the explanation during the demo time was very good
- Majority 32.3% of the response rate the over all experience as 2

5.2 SUGGESTION & RECOMMENDATIONS

- 1.The company should motivate its present consumers to increase the usage rate of the Chemsolve products through effective advertisements.
- 2.The company should develop effective marketing strategies to create awareness in untapped market.
- 3.The company should reduce the price in respect of their rival who keeps the prices as competitive as possible.
- 4.The Chemsolve products should be making available to all the purchase points wherever the consumer can buy the product.
- 5.CHEMSOLVE should promote their factory outlets.
- 6.Most of the consumers belong to the age group of 20 - 40, so there is a need to concentrate on the other customers who belong to other age group.

5.3 RECOMMENDATION:

- 1.There is a need of improvement in advertisement.
- 2.The customers were not aware of new products of Chemsolve products and wanted to know about it.
- 3.The need for prominent one was felt through the data collection process.
- 4.The respondents felt that there were hardly any new product launches.
- 5.The company should maintain the same quality / standard for Chemsolve Products.
- 6.The company should open many more company outlets in many non-ventured areas.
- 7.Company should try to expend its market and increase its market share by innovative promotional methods

5.4 LIMITATION

- 1.The study is based upon the service rendered by the company on B2B , perception and experience of customer perception on the product and service of the company .

2.The data collected for the research is fully primary data given by the respondents by filling the google form.

3.The questionnaire was made available to B2B company through google drive – forms.

4.No personal business happens while taking filling the questionnaire because of the online google form.

5.Limited time frame.

6.Responses were restricted to only 160 samples as the company offers out of the large population

5.5 CONCLUSION

Research found that company has focus on customer and provide service as other competitive company does . Customer -orientation therefore became the top task for the customers to understand the administration reform. First of all , customer service objective must be identified , not only including external customer , but also including internal employees defined as internal customer . Various service were to be available for various customer , and scientific methodology shall be used to help understand customer needs. It is vital to merge customer , need into service procedure design , listen to customer voice from time to time , make the use of team work to delivery service and finally develop service recovery strategy respond to customer complaint . It makes a overall system analysis to understand interconnect relation of strategy in service delivery system . This study thus investigates customer- oriented service system and behaviour properly established and penetrated in the company . The company may pay attention on employment development and make them to understand the importance of the product and service that the company rendering to the customer .

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ANNEXURE - I QUESTIONNAIR

1.Name

.

2.Gender

Male

Female

3.Company type

MNC

Sole properator

Private Limited

Partnership

4.How many year is your company running ?

Below 5 years

5 - 10 years

10-15 years

15-20 years

More than 20 years

5.Annual turnover of the company

20L - 30 L

30L- 40L

40L - 50L

50L-60L

More than 60L

6.How long have you been using the product?

For few days

For few months

For a year

More than two years

More than five years

7.How often do you buy the product ?

Once in regular basis

Once in 15 days

Once a month

Once in 2 months

Once in 5 months

8.How satisfied are you with the quality of the service of Chemsolve ?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

9.Do you keep using alternative products instead of Chemsolve products ?

Always

Option 6

Veryoften

Sometimes

Rarely

Never

10.What category of Chemsolve products do respondents prefer in car care ?

Car wash shampoo

A/C coil cleaner

Tyre cleaner

Glass cleaner

Waxing compound

11.Does our products and service met your expectation ?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

12.Does our products and service price appropriately ?

Highly affordable

Affordable

Neutral

Lowly affordable

Non affordable

13.How was your satisfaction level about pervious product and service?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

14.Does our staff answer all your enquires ?

Always

Regular

Often

Sometimes

Never

15.What convinced you to buy the chemsolve car care product ?

Quality

Price

Quantity

Durability

Packing

16.What do you like the most about our service ?

On time
Proper explanation
Enquiry
Follow up regular
Pricing

17.Which alternative approach did you attempt ?

Online chat
Self-service through the website
In store
Self- service through the mobile
Through E-mail

18.How will you rate the Chemsolve staff performance and interaction ?

Excellent
Very good
Good
Fair
Poor

19.Where do you normally buy Chemsolve products ?

Company outlets
Super markets
Distributes
Dealers
Online

20.Does our Chemsolve products was delivered on time ?

Always
Very often
Somtimes
Rarely
Never

21.Do you agree that our staff members are knowledgeable to say our service team and conditions ?

Extremely Knowledgeable
Moderately Knowledgeable
Stightly Knowledgeable
Nethier Knowledgeable
Unknowledgeable

22.Evaluate the explanation and the time taken during the demo period ?

Excellent
Very Good
Good
Fair
Poor

23.Overall experience of the service and the product of Chemsolve

1
2
3
4
5

ANNEXURE 2

A STUDY ON B2B SERVICE RENDERED BY CHEMSOLVE INDIA PVT LTD

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ABSTRACT

Analysis of service rendered of a company have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied customers, adapt to customer needs and changing preferences. In order to monitor customer satisfaction, and to take action for improving it, a number of different methods have been developed and tested. Any organization could definitively take advantage of a proven systematic service done to the customer by the company. The challenge for organizations is to implement and secure a standardized service process across their playing field; class of markets and geographic markets (countries). The service rendered by the company can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. On the basis of my research I recommend organizations to implement a customer satisfaction model to enhance their business development and improve their overall level of quality. The objective of all service rendered by the company models is to provide results that are relevant, reliable, and valid and have predictive financial capability.

1.2. INTRODUCTION:

The company "Chemsolve" is a premiere multi-purpose cleaning product manufacturing company based in the state of Tamil Nadu. We wish to introduce ourselves that we manufacture industrial maintenance products keeping in mind the needs of our reputed customers in providing them best solutions. These products are of innovative technology through continuous efforts taken on updating the product quality and introducing new products as per customer's requirements. We supply products not only to Reputed Government Organizations but also to World Class Private Organizations. Chemsolve was established in the year 2000, for manufacturing Specialty Products and market it directly as well as through dealer network. Started with Six products and now at present

it has in range about more than Twenty Products. Chemsolve was registered with Small Scale industries in the year 2001 and with National Small Industries Corporation (Government of India) in the year 2002, which has enabled Chemsolve to be registered as Approved Vendors for both reputed Government Organizations and world class Private Organization. All our Products are Cost Effective, Time, Labor Saving and User-Friendly. Chemsolve enjoys confidence & Support from organizations of Car manufactures and its accessories manufacturers, Industries, Hospitals, Institutions, Hotels and Automobile Dealers etc. We manufacture products to our reputed customers in providing those Best Solutions.

OBJECTIVE

1. To study on consumer perception towards the service rendered by Chemsolve India pvt ltd
2. To identify the satisfaction level of service rendered by the Chemsolve India pvt ltd
3. To examine how consumer are benefited by the product and service rendered by Chemsolve India pvt ltd
4. To identify the interest of consumer during the service period
5. To find information which help consumer to know more about company

NEED FOR THE STUDY

1. How the customer rate the service and product of
Chemsolve India pvt ltd
2. How effective was the service period
3. To know how employees and staff knowledgeable
during the demo period
4. How does the product and service met the
expectation of the consumer

REVIEW OF LITERATURE

1. **Ojha, D., Struckell, E., Acharya, C. and Patel, P.C. (2021)**, "Managing environmental turbulence through innovation speed and operational flexibility in B2B service organizations", *Journal of Business & Industrial Marketing*, Vol. 36 No. 9, pp. 1627-1645.

The research first and uniquely explores the antecedent relationship among three highly studied environmental forces – competitive intensity (CI), market turbulence (MT) and technological turbulence (TT) – in a service context. Next, given the importance of services to the USA and global gross domestic product (GDP) and the unique characteristics of services versus product firms, the research examines the impact of environmental forces

on innovation speed capability, a less studied but critical enabler of service innovation. Finally, this study aims to suggest the importance of the sequential relationship between two dynamic capabilities – innovation speed and operational flexibility – to realize advantage.

2. **Business-to-business (B2B) service firms** are increasingly adopting social media as part of their marketing mix (**Bill, Feurer, & Klarmann, 2020**).

The authors test the framework by drawing on a unique hierarchical dataset with data from three sources (over 30 sales managers, over 150 salespeople, and almost 400 customers). The most important finding is that the social media's effect on customer loyalty depends strongly on the context. Salesperson social media use increases customer loyalty only for high-status customers and customers with small buying centers.

3. **Andy Fred Wali, Idika Awa Uduma & Len Tiu Wright | (2016)**

Customer relationship management (CRM) experiences of Business-to-Business (B2B) marketing firms

4. **Paguio, Rafael and Ali, Shameem**, B2B Service Interactions: Do ICT-Enabled Innovations Lead to Enhanced Customer Commitment? (December 2011). *Academy of Taiwan Business Management Review*, Vol. 7, No. 3, pp. 58-66, Available at SSRN:

The study involved a survey and interviews of business service customers. Findings indicated that participants were cautious in returning a proportional amount of increased commitment to the service provider even when the value-adding benefits of ICT-enabled services were acknowledged.

5. **Yanamandram, V. & White, L. (2007)**. An empirical study of the antecedents and consequence of calculative commitment in B2B services.

This research proposes and empirically analyses a model that considers switching costs and attractiveness of alternative service providers as antecedents to calculative commitment, and repurchase intentions as one of its consequence

6. **Rich, M.K. (2003)**, "Business-to-Business Marketing: Strategies and Implementation", *Journal of Business & Industrial Marketing*.

III RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data .Primary sources : The first hand information is

collected from the respondent with questionnaire through google form .

Secondary sources : Secondary sources of information was gathered from website , review of literature and objective

Sample unit : For studying the service rendered by the company samples were randomly selected from Chennai city. Sample size : 160 respondents were selected from Chennai city of customer of the different companies . Statistical tool : Data gathered from respondents are analyzed and interpreted with the help of simple percentage , table, graph and charts. Type of questionnaire Linker's scaling question, Rank question, Satisfaction scale, Agreeability scale. Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present.

IV DATA ANALYSIS AND INTERPRETATION

Table 4.1.1 : Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	131	81.9%
Female	29	18.1%
Total	160	100%

Sources : Primary Data

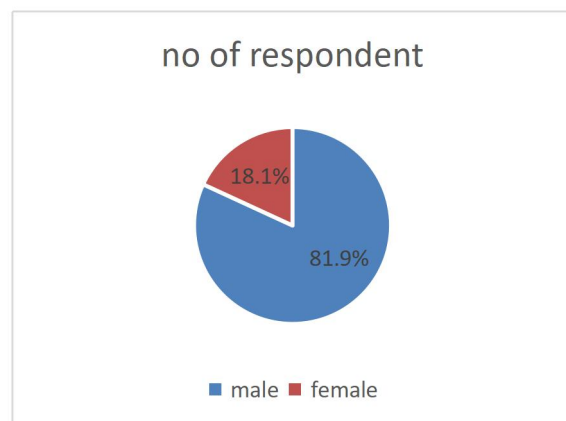


Chart 4.1.1: Gender of the response

Interpretation : From the above table shows the Gender of the respondent ,81.9% are male and remaining 18% are female respondent.

Inference

Majority 81.9% of the respondent are male

Table 4.1.2 : How many years in your company running ?

Particular	No. of respondent	Percentage of response
Below 5 years	20	12.5%
5-10 years	57	35.6%
10-15 years	53	33.1%
15-20 years	25	15.6%
More than 20 years	5	3.2%
Total	160	100%

Sources : Primary Data

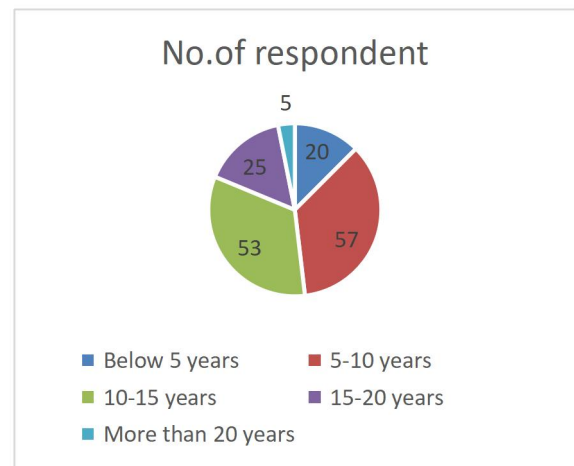


Chart 4.1.2 : How many years in your company running ?

Interpretation : From the above table shows the no of years company is running , 12.5% of below 5 years, 35.6% of 5-10 years , 33.1% of 10-15 years , 15.6 % of 15-20 years and remaining 3.2% are more than 20 years are the response .

Inference

Majority 35.6% of the company are running 5-10 years

Table 4.1.3 : Annual turnover of the company

Particular	No. of Respondent	Percentage of respondent
20L – 30L	25	15.6%

30L - 40 L	67	41.9%
40L – 50L	45	28.1%
50L - 60 L	16	10%
More than 60 L	7	4.4%
Total	160	100%

Sources : Primary Data

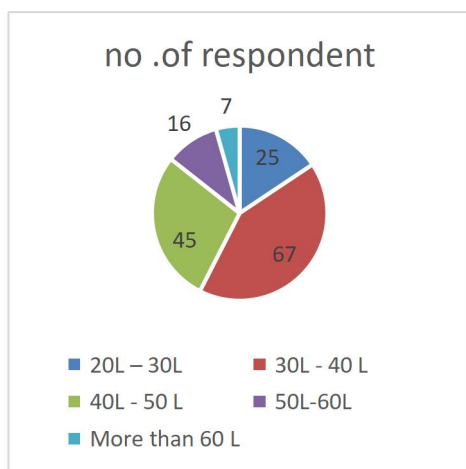


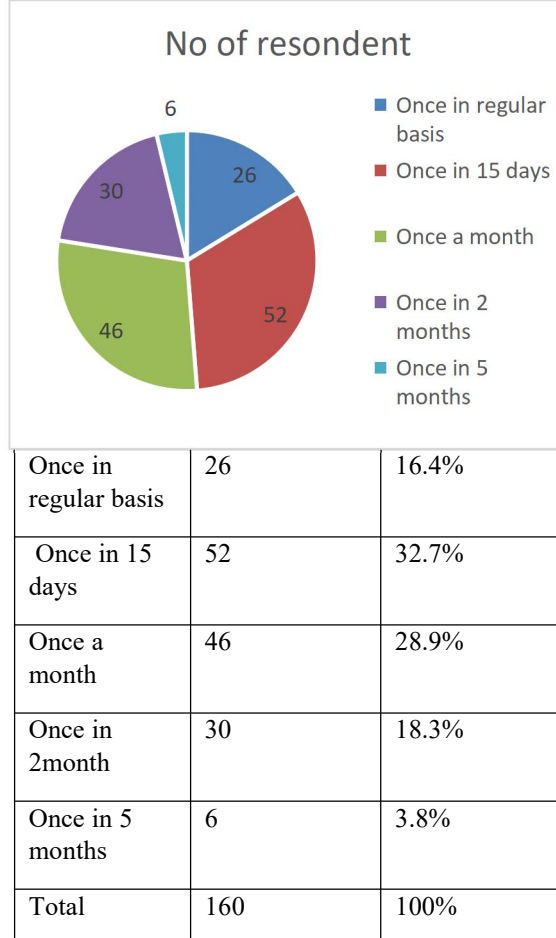
Chart 4.1.3: Annual turnover of the company

Interpretation : From the above table the annual turnover of the company , 15.6% of 20L– 30 L , 41.9% of 30 – 40 L , 28.1% of 40-50 L , 10% of 50-60L and remaining are 4.4% are the response .

Inference : Majority 67% of annual turnover is 30-40L

Table 4.1.4: How often do you buy the product ?

Particular	No. of Respondent	Percentage of respondent
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Sources : Primary Data

Chart4.1. 4: How often do you buy the product ?

Interpretation : From the above table often do you buy product ,16.4% once in regular basis, 32.7% Once in 15 days , 28.9% Once a month , 18.3% Once in 2 months, 3.8% once in 5 months are response .

Inference : Majority 32.7% buy the product once in 15 days .

HYPOTHESIS TESTING : H0 – Null hypothesis (there is no significant relationship between the variables). H1 – Alternative hypothesis (there is significant relationship between the variables) . After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis

Correlation: Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. Correlation is measured by the correlation coefficient. **Chi-square** :The Chi-Square Test of Independence determines whether there is an association between categorical variables (i.e., whether the variables are independent or related).

Correlations

		How many year is your company running ?	Annual turnover of the company
How many year is your company	Pearson Correlation	1	.531**

The correlation has been done for how many years is your company running and Annual turnover of the company . It shows a value of 0.531. It is clear that there is positive correlation between how many years is your company running and annual turnover of the company .

ANOVA

ANOVA					
CONVINCED TO BUY CHEMSOLVE PRODUCT					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.236	4	3.809	2.701	0.033
Within Groups	218.539	155	1.410		
Total	233.775	159			

** Significant level is tested at 0.05
(Sources : Primary sources)

INTERPRETATION

Hence P value less than 0.05 , Therefore there is no significant difference between the convinced you to buy the product and normally buy the product . Hence H₀ is rejected .
INFERENCE ;

There is a difference in the significant given to the convinced you to buy the product and normally buy the product .

V FINDINGS AND CONCLUSION

- Majority 81.9% of the respondent are male
- Majority 39% of respondent are in MCN company

running ?	Sig. (2-tailed)		.000
	N	160	160
Annual turnover of the company	Pearson Correlation	.531**	1
	Sig. (2-tailed)	.000	
	N	160	160

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

- Majority 35.6% of the company are running 5-10 years
- Majority 36.9% of the response using the product for few months
- Majority 32.7% buy the product once in 15 days .
- Majority 49.4% are highly satisfied with the quality of the service
- Majority 41.3% are using alternative products very often
- Majority 27.5% of the response prefer A/C coil clean
 - Majority 50.6% of the response product service met your expectation was agree

LIMITATION

- 1.The study is based upon the service rendered by the company on B2B , perception and experience of customer perception on the product and service of the company .
- 2.The data collected for the research is fully primary data given by the respondents by filling the google form.
- 3.The questionnaire was made available to B2B company through google drive – forms.
- 4.No personal business happens while taking filling the questionnaire because of the online google form.
- 5.Limited time frame.
- 6.Responses were restricted to only 160 samples as the company offers out of the large population

CONCLUSION

Research found that company has focus on customer and provide service as other competitive company does . Customer - orientation therefore became the top task for

the customers to understand the administration reform. First of all , customer service objective must be identified , not only including external customer , but also including internal employees defined as internal customer . Various service were to be available for various customer , and scientific methodology shall be used to help understand customer needs. It is vital to merge customer , need into service procedure design , listen to customer voice from time to time , make the use of team work to delivery service and finally develop

service recovery strategy respond to customer complaint . It makes a overall system analysis to understand interconnect relation of strategy in service delivery system . This study thus investigates customer- oriented service system and behaviour properly established and penetrated in the company . The company may pay attention on employment development and make them to understand the importance of the product and service that the company rendering to the customer

ANNEXURE III – BIOGRAPHY

D.ANGELINE DIVYA RAJA

EDUCATION

SSLC

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ANNA NAGAR

HSLC

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UNDER GRADUATE

Hobbies

1. Drawing
2. Car racing
3. Travelling
4. Singing

B.COM (General)

MAR GREGORIOUS COLLEGE OF ARTS AND SCIENCE

5. Craft

MOGAPPAIR

POST GRADUATE

MASTER OF BUSINESS ADMINISTRATION

SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY

internship program

LANSON TOYOTA (HR DEPARTMENT)
KOYAMBADU

2 MONTHS OF INTERNSHIP

CHEMSOLVE INDIA PVT LTD

ANNA NAGAR

3 MONTHS OF INTERNSHIP