A

PROJECT REPORT

ON

"A STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS

3KM APP."

SUBMITTED BY

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S.Y.MBA (MARKETING)
SEAT NO: -
ROLL NO: - 2020053

UNDER GUIDANCE OF

Prof. Girish Bodhankar

SUBMITTED FOR
IN PARTIAL FULLFILMENT OF DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
(MARKETING)

TO,
INSTITUTE OF MANAGEMENT AND CAREER COURSES

AFFILIATED TO

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE

2020-2021

Annexure "B"

25th November 2021

Ambadas Sasane
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Email ID: ambadassasane6704@gmail.com

Internship Letter

This is to certify that **Mr. Ambadas Balasaheb Sasane** is interning with **BulbandKey Universal Pvt. Ltd.** from **18/11/2021** as a **Business Development Intern** on **3km** - a joint venture by *Sakal Media Group & Bulbandkey*. During this period of his internship with us, we are pleased to state that Ambadas is working hard with the assignments and work given. We have found him to be duty- bond, punctual, inquisitive and keen to learn new skills.

During the **3-month duration** of his internship, the following work is being undertaken by him:

1. Working with the Senior Business Development Executive.

2. Developing Vendor onboarding strategies and helping them with the product listing

3. Generating B2B leads and fulfilling Client requirements.

4. On-field visits for Customer Relationship Management.

We look forward to continue working with him.

Regards,

Kuntal Barhate
Director and Co- Founder,
BulbandKey Universal Pvt. Ltd.
Mob: +91 7350177977
Email: kuntalbarhate@bulbandkey.com

DECLARATION

I hereby declare that this Project Report titled "**A STUDY OF CUSTOMER SATISFACTION LEVEL TOWARDS 3KM APP.**" submitted to the Department of Masters of Business Administration,**INSTITUTE OF MANAGEMENT AND CAREER COURSES** (Pune University) is a record of original work done by me under the guidance of **Prof. Girish Bodhankar.** The information and data given in the report is authentic to the best of my knowledge. This Project Report is not submitted to any other university or institution for the award of any degree, diploma or fellowship or published any time before.

Date-

Place-

MR.AMBADAS BALASAHEB SASANE

SYMBA(Marketing)

ACKNOWLEDGEMENT

This project report on "**A STUDY OF CUSTOMER SATISFACTION LEVEL TOWARDS 3KM APP,**" for partial requirement of "Masters of Business Administration" (M.B.A) form university of pune. I wish to thank to our **Principal Dr.Santosh Deshpande**& my Guide Teacher **Prof. Girish Bodhankar**. Who provide meaningful insight to the subject and helped me to prepare the project.

I am thankful to my guide teacher **Prof. Girish Bodhankar**. who provide me the permission to prepare the project report on CustomerSatisfaction.

I would like to thank my parents and my colleagues who helped me in making in this project a successful one.

Date:-

Place:-

MR. AMBADAS BALASAHEB SASANE

SYMBA(Marketing)

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CHAPTER:1
INTRODUCTION

EXECUTIVE SUMMERY

Topic of the study: "A study report on customer satisfaction and service analysis of 3km application in Pune city"

NEED FOR STUDY-

To understand the satisfaction level of the customer regarding the services provided by 3km Application, To Understand what are the customer requirements and improvements required by them in service.

I was required to collect data from existing customers, analyse it, interpret it & make recommendations which can help 3km to improve on areas where it is lacking & achieve better customer satisfaction by focusing on such areas.

The report will first give you a brief about the research methodology, which I was supposed to use in the study.Apart from this you will come to know about how I analyzed& interpreted the collected data. I hope that you will find this report interesting & will help you in conducting further studies on this sector.

INTRODUCTION

Customer Satisfaction-

Paul Farris defines customer satisfaction as '**the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals**'. In fact, this definition is endorsed by the Marketing Accountability Standards Board as the standard definition of customer satisfaction.

Customer satisfaction defined by Philip Kotler

Philip Kotler defines customer satisfaction as a '**person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations**'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

Customer satisfaction = f(perceived performance, buyer's expectations)

Here, customer satisfaction is a function of perceived performance and expectations. Perceived performance is the consumer's belief about the product or service experience. Buyer's expectations, on the other hand, are influenced by:

- Performance of the product in the recent past
- Word of mouth, recommendations or testimonials
- Reviews
- What competitors say about the product or service
- What its own marketers promise

According to this definition, the satisfaction goals are established by the customers themselves before they set out to make a purchase. This is also why they start looking for more information at this point — reviews, comparisons, alternatives, etc. Your website, content marketing efforts, and presence on other review sites make a difference at this point. So do customer stories and testimonials.

Once the customer selects the product or service, they'll start evaluating the actual experience against the expected one. This is where a trial period and a well thought out onboarding

process make a difference for high ticket products and especially for low ticket products with low stickiness.

Customers are the king of the market. Customer satisfaction is the first and foremost thing for any organization. Getting the customer, retaining, enhancing the main steps of customer relationship management. We should make the customers as loyal customers by enhancing them, So that the loyal customer will spread the positive word to other new customers, then automatically we will get new customers to our business.

Understanding of customer behaviour makes market easier . Customer complaints are not personal . It is regarding a product or service or process system involve in making products or planning services.

So getting a new customers is not difficult than retaining existing customers.So instead of getting new customers, satisfying a present customer is more important.Customr satisfaction has more impact on sales . If the present customer is satisfied then our sale will increase other wise it will decrease.

A customer has many expectations from the business. They have theecxpections like during pre-purchase, during service encounter, during post purchase so the customers expects from the business in above three stages. Before purchasing the products the customers will ask to others, if they get good opinion about the products then they will purchase. After purchasing the products also, if the customer satisfy then he/she will go for next purchase. After purchasing the customers will evaluate the product or service. In the last stage if he satisfy then they will spread the positive word to the other customers, if not they may not go for purchasing again.

RESEARCH OBJECTIVES

Objectives of the study-

1. To know the customer satisfaction level towards services of 3km.

2. To know the problems presently faced by the customer at 3km.

3. To know the new area of improvement

COMPANY PROFILE

NAME OF THE COMPANY :-   3 km.

TYPE OF COMPANY :-   Private Company

INDUSTRY :-   E- Commerces Services

FOUNDER:-   Raj Gujar , KunthalBarhate

HEADQUARTERS:-   Pune, Maharashtra, India

KEY PEOPLE:-   Raj Gujar , KunthalBarhate

PRODUCTS:-   E-Commerce , News And Content , Delivery

Yearly Turnover :-   1 Crore Rs.


WEBSITE:-www.3km.in

About Company –

3KM is a joint venture by Sakal Media Group &BulbandKey. 3KM is a hyperlocal platform that allows neighbourhoods to read the news from their locality, shop from local businesses and promote their business hyper-locally. 3KM connects local businesses to form a profitable and knowledgeable community. 3KM is an innovative brainchild of Bulb and Key and a boon to today's digital world. It is a must-have for everyone out there because it allows you to stay up-to-date about your neighbourhood and helps you shop your heart out in almost no time! The project is primarily oriented towards an all integrated information providing mobile application and towards developing content-based marketing strategies for brands.
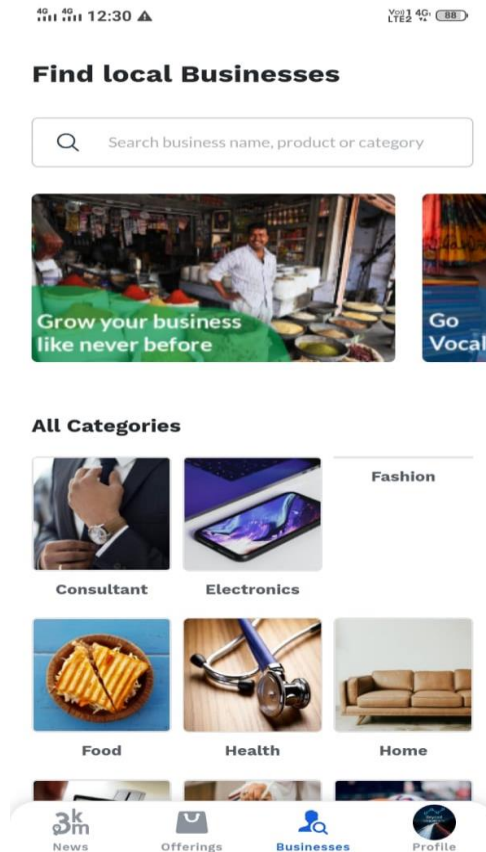
Servies we are Providing :-

- News And Content
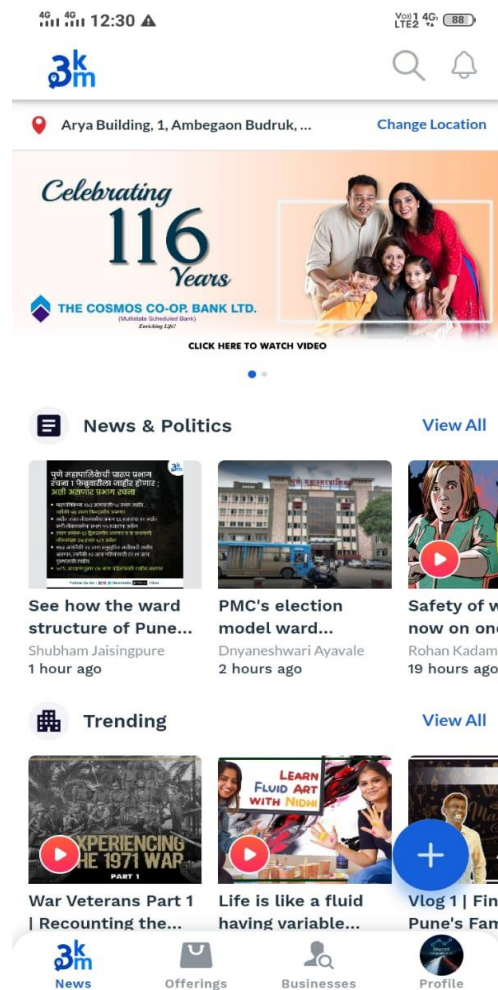
- Offerings-
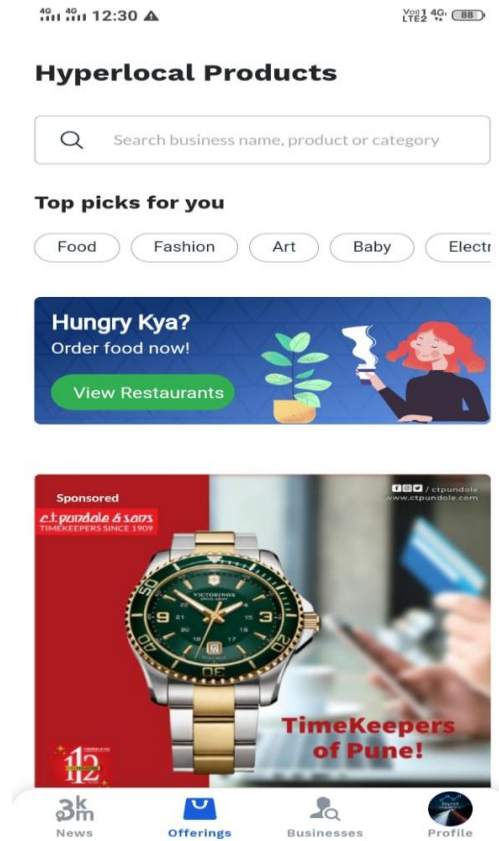
- Businesses-

Clients-

- ❖ Nirali Publications
- ❖ Sandeary Office Solutions
- ❖ Aksharvel Books & Stationery Mall
- ❖ DilipSonagira Jewelers
- ❖ Galani Fashions
- ❖ Venus Traders
- ❖ Shri Krishna Pearls
- ❖ Ranka Jewelers
- ❖ Agraj Foods
- ❖ Desai BandhuAmbewale
- ❖ Kalinga Veg Gourmet Kitchen
- ❖ The Out House
- ❖ The Log House
- ❖ Nimantran Restaurant
- ❖ Abhishek Pure Veg

RESEARCH METHODOLOGY

Research comprise of two words, "Re" and "Search". While "Re" implies a integrative process, "search" denotes making a thorough examination of or looking over carefully in order to find something different researcher have define research in various ways due to its wide scope. But, in general, research can be define as a scientific process where new facts, ideas, and theories are established and proved in different areas of knowledge. Research aims at adding to the existing stock of knowledge for the betterment of world.

Research involves scientific and systematic analysis of a research area and concluding the finding with appropriate reasoning. It is a systematic as well as an project-oriented process.
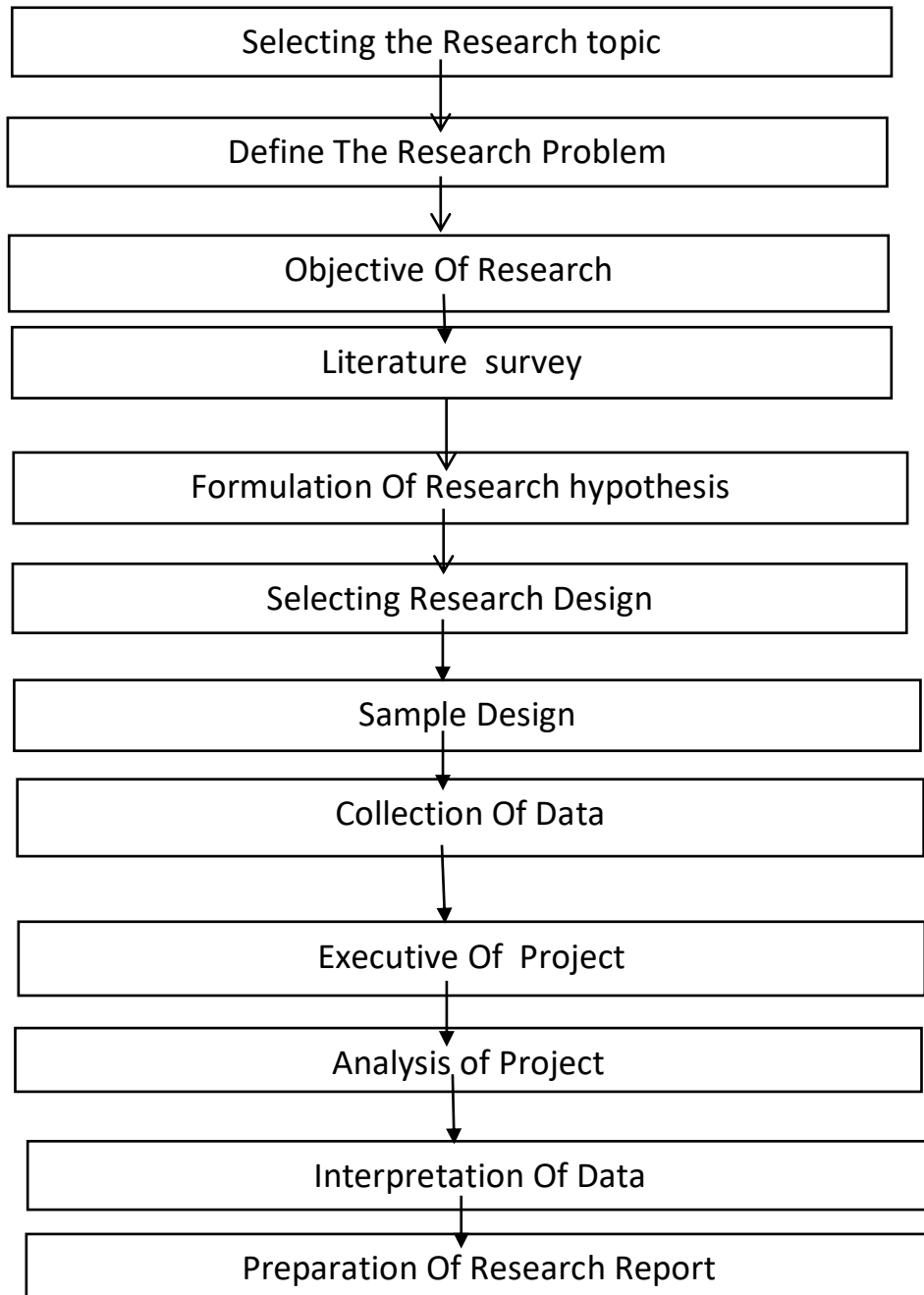
According to John Best

"Research is systematic activity directed towards discovery and the development of an organised body of knowledge.''

Objectives of research :-

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings:

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative research studies);

2. To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as descriptive research studies);

3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies).

4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

BASIC RESEARCH PROCESS

Selecting the Research topic

Define The Research Problem

Objective Of Research

Literature survey

Formulation Of Research hypothesis

Selecting Research Design

Sample Design

Collection Of Data

Executive Of Project

Analysis of Project

Interpretation Of Data

Preparation Of Research Report

DATA COLLECTION

Primary Data : the data which is directly collected by the researcher and was not available before is called as "primary data". The sources of primary data are very useful in finding the real facts about the incident or event. It include the personal observation of the research and respondent. Primary data are the freshly collected data that provide information about a particular problem. These data can be gathered using techniques like, interview, observation, counseling

Secondary Data : The previously recorded information about an event is very important in finding the solution of similar kind of problem. This readily available information is called "secondary data" .it is already processed and complied with an evaluation.

Sample unit:

This is very important for a research to decide as to who is going to be surveyed, or what the sample unit is. In this research different category of people were targeted to gather correct and reliable information.

Sample methods:

Simple random sampling methods has adopted for this study.

DATAANALYSIS

According to Marshall and Rossman (2002),data analysis is the process of bringing order , structure and interpretation to the mass of collection data. Statistical Package for social science (SPSS) was used an aid in the analysis SPSS was preferred because of its ability to cover a wide range of the most common statistical and graphical data analysis and is very systematic .The SPSS was used to generate percentage ,frequencies mean scores and standard deviations .The data was analyzed use of descriptive data analysis .Descriptive statistics are ways of summarizing large sets of quantitative(numerical) information .the data was tabulated after which was coded to facilitated statistical analysis .Descriptive statistics such as mean and slandered deviation were used to analyze the data .percentage ,tables ,pie charts as well as bar graphs were used for data presentation .Qualitative 18 data was presented through narrative .The information was presented and discussed as per objective and research questions of the study.

DATAANALYSIS AND INTERPRETATION

Q1.**How do you come to know about our application?**

- Through online advertisement
- Through newspaper
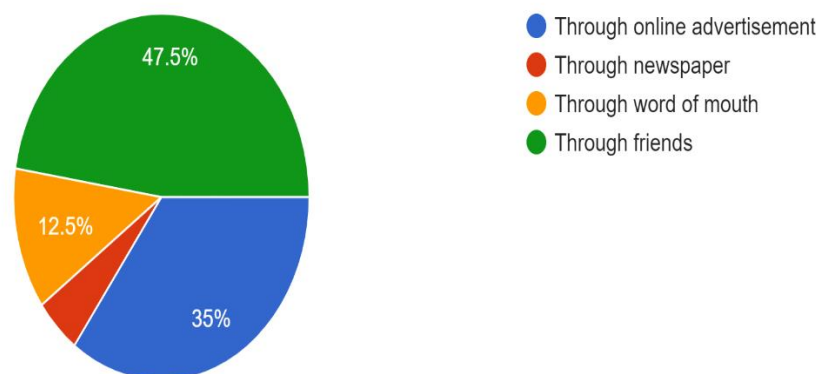- Through word of mouth
- Through friends

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Through Online Advertisement	35%	14
2	Through NEWS Paper	5%	2
3	Through Word of Mouth	12.5%	5
4	Through Friends	47.5%	19
	Total	100%	40

Graphical Representation :

How do you come to know about our application?
40 responses

Interpretation:

Maximum 47.5 % Respondents come to know about Application through Friends And 35% Respondents come to know through online advertisement.

Q2. Who approaches you to buy a subscription of our application?
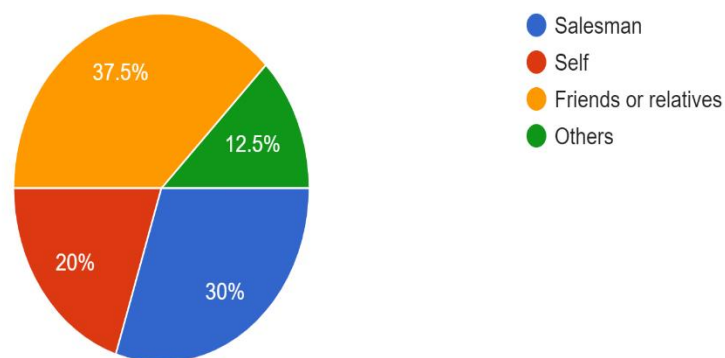
- Salesman
- Self
- Friends or Relatives
- Other

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Salesman	30%	12
2	Self	20%	8
3	Friends or Relatives	37.5%	15
4	Other	12.5%	5
	Total	100%	40

Graphical Representation :

Who approaches you to buy a subscription of our application?
40 responses

Interpretation:

Maximum 37.5% Respondents are got Approached by Friends or Relatives to buy Subscription.
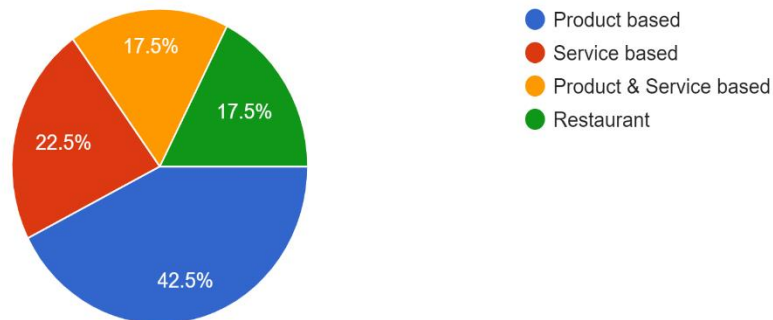
Q3.Which type of business do you have?

- Product Based
- Service Based
- Product and Services Based
- Restaurants

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Product Based	42.5%	17
2	Services Based	22.5%	9
3	Product and Services Based	17.5%	7
4	Restaurants	17.5%	7
	Total	100%	40

Graphical Representation :

Which type of business do you have?
40 responses

Interpretation:

Maximum 42.5% Respondent Customers have Product Based businesses and 22.5% customers have service based businesses.
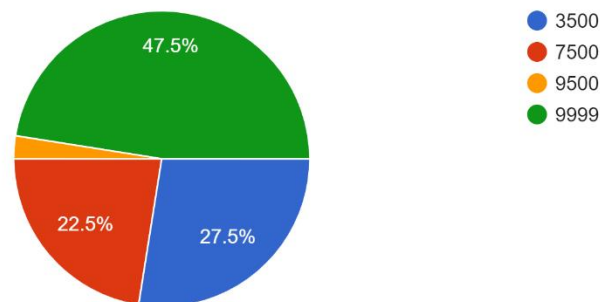
Q4.Which package do you feel most suitable for you?

- 3500
- 7500
- 9500
- 9999

Table :

Sr No	Answer	Percentage	No. of Respondent
1	3500	27.5%	11
2	7500	22.5%	9
3	9500	2.5%	1
4	9999	47.5%	19
	Total	100%	40

Graphical Representation :

Which package do you feel most suitable for you?
40 responses

Interpretation:

Maximum 47.5% Respondents feel that package of 9999 is most suitable for them.

Q5.How long have you been using this application?

- 1 Month
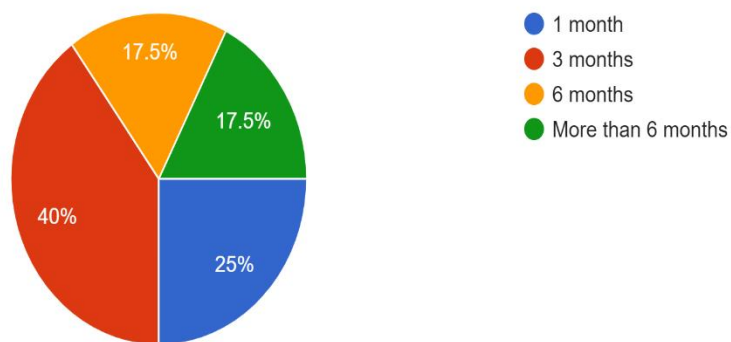- 3 Months
- 6 Months
- More than 6 Months

Table :

Sr No	Answer	Percentage	No. of Respondent
1	1 Month	25%	10
2	3 Months	40%	16
3	6 Months	17.5%	7
4	More than 6 Months	17.5%	7
	Total	100%	40

Graphical Representation :

How long have you been using this application?
40 responses

- 1 month
- 3 months
- 6 months
- More than 6 months

Interpretation:

Maximum 40% Respondents have beenusing this Application from 3 Months.

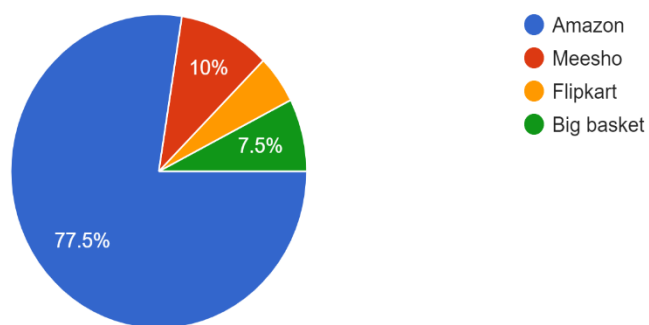**Q6.Which alternative did you consider before taking subscription of our application?**

- Amazon
- Meesho
- Flipcart
- Big basket

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Amazon	77.5%	31
2	Meesho	10%	4
3	Flipkart	5%	2
4	Big Basket	7.5%	3
	Total	100%	40

Graphical Representation :

Which alternative did you consider before taking subscription of our application?
40 responses

Interpretation:

Maximum 77.5% Respondents use Amazon as alternative for 3km Application.
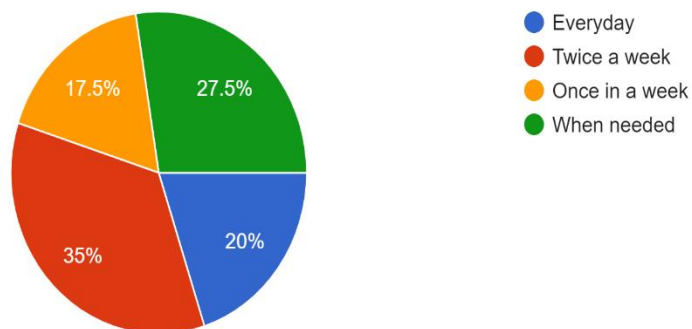
Q7.How often do you use the services of app?

- Everyday
- Twice a Week
- Once in a Week
- When needed

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Everyday	20%	8
2	Twice a Week	35%	14
3	Once in a Week	17.5%	7
4	When needed	27.5%	11
	Total	100%	40

Graphical Representation :

How often do you use the services of app?
40 responses

Interpretation:

Most of the businesses i.e. 35% businesses uses this app Twice a Week & 27.5% businesses uses this appWhen needed

## Q8. What is your favourite tool or portion of the app?

- Adding new post
- Adding new blog
- Creating classified
- Delivery services

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Adding New Post	27.5%	11
2	Adding New Blog	12.5%	5
3	Creating Classifieds	32.5%	13
4	Delivery Services	27.5%	11
	Total	100%	40

Graphical Representation :

What is your favourite tool or portion of the app?
40 responses
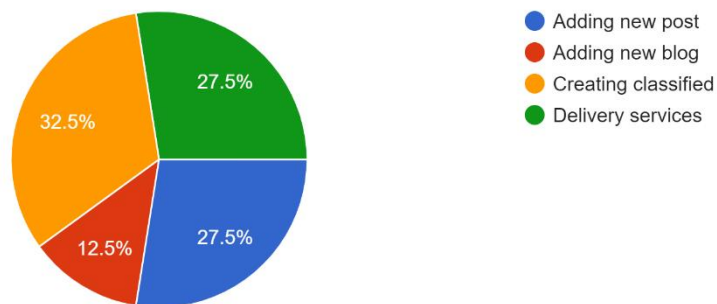
Interpretation:

Maximum 32.5% Respondent's Favourite Tool in the App is Creating Classified.

Q9.Which product feature do you consider the most valuable?
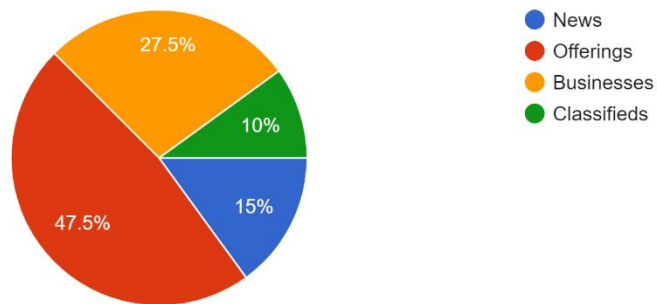
- News
- Offerings
- Businesses
- Classifieds

Table :

Sr No	Answer	Percentage	No. of Respondent
1	News	15%	6
2	Offerings	47.5%	19
3	Businesses	27.5%	11
4	Classifieds	10%	4
	Total	100%	40

Graphical Representation :

Which product feature do you consider the most valuable?
40 responses

- News
- Offerings
- Businesses
- Classifieds

Interpretation:

Maximum 47.5% respondents say Offerings is most valuable feature in App.

Q10.Does the app help you for achieving your goals?

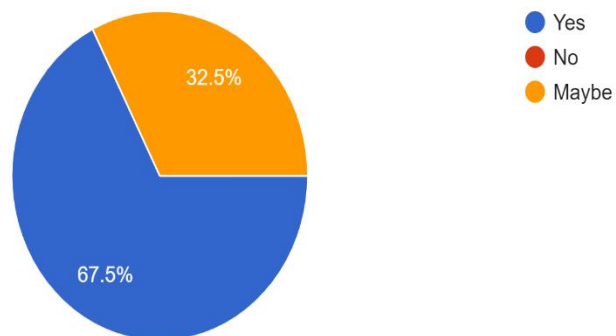- Yes

- No

- Maybe

Table :

Sr No	Answer	Percentage	No. of Respondent
1	Yes	67.5%	27
2	No	0%	0
3	Maybe	32.5%	13
	Total	100%	40

Graphical Representation :

Does the app help you for achieving your goals?
40 responses
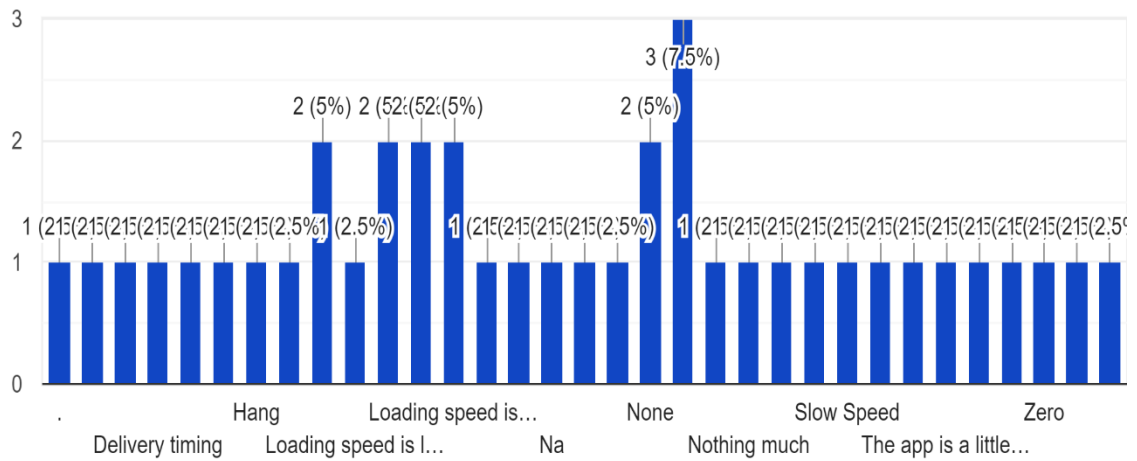

Interpretation:

Maximum 67.5% Respondents say that This app helps them to achieve their goals.

Q11.What points of friction do you encountered while using the app?

Graphical Representation:

What points of friction do you encountered while using the app?

40 responses

Interpretation:
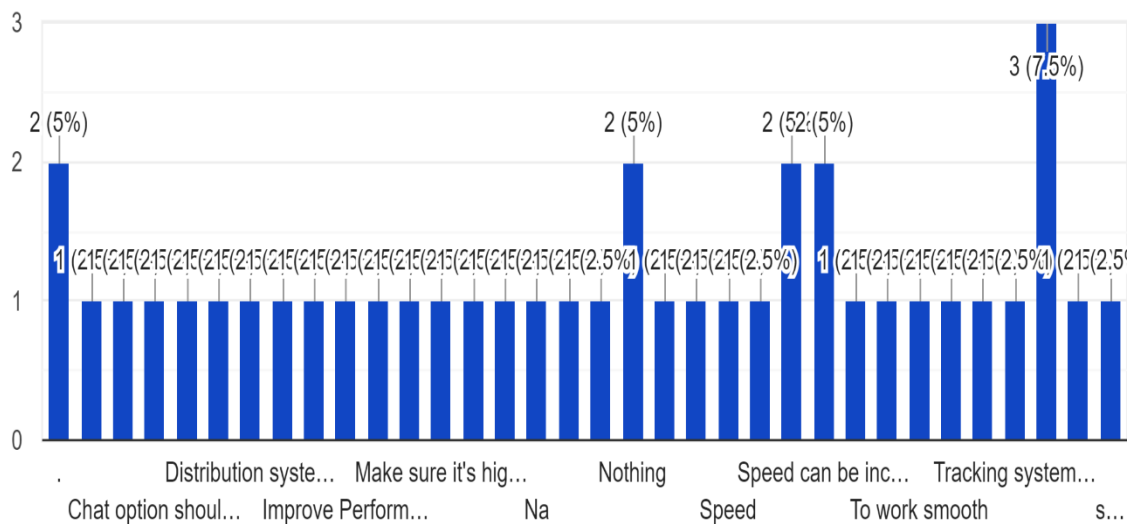
Respondents faced following problems while using app

- ➢ Slow speed
- ➢ Hang
- ➢ Delivery timing

Q12.What would you improve if you could?

Graphical Representation:

What would you improve if you could?

40 responses

Interpretation:
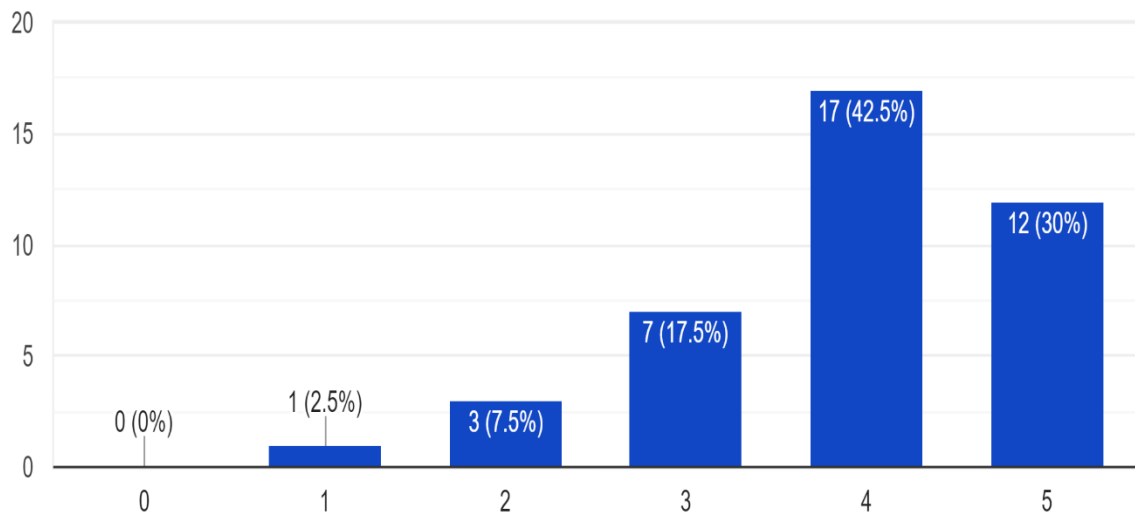
Maximum Respondents Wants to improve following things

- ➢ Loading speed of app
- ➢ Chat option
- ➢ Distribution system
- ➢ Tracking system

Q13.How would you rate the look & feel of the app?

Graphical Representation:

How would you rate the look & feel of the app?
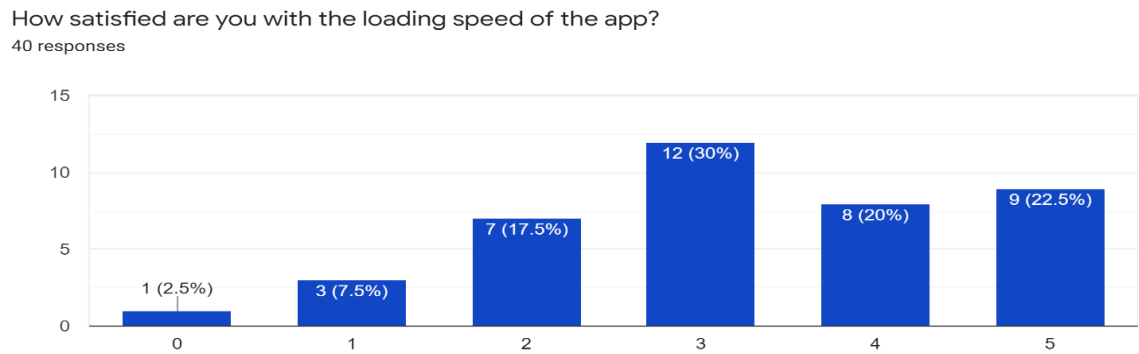
40 responses

Interpretation:

Nearly 43% Respondents Rated the App4 out of 5 for its Look and Feel.

Q14.How satisfied are you with the loading speed of the app?

Graphical Representation:

How satisfied are you with the loading speed of the app?
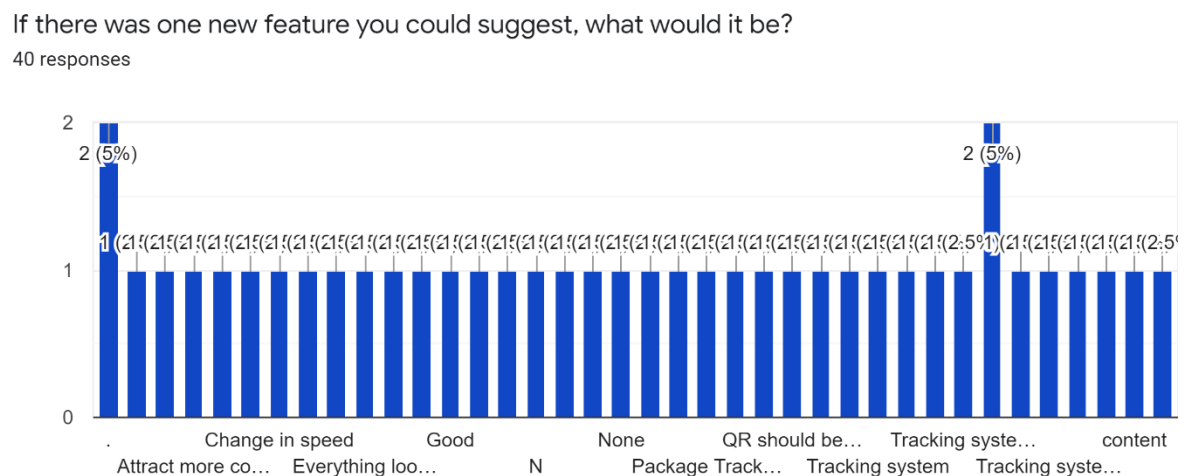40 responses

Interpretation:

Maximum Respondents Rated 3 out 5 for the loading speed of the App.

Q15.If there was one new feature you could suggest, what would it be?

Graphical Representation:

If there was one new feature you could suggest, what would it be?
40 responses

Interpretation:

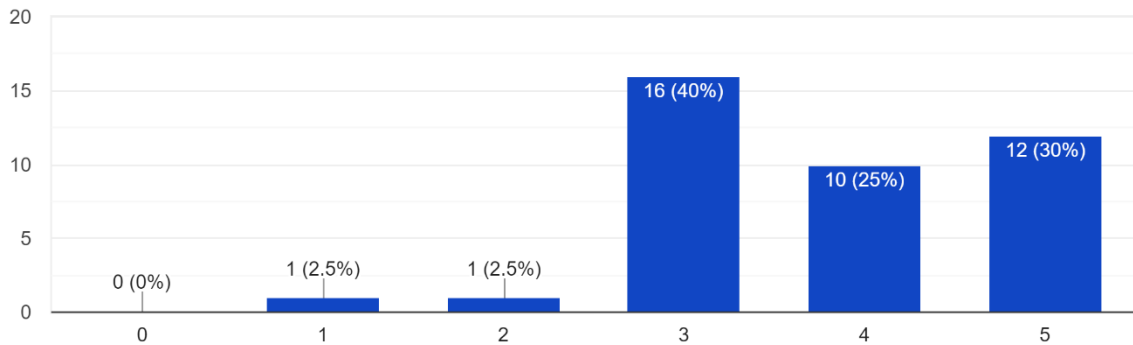Maximum Respondents suggested following Features

1.Change in speed 2. QR code should be provided with parcel 3.Tracking system

Q16.How likely are you to recommend this app to a friend or relatives?

Graphical Representation:

How likely are you to recommend this app to a friend or relatives?
40 responses

Interpretation:

Maximum 40% respondents were like to recommend this app to their friends and relatives.

Q17.Compared to our competitors, is our app quality better, worse, or about the same?

- Better
- Good
- Worse
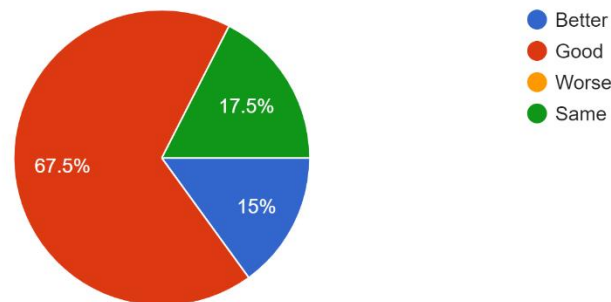- Same

Table:

Sr No	Answer	Percentage	No. of Respondent
1	Better	15%	6
2	Good	67.5%	27
3	Worse	0%	0
4	Same	17.5%	7
	Total	100%	40

Graphical Representation:

Compared to our competitors, is our app quality better, worse, or about the same?
40 responses

- Better
- Good
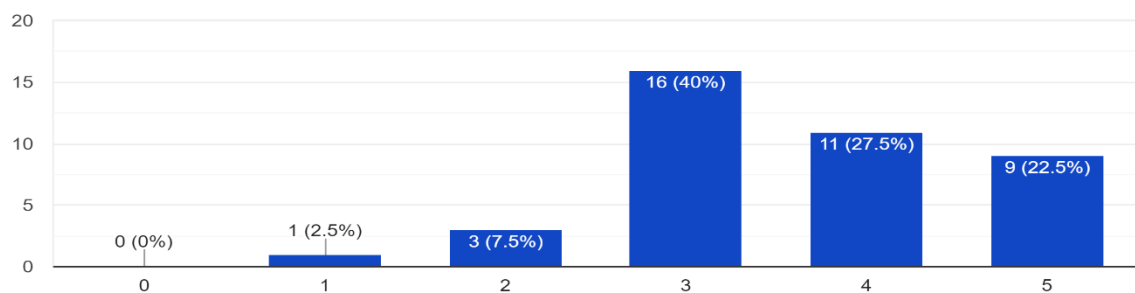- Worse
- Same

17.5%

67.5%

15%

Interpretation:

As compared to other competitors 67.5% respondents think that 3km Application is good in Quality than other.

Q18.How satisfied are you with the overall app performance and its presence?

Graphical Representation:

How satisfied are you with the overall app performance and its presence?
40 responses

0 (0%)   1 (2.5%)   3 (7.5%)   16 (40%)   11 (27.5%)   9 (22.5%)

Interpretation:

Maximum 40% Respondents are satisfied with overall App performance.

SUGGESTIONS

- Make the high promotion of your service to create awareness into the people.

- Need to give maximum focus on the newly developed and potential area as well as in Remote Cities.

- Use the Banners, Posters and Hoardings to create awareness in the people.

- Make available the facility of e-subscription.

- Use the customer executives for making promotions in businesses and services.

- Advertise about the company and its products - it motivates individuals to purchase products and services.

- Create a positive perception about the product and service.

- Improve the efficiency in operations.

- Try to sell the plan which the consumer requires and not the plan where the company's benefit is higher.

CONCLUSION

Upon survey, it can be stated that designing a business model with high level of compatibility in the diversified markets across Pune will make the 3KM Application successful. A greater degree of acceptance for the brand was found as the majority of the business categories were using web it.

- Few things that should be considered to improvise the model are :
- Toll Free Number
- Improving Quality
- Providing More accurate Information
- Remote City Information
- E- Commerce

The Project was aimed to understand the consumer satisfaction of 3KM Application in Pune.

By making the price of the products and services reasonable, it can attract many customers and also can retain its present consumer also.

An organization must come up with new promotional activities such that people become aware about our products and services.

Quality is the dominating aspect which ensures consumers to get our products / services, but prompt availability of other brands and aggressive promotional activities by others attracts the consumer towards them and also lead to increased sales.

LIMITATIONS

- People are unaware about the trends in the market.

- People are budget oriented rather than technical.

- The data taken was very small, therefore it can be said that the chosen sample is not representative of the whole population.

- The time duration of the project was very short.

- Respondents may not have been true in answering various questions and may be biased to certain other questions.

SCOPE

- It provides suggestions for the company to improve their services.

- The scope of project is limited only to the online shopping services.

- It would continue with the consumer's behavior regarding these services.

- This study will also help to the company to know about their new concepts position in the market.

- The project work done will definitely prove to be a helping hand to the firm as well.

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- WWW.SELLINGWELL.COM
- WWW.AMAZON.COM
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