

A STUDY ON THE PRODUCT OF GLOBUSSOFT AND IT'S FUTURE IN CHHATTISGARH*Manish Singhal¹**Rahul Shrivastava²**Judith Gomes³**Student, B.I.T Durg¹**Student, B.I.T Durg²**Assistant Professor, B.I.T Durg³*[m.singhal655@gmail.com¹](mailto:m.singhal655@gmail.com)[shrivastava13.ars@gmail.com²](mailto:shrivastava13.ars@gmail.com)[judthgomes2007@rediffmail.com³](mailto:judthgomes2007@rediffmail.com)**ABSTRACT**

My research paper gives brief study, on what is the perception and opinion of Shopkeepers towards the Online Marketing. It also provides the significance of the conducting satisfaction research in terms of various factors **Competitors, Communication, Cost, Strategies, and Uniqueness**. Based on the topic, this project analyzes the **“A STUDY ON THE PRODUCT OF GLOBUSSOFT AND IT'S FUTURE IN CHHATTISGARH”**. It gives an attempt to identify the customer satisfaction level at the product of GLOBUSSOFT. The descriptive study is being used in this report. Data was collected through questionnaire was prepared to collect data from the 50 respondents from Durg- Bhilai region. Random sampling is being used to select the respondent. The data is being analyzed on the basis of different aspects related to Durg-Bhilai region. This study attempted to measure the satisfaction level of Customers in regard to online marketing with special reference to GLOBUSSOFT in Bhilai.

Introduction

Electronic commerce is generally considered to be the sales aspect of E-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions. This is an effective and efficient way of communicating within an organization and one of the most effective and useful ways of conducting business. It is a market entry strategy where the company may or may not have a physical presence. The terms “e-commerce” and “e- business” both refer to the way the internet can be used to do business and can offer your business huge opportunities in the global marketplace. VESSYL is the online platform which provides a better platform to a localized business in digital marketing. VESSYL is known product GLOBUSSOFT, which compete with ecommerce platform it is a localized product been made for the retailers & wholesalers. It acts as an advertisements tool for online marketing of the product the different shops. VESSYL is the only ecommerce platform that provides unique link to each and every registered shopkeeper through which the customer directly visits there shops through online.

OBJECTIVES OF THE STUDY:

- To Conduct SWOT Analysis of Vessyl.
- To Anticipate the Future of Vessyl in accordance to various Factor.

LITERATURE REVIEWS:

Some preliminary works on e-business and banking have been made through using data analysis. This literature review was also conducted to help put the research methodology in a better conceptual framework. In this regard the review focused on: the evolution and definition of e-business; processes of e-business adoption; benefits, barriers and challenges to e-business adoption. E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e-business as part of a recipe to stay competitive in the global economy. The term “e-Business” has a very broad application and means different things to different people.

RESEARCH METHODOLOGY

Research design	Descriptive
Research Instrument	Questionnaire
Sample Area	DURG – BHILAI
Sample elements	Shopkeepers
Sample size	50 Shopkeepers
Data Collection used	Primary & Secondary data
Sampling method	Simple random

DATA ANALYSIS

Objective1 Analysis

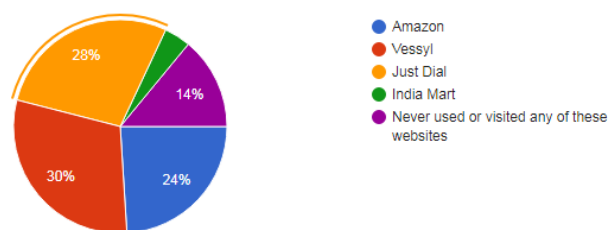
VESYL	
Parent Company	Globussoft Inc.
Category	Website and Telephonic service-Information
Sector	Media and Entertainment
Tagline	Technology Ahead of Time
STP	
Segment	Internet users looking for business contacts
Target Group	Internet users Interested in online Business
Positioning	Positioned as a local search engine providing fast and reliable services

SWOT ANALYSIS	
Strength	<ol style="list-style-type: none"> 1. Business owners can list their businesses on the database 2. Vessyl has location based service for mobile internet users.
Weakness	<ol style="list-style-type: none"> 1. Services not present in all cities. 2. Arrival of the Bugs and lower penetration
Opportunities	<ol style="list-style-type: none"> 1. To collaborate with more companies or service providers. 2. To provide more precise information by filtering requirements. 3. Increase presence in more cities.
Threats	<ol style="list-style-type: none"> 1. Improved network by the competitors 2. Some businesses can provide false identity by disguising.

SWOT ANALYSIS

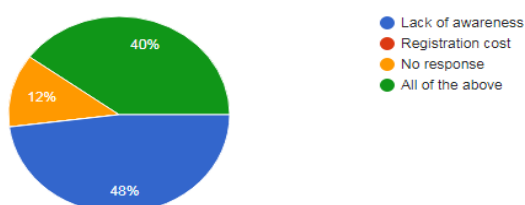
Objective 2 Analysis

Q.1 Which of these websites have you already used or visited?



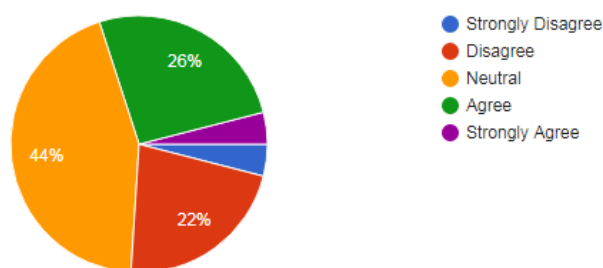
From the above graph it can be examined that 30% had visited the vessyl platform and 28% just dial, so from these we can interpret that number of people for vessyl had increased.

Q.2: What is the reason you have never bought your business online?



From the given chart it can be examined that 40% of the customers did not know about the different services which are being offered by the e-commerce platform.

Q.3: Are you satisfied with service provided by the Globussoft?



From the diagram it is being examined that the customers are neutral in terms of satisfaction for the services provided by globussoft.

DATA ANALYSIS:

HYPOTHESIS:

Ho:- There is no significant correlations among all the six variables.

H1:- There is a significant correlation among all the six variables.

Sampling adequacy of the data is evaluated on the basis of the results of Kaiser-Meyer-Olkin (KMO) (Table No: 1) measure of sampling adequacy (Kaiser HF.1974) and Bartlett's test of Sphericity (Homogeneity of Variance).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	91.060
	Df	15
	Sig.	.000

High value of KMO ($0.781 > .50$) indicates that a factor analysis is useful for the present data. The significant value of Bartlett's test of Sphericity is 0.000 and is less than .05. This indicates that there exist significant correlations among the variables to proceed with analysis (J. Hair, 1995). The resultant value of KMO test and Bartlett's test indicates that the present data is useful for factor analysis. Total variance explained the actual number of factors that can be extracted on the basis of cut-off criterion (Extraction Method) (Williams, Brown & Onsman, 2012), in this case, we used Eigen value one. Those factors whose Eigen value is above or equal to one are considered as significant factors. The % of Variance column tells how much of the total variability can be accounted for by each of these factors.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.034	50.563	50.563	3.030	50.492	67.745
2	1.031	17.181	67.745	1.035	17.252	
3	.671	11.180	78.925			
4	.544	9.071	87.996			
5	.449	7.479	95.475			
6	.272	4.525	100.000			

The factor analysis result shows that all the 10 questions can be grouped into six variables. All this Six factors explains E-Commerce marketing stimulus by 67.74% variance, which is significant. This means the total variables can be grouped in to Six variable.

Communalities

	Initial	Extraction
Q.5: Are you satisfied with service provided by the globussoft?	1.000	.561
Q.6: How does the website www.vessyl.ac.in load on your screen?	1.000	.510
Q.7: Does the advertisement made by Vessyl is more creative than any other e-commerce websites?	1.000	.642
Q.8: Is Vessyl cost effective in terms of registration?	1.000	.979
Q.9: Are there good communications means provided www.vessyl.ac.in?	1.000	.712
Q.10: Can we consider vessyl a tough competitor for other e-commerce websites?	1.000	.661

Extraction Method: Principal Component Analysis.

Component Matrix

	Component	
	1	2
Q.5: Are you satisfied with service provided by the globussoft?	.739	-.120
Q.6: How does the website www.vessyl.ac.in load on your screen?	-.712	-.058
Q.7: Does the advertisement made by Vessyl is more creative than any other e-commerce websites?	.800	
Q.8: Is Vessyl cost effective in terms of registration?	.067	.987
Q.9: Are there good communications means provided www.vessyl.ac.in?	.837	.105
Q.10: Can we consider vessyl a tough competitor for other e-commerce websites?	.796	-.164

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
Q.5: Are you satisfied with service provided by the globussoft?	.744	-.086
Q.6: How does the website www.vessyl.ac.in load on your screen?	-.709	-.091
Q.7: Does the advertisement made by Vessyl is more creative than any other e-commerce websites?	.798	.067
Q.8: Is Vessyl cost effective in terms of registration?		.989
Q.9: Are there good communications means provided www.vessyl.ac.in?	.832	.143
Q.10: Can we consider vessyl a tough competitor for other e-commerce websites?	.803	-.127

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

FINDINGS OF THE STUDY

- Majority of the customers had visited Vessyl.
- Majority of the customers had not bought their business online due to lack of awareness of services and extra services offered by e-commerce platform.
- The majority of the customers found services of the vessyl are average.
- Majority of the respondents found that Globussoft is average in maintaining the good customer relationship.
- Majority of the respondent said that they are facing the problem of timeliness and rest are facing problem of customer relationship and others.
- The majority of customers are more interested in Creativity advertisements, Speed.
- The majority of the customers are satisfied with the dealing of the officials.
- Main factor that attract customers towards Vessyl is the cost effectiveness of the Globussoft.

CONCLUSION

As my survey conclude that there is a negative impact of this vessyl product for the local market and non-branded product. Due to some less features and low update as compare to other online platforms. One reason is there for the low update of particular this product is because of newly introduced in the market and less awareness of these products.

- Gupta, A.K. Singh, R., (2009), "Research Mthodology", Vayu education of India, New Delhi

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WEBSITES:

- www.globussoftltd.com
- https://www.academia.edu/33299896/EXPLORATORY_FACTOR_ANALYSIS_FOR_E-COMMERCE_MARKETING_STIMULI_FACTORS
- <http://dev.vessyl.in/seller>

Appendix

Interviewed Questions

- Which Of These Websites Have You Already Used Or Visited?
- What Is The Medium Through Which You Mostly Use The Internet?
- What Is Your Main Purpose For Using The Internet?
- What Is The Reason You Have Never Bought Your Business Online?
- Are You Satisfied With Service Provided By The Globussoft?
- How Does The Website, www.Vessyl.Ac Load On Your Screen?
- Does The Advertisement Made By Vessyl Is More Creative Than Any Other E-Commerce Websites?
- Is Vessyl Cost Effective In Terms Of Registration?
- Are There Good Communications Means Provided On www.vessyl.ac.in?
- Can We Consider Vessyl A Tough Competitor For Other E-Commerce Websites?