

To study Participant's preferences & attitude towards online  
paid talent shows.



Summer Internship Report

Submitted in

Partial fulfillment of Integrated B. Tech + MBA Program

2020-2022

By

Saurabh Tiwari

17/ICS/083

to

**School of Management**

Gautam Buddha University

Gautam Buddha Nagar- 201312

### **Declaration by Student**

I, Saurabh Tiwari Roll No 17/ICS/083 hereby declare that this project work is the result of my own research and no part of it has been presented for any other degree in this university or elsewhere. I hereby declare that only I will be responsible if any type of mistake or error will be found in this work.

Date: 11<sup>th</sup> January 2022

Place: Greater Noida

Student Signature: .....

### **Certificate from the Faculty Guide**

This is to certify that the project titled “**Participant's preferences & attitude towards online paid talent shows**” has been done under my supervision by **Saurabh Tiwari (17/ICS/083)** of Integrated MBA IX semester.

Name and Signature of the Faculty guide



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**TO WHOM IT MAY CONCERN**

This is to certify that **Saurabh Tiwari** bearing code: **IW21HRD/MS74-A000002** has successfully completed a 45 days internship with **IFORTIS WORLDWIDE** as a **Marketing & Sales Trainee** in the Marketing Department from **31/05/2021** to **14/07/2021**.

**Top Skills Covered:**

- Sales funnel
- Creation of key visuals & presentations
- Promotion: Integrated Marketing Communication
- Comprehensive knowledge
- Segmentation & Targeting
- Marketing & sales strategy
- Consumer Behaviour

Besides showing high comprehension capacity, managing assignments with the utmost expertise and exhibiting maximal efficiency, he/she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period.

We hereby certify that the candidate's overall work is **good** to the best of our knowledge.

Wishing the candidate all the best for his/her future endeavors.

For **IFORTIS WORLDWIDE**,

**Chief Executive Officer**

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**CIN:** U18109TN2021PTC143811 | **GSTIN:** 33AAVCA2781N1Z1

**Email:** info@ifortisworldwide.com | relations@ifortisworldwide.com

## **Acknowledgement**

The internship opportunity I had with IFORTIS Worldwide was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am very grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period."

I would like to thank Ms. Alaqsha Qadeer for her guidance and support throughout the project, who also helped me to prepare the environment for this project. I also wish to acknowledge Dr Subhojit Banerjee, Professor, Department of Management Sciences, Gautam Buddha University, Greater Noida for giving me such a wonderful opportunity and also supporting me during the project. Last but not least I want to thank my parents and the Almighty without whom the project could not be completed.

I perceive as this opportunity as great importance in my career development. I will strive to use gained skills and knowledge in the best possible way in order to attain desired career objectives.

Sincerely,

Saurabh Tiwari

17/ICS/083

Date: 11/01/22

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## **EXECUTIVE SUMMARY**

By the requirement of partial fulfilment of the **Master of Business Administration** course, this report has been made on completion of the summer internship report on "**Participant's preferences & attitude towards online paid talent shows**" as required by the Gautam Buddha University. The main purpose of the internship is to learn by working in the practical environment at IFORTIS Worldwide, Bengaluru. IFORTIS Worldwide is a branch of American Ruler Private Limited. Since its start, IFORTIS WORLDWIDE has believed in continual evolution. It has not only increased its orbit from providing technical to managerial services but also has taken this platform at a global level to better satisfy the needs of its customers to become one of the most leading companies in the world.

A steadfast and validated software process coupled with a certain methodology can be the company's key to success. With a headstrong team of self-reliant women, IFORTIS Worldwide delivers IT assignments to businesses and technology solutions along with intuitive facilities in HR consultancy that improve business efficiency. IFORTIS Worldwide believes that ethical management isn't always the handiest device for responding to the fast adjustments in the worldwide enterprise surroundings however additionally a car for constructing trust with its several stakeholders including customers, employees, business partners and local communities.

With an ambition to turn out to be one of the most main businesses in the world, IFORTIS Worldwide continues to instruct its scholars and operate tracking systems, at the same time as practicing honest and transparent corporate management. As a result, IFORTIS Worldwide is now one of India's leading corporations. (Source: IFORTIS Worldwide). This report covers many important aspects which are related to the Sales & Marketing. The internship provides an excellent opportunity to gain new skills, especially when it comes to working and communicating with people from different cultures. It helps to apply the knowledge acquired during studies in a real-world scenario to tackle problems.

After zeroing down on my research area, I have collected information through primary and secondary sources. I had a constant discussion with Ms. Alaqsha Qadeer, HR throughout my training and took valuable suggestions from her.

To achieve the objective of this research report the survey was conducted through structured Questionnaire.

The report deals with the conceptual background of virtual events and shows an overview of the company. The next section deals with the literature review which is based on several papers and articles related to my topic, the next part deals with research design of the study that is problem identification, objectives and how the research was carried out. The outcome of the study shows that the level of participants' awareness towards **Online paid talent shows** depends on different types of variables.



## **1.Introduction**

### **1.1 Introduction to Virtual Programs**

The value of face-to-face interaction will never go away, but there are times when going virtual is a necessary part of your event program. The only things missing are the location and on-site attendees. You can build an effective event that stretches well beyond a computer screen by conceiving about virtual events as value-added, engagement-driven experiences rather than simple one-off presentations or webinars.

You've probably participated in an online webinar, watched an on-demand workout class, or joined a conference through video conferencing, or participated in various type of online talent shows which can be either paid or unpaid. You might have even sat at your desk and attended a conference. Virtual events include all of the above. A virtual event is one in which participants interact with the event and its material through the internet rather than participating in person. According to Google Trends, the world is becoming increasingly virtual.

As technology advances, we are going toward a technological future in which everything we want is available online.

### **1.2 Defining Online Talent Shows**

The online talent show comes under the virtual programs, in which the participants don't need to present physically to attend the show and showcase their talent. Almost all of us have obviously participated physically in shows in which we have performed the act, which can be of singing, dancing, poetry, speech, debate etc. It functions same as the physical one but the difference is that we don't need to be present physically there.

Thanks to the technology advancement & internet which has made it possible. In such kind of talent shows people can participate by sitting in their home with all requirements in their hand and with ease of not going anywhere and showing their talents.

### **1.3 Purpose and Need of Such Online Talent Shows**

When people are willing or want to stay at home and at ease, a virtual talent show is an ideal method to pass the time. It's a terrific opportunity to recognize and enjoy the amazing community's performances, which can be seen from any group.

Another advantage of hosting a talent show digitally is that it allows for more diverse acts because participants are at home with all of the necessary supplies.

#### **1.3.1 Following are the more reasons why online shows are needed:**

- ✓ Can be opened up to many more participants.
- ✓ Travel Expenses and Worries Don't Exist.
- ✓ Introverts Thrive.
- ✓ Those with Disabilities Have Easier and Greater Access
- ✓ More Interaction with Attendees
- ✓ Lower Sponsor Expense
- ✓ Greater Exposure

Live events have a certain allure and are extremely valuable. May we draw lessons from virtual events in the future to make them sharper, deeper, richer, and more accessible.

#### **1.4 Other Virtual Events can be categorized into following types:**

- I. **Virtual Conferences:** Virtual conferences, like traditional conferences, are extremely engaging and feature a series of major sessions led by industry thought leaders who present to and interact with attendees. Attendees at virtual conferences can choose the sessions and streams they want to "attend" by visiting a virtual lobby. Virtual conferences, like traditional conferences, include opportunities for sponsorship, ticket sales, and interaction with speakers through polls, chats, and live Q&As.
- II. **Virtual Career fairs:** A virtual career fair, also known as an online job fair, is an online event that allows companies to engage with job seekers in a virtual rather than physical setting. The way job searchers and potential employers connect is changing thanks to virtual career fairs. Interactive elements such as webinars, webcasts, live chat, chat rooms, and more, just like other types of virtual events, break down geographical borders and broaden the reach of potential employers without sacrificing the vital engagement that draws prospects.

- III. **Virtual Trade Shows:** Virtual trade exhibitions are the online counterparts to traditional trade exhibits, but unlike their physical counterparts, virtual trade events are not restricted by geography. Attendees interact with hosts and sponsors, just as they would at a typical trade show, and gain access to a wealth of useful information. They can also visit virtual trade exhibitions from anywhere at any time; all they need is a computer or mobile device with a solid internet connection to participate.
- IV. **Virtual Benefits Fairs:** A virtual benefits fair, rather than a real one, is an event aimed to assist companies and benefits providers in communicating and explaining the benefits provided to their employees on a large scale through an interactive online environment.

## **1.5 The Pros & Cons of Hosting Virtual Events:**

### **1.5.1 The pros are mentioned below:**

- **Flexibility:** Virtual events are versatile and may be adjusted to your specific company needs. If you can conceive of an event you can host in person, chances are you can host it online as well. You simply need to make sure you have the necessary platform and tools.
- **Cost-effective:** The cost of renting a location for a single day can be in the tens of thousands of dollars, and that doesn't include the cost of food and drink, or venue insurance. These expenses aren't there with virtual events. The only costs are the platform for organizing the event, promotion and marketing of the event or show.
- **Scalable:** Most physical facilities have a capacity restriction for the amount of people who may enter, and then there's the cost of hosting thousands of people. Virtual programs enable you to scale much more easily, allowing you to host more people at a fraction of the expense. This also means you'll be able to reach a wider audience and raise brand awareness.
- **Engaging:** People are more willing to speak with someone when it's virtual show which is held online by the means of chat booths in the given platform. Perhaps it's because people are afraid to approach strangers at events, or they simply prefer to keep their identity safe. Virtual programs, on the other hand, provide tools like surveys, Q&A, live chat, and even a section with downloadable resources so that your participants can fully engage with your content. Furthermore, certain platforms, such as sli.do, allow you to integrate with widgets, allowing you to really ramp up the engagement.

- **Reliable:** Virtual events are nothing if they aren't tenacious. A virtual event does not need to be cancelled due to bad weather or even a global pandemic ( for eg. coronavirus). Because participants can watch the event from any location, obstacles that might cause trouble in participating a physical event aren't even taken into account.

### **1.5.2 The cons are mentioned below:**

While virtual events are a great alternative to physical events, there are some cons to be aware of when considering them as an option.

- **Lack of networking opportunities:** There are many possibilities for attendees to interact with hosts and content of the show, but there are less opportunities for participants to interact with one another. Live chat and social networking events can help reduce this, but there aren't many offline options to communicate with other participants.
- **Can limit audience or participants:** Here the talk is not about the amount of people who will watch, but rather the types of people who will watch or participate. If your potential participants aren't computer knowledgeable, a virtual event may turn them off, so it's critical to provide links to any FAQs or contact information for event support prior to the event.

### My role as 'Sales & Marketing Trainee'

As per my role as Sales and Marketing trainee I worked on the projects named **AARAMBH 3.0** & **Arise** which were online paid talent shows in which participants were able to show their talents virtually and get engaged with numerous people by participating in it.

**AARAMBH 3.0** was the 3<sup>RD</sup> version of world's largest youth festival which held virtually (AARAMBH), which took place on August 26th and 27th, 2021, for those who were 18+ in age.

**ARISE** was with the same concept except it was for the children aged between 5 to 18.

Numerous online competitions were held to show off their skills and in return there were prizes if someone wins or performs greatly. Various kinds of competitions were held in the event including singing, fancy dress, dance, storytelling, photography, painting, and many others. The events had a Rs 99 registration cost, people & kids who participated got Unique World Record, trophy and Record certificates.



I was in charge of representing the company and finding as well as persuading potential consumers to register for the events using the unique referral code issued to each intern. For this work, I researched possible clients' demographics and reached out to them with the support of friends and family.

I generated tailored marketing messages and detailed descriptions of the event for customers, encouraging them to participate in the contests. I was able to develop my marketing, teamwork, and networking skills, as well as comprehend the foundations of marketing and brand representation, by working on this project.

I was given the target to register **3+ candidates** which I achieved in the given mean time.

### **Here is the list of all candidates I registered:**

10	Saurabh Tiwari	IC202033003	Sales and Marketing	Aarambh 3.0	Rishabh Tiwari	tiwishabh02@gmail.com	8585966499	60CD8DF04707E	NO
11	Saurabh Tiwari	IC202033003	Sales and Marketing	Aarambh 3.0	Shreya Chaubey	shreyachaubey2027@gmail.com	9718549975	60CDADC328CA3	yes
12	Saurabh Tiwari	IC202033003	Sales and Marketing	Aarambh 3.0	Suhani Gupta	f20171307@hyderabad.bits-pil	9785644014	60CE0A0E3BE1D	yes
13	Saurabh Tiwari	IC202033003	Sales and Marketing	Arise	Nishtha Trivedi	yash12190@gmail.com	7497904642	60CD959144C71	yes
14	Saurabh Tiwari	IC202033003	Sales and Marketing	Aarambh 3.0	Shruti Raj	shrutiraj839@gmail.com	8368897171	60D04F86578C7	Yes
15	Saurabh Tiwari	IC202033003	sales and Marketing	AAarambh 3.0	Tanya Yadav	tanyayadav836@gmail.com	7042626177	60DC25BBA9170	yes

My internship was in the period when there was very large surge in the cases of covid-19. So, what I got to learn about this type of online talent show is that these type of events can really freshen the mood of individual during such type of bad scenario where people have to keep themselves home and don't have the opportunities to pass their time because of hectic schedule and workload from the office.

## **Sales & Marketing**

### **What is Sales?**

A sale is a transaction in which the buyer obtains tangible or intangible products, services, or assets in return for money from two or more parties. Other assets may be compensated to a seller in some instances. In the financial markets, a sale can also refer to a pricing agreement between a buyer and a seller for a security.

A sale is essentially a contract between the buyer and the seller of the particular commodity or service in question, regardless of the environment.

### **How Sales Works:**

A sale occurs when a seller gives a good or service to a buyer in return for a defined quantity of money or specific assets. Both the buyer and the seller must agree on the exact parameters of the transaction, such as the price, amount of the good sold, and delivery logistics, in order to complete the transaction.

Furthermore, the offered object or service must be available for purchase, and the seller must have the authority to transfer the item or service to the buyer.

A transaction must entail the exchange of goods, services, or payments between a buyer and a seller to be deemed a sale. If one person gives another a good or service without expecting anything in return, the transaction is more likely to be recognized as a gift or contribution, especially in terms of income tax.

**IMPORTANT:** Both the buyer and the seller must be deemed competent in order to complete a transaction, and they must agree on the terms of the sale, that the good or service in issue is available for purchase, and that the seller has the power to transfer the item to the buyer.

Countless sales transactions are conducted every day by millions of people all over the world. This maintains a steady flow of assets and serves as the foundation for the economies involved. The selling of products and services in a retail market is a more prevalent type of transaction; the sale of investment vehicles in financial markets is a more refined value exchange.

A sale can be made as part of a business's operations, such as in a grocery store or a clothes store, or between people. Items acquired during a yard sale are considered individual sales, however purchasing a personal automobile from a car dealership is considered a business-to-business transaction.

Sales can also take place between companies, such as when a raw materials provider sells available materials to a company that uses them to make consumer items.

### **Example of the sale.**

A sale occurs when a buyer buys their first home. The procedure of a lending institution providing funding in the form of a mortgage to the homebuyer is one of many levels of sales that surround the deal. The lending institution can then sell the mortgage as an investment to another individual. An investment manager might make a living by trading mortgage-backed securities (MBS) and other types of debt financing

### **Steps involved in Sale Process:**





## **What is Marketing?**

Marketing is the process by which a corporation promotes the purchase or sale of a product or service. Advertising, selling, and delivering things to consumers or other businesses are all examples of marketing. Affiliates perform some marketing on behalf of a company.

Professionals in a company's marketing and promotion departments use advertising to attract the attention of key potential audiences. Celebrity endorsements, attractive phrases or slogans, distinctive packaging or graphic designs, and total media exposure are all examples of targeted promotions.

### **Understanding the aspects of marketing:**

As a discipline, marketing encompasses all of a company's efforts to attract customers and sustain connections with them. Writing thank you notes, playing golf with prospective clients, promptly responding calls and emails, and meeting with clients for coffee or a meal are all examples of networking with future or past clients.

Marketing, at its most basic level, aims to match a company's products and services with people who desire to use them. Profitability is ensured by matching products to clients.

The Four Ps of marketing are product, pricing, location, and promotion. The Four Ps make up the essential marketing mix that a company requires to market a product or service. In the 1950s, Neil Borden popularised the marketing mix and the concept of the Four Ps.



**Product:**

A product is an item or set of things that a company intends to sell to clients. The product should aim to fill a gap in the market or satisfy consumer demand for more of a product that is already offered. Marketers must first determine what product is being offered, how it differs from its competitors, whether the product may be coupled with a secondary product or product line, and campaign.

**Price:**

The price of a product relates to how much it will cost the company to sell it. Companies must consider the unit cost pricing, marketing costs, and distribution costs when determining a price. Companies must also examine the prices of competing products in the marketplace, as well as whether their projected price point is sufficient to constitute a viable alternative for consumers.

**Place:**

The location of a product's distribution is referred to as its Place. Whether the goods will be sold in a physical store, online, or through both distribution channels is an important decision.

**Promotion:**

The integrated marketing communications campaign is the fourth P, or termed as the Promotion. Advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and other types of marketing are all examples of promotion.

Promotions are different based on where the product is in its life cycle. Marketers recognise that consumers identify a product's price and distribution with its quality, and they account for this when developing a marketing strategy.

**Goals of Marketing:**

The promotion of a company's growth is a key purpose of marketing. Attracting and maintaining new clients is one way to demonstrate this.

To attain these objectives, businesses might use a variety of marketing methods. Matching items to client demands, for example, could entail customisation, prediction, and, most importantly, understanding the proper problem to tackle."

Another method is to add value to the customer's experience. This can be seen in efforts to improve client happiness and eliminate any issues with the product or service.

**Steps involved in the Marketing Process:**



- **Research:** Gather data so it helps to understand the market and consumers in a better way.
- **Segment:** To differentiate the consumers into different gathering called segments, as per same interests and expectations, so that they can serve the consumers in a better way.
- **Target:** Here we focus on the segment who will value the most, the goods or services we will be providing and thus Targeting is done.
- **Position:** Distinguish your product from that of the competitors, through a unique selling proposition.
- **Strategize:** By Creating strategies for the 4P's i.e., product, price, place and promotion.
- **Implement:** Here we have to select the most productive or best strategy out of all the strategies which have derived for the best results.
- **Measure:** Make comparison and then measure the results based on those comparison.

## **Help you need to succeed in current Market Landscape:**

Here are some professional recommendations about how to approach marketing in the digital age:

Companies may use data to provide more tailored and relevant customer experiences. In addition, you can use social media experiences to strengthen your relationship with your audience.

Ratul Shah, a senior product manager at SAP, suggests speaking to customers with empathy and as a human being. Companies should also try to create communities around their brands, according to Mandy Webb, Sitel's Marketing Director.

## **Differentiating Sales and Marketing**

- **Sales** can be defined as the act of selling items to clients for a set price and for a set length of time. This is the process of transferring ownership of a thing from one person to another for a fee. **Marketing**, on the other hand, is the process of researching the market and understanding the demands of customers so that when a new product is introduced, it sells itself. In a nutshell, it's the process of preparing a market for a product or service.
- **Sales** are product-oriented, with salespeople focusing on increasing product sales. **Marketing**, on the other hand, is customer-focused, as all promotional efforts are carried out with the target customers in mind.
- The **Sales** technique is fragmented, with a focus on selling everything that is produced. **Marketing**, on the other hand, takes an integrated approach that focuses on determining client needs and offering them with the product that meets those needs.
- The focus of **Marketing** is on the market's requirements. **Sales**, on the other hand, concentrate on the demands of the organisation.
- The flow of product or service to the client is what **Sales** is all about. **Marketing**, on the other hand, is concerned with all operations that aid in the flow of commodities to customers.
- Because it is transaction-based and attempts to maximize it for a limited time, **Sales** is a short-term process. **Marketing**, on the other hand, is a long-term activity that focuses on customer management and makes every attempt to win and retain clients.
- The goal of **Sales** is to entice shoppers to become purchasers, whereas the goal of **Marketing** is to identify customer requirements and produce products to meet those needs.

- In **Sales**, there is a one-to-one relationship, which means that the salesman sells one product to one customer at a time. **Marketing**, on the other hand, is based on one-to-many relationships, as one advertising can reach millions of people at once.
- Price promotion, discount, holiday season deals, special offers, buy one get one offers, and other strategies are used to increase **Sales**. **Marketing**, on the other hand, entails establishing a relationship with the client by integrating the organization's needs with those of the customers.
- The goal of **Sales** is to maximize profits through increasing sales. **Marketing**, on the other hand, aims to maximize profit by increasing consumer satisfaction and market share.

## **My Learnings in IFORTIS WORLDWIDE:**

- ❖ Sales funnel
- ❖ Creation of key visuals and presentations
- ❖ Promotion: Integrated Marketing Communication
- ❖ Comprehensive knowledge
- ❖ Segmentation & Targeting
- ❖ Marketing & Sales strategy
- ❖ Consumer Behavior

### **Sales Funnel:**

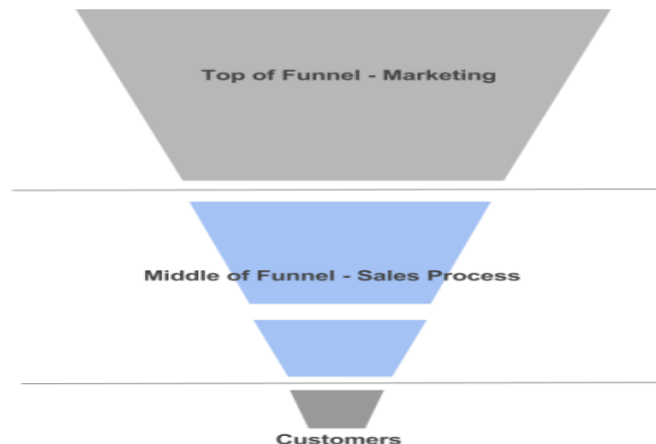
The marketing term describing the journey potential buyers take on their way to making a purchase is a sales funnel. A sales funnel has multiple steps, which are commonly referred to as the top, middle, and bottom of the funnel, however these steps can change depending on a company's sales model.

Any business owner understands the agony of missing a sale. The prospect drops out of the sales funnel without buying after weeks of pitches and demos, banter and charm.

It happens all the time. When you have the correct sales funnel management help, though, it happens less frequently. Patched-together spreadsheets, sticky notes, missed appointments, and forgotten follow-ups have caused holes in many small business sales funnels.

### **Importance of Sales Funnel:**

A sales funnel can assist you figure out what potential consumers are thinking and doing at different stages of the buying process. These insights enable you to allocate resources to the most effective marketing activities and channels, craft the most appropriate messaging at each stage, and convert more leads into paying customers.



Prospects go through numerous stages of your sales funnel from the minute they learn about your product or service until they make a purchase (or don't). The path through your funnel may differ from one prospect to the next, but at the end of the day, they'll judge it depending on their level of interest. They'll consider the problem they're seeking to solve and undertake competitive research to ensure that your solution is the best.

**1.Awareness:** Because this is when customers first become aware of your product or service, the first stage of the sales funnel is called "awareness." They may have heard about you through advertisements, social media, or word of mouth.

A prospect learning about your organization for the first time is an example of the awareness stage. Maybe they saw one of your advertisings, read your blog, found your website through a Google search, or overheard a coworker discussing your product or service.

**2.Interest:** Prospects will judge your brand depending on their level of interest once they've learned about it. They'll consider the problem they're seeking to solve and undertake competitive research to ensure that your answer is the best.

**3.Decision:** Prospects will delve deeper into your pricing and packaging options after they have more knowledge about your organization. In this stage, sales websites, webinars, and phone calls can assist persuade prospects to buy.

**4.Action:** This is where all of your efforts culminate: whether or not the prospect makes a purchase. Even if they didn't, the transaction isn't eternally lost. You can use nurturing campaigns to keep your name in front of people's minds.

Of course, how and why those people go down the sales funnel is determined by your own sales and marketing abilities. Because they've progressed from awareness to interest, the leads in the middle and lower sales funnel stages are the ones you should pay the most attention to.

## **How does Sales Funnel Management helps**

### **If you are throwing away NO's too quickly:**

A "no" in sales might often signify "not until later." "I don't have time to put up my material to make the platform usable," for example, is a common complaint regarding customer relationship management (CRM) software. "I'm fascinated, I see the value, but I can't take advantage of it right now," this prospect is genuinely saying.

It's easy to give up on this lead and go on to the next.

There's a better way to do it: Create an automated email follow-up campaign that addresses this objection specifically. You can send that prospect material that appears to be tailored particularly for them whenever you run into this difficulty. A multi-month instructional effort could help people overcome their fear of material and lead to a sale. Yes, it will take time to complete, but once completed, this campaign will work for you indefinitely.

Consider which of your prospects' most common objections may be overcome with helpful information and automatic follow-up as an action item.

### **Follow-up fails:**

- Five follow-ups are required for 80% of sales.
- After one follow-up, just 44% of sales reps abandon up.
- However, 46% of leads require 3-5 touchpoints to become qualified prospects.

That's a lot of missed opportunities. The dilemma is straightforward: should I contact new leads or call an old one for the sixth time? Persistence may appear to be a waste of time, but statistics show otherwise.

However, there is a better option: a marketing automation funnel may be of assistance to small firms. At all phases of the sales funnel, all of your prospects receive consistent and friendly emails and contacts, allowing you to focus your personal attention on the day's hottest leads.

### **Too Slow:**

Did you know that if you follow up with new leads within the first five minutes after they indicate interest, they're nine times more likely to convert? If you wait more than 30 minutes, your lead is 21 times less likely to convert into a sale.



With sales funnel management automation, it's not difficult. Set up your system with the response you want, and it'll be ready to deliver it to any interested prospect right away—even if they contact you at 3 a.m. on a Saturday. As prospects progress through the funnel, your sales automation platform can send more personalized emails that are tailored to each stage.

### **Delivering right message at the right stage of the sales funnel:**

You may want to send different resources at different periods depending on the objection: testimonials from existing clients, movies demonstrating how simple your system is to set up, or simply polite check-in emails.

Your marketing automation funnel is now boosting you at each stage: It answered within five minutes of receiving your initial contact, which enabled you receive the opportunity to make your pitch. You're now ready to follow up after the pitch and reply to objections in a courteous, targeted manner. (If they like the pitch, automation can help you remain in touch until the deal is closed.)

It's a good idea to use a customer relationship management system for this. A good CRM has the ability to draw in all of the data in your database, allowing you to create each email properly personalized.

### **Integrated Marketing Communication:**

Organizations utilise integrated marketing communications (IMC) to brand and coordinate their communication efforts. "A complete plan that assesses the strategic roles of a range of communication disciplines and combines these disciplines to create clarity, consistency, and maximum communication effect," according to the American Association of Advertising Agencies. The main goal of an IMC strategy is to provide consumers with a consistent experience across all areas of the marketing mix. Each marketing communication channel reinforces the brand's fundamental image and messaging by working together as part of a coherent whole rather than in isolation. Four companies viz the national insurance company Ltd, the New India Assurance Company Ltd, the Oriental Insurance Company Ltd and the United India Insurance Company Ltd. GIC incorporated as a company.

### **Benefits:**

Consumers are sometimes overwhelmed by the huge number of advertisements that flood both online and offline communication platforms, with so many items and services to select from. If marketing communications are not relevant to consumers' needs and wants, they risk being disregarded and ignored.

One of the most significant advantages of integrated marketing communications is that it allows marketers to express their company's story and messaging clearly and effectively across many communication channels, resulting in increased brand awareness. Because consumers are likely to connect with companies across numerous forums and digital interfaces, IMC is also more

cost-effective than mass media. Marketers are attempting to weave together various exposures to their brands through different touch points as consumers spend more time on computers and mobile devices. Companies can then assess the effectiveness of their communication tactics as a whole rather than in fragments.

## **Segmentation & Targeting**

### **Market Segmentation:**

Market segmentation is a marketing strategy that splits a large market into smaller groupings of customers who have similar tastes, demands, and preferences.

A market segment is a small group of people who share similar interests within a larger market. One market sector is completely different from the other.

A market segment is made up of people who think along the same lines and share same interests. Individuals from the same segment react to market fluctuations in a similar manner.

### **Basis of Market Segmentation:**

- ❖ **Gender:** Marketers divide the market by gender into smaller categories. Because men and women have distinct interests and preferences, segmentation is necessary. Organizations must have separate marketing strategies for men and women, which are obviously incompatible. Many businesses, such as cosmetics, footwear, jewelry, and clothes, require gender segmentation of the market.
- ❖ **Age:** Division on the basis of age group of the target audience is also one of the ways of market segmentation. The products and marketing strategies for teenagers would obviously be different than kids.
- ❖ **Income:** Marketers separate customers into small groups based on their income levels. Individuals are divided into groups based on their monthly income.

The three categories are as follows:

- Group with a High Income
- Group of People with a Middle Income
- Group of People with Low Income

Pantaloon, Carrefour, and Shopper's Stop cater to the upper-income market, whilst Vishal Retail, Reliance Retail, and Big Bazaar cater to the lower-income segment.

- ❖ **Marital Status:** Individuals' marital status can likewise be used to categorise the market. Travel agencies would not offer bachelors and married couples similar vacation packages.
- ❖ **Occupation:** Office workers have distinct needs than school and college students. A beach house shirt or a colorful T-shirt would be unwelcome in a Zodiac Store, which caters to experts.

### **Targeting in Marketing:**

Targeting is a marketing approach that divides a huge market into smaller groups in order to focus on a specific segment of that audience. It develops a customer niche based on their distinct features and caters primarily to them.

Market segmentation allows brands to narrow down their target market. They can concentrate their efforts on a limited number of customers who are most likely to profit from and enjoy their products.

### **Importance of Targeting:**

Marketing targeting is critical since it is a component of a comprehensive marketing plan. Advertising, as well as customer experience, branding, and business operations, are all affected.

You can accomplish the following if your organisation focuses on target market segmentation:

- Speak directly to a defined audience
- Attract and convert high-quality leads.
- Differentiate your brand from competitors.
- Build deeper customer loyalty.

- Improve products and services.
- Stay focused.

Instead of attempting to reach the whole market, a company employs **target marketing** to focus its efforts on a specific, specified **segment** of that market.

The above mentioned theory suggests that both the segmentation and targeting are hugely correlated to each other.

### **Consumer Behavior:**

There's a lot more to marketing than coming up with a clever phrase or a song that people will hum for days. Marketing requires a thorough understanding of **consumer behavior**. The study of how individuals make decisions about what they buy, desire, need, or do in relation to a product, service, or corporation is known as **Consumer Behavior**. Understanding **consumer behavior** is essential for predicting how potential customers would react to a new product or service. It also assists businesses in identifying untapped prospects.

To fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior: psychological, personal, and social.

- **Psychological Factor:** Consumers are affected by a variety of concerns that are specific to their thought process on a daily basis. Psychological aspects can include a person's attitude, their perception of a need or circumstance, their capacity to acquire or understand information, and their ability to learn or understand information. A person's perceptions and attitudes will determine how they respond to a marketing message. As a result, marketers must consider these psychological characteristics when developing ads to ensure that they appeal to their target demographic.

- **Personal Factor:** Personal factors are characteristics that are unique to an individual and may not be shared by others in the same group. These qualities could include a person's decision-making process, their particular habits and hobbies, and their viewpoints. When it comes to personal characteristics, age, gender, background, culture, and other personal difficulties all play a role. **For example**, an older person's consumer behaviors are likely to differ from those of a younger one, implying that they will select things differently and spend money on items that may not appeal to the younger generation.
- **Social Factor:** Social traits are the third component that has a substantial impact on consumer behavior. Social influencers can range from a person's family to social contact, work or school communities, or any group of people with whom they associate. It can also refer to a person's socioeconomic status, which includes things like income, living conditions, and educational attainment. When designing marketing plans, social factors might be tough to examine because they are so different.

### **Importance of Consumer Behavior:**

Understanding consumer behavior is critical for a company's present products as well as new product launches to succeed. Every customer has a unique thought process and attitude when it comes to purchasing a product. There are substantial risks of product failure if a corporation fails to comprehend a consumer's reaction to a product.

Consumer behavior varies as fashion, technology, trends, living styles, disposable money, and other related elements change. A marketer must be aware of the aspects that are changing in order to align marketing activities accordingly.

**Below are some noticeable importance's of CB:**

- I. Consumer Differentiation
- II. Retention of Consumers
- III. Design relevant marketing programs
- IV. Predicting Marketing trend
- V. Innovate new products
- VI. Being relevant in the market

## VII. Improve customer services

Consumer behavior analysis has become a valuable tool for better understanding your customers. Companies can create new goods, marketing campaigns, and boost profitability by studying consumer psychology and the variables that drive customer buying behavior.

Consumers should be talked to, frustrations should be avoided, and most importantly, their wants and expectations should be identified!

Most new insurers have entered into memoranda of understanding with banks to use their branches as outlets for marketing standard products. State Bank of India, Vysya Bank and J&K Bank already have joint ventures in life insurance. Vijaya Bank and Punjab National Bank are in the midst of finalizing life and non-life ventures.

The Insurance Act allows only those companies registered under the companies Act to become corporate agents. This gives the new generation and old private sector banks a head start over public sector banks, which are technically not eligible to sell risk products.

## **2. Organization overview**

### **2.1 COMPANY PROFILE**

#### **IFORTIS WORLDWIDE**

IFortis Worldwide (Privately held) is a subsidiary of American Ruler Private Limited, headquarter is located in **Tirunelveli, Tamil Nadu** and the company was founded in 2021. Since its infancy, IFORTIS Worldwide has believed in continual evolution. It has not only multiplied its horizon from providing technical to managerial services but also has taken this platform worldwide to better fulfil the needs of its customers to become one of the most leading companies withinside the world. With IFORTIS Worldwide, strategize and build nifty technology and develop a market that supports modernized processes for businesses in addition to that, produces new mediums that assist in generating rapid revenues for start-ups or established businesses alike. A steadfast and confirmed software program manner coupled with a particular methodology can be your company's key to success. With a headstrong team of self-reliant women, IFORTIS Worldwide delivers IT initiatives to organizations and technology solutions along with intuitive offerings in HR consultancy that improve business efficiency.

IFORTIS Worldwide believes that ethical management is not only a tool for responding to the rapid adjustments in the global enterprise environment, however additionally a vehicle for constructing faith with its numerous stakeholders including customers, employees, business partners and local communities. To become one of the most leading companies In the world, IFORTIS Worldwide continues to educate and train its employees and operate monitoring systems, while practicing fair and transparent corporate management. As a result, IFORTIS Worldwide is now one of India's leading corporations.

Now the company stands with the number of 501 to 1000 employees who are working together to achieve the company goal and flourish their own career.

#### **Company's Principles:**

- Respect the dignity and diversity of individuals.
- Compete fairly by law and business ethics.
- Make customer satisfaction our top priority.
- Make efforts for the improvement of the quality of life of our employees.
- Pursue eco-friendly management.
- Build relationships of co-existence and co-prosperity with business partners.

#### **2.2 COMPANY'S VISION**

To be the best Information Technology & Services provider in India to buy from, work for and invest in.

#### **2.3 COMPANY' CORE VALUES**

Having proper skillset is good but attitude for the employees is also very important that their employees also bring to their roles.



To be successful and effective in growing their business by growing their people, they also strive to live their values.

### ***INTEGRITY***

In our dealings with colleagues, clients, suppliers, contractors, and the general public – we are trustworthy and act with transparency; we are honest and allow people to question or challenge without fear; we are professional by becoming experts in our fields.

### ***CARE***

We are supportive and respect colleagues and customers alike; treating others as we would like to be treated; we pay attention to detail and take pride in our work and workplace; we aim for quality and excellence in what we do.

### ***OPENNESS***

We are open to learning and taking on new processes. We are open to change and we are open to others' views; being committed to developing and sharing knowledge and experience; we are team players.

## **2.4 SOLUTIONS**

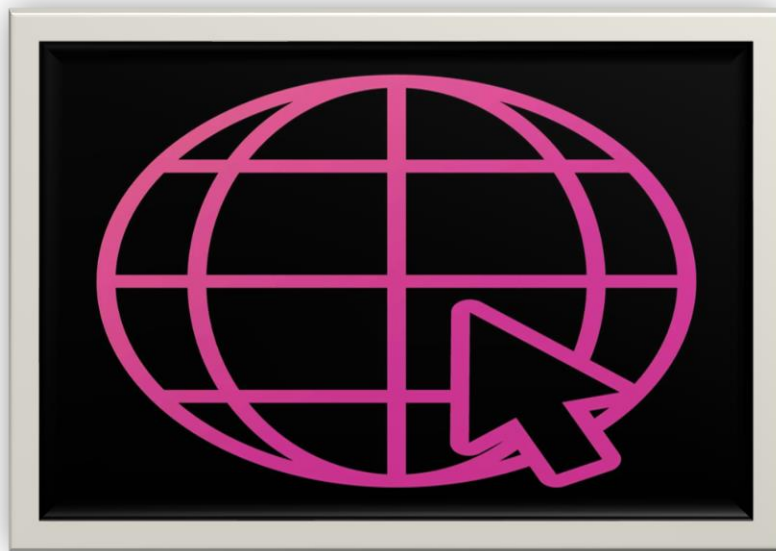
IFORTIS WORLDWIDE aims in strategizing and building nifty technology so that it can help in developing a market that supports fantastic and innovative processes for businesses as well as produce new mediums that help businesses to generate fast revenues for start-ups or established businesses.

Company's key to success depends on a steadfast and software process which are being proven, coupled with certain methodologies as per as the requirement.

IFORTIS WORLDWIDE delivers IT projects to businesses and technical solutions along with extraordinary HR consultancy services which helps businesses to improve their efficiency with a brilliant team of strong-head and self-reliant Women at Ifortis.

## **WEB APPLICATIONS**

The way IT departments should build their custom web applications has changed for good. Company's team provides you with exactly what the businesses are expecting from the service provider based on the current needs and scenario by adopting an agile approach of development and using it effectively is the key for a firm to meet the expectations of gaining business value through a technology fast enough. In a new world of technology, you don't have to limit yourself to a local market and fight for developers with tech giants. You can acquire emerging skills and technologies on demand rightly with them.



## **BESPOKE CRM & ERP SYSTEMS**

Company assists you in attaining your customer engagement goals by installing the appropriate **CRM** and **ERP** solutions, and welcome the wonders of engagement since this alters the way the

company interacts with its customers. Furthermore, this solution does not necessitate the purchase of a new license for each new user.

**CRM, or Customer Relationship Management**, is a system for managing your company's interactions and relationships with consumers and future customers.

**ERP (Enterprise Resource Planning)** systems aid in the management of a company's daily operations, such as finance and operations, project management, and sometimes include a CRM system. A CRM for small businesses lets everyone in the company to have equal access to the same client information, resulting in reduced duplication, increased productivity, and fewer errors. Consumer information will not be lost because the staff uses a specialized system to enter it. Creating modified, relevant experiences for customers based on insights and data collecting is preached in CRM for larger firms.

The CRM provides the capacity to calculate ROI from marketing operations as well as better attribution. It also allows for easy identification of sales volumes, true awareness of the sales funnel, and substantial information about customer accounts prior to visits.

This validates a system that encourages departments to collaborate with clients rather being compartmentalised by data.



### **CUSTOMER PORTAL SERVICES**

The correct tools are required to ensure that the firm grows without barriers and maintains a competitive advantage. Many companies rely on software to run their day-to-day operations. A customer portal is a secure internet channel via which a company communicates with and informs its customers. It has the ability to securely exchange information, including financial information; there is no file size limitation; it provides self-service access to a private repository, as well as the ability to upload and manage larger files; and it acts as a structured folder system with version control functions.

This software is frequently of the corporate sort, meaning that a company and a slew of other companies use the same standard programmes to conduct business. Customer Portal Service is designed to fulfil specific needs and requirements; it can be quickly adjusted and expanded; and it has special features and functionality that make it unique to your business.



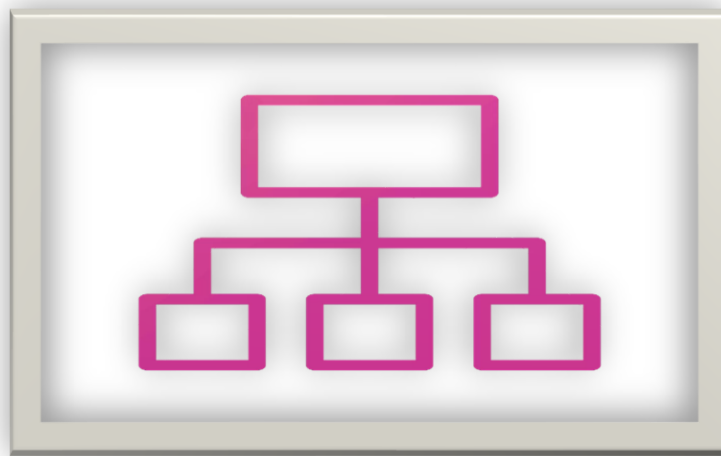
## **OPERATIONAL SYSTEM**

Shift to a new bespoke operational system to adjust operations or function in a different way to respond to deficiencies in existing software systems. It is necessary because all businesses evolve, whether as a result of growth, restructuring, or responding to market trends, and keeping up with such changes is critical.

The corporate nervous system is the operating system. Staff, customers, suppliers, and other partners should all be able to self-serve and obtain access to the system while only interacting with information that is relevant to them. Currently, several of these regions' systems require manual intervention, which takes time and effort; nevertheless, an automated solution could save money in the long run.

There are several reasons why the Operational System should be considered. Excel spreadsheets and Access databases, as well as fragmented systems, are no longer meeting business objectives.

If an existing legacy system is unwieldy and uses obsolete technology that doesn't interact with other systems, is difficult to maintain, or the workflow no longer complements business activities, an operational system is the best solution. Different systems are used as a result of a company merger or acquisition. Manual workflows, on the other hand, are prone to error and use resources that can no longer be sustained as a company grows. There is a lot of repetition in the work of departments in multiple systems or ledgers, which is why a bespoke operating system that best meets the demands of a company is appropriate and applied by the company.

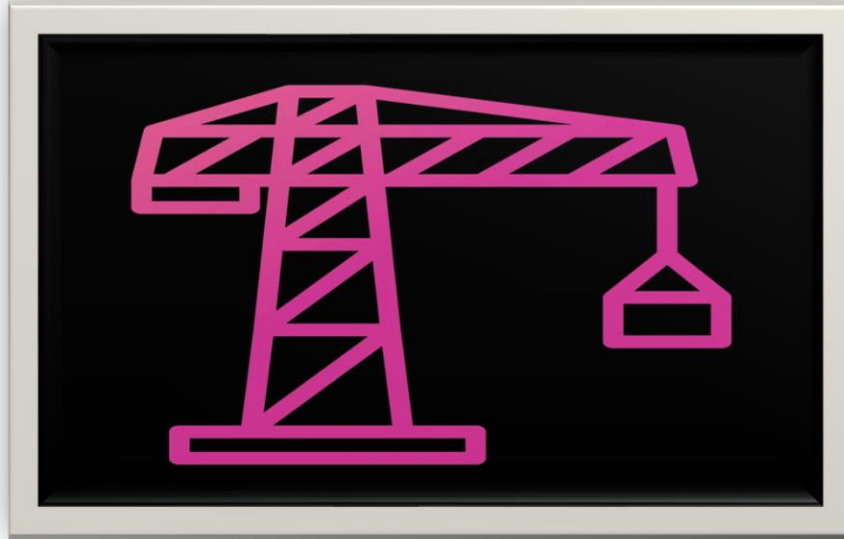


## **ENGINEERING AND SOFTWARE DEVELOPMENT**

Their team deliver s/w platform as s/w can act as a vital part in sending engineering solutions which is supposed to be simple and efficient. We assist you in curating your engineered projects by rewriting and renovating old software, which was often created by hardware engineers.

- We produce straightforward and attractive online and mobile apps, as well as innovative desktop software, to impress users and clients.
- Provide knowledge and insight to users of the organization or the broader public by visualizing complex calibrated data.
- Design engineering solutions employ software interfaces that are completely aligned with design processes, resulting in significantly increased efficiency.

- Use systems that present composite or aggregated data from several sources to measure and monitor production and output performance.



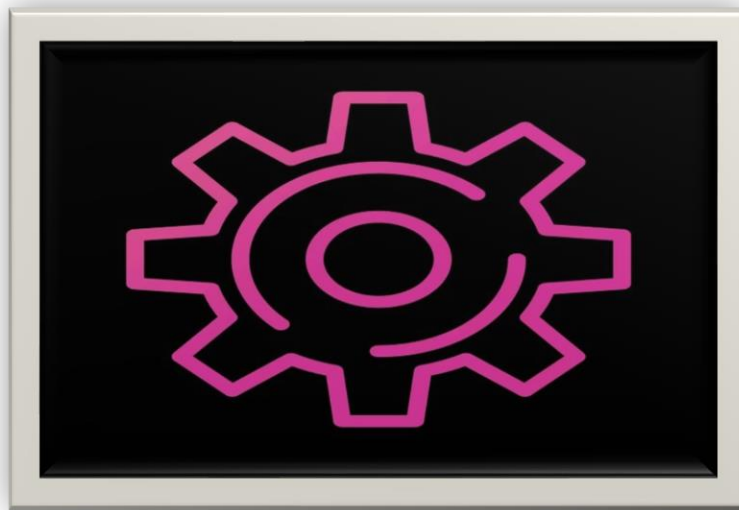
## **SOFTWARE & HARDWARE INTEGRATION**

They're a fantastic business investment since they provide all of the capabilities, you'll need to be more productive without wasting important resources and screen space on features you'll never use. They can provide all of the solutions you require using their bespoke audit software, which can be used from the original design phases through to implementation. A requirement for software that communicates with a single or numerous hardware devices is met right here. They develop mobile, tablet, online, and desktop applications that link to a cloud-based or local database.

A system's front-end must be totally user-friendly in order to assure complete usage.

**As a result, we include features such as:**

- A distinct user interface (UI) dashboard for each user that can be predetermined or configurable. As a result, seeing and understanding the data obtained from your hardware is simple and quick for you and other users.
- The capacity to securely retain vast volumes of data or run many tests indefinitely, allowing for data manipulation.
- Rapid and simple reporting that can be emailed or printed, as well as the ability to generate as many reports as needed for various filters.
- When readings fall outside of specific criteria, automatic email alerts are sent.



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### **3. Literature Review**

- Virtual conferences may become a supplement to — rather than a replacement for — real-life meetings. Credit: René Bohn sack
- Innovative software developers are pushing the technology forward in some amazing ways as virtual meetings have become the norm. Team meetings and webinars using the same old video conferencing solutions are no longer the only kind of online gatherings. Trade exhibitions and industry conferences, for example, can now be produced and attended from a distance. To more accurately duplicate the live experience, new platforms are being built and new features are being added to current ones. For online conferences, the best virtual event platforms include. Presenting slides, streaming video, collaborating on a whiteboard, and chatting with the group or individual participants are all now



standard. Virtual expo halls and exhibitor booths, social media integration, gamification, one-on-one video networking, and other elements are being added to virtual event platforms today. - **Tom Pick**

- In the mid-1990s, with the explosion of the Internet, virtual communities appeared and started to evolve rapidly over the past two decades (Elliot et al., 2013).
- As more and more people use the Internet on a daily basis and new attractive technologies make an increasing number of virtual communication channels available such as mobile devices (Gottlieb & Bianchi, 2017),
- The volume of virtual business has been remarkably expanded, and the format of many businesses has been gradually shifting to online (Madu & Madu, 2002).
- The word ‘virtual’ fundamentally indicates virtual reality which is the computer generated, artificial place where people can interact (Stone, 1993). Getz (2007, p.18) argued that “an event is an occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence.”
- Given that this research is subject to fully virtualized events, the 13 present research defines the virtual event as an event held in a computer-generated virtual environment rather than physical places at a given time for particular purposes. Traditionally, despite the noticeable evolution of information technology, attention to virtual events was likely to be disregarded because of face-to-face events’ substantial benefits (Adema & Roehl, 2010). Arvey (2009) articulated the importance of face-to-face meeting events by describing the several benefits
- The global virtual event’s market size was valued at 77.98 billion USD in 2019, which is a more than 4 times increase from 2016 (\$ 17.07 billion), and it is forecasted to grow 23.2% annually from 2020 to 2027 (Grand View Research [GVR], 2020). With the current pandemic situation, this forecast is expected to accelerate and exceed more than the anticipated estimate.
- The virtual events platform ‘6Connex’ argued that the number of virtual events has increased by up to 1,000%, and 52,000 events and subevents have been held on their platform since the start of COVID-19 (Forbes, August, 2020).

#### **4. Objectives of the project**

- To assess awareness & attitude of performers towards online paid talent shows.
- To identify preferences/barriers related to online paid talent shows.
- To analyze how these talent shows are affected by demographic variables.
- To analyze how these talent shows are affected by profession of the performers.

## **5. RESEARCH METHODOLOGY**

### **5.1 RESEARCH PROBLEM**

The research problem is to study the “**Participant's preferences & attitude towards the online paid talent shows**”

### **5.2 METHODOLOGY**

Methodology explains the methods used in collecting information to the steps touch are as follows.

### **5.3 DESCRIPTION OF RESEARCH**

Marketing Research design specify the procedure for conducting a research project. The survey is conducted with the objective to know the preferences & attitude of the participant's towards online paid talent shows .

In this, two types of research methods are used.

1) DESCRIPTIVE RESEARCH.

Descriptive Research is used to collect information from participants to study the Preferences, Awareness and Attitude with the online paid talent shows.

2) EXPLORATORY RESEARCH.

Exploratory Research is concerned with discovering the general nature of the problem and the variables that are related to research study.

#### **5.4 TYPES AND SOURCES OF DATA**

For the purpose of research study, the data from one source has been collected mainly, that is only the "**Primary Data**".

#### **PRIMARY DATA**

Primary Data is the data collected for the first time for the purpose to solve the problem at hand. In this study the primary data is collected by survey research i.e. collection of information directly from the respondents by personal interview, a questionnaire method is used to collect the information from the respondent.

#### **SECONDARY DATA**

The major sources of secondary data are as follows,

1. Websites
2. Broachers

## **5.5 SURVEY RESEARCH**

The method used to collect data for the study was through survey research. Survey Research is the systematic gathering of information from respondents for the purpose of understanding and predicting some aspect of the behavior of the population of interest.

## **5.6 MEASUREMENT TECHNIQUES**

Measurement may be defined as the assignment of numbers to characteristics of objects, persons, states or events, according to rules.

Some of the measurement techniques used is;

## **5.7 QUESTIONNAIRE**

It represents the most common form of measurement for eliciting information. As much, its function is measurement.

The Questionnaire designed included Open-ended questions, Multiple-Choice questions, and Dichotomous questions.

1. **Open-Ended Question** These questions leave the respondents free to offer, any replies that seem appropriate in light of the question. Questionnaire administered included Open-Ended question to find out respondents information.
2. **Multiple-Choice Question** Multiple-Choice are immediately followed by a list of possible answers from which the respondents must choose. Questionnaire included multiple-choice questions to find awareness and preferences of respondents towards the online talent shows.
3. **Dichotomous Question** Dichotomous Question represent an extreme form of the multiple-choice question, allow only two responses such as “Yes or No”. This type of questions

were used to find out whether respondents are aware of such online talent shows and whether respondent want to participate/recommend others about it.

## **6. Data Analysis and Interpretation**

For the Data Analysis to achieve the aim of my objective I have surveyed the performers with a designed survey with relevant questions.

The sum of all the responses is **63**

and the data is collected from **Delhi NCR** only.

For the Data Analysis I have used the tool name '**Tableau Public**' a tool which is free to use and gives proper insights of the Data collected.

### **Tableau**

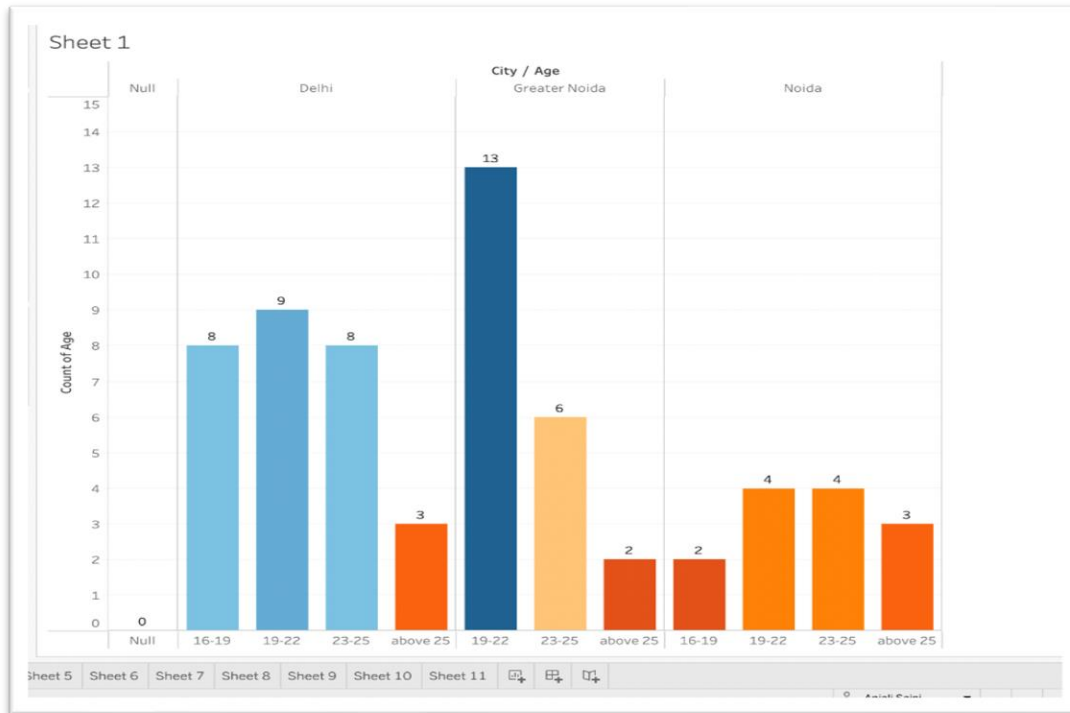
Tableau aids with the visualization and comprehension of data. Our visual analytics technology is revolutionizing the way people solve problems with data. Discover why businesses of all sizes rely on Tableau to help them become more data-driven.

**Tableau Public** is a free online platform for sharing and exploring data visualizations. Tableau Desktop Professional Edition or the free Public Edition can be used to generate visuals by anyone. With millions of fascinating data visualizations, or "vizzes," as we like to call them, anybody can see and understand vizzes about any public data topic under the sun, bringing data into everyday life and enabling a community to grow and learn from one another.

Easily create stunning interactive graphs, maps, and live dashboards in minutes on our free platform. No coding required. Connect to data in a variety of formats like Excel, CSV, and Google Sheets. Save to your Tableau Public profile to pick up where you left off.

### **Survey Analysis**

**Graph 1: Respondents from different age-group and city.**

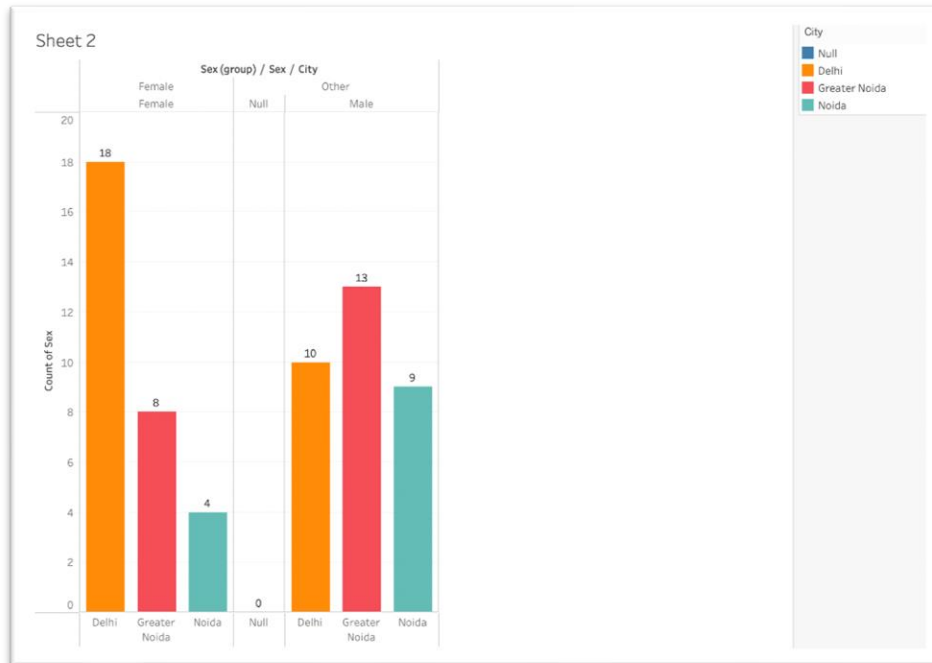


**Interpretation:** From the above graph it can be determined that from the total respondents of the survey the most responses were from **Delhi with a total of 28, Gr Noida comes at 2<sup>nd</sup> with total of 21 and Noida at 3<sup>rd</sup> with 13 responses**. If talk about age-group, **19-22 age group** heavily participated as compared to other groups in **Delhi and Gr. Noida**, but in **Noida 19-22 & 23-25 age-groups** equally participated.

The respondents of **Delhi** from different age -groups approximately equally participated but in case of **Gr Noida** there is lot of difference in number of respondents among different age-groups.

**Graph 2. Analysis of respondents from different area based on sex.**

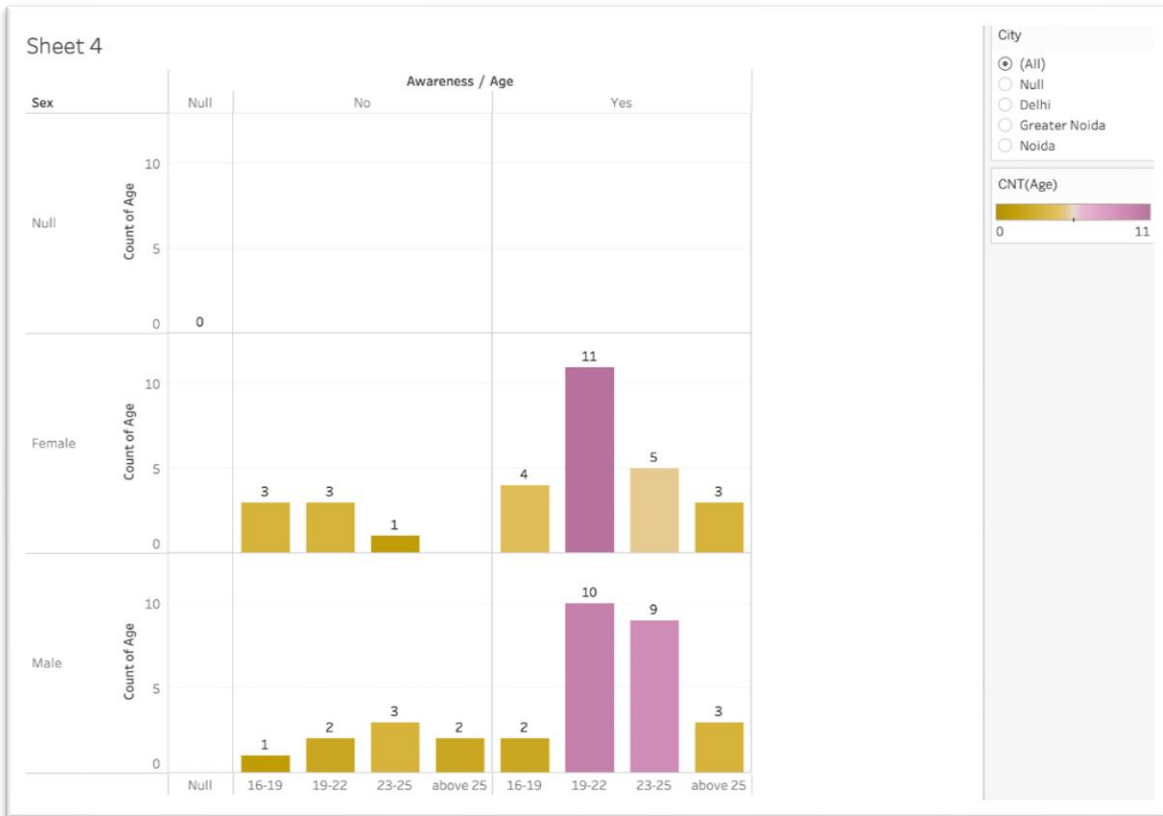




**Interpretation:** This graph shows that **most female respondents were from Delhi with the tally of 18** and in case of **males the most respondents from Gr Noida with the number of 13.**

Further females who participated in the survey from Gr Noida were 8, and from Noida only 4. Males tally as participants of the survey stands 10 from Delhi and 9 from Noida.

**Graph 3: Awareness according to Gender and their age group.**

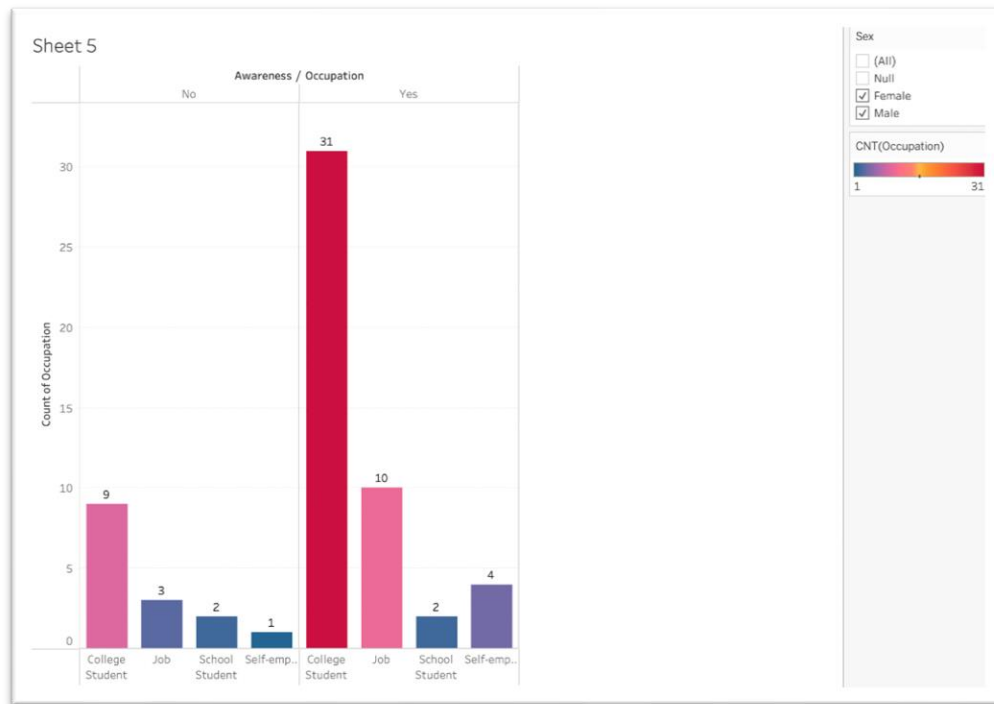


\*Source – Compiled by survey

### Interpretation:

From the above graph, it is clear that out of all respondents, **7 respondents belong to Female gender who weren't aware of the online talent shows & 8 male were also unaware of such thing. On the other hand, there are 23 female and 24 male respondents were aware of such online shows.** This shows that there are people are much more who are aware about it than the other who have not heard of such thing before. If I say about the age and awareness relation then the females of age group **19-22** is more aware than other age group and the same case applies with the males too.

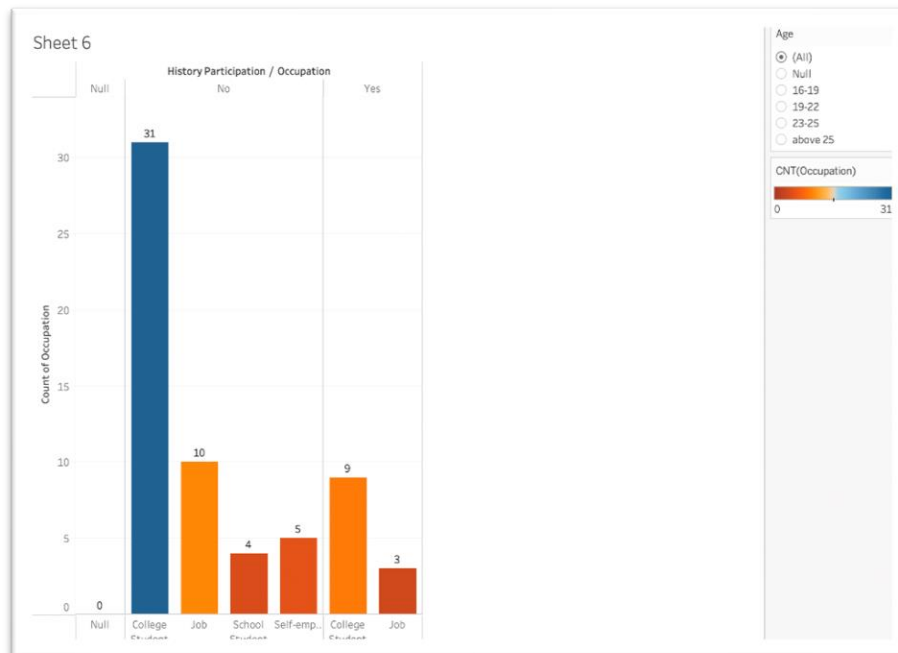
**Graph 4: Awareness based on the occupation of the respondents.**



The above-mentioned graph shows **the awareness towards such online talent shows based on the occupation of the respondents**. Here, we can clearly see that the number of college students are highest in **both the cases** which are **1. Are aware about these kind shows** and **2. Aren't aware of the show** which is 31 and 9 respectively. **The number of total respondents who are not aware are 15 and who are aware are 47.**

But if we compare the respondents who have job then the results shows that respondents **who have job and aware about these kinds of shows are 10** and **who are not aware are only 3**. **Self employed are also aware with the number of 4.**

**Graph 5. History of participation based on the occupation of the individual.**



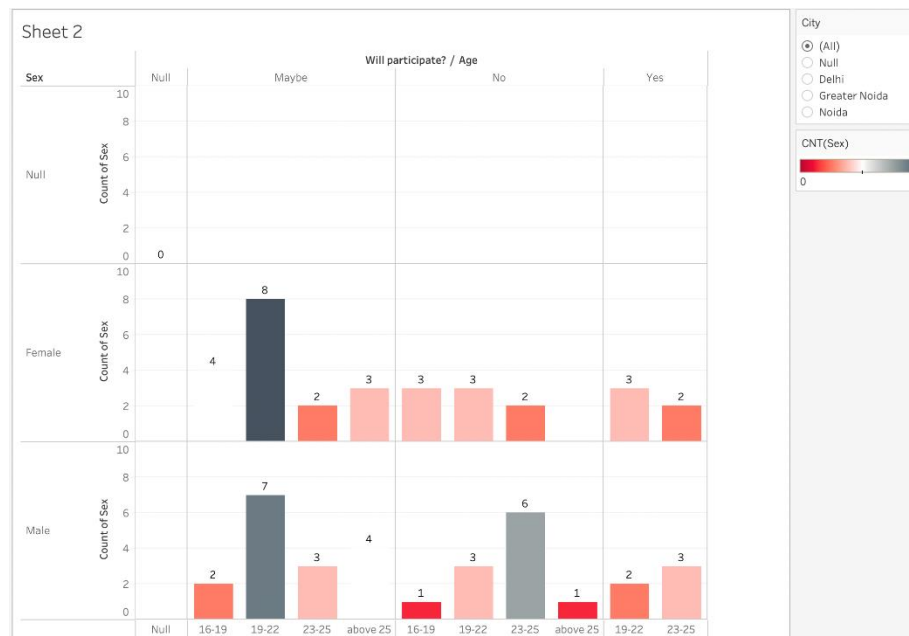
\*Source – Compiled by survey

### **Interpretation:**

From the graph it has been observed that, **31 college students ,20 people having job, 4 school students and 5 self-employed respondents have never participated in such shows.** Which shows that school students and the self-employed people have never participated in any such kind of events. **Only 9 college students and 3 respondents having job have history of participation in such kind of online talent shows.**

This shows that who the school students and self-employed people are most vulnerable to such kind of online events.

**Graph 6: Participation of respondents in such online talent shows if ever get the chance by the demographic variables like age and sex.**

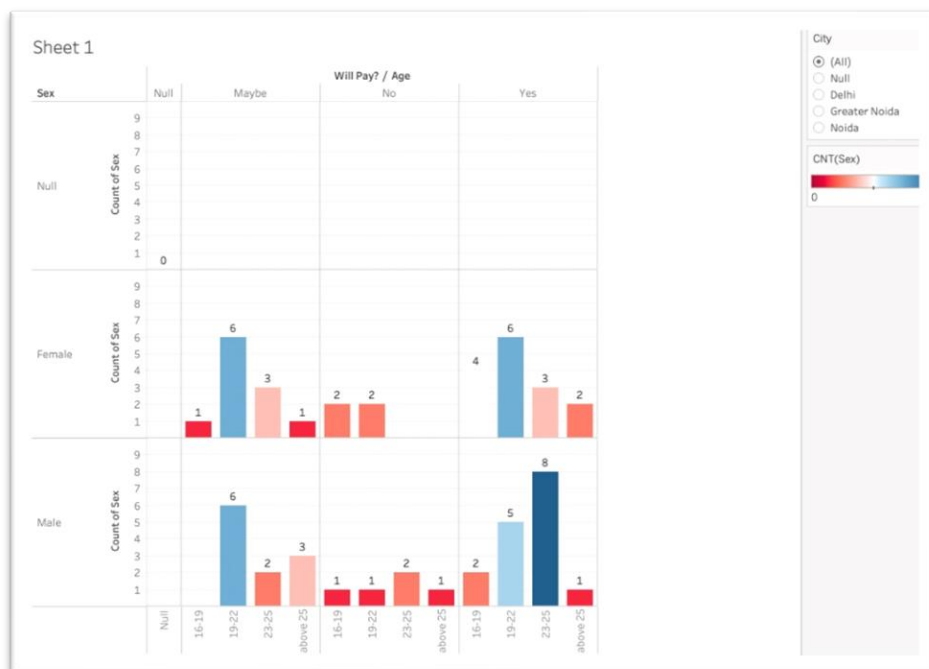


**Interpretation:** This graph shows the participation of the respondents based on their sex and age-group if there is paid entry for the participation.

First if we focus on the females only then it is observed that **8 females and 7 males are not sure either they will participate or not and both belong to the same age-group**. This shows that both the genders of this age group aren't sure about their participation. **6 males denied their participation which is highest number of denial and the age group is 23-25.**

We can observe that **total of 10 are agree to participate in such kind of talent shows** and the number of the male and female who are willing to participate in future is same i.e., **5.**

**Graph 7: Participation of individuals in such shows if it's for social cause.**



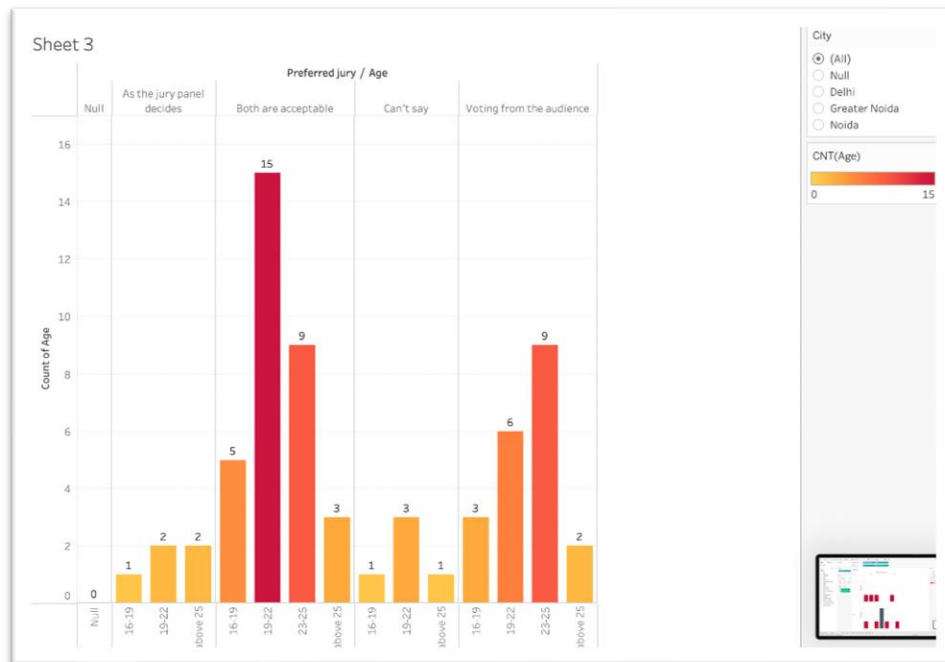
**Interpretation:** This mentioned graph shows that if an online talent show is organized and the fund collected will be used as donation for the social cause.

This graph **interprets that total of 12** are not sure for the participation even if it is for the social cause fundraiser program. The number of females and males are equal i.e. 6. The both genders here are of the same age group of 19-22.

There are also who denied their participation and their **total is 9 which includes 4 females and 5 males**.

By the graph we can easily analyze that **total of 11 including 6 females and 5 males agreed to participate of age-group 19-22**. Males of 23-25 age-group hugely agreed as compared to female of same age-group with number of 8 and 3 respectively.

**Graph 8: Participants preference for jury for the online talent shows.**



**Interpretation:** This graph shows what the respondents of the survey think about the jury or the judging of the show so that the judging of the performances will go fairly and smoothly.

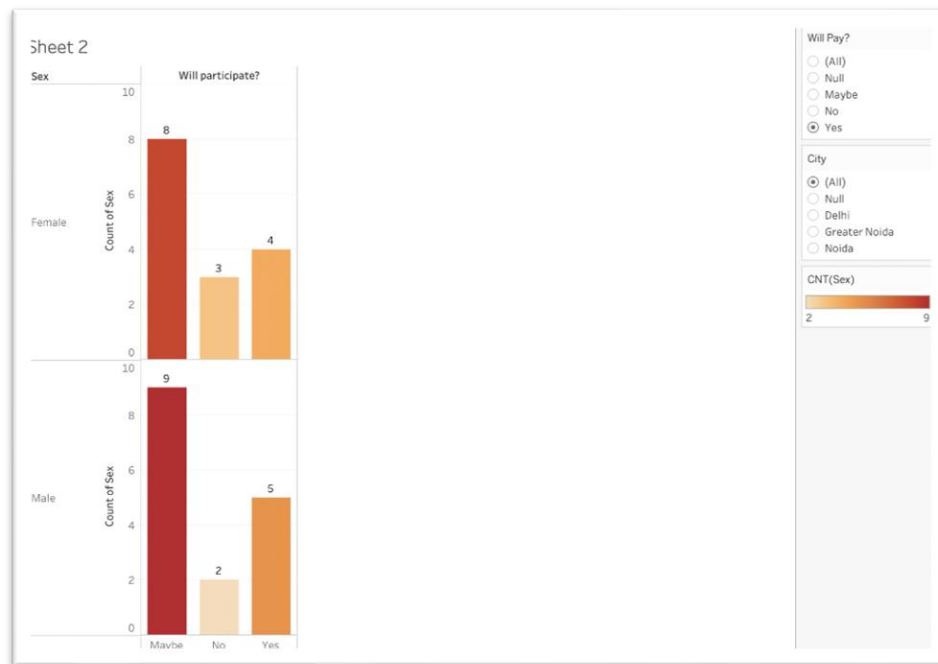
Only a **total of 5 people** think that the jury panel decided by the host is good for the judging the act or performances.

Similarly, a **total 5 people** aren't sure about how the judging should be done.

There is huge acceptance of ' **voting from audience** ' from different age group **with the total of 20** which is single side preference of the voting from audience than the jury panel. **Age-group of 19-22 and 23-25 makes a total of 15** who think voting from audience is far better than the jury panel.

Now, if we see the results **when both the ways are acceptable** , then **19-22 age-group respondents are 15** who are accepting the both ways and **23-25 age-group respondents with total of 9** are accepting both ways judgement.

**Graph 9: Preference of participants towards the entry fee of the show if its fundraiser program.**



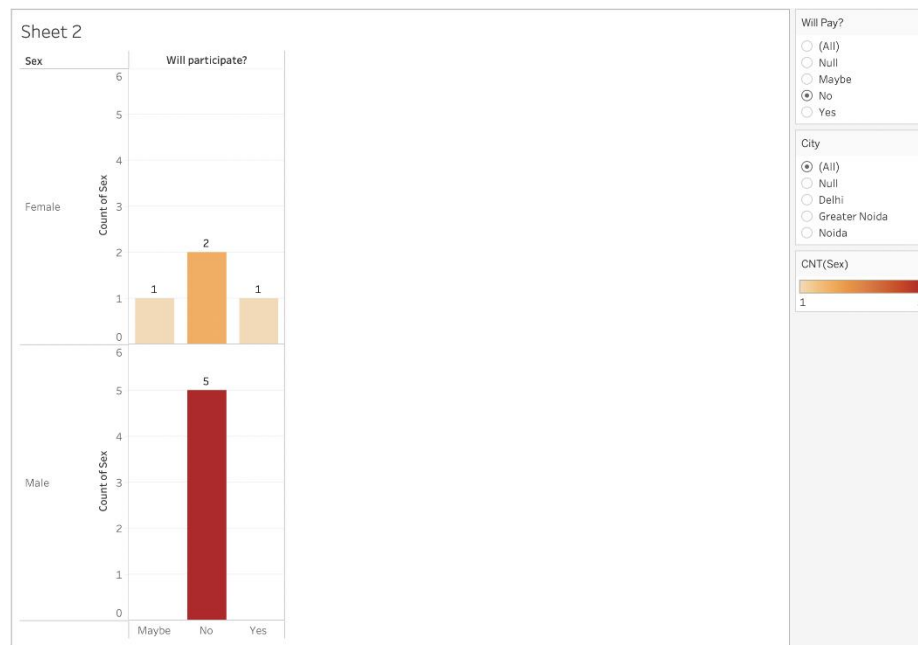
**Interpretation:** Here I have taken two elements regarding the entry fee for the entry in such kind of shows 1) Will the respondent pay for the entry without knowing that it's fundraiser program & 2) with knowing it's fundraiser program.

If we focus on the graph it says that **8 females and 9 males** weren't sure about their participation but agreed when they got to know that its fundraiser prog for the donation.

Similarly, **3 females and 2 males** agreed to participate after denial to participate. There **were 4 female and 5 male** who are ready for the both events.



**Graph 10. Preference of participants towards the entry fee of the show if its fundraiser program.**



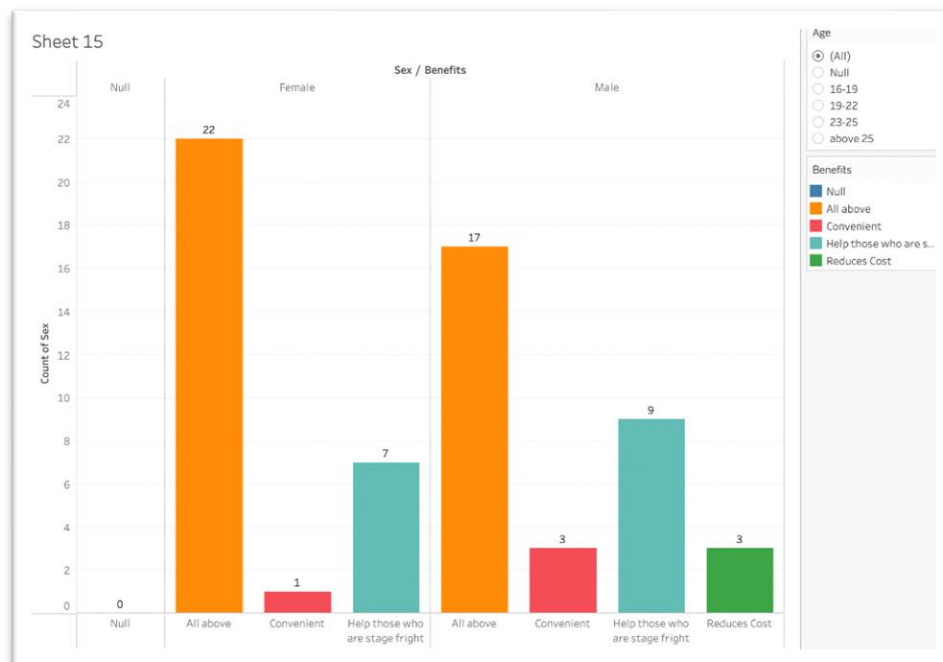
**Interpretation:** Here I have taken two elements regarding the entry fee for the entry in such kind of shows 1) Will the respondent pay for the entry without knowing that it's fundraiser program & 2) with knowing it's fundraiser program.

If we focus on the graph, **it says that 2 females and 5 males** weren't ready to participate in any case either its for donation or not.

There was **1 female** who was unsure about the participation and when she heard that its for donation she still denied for the participation.

Also, there was **1 female** who said yes for the participation first with paid entry but denied when she got to know that it's a fundraiser program.

**Graph 11. Benefits of the online talent shows classified by the gender of the respondent.**

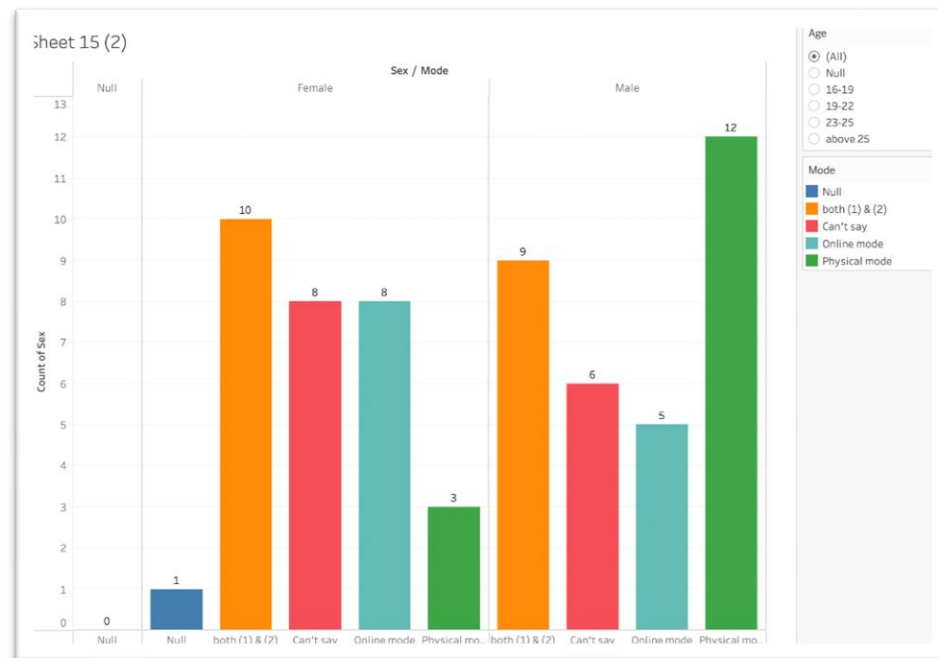


**Interpretation:** This graph says that 22 females and 17 males say there are all mentioned benefits will be nurtured by the online talent shows, which include 'conveniency', 'help those who are stage fright' and 'reduces cost'.

Also 7 females and 9 males said that it will help only to 'overcome stage fright.'

None of the female was agree that it will reduce cost but 3 males were agreeing with this benefit of the online paid talent show.

**Graph 12. Preferences of respondents over mode of conduction based on gender of the individual.**

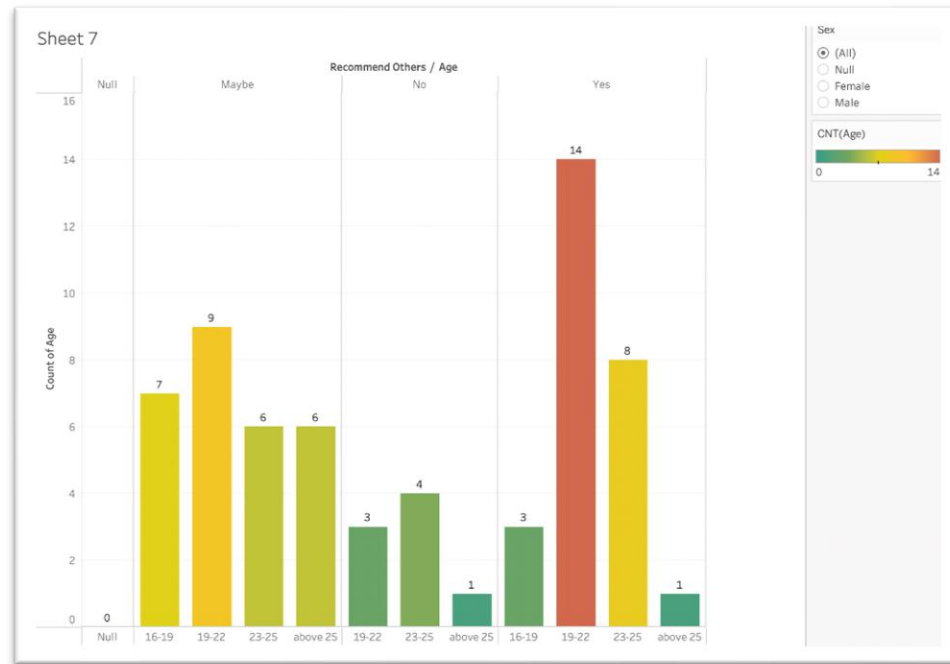


**Interpretation:** According to this graph its visible that **12 males are preferring physical mode, 5 for online mode, 6 were not able to show their preference and 9 were ready for both the options.**

According to this graph its visible that **3 females are preferring physical mode, 8 for online mode, 8 were not able to show their preference and 10 were ready for both the options.**

Which shows that female are more oriented towards the online mode as compared to the physical mode.

**Graph 13. Recommend other for the participation or participate themselves.**



**Interpretation:** This graph state the liking towards the show as this graph says about the recommendation to others by respondents and participation of respondents themselves.

**28 were not sure that they will participate or recommend others.**

**11 denied their participation** as well denied that they will recommend other for the participation.

**27 said they will participate/recommend** others for such online paid talent shows in which 14 were from the age group of 19-22 and 8 from age-group of 23-25.

## **7. Findings and Conclusion**

- 7 Females weren't aware of the online talent shows & 8 male were also unaware of such thing. There are 23 female and 24 male respondents were aware of such online shows.
- The number of respondents who are not aware are 15 and who are aware are 47 based on the occupation.
- People having job who are aware about these kinds of shows are 10 and who are not aware are only 3. Self-employed are also aware with the number of 4.
- Only 9 college students and 3 respondents having job have history of participation in such kind of online talent shows.
- 8 females and 7 males are not sure either they will participate or not and both belong to the same age-group.
- 6 males denied their participation which is highest number of denial and the age group is 23-25.
- total of 10 are agree to participate in such kind of talent shows and the number of the male and female who are willing to participate in future is same i.e., 5
- total of 11 including 6 females and 5 males agreed to participate of age-group 19-22. Males of 23-25 age-group hugely agreed as compared to female of same age-group with number of 8 and 3 respectively.
- 19-22 age-group respondents are 15 who are accepting the both ways and 23-25 age-group respondents with total of 9 are accepting both ways of judgement.
- Age-group of 19-22 and 23-25 makes a total of 15 who think voting from audience is far better than the jury panel.
- it says that 8 females and 9 males weren't sure about their participation but agreed when they got to know that its fundraiser prog for the donation.
- 3 females and 2 males agreed to participate after denial to participate. There were 4 female and 5 male who are ready for the both events.
- 2 females and 5 males weren't ready to participate in any case either it's for donation or not.

- 1 female who said yes for the participation first with paid entry but denied when she got to know that it's a fundraiser program
- 22 females and 17 males said that all mentioned benefits will be nurtured by the online talent shows.
- that 12 males are preferring physical mode, 5 for online mode, 6 were not able to show their preference and 9 were ready for both the options.
- 3 females are preferring physical mode, 8 for online mode, 8 were not able to show their preference and 10 were ready for both the options.
- 28 were not sure that they will participate or recommend others.
- 11 denied their participation as well denied that they will recommend other for the participation.
- 27 said they will participate/recommend

## **8. Suggestions**

From the analysis done for this report I would like to suggest the following points:

- To make such events successful we have to make people more aware about these things  
As there are large number of people aren't aware of these things.
- We have to make college students more aware about it beside the fact they are the most aware segment according to the occupation.
- Males prefer physical mode more than online so we have to make the understand the importance of online conduction of these kinds of shows.
- According to the analysis the jury panel was denied as compared to audience voting so we have to take very important steps towards the kind of jury.
- Entry fee is a very concerning fact as participants don't want to give money for giving performances. So, earn revenue they should tend to the sponsorship.
- Participants are willing to pay for the entry if it's a fundraising program so if the host is taking money for the entry it should use for the donation.
- But due to conditions arises in which participant is not willing to participate due to travelling or any other issue the it may become a good option.
- Participants should be made aware about the benefits of the such online shows as they aren't sure about it how it will help them in enhancing their personality as they think it will make people more introvert or stage fright.
- We have to take necessary steps towards the platform for the conduction of such shows as participants are concerned about the fair and smooth conduction of the show.

## **9. Limitations**

Despite of all possible efforts to make the market research more comprehensive and scientific, study has certain following Limitations.

- ❖ The study is confined to Delhi NCR only. Any suggestions given by analyzing data Collected may not be accurate for other locations as people requirements expectations differ from one place to other.
- ❖ There existed some respondents who refused to respond and these respondents who did not participate in the survey may not be distinct & might have affected the result of the study.
- ❖ The sample size was chosen randomly which might not be appropriate which led to few errors in the study.
- ❖ Many of respondents did not furnish true information, they provided information just to complete the questionnaire, this affected the study.

Some of the respondents did not furnish all the information required for the study.



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## **Annexure**

## **Questionnaire**

### **Survey for the Online Talent Shows**

In the era of internet & technology, we all have experienced how the lives of the people has been affected by it.

It can be online gaming, virtual reality, virtual events or online talent shows like singing, dancing and the list goes on. At least we all have experience of attending classes, office meetings and giving online examinations.

This survey is about conduction of the "Online Paid Talent Shows".

Online Talent Show is an event in which you participate remotely by the means of video call or just by uploading your performance sample that is live casted when organizing firm decides to judge your performance.

Please attend all the following questions based on your knowledge and your views.

**\* Required**

**1) Name \***

**2) Where do you live currently? \***

**3) To which age group do you belong? \***

- 16-19
- 19-22
- 23-25
- above 25

**4) Specify your gender. \***

- Male
- Female
- Prefer not to say

**5) Have you ever participated in virtual talent show? \***

- Yes
- No

**6) Which mode do you prefer for talent show events? \***

- Online mode
- Physical mode
- both (1) & (2)
- Can't say

**7) To what category do you belong in the following options? \***

- School Student
- College Student

- Job
- Self-employed

8) Will you participate in such online talent shows which have paid entry? \*

- Yes
- No
- Maybe

9) Will you pay for the participation in such online talent shows if it's fund-raising program for the social cause? \*

- Yes
- No
- Maybe

10) If it's an online event, which type of jury will you prefer? \*

- Voting from the audience
- As the jury panel decides
- Both are acceptable

11) What are the benefits of such online paid talent shows in you view ? \*

- Help those who are stage fright
- Convenient
- Reduces Cost
- All above

12) Have you ever heard about such online talent shows ?

- Yes
- No

13) Your views regarding the fair conduction of such talent shows on scale of 0 to 10 ? \*

- 0-3 (Bad)
- 4-7 (Average)
- 8-10 (Completely fair)
- Can't Say

14) Would you like to participate/recommend others for such paid talent shows ? \*

- Yes
- No
- Maybe

