

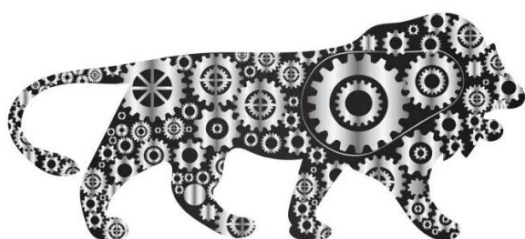


ISSN: 3048-5320 (Online)

CSIBER International Journal - CIJ

VOL - 2, ISSUE -1, JANUARY - 2024

MULTIDISCIPLINARY
JOURNAL



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Published by : CSIBER Press, Central Library Building,
CSIBER Campus, University Road, Kolhapur-416004,
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Employee's Perception about Marketing Strategies Adopted: A Case Study of a Manufacturing Organization

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Abstract

This research paper explores the perception of employees regarding the marketing strategies employed by NK Production, a craft manufacturing company specializing in wooden products. The study gathers primary data from employees through a structured questionnaire and analyzes their responses using MS Excel. The demographic profile of the employees reveals that a majority are male, aged between 30 and 40, and hold various designations within the company. The research investigates the awareness of respondents regarding the types of marketing strategies adopted by the company, with a focus on B2B marketing, B2C marketing, word of mouth, email marketing, event marketing, and social media marketing. It also evaluates the impact of these strategies on customer satisfaction, sales growth, and competition. The findings suggest that B2B and B2C marketing strategies are the most widely recognized, with word of mouth and social media marketing also in use. There is a perception of good to fair impact on sales growth and competitor positioning. However, a majority of employees do not believe these strategies are sufficient to achieve the company's marketing and sales-related goals. In conclusion, while NK Production's products and customer services receive positive feedback, the traditional marketing strategies employed may not be maximizing their reach and impact. The study recommends exploring digital and social media marketing strategies to better engage with a wider audience and enhance sales performance.

Keywords: NK Production, marketing strategies, employee perception, customer satisfaction, sales growth, competition, digital marketing, social media marketing, traditional marketing, craft industry.

Introduction:

By facilitating companies to build their operations around the productive meeting of consumer requirements, marketing is a concept that has helped firms prosper in high-growth, moderately competitive sectors. In regions where economic growth has slowed and there are numerous competitors who use the marketing concept, it is essential to have a solid marketing strategy. This tactic considers a product line as well as predicted market changes made by rivals. A company's limited resources can be concentrated on the most promising chances for increased sales and a sustained competitive advantage through the use of a marketing strategy. Customer satisfaction is the primary objective of the fundamental marketing concept of a marketing strategy. A marketing strategy is a company's overarching plan for bringing people together and turning them into clients for its goods or services. A company's selling strategy often includes the company's price proposal, essential marketing messaging, information about the target market, and other important elements. The marketing plan, a document that details the kinds and scheduling of marketing activities, uses the marketing strategy as a guide. The strategy is anticipated to be lengthier than any individual marketing plan because it contains

the value proposition and key elements of a company's brand image. The optimal movement for these parts should be minimal. Businesses' marketing approaches might vary between industries and even within the same one. A single company's products and services are developed using marketing techniques that are specific to the needs of the target market. Effective marketing tactics can help customers understand products or services better. A strong selling strategy that specializes in the right products must be generated from marketing research in order to maximize profit potential and preserve the business. Strategic marketing is a way for companies to raise the quality of their goods and services while also raising sales. The main intention behind this paper is to examine the perception of the employees about various marketing strategies most frequently employed by the NK production and how well it affects its clients and rivals. Also to know more about how marketing techniques impact sales and which plan is best for the business.

Review of Literature:

According to Kotler (2012) the combination of choice of target markets, the marketing blend along with the marketing pays level is a marketing strategy. The marketing tool list he means where the marketing performer systematizes its own actions to achieve an efficient increase in sales at a marketing blend scale". It is referred to as a blueprint which is frequently a comprehensive term to accomplish the organization's desired targets. Wolok (2021) examines the mapping of prospective marketing strategies to boost the competitive standing of the craft industries in Gorontalo and clarifies the best marketing approach to do so. This study used a descriptive quantitative technique to map the issues and develop the best course of action. Additionally, a hierarchy analysis was done to look at the underlying causes of the growth of the craft industries. The analysis's findings indicate that, in addition to products, pricing, processes, and promotions also play a key influence in boosting industry competitiveness. Makhitha (2016) demonstrated that craft makers occasionally launch new products and continuously enhance their current offerings. Craft manufacturers think their goods are superior and distinctive. They encounter difficulties because of a lack of consumer demand for their items and the difficulty in locating potential clients. Craft makers must decide on the target market for their products, as well as the needs of that market, before developing a suitable marketing mix element approach. Anute et al. (2015) conducted a study to gauge the effectiveness of various television advertising elements on brand building and purchase behavior of customers. They found that The Purchase Decision in case of Network Service Providers is mostly influenced by the Television advertisement that put more stress on the Message element. The Brand Building in case of Network Service Providers is influenced by different TV advertisement elements for different brands. The study conducted by Khan & Amir (2013) is based on the four Ps of marketing, or the product, place, pricing, and promotion. Due to a variety of factors, rural producers currently face marketing challenges with their goods and services. The success of the craft industries depends on how well they develop and promote craft products in accordance with the demands, needs, and desires of the consumers. Novlanting & Diandra (2018) examined Kiwang Kreatif Craft's (KKC's) marketing plan to maximize the company's expansion. The purpose of this is to outline the marketing methods that KKC is currently using and to suggest an advanced marketing plan to improve the performance of their company. This study employed a qualitative research methodology. The findings indicate that the bulk of advertising tactics are still largely traditional. Others, including KKC, should use social media and internet marketing to enhance sales performance.

Methodology adopted:

This Study is based on Primary data, which is collected by using systematic random sampling techniques. With the help of structured questionnaire data is collected from employees of NK production. Further Collected data is processed by using MS Excel 2016.

Profile of NK Production:

NK Production is the Craft Manufacturing Company, established in 2018 by Nikhil Kate. It produces the wooden craft products to the customers with their specific requirements. Its production unit is located in New MIDC, Kodoli, Satara. Products of the company are Coaster set, wooden tray, wooden spices box, Gift packaging box, vegetable tray, Incense holder etc.

Concept of Marketing Strategy:

Marketing strategy is a method that enables a company or organization to focus on limited resources in order to increase sales on the most profitable opportunities and thus achieve long-term competitive advantages. In order to increase profit and retain the business venture for an extended period of time, the marketing tool must be based on the findings of market studies and place emphasis on the most appropriate product blend. The primary goal of marketing strategy is to maximize gross sales and develop a cutting-edge competitive advantage. Marketing strategy encompasses all-important, short-term, and long-term activities on-site of marketing that deals with the analysis of a company's strategic initial circumstances and the formulation, evaluation, and selection of market-oriented strategies, enabling it to achieve the targets & goals of the company and fulfilling its marketing objectives.

Objectives of marketing strategy are:

- Lead generation-It is the process of attracting and capturing the attention of potential clients and prospects. We can generate leads by utilizing numerous marketing tactics.
- Brand Awareness- Making potential customers aware of your company's products and services.
- Brand consideration- Getting prospects to consider the company's product.
- Sales-Companies can increase their sales success by encouraging prospects to buy their goods and through marketing methods.

Advantages of marketing strategy:

- Marketing strategy gives a company an advantage over its competition.
- Strategy aids in the development of products and services with the highest profit potential.
- It aids in determining the appropriate price for an organization's goods and services based on market research data.
- Strategy ensures that departments work together effectively.
- It enables a company to make the best use of its resources in order to deliver a sales message to its potential customers.
- A marketing strategy assists in determining the promotional budget in advance, as well as developing a mechanism for determining the extent of the plan, i.e. the money earned by the advertising plan.
- Aids in the development of an organizational plan to meet the needs of customers. A marketing strategy is a strategy for selling products or services in a way that results in long-term profitable growth. It is a brand's blueprint; it tells the brand where to go and how to get there the best way possible. Great brands employ strategy to deliver products and services that have a significant impact. Every brand decision stems from marketing strategy and is expressed at every point of truth.

Data Analysis:

Table No. 1: Demographic information of Respondents

Sl. No.	Factors	Options	Responses	Percentage
1	Gender	Male	72	66.67%
		Female	36	33.33%
		Total	108	100
2	Age	20 - 30	36	33.33%
		30 - 40	45	41.66%
		40 above	27	25%
		Total	108	100
3	Designation	Marketing Executive	20	18.51
		Intern	18	16.66
		HR Manager	9	8.33
		Sales executive	8	7.40
		workers	23	21.29
		other	30	27.77
		Total	108	100

Above table shows 66.67 % of employees are male. 33.33% of employees are of the 20 - 30 age category and the rest of employees are in the 30 - 40 age group and 40 above which is 41.66% and 25% respondents respectively. 18.51% of all responses employees are Marketing Executives, 16.66% of responses are Interns, and 21.29% from total responses are workers and rest i.e 27.77% responses employees are working on other positions

Table No.2: Awareness of the respondents regarding types of marketing strategies
Adopted by the company

Sl. No.	Marketing strategies	No. of Respondents
1	B2B Marketing	45
2	B2C Marketing	52
3	Word of mouth	38
4	Email Marketing	21
5	Event marketing	16
6	Social Media Marketing	16

It can be seen from the above graph, that out of 108 respondents 52 and 45 respondents said that organization is using B2B and B2C marketing strategies respectively, and 38 responded as word of mouth. And 21 employees responded to email marketing strategies. While 16 respondents responded that social media and event marketing strategies are used by the organization.

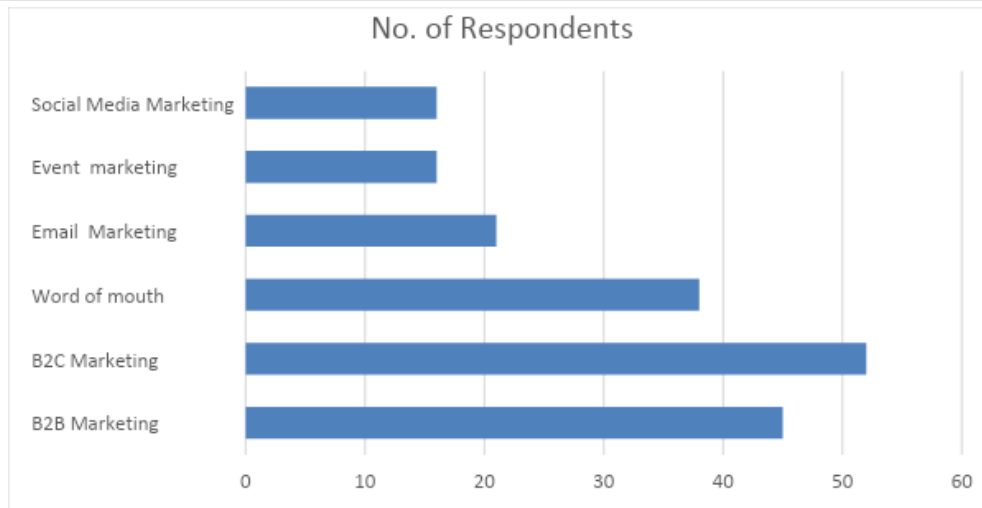


Table No. 3: Perception of the respondents regarding Marketing Strategies Adopted by the Company

Sl. No.	Factors	Options	Responses	Percentage
1	Impact of marketing Strategies	Yes	46	42.59
		No	42	38.88
		Maybe	20	18.53
		Total	108	100
2	Marketing strategies impact on sales growth	Excellent	12	11.11
		Good	41	37.96
		Fair	37	34.25
		Poor	18	16.66
		Total	108	100
3	Impact of marketing strategies on Competitor	Yes	43	39.82
		No	32	29.62
		Maybe	33	30.56
		Total	108	100
4	Impact of word of Mouth	Yes	32	29.62
		No	51	47.23
		Maybe	25	23.15
		Total	108	100
5	B2B and B2C marketing strategies are effective or not	Yes	54	50.00
		No	36	33.34
		Maybe	18	16.66
		Total	108	100
6	Best marketing strategies	B2B and B2C Marketing strategies	22	20.37
		Social media marketing	42	38.88
		Both	44	40.74
		Total	108	100
7	Impact of marketing strategies being adopted	Excellent	13	12.03
		Good	42	38.88

		Fair	34	31.48
		Poor	19	17.59
		Total	108	100
8	Quality of Marketing and advertising activities conducted	Excellent	14	12.97
		Good	40	37.03
		Fair	33	30.55
		Poor	21	19.45
		Total	108	100
9	Overall Impact of the marketing strategies	Excellent	11	10.18
		Good	33	30.55
		Fair	48	44.45
		poor	16	14.81
		Total	108	100
10	Achievement of company's marketing and sales-related goals with the help of Marketing strategies	Yes	38	35.18
		No	44	40.75
		Maybe	26	24.07
		Total	108	100
11	Are Marketing strategies sufficient	Yes	34	31.48
		No	56	51.85
		Maybe	18	16.66
		Total	108	100

The above table depicts that 42.59% employees responded as there is impact of marketing strategies on the customers and 38.88% said that there is no impact of marketing strategies on customers and the rest of the employees are not aware about this. Regarding impact of marketing strategies on the sales growth most of the employees i.e. 37.96% responded that there is good impact, 34.25% responded there is fair impact of strategies on sales growth and 11.11% employees responded that excellent impact of strategies on sales growth with percentage and remaining 16.66% employees responded for poor impact. 39.82% employee respondents say that there is impact of marketing strategies on competitors, and 29.62% employees responded that there is no impact of marketing strategies on competitors. The response regarding impact of word of mouth marketing strategy, 47.23% employees responded as there is no impact of word of mouth marketing strategy and 29.62% responded as there is impact of word of mouth strategy. While concerning B2B and B2C marketing strategies, 50% of Employees responded as B2B and B2C marketing strategies are effective for the company. 33.34% responded as B2B and B2C marketing strategies are not effective for the company. And the rest 16.66% of respondents are not sure about that.

According to 38.88% employee Social Media marketing strategy is better than B2B and B2C marketing strategies. And 20.7% responded from total respondents as B2B and B2C marketing strategies are the best strategy. And 40.74% respondents responded as both marketing strategies are best strategies. Response related to Impact of Marketing Strategies being adopted by NK Production, shows that 12.03% employees responded that it is excellent, 38.88% responses says there is good impact, and 31.48% employee responded there is fair impact of marketing strategies which is adopted by the company. From the data collected, it has been observed that the majority of the respondents i.e., 37.3% has given a good rating to the marketing and advertising activities done by NK Production, 30.55% has given Fair rating

and 19.45% has given poor rating, and 12.97% respondents give the excellent rating for marketing and advertising activities conducted by organization. While 44% gave fair rating to the overall impact of marketing strategies of NK production company, 30.55% responded for good impact and only 10.18% respondents responded for Excellent overall impact of marketing strategies and remaining 14.81% employees responded for poor impact. According to the majority of the respondents i.e. 44 out of 108 Marketing strategies used by the company are not helpful in achieving the sales goal of the company, and 38 respondents responded as marketing strategies helps to achieve the marketing and sales related goals. More than 50% respondents say that Marketing strategies are not sufficient, while 31.48% have said that marketing strategies adopted are sufficient for the company.

Findings and Conclusion:

After Collecting responses and its analysis it found that, More than 65% of employees are male and most of the employees are between the age of 30- 40. The Company is using B2B and B2C marketing and word of mouth strategy for marketing its products, they are not much aware about social media marketing strategy. From the analysis we found that there is a good and fair impact of strategies on sales growth. In comparison with other strategies B2B and B2C marketing strategies are more effective, when compared with word of mouth strategy. Marketing and advertising activities conducted by the company are good, as most of the respondents rated it as good and fair. The overall impact of the marketing strategies is fair. Through the current marketing strategies, the company is unable to achieve the marketing and sales related goals. Most of the respondents responded that the strategies which are used by companies are not sufficient.

Thus from the analysis of employee perception concerning the marketing strategies adopted by the NK production it can be concluded that Company's products and customer services are good but their products are not reaching to maximum peoples. They are using the traditional marketing strategies like B2C marketing strategies, Word of Mouth etc. These strategies are good but not very effective, through the implementation of these strategies they cannot increase the sales performance and attract more customers. For reaching more people or customers and increasing the sales they have to improve and modify their marketing strategies. They should use strategies like social media strategy and Digital Marketing. They can easily get more audience and reach out to the maximum people with creative content and advertisements on platforms like Instagram, Facebook, YouTube, Twitter etc. posting the short video and creative advertisements, contents can easily catch up the audience. Marketing strategies provide valuable insight to the company's performance. And helps in achieving the objectives or goals of the organization.

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