

A STUDY ON MARKETING STRATEGIES AT KAMCO.LTD

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ABSTRACT

The project aims to study the concept “A STUDY ON MARKETING STRATEGES AT KAMCO.LTD WITH FIND OUT EFFECTIVNESS ON MARKETING” This study delves into the marketing strategies employed by KAMCO Ltd., aiming to evaluate their effectiveness and consequent impact on the company's market positioning. Through a comprehensive review of the company's marketing initiatives, including digital campaigns, traditional advertising, and customer engagement programs, the research examines the correlation between these strategies and key performance indicators such as sales growth, brand awareness, and customer satisfaction. Utilizing a combination of quantitative data analysis and qualitative assessments, the study seeks to identify successful marketing approaches while pinpointing areas for improvement. The findings are expected to provide valuable insights for KAMCO Ltd. and contribute to the broader understanding of effective marketing strategies in the contemporary business landscape.

KEYWORDS: Brand, Product, Competitor

INTRODUCTION

Developing new marketing strategies is the way to reduce the cost of pollution. Companies are constantly trying to differentiate their market offering from competitor. They dream up new services and guarantees, special rewards for loyal users, new conveniences, and enjoyments. When they succeed competitors may copy their market offering. As a result, most competitive advantages last only a short time companies therefore constantly need to think up new value adding features and benefits to win the attention and interest of choice rich price prone consumers. Companies normally refrenuate their marketing strategies several times during product life. Economic conditions change, competitors launch new assaults, and the product passes through new stages of buyer interest and requirements.

REVIEW OF LITERATURE

Tatiana N. Litvinova, Galina A. Khmeleva, Lilia V. Ermolina, Tatiana V. Alferova, Irina V. Cheryomushkina The purpose of the article is to identify and analyse scenarios of business development in the agricultural machinery market under conditions of international trade integration using the case of present-day Russia and to determine the need for state support for domestic production. As a methodological provision, we use the scenario analysis method adapted by the authors for the determination and analysis of possible scenarios of business development in the agricultural machinery market under conditions of international trade integration. From the research results, the authors conclude that the Russian agricultural machinery market develops dynamically under the influence of multiple favourable factors and positive tendencies, which include a population's income growth, increases in crop areas of farm crops, and state agricultural machinery modernization programs, among other. In view of recent events in the currency market, Russian manufacturers of agricultural machinery are presented with better opportunities to export their products. The performed analysis of features of the Russian agricultural machinery market under conditions of international trade integration shows that increased demand and market prices are probable and that this could lead to enterprise income growth. From our scenario analysis of business development in the agricultural machinery market under conditions of international trade integration, we identify the absence of an urgent need for state interference in market processes in the Russian market for agricultural machinery in the next five years.

Marketing Mix in the Market of Agricultural Machinery: Problems and Prospects Irina A. Morozova, Tatiana N. Litvinova, Ekaterina A. Rodina, Nikolai Y. Provoking The authors analyze the dynamics of change of the basic parameters of the market of agricultural machinery in 2013, in % to 2012 and determine the structure of the market of agricultural machinery by origin in 2011-2014. Among the problems of the Russian market of agricultural machinery authors mark out a sharp drop of agricultural production; insufficient level of solvency of farmers; excessively high load of ploughland per a tractor; rapid promotion of imported machinery and equipment to the national market; insufficient level of maintenance and servicing especially of consumers of imported used machinery. In the results of conducting of the research the authors come to a conclusion that nowadays marketing environment develops and changes so rapidly that attempts to look at, to describe some static picture, to make a Mold of the

market leads, rather, to misinformation than determination. In order to determine this sensitivity to changes in time such a definition as "duration of marketing" is introduced. During the recent years, duration of marketing was too big. The market is changing so rapidly that any marketing research is late. Invention of new methods of marketing research is necessary. Right up to such methods, that simultaneously with introducing of a new product a system of on-line marketing measurement would be created. Thereby, market environment is developing so rapidly that any marketing research is late. That is why it is necessary to constantly analyze marketing mix in the market of agricultural machinery, to detect its problems and prospects in order to maintain the necessary level of development of this market.

Agricultural Machinery and Robotics: Design, Control and Applications Dr. Leonardo Vita, Dr. Davide Gattamelata, Dr. Massimo Cecchini Over the last few decades, the agricultural sector has faced fast growth in terms of the utilization of robots as well as in the investigation of autonomous agricultural machines. Moreover, attention on precision and smart farming is increasing, with the ultimate aim of achieving sustainable development objectives and decreasing operational expenditures in agricultural operations. In addition, the use of artificial intelligence, Internet of Things and digital twin processes is increasing incessantly. This significant improvement in technologies, processes and equipment in the agricultural sector is also due to the activity of many researchers around the globe. Moreover, these new technologies applied to agricultural machinery contribute to improving safety levels in a sector characterized by a significant number of accidents. This Special Issue will be devoted to state-of-the-art research on agricultural machinery for smart and precision farming, as well as the use of robots and cobots in agriculture. Prospective authors are invited to submit original papers to this Special issue.

Marketing Agricultural Produces: A Literature Study of India Uma Shankar Singh Marketing infrastructure includes all those facilities and amenities needed for the smooth conduct of marketing in the economy. In this paper an attempt has been made to examine the status of different agricultural marketing infrastructures, their geographical spread in the different states of India and also the policy measures for strengthening of these infrastructural facilities. The infrastructural facilities in development are as necessary as foundations of a building. The existence of adequate marketing infrastructure are important not only for the performance of various marketing functions and expansion of the size of the markets but also for

the transfer of appropriate price signals leading to improved marketing efficiency. The availability of different infrastructures affects the choice of technology to be adopted, reduces the cost of transportation, produces powerful impetus to production and also affects income distribution in Favor of small and marginal farmers by raising their access to the market. The agriculture sector needs heavy investment for creation of basic infrastructures necessary for the overall economic development. In a developing country like India, marketing infrastructures play a pivotal role in fostering and sustaining the tempo of rural and economic development. Marketing is as critical to better performance in agriculture as farming itself. Though the role of infrastructure is the key element of and development programme, yet their role in distribution and marketing is the supreme.

METHODOLOGY

Descriptive research

It aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when, how and why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Sampling Size and Sampling methods:

Sampling Size: Sample size used for the study was 100

Sampling method: Survey method through structured questionnaire

DATA COLLECTION

PRIMARY DATA

In this research basic means of obtaining primary data is through questionnaires.1" hand data and information was collected by using structural questionnaires.

SECONDARY DATA

Secondary data is those data that are already available. The secondary data is collected from manuals, books and company profiles.

STATISTICAL TOOLS USED

- Sampling method Disproportionate stratified random sampling method is used in this study..
- Tools of Analysis Following statistical tools were used for the interpretation of the collected data

- Percentage Analysis Percentage method is one of the most suitable methods in any type of research. Percentage can be computed by dividing the no: of respondents by the total samples and multiplying it by hundred.

RESULTS AND DISCUSSION

8.7% of respondents are under the age group of 18-30 years, 26.9% of respondents are under the age group of 31-45 years, 36.5% of respondents are under the age group of 46- 55 years and remaining 27.9% of respondents are under the age group of above 56.

- 76.0% of respondents are male and the remaining 24.0% of respondents are female
- 10.6% of respondents earn 10000-20000, 37.5% of the respondent's earn Rs 20001- 30000, 31.7% of the respondent's earn Rs 30001-40000.20.2 of the respondent's earn Above 4000.
- 23.1% of the respondents are graduates, 41.3% of the respondents are HSC and remaining 35.6% are SSLC
- 44.2% of respondents are married and remaining 55.8% of respondents are single. o 2.9% of respondents are refer by family members, 10.6% of respondents are refer by friends, 51.9% of respondents are refer by brokers,34.6% of respondents are refer by advertisement.
- 20.2% of respondents are prefer brand name, 11.5% of respondents are prefer price,43.3% of respondents are prefer quality,25.0% of respondents are prefer service.
- 5.8% of respondents are using below 1 year,27.9% of respondents are using 1-2 years, 38.5% of respondents are using 2-4 years,27.9% of respondents are using 4-6 years
- 64.4% of respondents are say yes KAMCO is better than other company product, 35.6% of respondents are say no other company product is better than KAMCO product
- 67.3% of respondents are attend training program, 32.7% of respondents are not attending training program
- 10.6% of respondents are very dissatisfied with KAMCO product,19.2% of respondents are dissatisfied with KAMCO product,22.1% of respondents are neither satisfied nor dissatisfied with KAMCO product,21.2% of respondents are satisfied with KAMCO product, 26.9% of respondents are very satisfied with KAMCO product
- 9.6% of respondents are very dissatisfied with KAMCO employees,13.5% of respondents are dissatisfied with KAMCO employees,20.2% of respondents are neither satisfied nor dissatisfied with KAMCO employees,25.0% of respondents are satisfied 57 with KAMCO employees, 37.7% of respondents are very satisfied with KAMCO employees

- 12.5% of respondents are very dissatisfied with KAMCO store experience, 12.5% of respondents are dissatisfied with KAMCO store experience, 15.4% of respondents are neither satisfied nor dissatisfied with KAMCO store experience, 26.9% of respondents are satisfied with KAMCO store experience, 32.7% of respondents are very satisfied with KAMCO store experience.

- 14.4% of respondents are extremely unlikely the dealer support, 16.3% of respondents are unlikely the dealer support, 12.5% of respondents are neither likely nor unlikely the dealer support, 32.7% of respondents are likely the dealer support, 24.0% of respondents are extremely likely the dealer support.
- 13.5% of respondents are extremely unlikely to recommend the KAMCO product to others, 15.4% of respondents are unlikely to recommend the KAMCO product to others, 21.4% of respondents are neither likely nor unlikely to recommend the KAMCO product to others, 26.9% of respondents are likely to recommend the KAMCO product to others, 23.1% of respondents are extremely likely to recommend the KAMCO product to others

- 16.3% of respondents are extremely unlikely the customer support, 11.5% of respondents are unlikely the customer support, 14.4% of respondents are neither likely nor unlikely the customer support, 34.6% of respondents are likely the customer support, 23.1% of respondents are extremely likely the customer support.

- 11.5% of respondents are extremely not helpful the instruction videos to the customers, 14.4% of respondents are not helpful the instruction videos to the customers, 23.1% of respondents are neither helpful nor not helpful the instruction videos to the customers, 23.1% of respondents are helpful the instruction videos to the customers, 27.9% of respondents are extremely helpful the instruction videos to the customers

- 18.3% of respondents are extremely not helpful to clarify our doubts, 14.4% of respondents are not helpful to clarify our doubts, 12.5% of respondents are neither helpful nor not helpful to clarify our doubts, 24.0% of respondents are helpful to clarify our doubts, 30.8% of respondents are extremely helpful to clarify our doubts.

- 13.5% of respondents are extremely not helpful the govt.scheme, 13.5% of respondents are not helpful the govt.scheme, 8.7% of respondents are neither helpful nor not helpful 58 the govt.scheme, 32.7% of respondents are helpful the govt.scheme, 31.7% of respondents are extremely helpful the govt.scheme

- there no is significant difference in age and KAMCO customer experience
- there no is significant difference in gender and KAMCO customer experience.
- there no is significant difference in monthly income and KAMCO customer experience
- there no is significant difference in marital status and KAMCO customer experience.
- there no is relationship between education in preferred things in KAMCO product.
- there no is relationship between years of using in preferred things in KAMCO product

SUGGESTION

Company has taken steps to improve the dealer management relations. Because of the majority of the customers has 46–55year-old customers.

- Company should increase its advertisement campaigns since long term benefits.
- Company makes improve R&D department. Because of the new technology product has to come in the market.
- Company should take new policy's, like financial support
- Company has to make assurance Proper supply chain to delivery to the product's correct timings
- Company has sufficient resources .so exploit all opportunities at maximum level.
- Company should take measures to improve the after sales services for their purpose the concern should appoint competent personal and agencies throughout the state.

CONCLUSION

Market is characterized by hyper competition that disruptive technology are challenging every business that business must adopt to the empowered consumer. The company practice the art of market oriented strategic planning for winning the markets. Company has a commitment to creating and delivering superior value to target customers. Successful companies know how to adapt to a continuously changing marketplace. The market oriented strategic planning, the managerial process of developing and maintaining a viable fit between the organizational objectives, skills and resources and changing market opportunities. The aim of strategic planning is to shape the company's business, products and services and messages so that they achieve targeted profits and growth. The marketing environment is changing at an accelerating rate.

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