



MARKETING ANALYTICS: USING DATA TO INFORM MARKETING DECISIONS

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ABSTRACT:

In today's dynamic and data-driven marketplace, effective marketing decisions are increasingly reliant on analytics. **Marketing analytics** refers to the practice of measuring, managing, and analyzing marketing performance to maximize effectiveness and optimize return on investment (ROI). This paper explores how data is used to inform strategic marketing decisions, from customer segmentation and targeting to campaign optimization and performance measurement. By leveraging various analytical tools and techniques—such as predictive modeling, A/B testing, and customer lifetime value analysis—marketers can gain actionable insights into consumer behavior, market trends, and campaign outcomes. The integration of big data, machine learning, and real-time analytics further enhances decision-making capabilities. This abstract emphasizes the critical role of marketing analytics in driving business growth, improving customer engagement, and creating data-informed strategies in an increasingly competitive environment.

INTRODUCTION:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchange that satisfy individual and organizational goals" today marketing must be understood not in the old sense of making sale telling and selling. The marketing has changed from Barter concept to new sense of satisfying customer need The objective of all marketing effort should to maximize customer satisfaction. An individual firm's success depends not only on how well it has performs, but also on how well it entire supply chain and marketing channel competes with competitors channels. The customer is the key. Therefore the satisfaction of consumer the prime objective of an enterprise. Satisfaction is a person's feeling of pleasure or disappointments



resulting from comparing a product's perceived performance in relation to his
or her



expectations. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when better offer comes along. Customer satisfaction is both a goal and a marketing tool. Customer's first interaction with the product occurs at the retail level. The availability of the product, their display, spacing etc, influence the customers purchase decision to a large extends. Retailers also act as an important link between consumers and the company.

OBJECTIVES:

1. Measure the consumers buying behavior towards the different models of TVS Two-Wheelers
2. To study the factors influencing the consumers to purchase the TVS Two-Wheelers
3. To analyze the consumers level of satisfaction towards TVS Two-Wheelers
4. To identify the problems faced by the consumers while using the TVS Two-Wheelers

METHODOLOGY OF RESEARCH:

To collect primary data on how marketing analytics influences decision-making in businesses, a structured questionnaire will be designed and distributed among marketing professionals, analysts, and business owners from various industries in Coimbatore. The survey will include sections to capture demographic and professional information such as age, gender, job role, industry type, years of experience, and familiarity with marketing analytics tools. These details will help categorize responses based on different professional and organizational profiles. The questionnaire will also include questions about the extent to which marketing decisions in their organizations are data-driven, the types of tools and techniques they use (e.g., CRM, Google Analytics, dashboards), and the perceived benefits and challenges of using analytics in their marketing strategies. This structured approach will provide insights into the real-world application and effectiveness of marketing analytics in guiding business decisions.



RESEARCH:

Research is process of systematic inquiry that entails collection of data ; documentation of critical information ; and analysis and interpretation of that data information , accordance with suitable methodology set by specific professional fields and academic disciplines.

SAMPLING TECHNIQUE:

For this study, the **convenience sampling technique** was employed to select the sample units. This method involves choosing participants who are easily accessible and willing to provide relevant information. A total of **114 respondents** from various business sectors in Coimbatore were selected for the study. The sample included marketing professionals, business owners, and data analysts from different industries such as retail, education, IT, and services. Participants were selected based on their involvement in marketing activities and their familiarity with data-driven decision-making processes. The convenience sampling method facilitated efficient data collection from individuals who were readily available and had practical experience with marketing analytics tools and strategies. This approach enabled the study to gather valuable insights into how marketing analytics is being used to inform decisions in real business environments.

METHODS OF DATA COLLECTION

Sources of Data:

Data were collected through both primary and secondary data sources.

Primary Data: A primary data is a data, which is collected afresh and for the first time, and thus happen to be original in character. The primary data with the help of questionnaire were collected from various investors.

Secondary Data: Secondary data consist of information that already exists somewhere, have been collected. Secondary data is collected from company websites, other websites.

PERIOD OF STUDY:

The project work Entitled “marketing analysis of tvs major customer satisfaction and brand preference and studying Coimbatore was carried out period of four months from November 2024 to February 2025 Tools for analysis:



TOOLS FOR ANALYSIS

The tools used for the data analysis in the research are: 1.SIMPLE PERCENTAGE ANALYSIS Simple percentage refers to a special kind of the ratio. These we're used to describe relationships, they reduce everything to a common base and their by alom meaningful comparisons to be made.

Simple percentage = $\frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$

REVIEW OF LITERATURE

- 1.Kumar, S. (2020) - A Study on Consumer Satisfaction on TVS Bikes - Problem: Low customer satisfaction with TVS bikes Findings: Customers are satisfied with TVS bikes due to quality and performance - Solution: Improve after-sales service and customer support
2. Sinha, A. et al. (2019) - Customer Satisfaction and Brand Loyalty in Automotive Industry - Problem: Low brand loyalty among customers - Findings: Customer satisfaction is a key factor influencing brand loyalty - Solution: Improve customer satisfaction through quality products and services

RESULTS AND DISCUSSION:

What is the biggest challenge in using marketing analytics?

Challenge	Number of Respondents	Percentage (%)
Lack of Expertise	48	42%
High Cost of Tools	27	23.6%
Data Privacy Concerns	16	14%

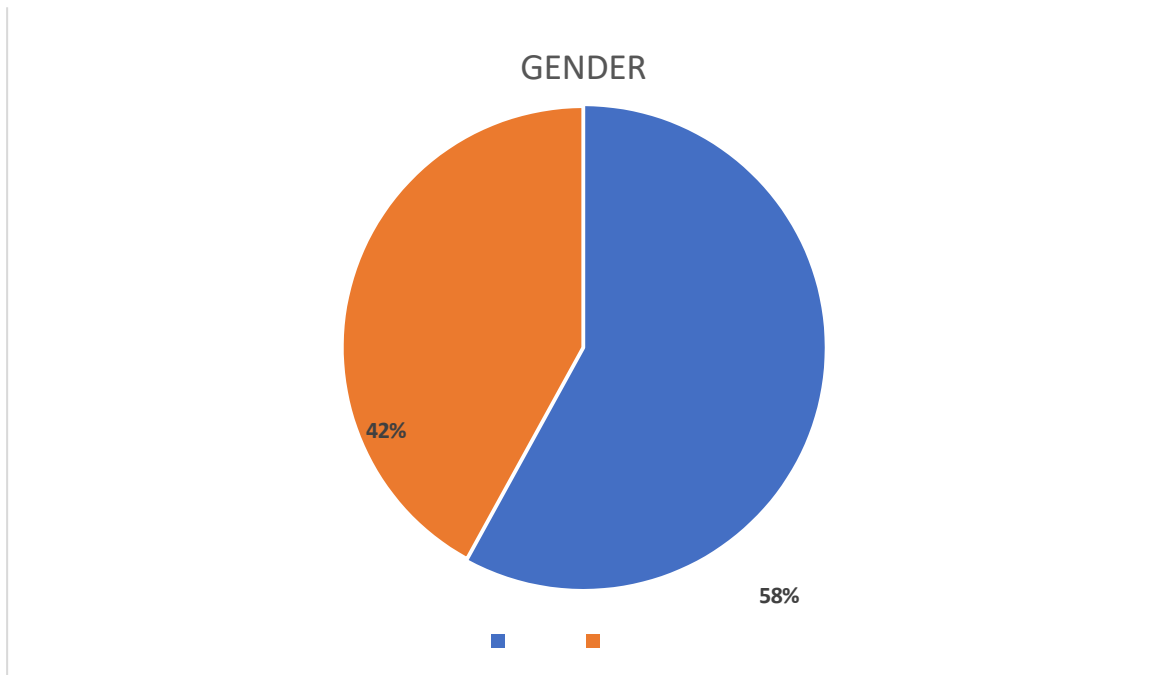


DataAccuracy and Integration Issues	17	14.9%
Time Constraint	6	5%
Total	114	100%

INTERPRETATION:

TABLENO:4.1		
GENDER		
GENDER	NOOF RESPONSES	PERCENTAGES
MALE	58	58%
FEMALE	42	42%
TOTAL	100	100

CHARTNO:4.1-GENDER





INTERPRETATION:

Among 100 respondents 58 (58%) of respondents are male to buy TVS MOTOR bike.

Among 100 respondents 42 (42%) of respondents are female to buy TVS MOTOR bike.

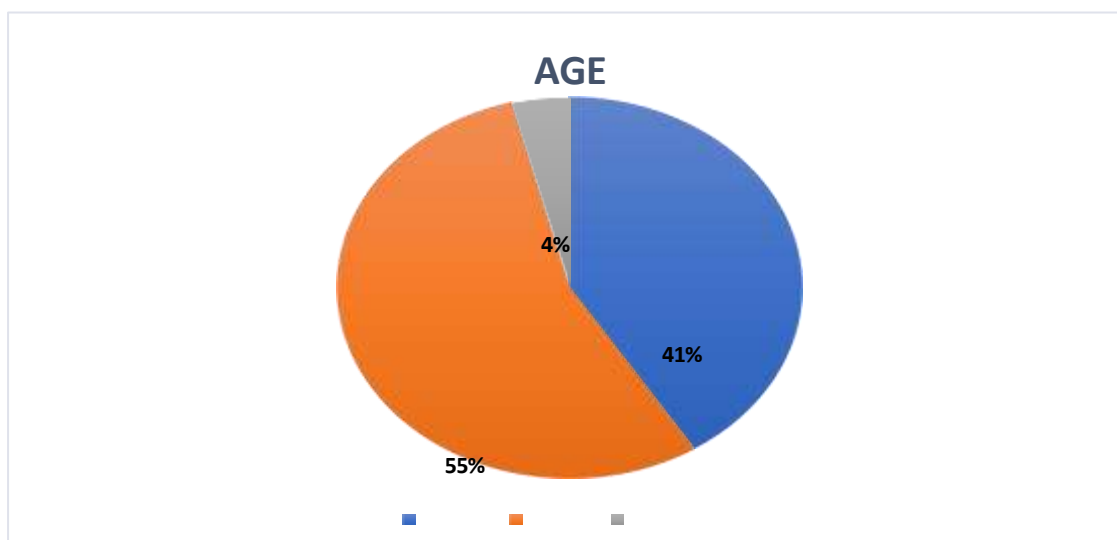
1. AGE OF INVESTORS:

TABLE NO: 4.2

AGE OF INVESTORS

AGE	NO OF RESPONDENTS	PERCENTAGE
18-25	41	41%
25-29	55	55%
30 & ABOVE	4	4%
TOTAL	100	100%

CHART NO: 4.2-GENDER





INTERPRETATION:

From the above table, following point can be inferred

Among 100 respondents, 41 (41%) of respondents are of age 18-25 to buy TVS motor bike.

Among 100 respondents, 55 (55%) of respondents are of age 25-29 to buy TVS motor bike.

Among 100 respondents, 4 (4%) of respondents are of age 30 & above to buy TVS motor bike

2. INCOME LEVEL

TABLE NO: 4.3		
INCOME LEVEL		
INCOME LEVEL	NO OF RESPONDENTS	PERCENTAGE
>2 LAKH	58	58%
2- 5 LAKH	24	24%
5-10 LAKH	9	9%
<10 LAKH	9	9%
TOTAL	100	100%



FINDINGS

- Among 100 respondents 58 (58%) of respondents are male and respondents 42 (42%) of respondents are female to buy TVS motor bike.
- Among 100 respondents, 41 (41%) of respondents are of age 18-25 and respondents, 55 (55%) of respondents are of age 25 – 29 and respondents and 4 (4%) of respondents are of age 30 and above respondents to buy TVS motor bike.
- Among 100 respondents, 58 (58%) of the respondent income level above 2 lakhs and respondents, 24 (24%) of the respondent income level between 2 – 5 lakhs, 9 (09%) of the respondent income level between 5-10 lakhs, 9 (09%) of the respondent income level more than 10 lakhs.

SUGGESTION:

Aggressive selling The Company should follow an aggressive selling concept. A non- aggressive selling concept which is clearly visible in its advertising campaign which does not hit on the customer rather aims to provide information in a subtle manner. Promotional campaign- The TVS ads seen on electronic and print media are absolutely out of touch with the Indian culture and thought process. An Indian consumer irrespective of their income level has a soft corner for traditions and culture of India. Hence, all companies, including market leaders like Hero Honda and Yamaha capitalize on this behaviour of customers and design their ad campaigns keeping India in mind. Weak follow up from dealerships- It was observed during the study that TVS was quite weak in following up with prospective customers.

CONCLUSION:

The study has helped TVS dealers to understand whether the customers are satisfied or not. If not what are main reasons for dissatisfaction of customer towards the dealer and what are the ways of improving the satisfaction level of customer towards dealer. We can conclude younger generation and middle age are more interested in TVS motor, the buying behaviour is governed predominantly by the need for Power and respect for the iconic Brand and users are mostly Professional Males, 20-35 years of age, including some students. Most of the customers are



attracted to newly released TVS MOTOR, also customers are easily affording the price of TVS



MOTOR bikes and customers are very loyal towards the brand TVS MOTOR. TVS MOTOR should concentrate on its advertising campaign to reach the customers, mileage of the TVS MOTOR bikes is very economical and most of them prefer to buy their bike brand new from show room with the spare parts available in market easily. TVS MOTOR has an excellent satisfaction level within the customer for its power, pickup, comfort ,safety and with after sales service.It is clear that TVS MOTOR checks at the complaints registered by their customers on regular basis to maintain its brand value and entire TVS MOTOR owner are passionate TVS MOTOR fan.

REFERENCES

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