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To Study the Impact of Direct Marketing on Business Performance Undertaken at Shilpan Steelcast Pvt. Ltd.

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Abstract: *This study aims to study The Impact of Direct Marketing on Business Performance Undertaken at Shilpan Steelcast Pvt. Ltd. For this study a total of 100 Questionnaire were filled out from the customers of the company. Their responses were recorded and analyzed with One-sample T-test. The Conclusion of the study was that respondents purchase the product with their need which shows that company has profit and had a positive impact on their business performance, through the help of references and exhibition. In addition, company has a very strong relationship with their customers because of their direct selling so customer loyalty with Shilpan Steelcast Pvt. Ltd.*

I. INTRODUCTION

A. Direct Marketing

A form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among practitioners, it is also known as direct response marketing. By contrast, advertising is of a mass-message nature.

B. Overview

Intended targets selected from larger populations based on vendor-defined criteria, including average income for a particular ZIP code, purchasing history and presence on other lists. The goal is "to sell directly to consumers" without letting others "join (the) parade."

C. Email Marketing

Sending marketing messages through email or email marketing is one of the most widely used direct-marketing methods. One reason for email marketing's popularity is that it is relatively inexpensive to design, test, and send an email message. It also allows marketers to deliver messages around the clock, and to accurately measure responses.

D. Direct Mail

The term advertising, or direct mail, is used to refer to communications sent to potential customers or donors via the postal service and other delivery services. Direct mail sent to customers based on criteria such as age, income, location, profession, buying pattern, etc. Direct mail includes advertising circulars, catalogs, free-trial CDs, pre-approved credit card applications, and other unsolicited merchandising invitations delivered by mail to homes and businesses. Bulk mailings are a particularly popular method of promotion for businesses operating in the financial services, home computer, and travel and tourism industries.

II. REVIEW OF LITERATURE

GbolagadeAdewale, Adesola M.A, Oyewale I.O (2013) Conducted study on "Impact of Marketing Strategy on Business Performance a Study of Selected Small and Medium Enterprises (Smes) In Oluyole Local Government, Ibadan, Nigeria". The objective for this research was Investigates the impact of direct marketing strategy on business performance with special reference to the selected SMEs in Oluyole local government area Ibadan, Nigeria. Response was take from 103 Persons. The technique used was Correlation coefficient and multiple regression analysis randomly selected and structured questionnaire. They have concluded the study found that marketing strategies (product, place, price, packaging, and after sales service) were significantly independent and joint predictors of business performance. The study however, discovered that promotion has no positive significant effect on business performance.

Krishna Paudel and Seydina Sene and Timothy Park (2018) Conducted study on “Sales impacts of direct marketing choices: treatment effects with multinomial selectivity”. The objective for this research primary objective is to explore the impact of participation in direct marketing on sales at the farm level. They have concluded that direct marketing is associated with higher sales declines for female farmers, highlighting a distributional impact on farmers that not been discussed.

Kihyun Kim (2016) Conducted study on “The Effect of Economic and Relational Direct Marketing Communication on Buying Behaviour in B2B Markets”. The objective for this research Studies on how firms communicate different values to B2B customers and how they perceive the values the firm offers by consistently evaluating the direct marketing communication which ultimately affect their buying behaviours have largely overlooked. Response was take from 500 Persons. The technique used was Descriptive Statistics, employing a content analysis and a robust econometric model. They have concluded that this is the first empirical study that models the dynamic effects of two types of marketing communication efforts on a customer’s purchase behaviour.

Halit Karaxha, Sejd Tolaj, Arjan Abazi (2016) Conducted study on “The Role of Direct Marketing in Relation with the Consumers in Kosovo”. The objective for this research the study regarding direct marketing and its role in relation with consumers is an interesting field to study. Response was take from 100 Persons. The technique used was Structured Questionnaire. They have concluded that direct marketing keeps the consumers by creating direct contacts with them, by fulfilling the needs and requests of the consumers, and on this basis, it increases sales. Direct marketing as one of the main forms of promotion is increasingly being used by companies, by increasing the performance of the companies, while the companies that attended more fairs and festivals agree that the attendance in fairs and festivals helped them to connect with clients and to present their products and services and in the meantime it increased the sales in the company.

ZEENAT F M KHAN (2012) Conducted study on “The Effect of Direct Marketing on the Consumers of Maharashtra”. The objective for this research to study helpfulness of direct marketing to build relations and create loyalty among customer. Response was take from 2030 Persons. . The technique used was structured questionnaire, Correlation, and Regression Analysis. They have concluded that Consumers find direct marketing a good method to build relations between consumer and the company. The direct marketers have high credibility among consumers, and it becomes easy to make market transactions. They help consumers in explaining products, help consumers to make effective buying decision, and solve after sales problems in relation to products. Hence, direct marketing is an effective method to convert prospects into loyal consumers.

Susmita Shekhar, Chavi Hemanth (2012) Conducted study on “The Indian Direct Selling Industry”. The objective for this research to study the emerging trend in sales revenue in the direct selling industry of India. Response was take from Producer: 77 and Consumers: 1024 respondents. The technique used was Producer: Systematic sampling and Consumers: Random sampling. They have concluded that it is indeed encouraging to find that the direct selling industry has firmed its ground in the economy and with growing value perception of consumers, awareness about the product range, increasing accessibility to products and growing demand in the smaller towns the industry has enormous potential to enhance its market presence in the coming times.

David S. Timberlake, Tim A. Bruckner, Vyvian Ngo, Dmitriy Nikitin (2016) Conducted study on “The Reach and Impact of Direct Marketing via Brand Websites of Moist Snuff”. The objective for this research to Restricting tobacco marketing is a key element in the US Food and Drug Administration’s (FDA) public health framework for regulating tobacco. Given the dearth of empirical data on direct marketing, the objective of this study was to assess the reach and impact of promotions on sales through snuff websites. Response was take from 100 Respondents. The technique used was Autoregressive, integrated, moving average (ARIMA) method. They have concluded that the success in attracting tobacco consumers to website promotions demonstrates the marketing reach of snuff manufacturers. The FDA given evidence of adolescents’ exposure to cigarette brand websites should monitor this form of direct marketing.

Ilari Salo (2012) Conducted study on “The role of direct marketing methods in the self-storage business”. The objective for this research to examine opinions and attitudes towards direct marketing among small and micro companies and identify the most effective mix for in campaigns executed in order to acquire new customers. Response was take from 100 Respondents. The technique used was a semi structured individual interview was choose as the research method that used in order to conduct the interviews. Primary Data. They have concluded that it can concluded, that micro and small companies receive large quantities of marketing material on daily basis. In order to make sure that the direct marketing efforts fulfil the marketing objectives of the company, the direct marketing method has to carefully plan.

Angelica Andersson, Petter Cederbrink, Magnus Lövsund (2009) Conducted study on “Managing Customer Loyalty through Direct Marketing”. The objective for this research the purpose of this thesis is to study how they can use direct marketing to increase customer loyalty while operating in different service markets. Response was take from 319 Respondents. The technique used was Questionnaire Techniques. They have concluded that a process of direct marketing can used to increase customer loyalty. Even

though the model derives from this particular study, the authors believe that the model and the process can applied to increase customer loyalty in other markets as well.

Marko Merisavo and, Mika Raulas (2004) Conducted study on “The impact of e-mail marketing on brand loyalty”. The objective for this research the effects of e-mail marketing on brand loyalty and reveals the kinds of e-mail content valued by Consumers. Response was take from 890 Respondents. The technique used was survey data. They have concluded that the data show that consumers with higher brand loyalty appreciate regular communication from the brand more than the less loyal. From this, we conclude that e-mail offers marketers an opportunity further strengthen the brand loyalty of already loyal customers by keeping in frequent contact with them.

III. METHODOLOGY

A. Research Objective

1) Primary Objective

a) To study the impact of direct selling strategies on business performance.

2) Secondary Objective

a) To study helpfulness of direct marketing to build relations and create loyalty among customer in Shilpan Steelcast Pvt. Ltd.

3) *The Area of Study:* Study was conducted refers to Rajkot

4) *Sources of Data:* The study used both primary and secondary data. Primary data were collected by constructing a detailed questionnaire.

5) *Sample Design:* For the purpose of the study, 100 questionnaire were collected from the respondents who purchased water purifier.

B. Tools of Analysis

1) One sample

2) Frequency distribution

3) Statistical method, percentage

IV. DATA ANALYSIS

A. Information Regarding Product and Service Regular Basis Given to You?

1) *H0:* Information about product and service is regularly provided does affect the marketing performance.

2) *H1:* Information about product and service is regularly provided does not affect the marketing performance.

| | Test Value = 2 | | | | | |
|---|----------------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Information regarding product and service regular basis given to you? | 17.074 | 39 | .000 | 2.100 | 1.85 | 2.35 |

From the above table we can interpret that Sig. value is 0.000, which is less than 0.05. Therefore, Alternative hypothesis is accepted and null hypothesis is rejected. Hence: Information about product and service is regularly provided does not affect the marketing performance.

B. Quality Information is Communicated of the newly Product and Service?

- 1) *H0*: Information regarding newly launched product and service is communicated does affect the marketing performance.
- 2) *H1*: Information regarding newly launched product and service is communicated does not affect the marketing performance.

| | Test Value = 1 | | | | | |
|---|----------------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Quality information is communicated of the newly product and service? | 18.875 | 39 | .000 | 2.600 | 2.32 | 2.88 |

From the above table we can interpret that Sig. value is 0.000, which is less than 0.05. Therefore, Alternative hypothesis is accepted and Null hypothesis is rejected. Hence: Information regarding newly launched product and service is communicated which does not affect the marketing performance.

C. Offers and Discounts Increases the Buying Behaviour at Shilpan Steelcast?

- 1) *H0*: Offer and discount provided increase-buying behaviour does affect the marketing performance.
- 2) *H1*: Offer and discount provided increase-buying behaviour does not affect the marketing performance.

| | Test Value = 1 | | | | | |
|---|----------------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Offers and discounts increases the buying behaviour at shilpan steelcast? | 17.855 | 39 | .000 | 2.475 | 2.19 | 2.76 |

From the above table we can interpret that Sig. value is 0.000, which is less than 0.05. Therefore, Alternative hypothesis is accepted and Null hypothesis is rejected. Hence: Offer and discount provided increase-buying behaviour, which does not affect the marketing performance.

D. Exhibition Helps in Providing Demos and Information about the Company Profile?

- 1) *H0*: Demos and information provided in exhibition affects the sales that does affect the marketing performance.
- 2) *H1*: Demos and information provided in exhibition affects the sales that does not affect the marketing performance.

One-Sample Test

| | Test Value = 2 | | | | | |
|--|----------------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Exhibition helps in providing demos and information about the company profile? | 12.631 | 39 | .000 | 1.875 | 1.57 | 2.18 |

From the above table we can interpret that Sig. value is 0.000, which is less than 0.05. Therefore, Alternative hypothesis is accepted and Null hypothesis is rejected. Hence: Demos and information provided in exhibition affects the sales that does not affect the marketing performance.

E. Direct Mail and Company Websites are Effective to Communicate with Customers?

- 1) *H0*: Effective communication through mail and company website does affect the marketing performance.
- 2) *H1*: Effective communication through mail and company website does not affect the marketing performance.

One-Sample Test

| | Test Value = 1 | | | | | |
|---|----------------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Direct mail and company websites are effective to communicate with customers? | 16.548 | 39 | .000 | 2.575 | 2.26 | 2.89 |

From the above table we can interpret that Sig. value is 0.000, which is less than 0.05. Therefore, Alternative hypothesis is accepted and Null hypothesis is rejected. Hence: Effective communication through mail and company website, which does not affect the marketing performance.

V. CONCLUSION

From the study, it is concluded that Shilpan Steelcast is dealing in B2B Business and Study Says that respondents purchase the product with their need which shows that company has profit and had a positive impact on their business performance, through the help of references and exhibition. In addition, company has a very strong relationship with their customers because of their direct selling so customer loyalty with Shilpan Steelcast Pvt. Ltd. Is also positive i.e. highly loyalty towards company, through the help of offers and discounts and they provide quality products and services.

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