

## A STUDY ON MARKETING STRATEGIES AT GLTTIS SHIPPING PVT.LTD

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### ABSTRACT

This study delves into the intricacies of marketing strategy employed by Glottis Private Limited, a prominent player in the contemporary business landscape. By analyzing Glottis's approach to marketing, this research aims to uncover the underlying principles and tactics guiding its market positioning, customer engagement, and brand development. Through a combination of qualitative and quantitative methods, including interviews, surveys, and market analysis, the study seeks to identify the key factors contributing to Glottis's marketing success. Furthermore, it investigates the adaptation of traditional marketing techniques alongside innovative digital strategies in navigating the dynamic market environment. Insights derived from this research not only shed light on Glottis's unique marketing paradigm but also offer valuable lessons and best practices applicable to businesses striving for competitive advantage in today's marketplace.

**Keywords:** Marketing analysis, Surveys.

### 1. INTRODUCTION

In the contemporary business landscape, effective marketing strategy is essential for companies to thrive amidst fierce competition and evolving consumer preferences. Glottis Private Limited stands as a testament to the significance of strategic marketing in achieving sustained growth and market leadership. This study embarks on an exploration of the marketing strategies employed by Glottis Private Limited, aiming to dissect the intricacies of its approach and unearth the key factors contributing to its success. As a prominent player in its industry, Glottis has garnered attention for its innovative marketing initiatives, strategic brand positioning, and customer-centric approach. By delving into the nuances of its marketing strategy, this research seeks to unravel the methodologies and philosophies guiding Glottis's market engagement, brand development, and customer acquisition. The significance of this study lies not only in its exploration of Glottis's marketing tactics but also in its broader implications for businesses operating in today's dynamic marketplace. By dissecting the strategies employed by a successful entity like Glottis, this research endeavors to extract valuable insights and best practices that can be applied across industries, helping organizations navigate the complexities of modern marketing landscape and achieve sustainable growth.

### 2. REVIEWOF LITERATURE

**According to Bradley (2013)**, the main objective with a market diversification strategy is to achieve high rate of return while a low level of resources is allocated to each market. Advantages with this strategy include flexibility and the possibility to diversify risks and investment. A company operating in many countries can reduce risk since a downturn in one country can be compensated by growth in another.

**According to Hollensen (2016)**, An organization following this strategy usually chooses easily available target markets and the entry mode is likely to be exporting or licensing. The success of this strategy is therefore dependent on the firm selecting the most appropriate distributors and licenses. Furthermore, to make it easier and less expensive to be present in numerous countries product modification are unlikely to be more than necessary to meet general needs and preferences in the market, the organizations are generally seeking high margins and will therefore try to charge high prices. However, in the longer term some authors believe that a diversification strategy will result in a reduction in the number of markets as some market become less profitable.

**Charles H. Noble and Michael P. Mokwa** Implementation pervades strategic performance. It is a critical link between the formulation of marketing strategies and the achievement of superior organizational performance. Research conducted in this area generally has suffered from a lack of conceptual and empirical grounding. Furthermore, implementation research often ignores the mid-level managers, who are intricately involved in most implementation activities. The authors integrate a broad literature review and a grounded theory-building process to

develop a model of important factors that influence the implementation of marketing strategies from a managerial perspective. They test this model in a study of mid-level marketing managers in two different organizations. The results provide insights into the nature of implementation in marketing and suggest future research opportunities.

**Vinod kumar, Zillur Rahman & A.A. Kazmi** The present study reviews the extant literature available in the emerging area of Sustainability Marketing Strategy (SMS), Which hopefully, will prove to be a springboard for the future research.

Tracing the origin of the concept of SMS, a detailed discussion on historic developments in the field is taken up with the help of definitions and pictorial representation of various related concepts followed by survey of wide range of available database from 1996 to 2011. After a rigorous search of numerous journals, those research papers exploring the field adequately have been selected.

The selected papers are then classified according to various criteria or the purpose of comprehensive review of literature. Finally, after analysing current status of research in the field of SMS, a probable agenda for future research has been formulate, which may serve as a useful guideline for the future investigators, as significant contribution need to be made in the area of SMS.

### 3. OBJECTIVES OF THE STUDY

- ❖ To understand the marketing strategies adopted by Glottis shipping private limited to attract customers.
- ❖ To understand the expectations and requirement of customers.
- ❖ To attract potential customers and gather information for future engagements.
- ❖ To improve overall customer experience by actively collecting and responding to customer feedback and review.

### 4. RESEARCH METHODOLOGY

#### RESEARCHDESIGN

A research design is the plan or framework used to conduct are search study. It involves the overall approach and methods that will be used to collect and analyze data to answer research questions or test hypotheses. This paper has employed a descriptive research method.

#### METHODOFDATACOLLECTION

This paper is solely based on the primary data. A well-structured questionnaire has been used to collect the data. The interview method was employed while the data was collected.

#### SAMPLINGMETHOD

The Simple Random sampling method was employed for the sampling of data collection.

### 5. SATISTICAL TOOLS

#### DESCRIPTIVE STATISTICS

This chapter deals with the descriptive and statistical analysis of the primary data collected from the targeting customers.

The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred. Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple forms of analysis which helps the researcher to realize the outcome of the research.

#### CORRELATION

Correlation is as statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel, a negative correlation indicates the extent to which one variable increases the other decreases. For example, height and weight are related, taller people tend to behaviour than shorter people.

#### CHI-SQUARE

Chi Square test oh homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test statistic is formed as independence test and homogeneity test.

#### SCALING METHOD

The process of arriving at a set of statements to measure attitude, opinion, or perception is known as scaling. In this paper, the impact of supply chain optimization of is analyzed using a questionnaire based on a five-point Liker scale.

## 6. DATA ANALYSIS AND INTERPRETATION

**Data Analysis-** Data analysis is a process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviors, and trends. It allows organizations to gain insights into customer preferences, market dynamics, and operational efficiency.

### DESCRIPTIVESTATISTICS

Indicating How Would You Satisfy The Rate Of Significance Of Transparent Tracking And Tracing Of Your Shipments Wise Classification Of The Respondents

**Table 6.1.1**

PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
Highly dissatisfied	1	2.0%
Dissatisfied	11	21.6%
Neutral	13	25.5%
Satisfied	21	41.2%
Highly satisfied	5	9.8%
Total	51	100%

**RESULT-** From the above table found the majority 41.2% of the respondent belong to satisfied, 25.5% of the respondent belong to neutral, 21.6% respondent belong to dissatisfied, 9.8% of the respondent belong to highly satisfied, 2.0% of respond is belong to highly dissatisfied.

## 6.2 CORRELATION

**TABLE 6.2.1**

Indicating How satisfy are you with the pricing offered by glottis logistics private limited compared to competitors and How satisfy are you influential by glottis logistics private limited marketing channels in your decision making process

**VARIABLES=Var0005Var0007**

		How satisfy are you with the pricing offered by glottis shipping private limited compared to competitors	How satisfy are you influential by glottis shipping private limited marketing channels in yourdecision making process
How satisfy are you with	Pearson	1.000	.440
the pricing offered by glottis	Correlation		
Shipping private limited compared to competitors	Sig. (2- tailed)		.001
	N	51	51
How satisfy are you influential by glottis	Pearson	.440	1.000
shipping private limited	Correlation		
marketing channels in your decision making process	Sig. (2- tailed)	.001	
	N	51	51

**RESULT:** -From the correlation table it can be seen the correlation coefficient value is 0.001 which lies in the low correlation region since p-value  $(0.00) < 0.05$ , we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the how satisfy are you with the pricing offered by glottis shipping private limited compared to competitors and How satisfy are you influential are glottis shipping private limited marketing channels in your decision making process.

**Table 6.2.2**

Indicating how satisfy are you with the pricing offered by glottis shipping private limited compared to competitors and how satisfy are you with your recent experience using our services

**VARIABLES=Var0005Var0015**

		How satisfy are you with the pricing offered by glottis shipping private limited compared to competitors	How satisfy are you with your recent experience using our services
How satisfy are you with the	Pearson	1.000	.241
pricing offered by glottis	Correlation		
shipping private limited compared to competitors	Sig. (2- tailed)		.088
	N	51	51
How satisfy are you with your	Pearson	.241	1.000
recent experience using our	Correlation		
Services	Sig. (2- tailed)	.088	
	N	51	51

**RESULT:** From the correlation table it can be seen the correlation coefficient value is 0.088 which lies in the low correlation region since  $p\text{-value } (0.00) < 0.05$ , we accept the alternate hypothesis.

It can be concluded that there is statistically significant correlation between the how satisfy are you with the pricing offered by glottis shipping private limited compared to competitors and how satisfy are you with recent experience using our services.

### 6.3 CHI-SQUARE

**TABLE 6.3.1**

**H0-** There is no significant relationship between the specific aspects of the pricing offered by glottis shipping private limited compared to competitors and influential are glottis shipping private limited marketing channels in your decision making process

**H1-** There is significant relationship between the specific aspects of the pricing offered by glottis shipping private limited compared to competitors and influential are glottis logistics private limited marketing channels in your decision making process.

#### Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	35.17	16	.004
Likelihood Ratio	22.94	16	.115
Linear-by-Linear Association	9.67	1	.002
N of Valid Cases	51		

**RESULT:** From the above table it was found that the pearson chi-Square significant value is 0.04 which is less than 0.05.

Hence Null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted.

Therefore, it is inferred that there is a significant relationship between the specific aspects of the pricing offered by glottis shipping private limited compared to competitors and influential are glottis logistics private limited marketing channels in your decision making process.

**TABLE 6.3.2**

**H0-** There is no significant relationship between the specific aspects of the annual turnover and influential are glottis shipping private limited marketing channels in your decision making process

**H1-** There is significant relationship between the specific aspects of the annual turnover and influential are glottis shipping private limited marketing channels in your decision making process

**Chi-Square Tests**

	Value	df	AsymptoticSig.(2-tailed)
Pearson Chi-Square	3.83	8	.872
Likelihood Ratio	4.14	8	.845
Linear-by-Linear Association	.23	1	.630
NofValidCases	51		

**RESULT:** From the above the table it was found that the Pearson chi-Square significant value is 0.872 which is higher than 0.05. Hence alternative hypothesis (H1) is rejected and null hypothesis (H0) is accepted. Therefore, it is inferred that there is a significant relationship between the specific aspect of the annual turnover and influential are glottis shipping private limited marketing channels in your decision making process.

## 7. NEED OF THE STUDY

The purpose of this study is to identify opportunities for cost reduction and improved freight forwarding service in Glottis Private Limited, Chennai.

## 8. SCOPE OF THE STUDY

The main aim of the study is to explore the impact of freight forwarding, and distribution logistics on supply chain efficiency in Glottis private limited, Chennai.

## FINDINGS

- From the correlation table it can be seen the correlation coefficient value is 0.001 which lies in the low correlation region since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the how satisfy are you with the pricing offered by glottis shipping private limited compared to competitors and How satisfy are you influential are glottis shipping private limited marketing channels in your decision making process.
- From the correlation table it can be seen the correlation coefficient value is 0.088 which lies in the low correlation region since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the how satisfy are you with the pricing offered by glottis shipping private limited compared to competitors and how satisfy are you with recent experience using our services.
- It was found the person chi-square significant value is 0.004 which is less than 0.05. Hence null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significant relationship between the specific aspects of the pricing offered by glottis shipping private limited compared to competitors and influential are glottis shipping private limited marketing channels in your decision making process.
- It was found the person chi-square significant value is 0.872 which is higher than 0.05. Hence alternative hypothesis (H1) is rejected and null hypothesis (H0) is accepted. Therefore it is inferred that there is a significant relationship between the specific aspects of the annual turnover and influential are glottis shipping private limited marketing channels in your decision making process.

## SUGGESTION

- Explore the digital marketing channels utilized by Glottis shipping, such as website, social media, email marketing, search engine optimization and paid advertising, and assess their effectiveness in reaching and engaging customers.
- Evaluate Glottis shipping ' content marketing strategies, including the creation and distribution of relevant and valuable content to attract and retain customers.
- How Glottis shipping manages its relationships with customers throughout the customer lifecycle, including lead generation, customer acquisition, retention, and loyalty programs.

- Analyse how Glottis shipping innovates in its marketing strategies to differentiate itself from competitors and create unique value propositions for customers.
- Assess how Glottis shipping measures the performance of its marketing initiatives, including key performance indicators such as customer acquisition cost customer lifetime value and return on investment .

## 9. CONCLUSION

In conclusion, this study sheds light on the intricate dynamics of marketing strategy within the logistics industry, a sector undergoing rapid transformation driven by technological advancements, shifting consumer demands, and globalization. Through an in-depth analysis of various aspects of marketing strategy, including market segmentation, brand positioning, digital marketing channels, content marketing, customer relationship management, innovation, and performance measurement, it becomes evident that successful logistics companies are those that adeptly navigate this complex landscape. The findings underscore the importance of market segmentation and targeted branding to effectively reach and engage diverse customer segments. Moreover, the increasing reliance on digital marketing channels highlights the need for logistics firms to embrace technological innovation and leverage data-driven insights to optimize marketing efforts and enhance customer experiences. Furthermore, this study emphasizes the crucial role of customer relationship management in fostering long-term customer loyalty and advocacy. By actively collecting and responding to customer feedback and reviews, logistics companies can gain valuable insights, address customer concerns, and continuously improve service quality.

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