

STUDY ON EFFECTIVENESS OF PROMOTION ON SALES THROUGH DIGITAL MARKETING AT EMMVEE PHOTOVOLTAIC POWER PRIVATE LIMITED, BENGALURU

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ABSTRACT

The belief that coal resources will eventually deplete has been a driving force for the recent spate of solar-powered technological advances. The first rooftop solar photovoltaic demonstration, including 1% efficient selenium cells, was put up in New York City by Charles Fritts in 1884. Progress in solar-based technology, however, halted in the middle of the twentieth century as coal and petrol became more widely available and affordable. It was estimated that by 1974, around one in six houses in North America relied only on solar panels for all of their energy needs. After the oil embargo in 1973 and the subsequent energy crisis in 1979, the world's attention once again turned to solar energy. Rapid expansion of photovoltaic frameworks may be traced back to the years 1970–1983. However, sun-based energy was scaled down between 1984 and 1996 as oil prices dropped. The mid-1990s witnessed a revival in the construction of solar panels on residential and commercial roofs as well as large-scale solar-oriented power facilities. This was due to the scarcity of conventional fuels like oil and gas, concerns about the environment, and the indisputably prohibitive cost of solar electricity compared to alternative options. Feed-in tariffs, a regulation that gives renewable energy priority on the grid and sets a price for produced power, caused a boom in PV projects in Europe around the turn of the century. Today's Situation : Although Europe was the driving force behind global solar PV growth for a considerable amount of time, the focus has shifted to Asia, particularly China and Japan. Australia, Canada, India, Israel, Mexico, South Africa, South Korea, Thailand, and the United States are just some of the countries and regions that have joined the solar-powered revolution.

1. INTRODUCTION

An undertaking is the kind of realistic training that's ideal for professions that don't need a lot of innate aptitude. The MBA curriculum at VTU emphasizes the importance of projects, which serve as a bridge between students' theoretical experiences and the real-world challenges they will face in the boardroom. This fits well with the fundamental objective of training, which is to learn the actual recommendations, approaches, and motives of a company. Understanding the roles of various promotional approaches created to improve the company's sales performance requires extensive investigation. Product sales are increased and the company's bottom line is boosted as a result of a comprehensive analysis of new and traditional marketing techniques. There is usually some kind of give-and-take between the student and the project throughout the course of a research study. Students also can use the project work out but they need an attention during precise line of work, to form set of connections of contacts, to amass a recommendations letter to feature to their CV or to achieve faculty credit. The finding rendered by the project study would be big profit to the leader because it would facilitate in future enhancements.

2. LITERATURE REVIEW

- **Naseeth Ahamed Nizar, Chrishankar Janathana [2018] “Influence of Digital Advertising on Consumer Buying Habits”**- This article delves into the role social media plays in shaping consumers' online purchasing decisions. It examines how digital promotions influence the buying patterns of users and how such promotions tap into consumers' emotions during the purchasing process.
- **P. Sathya [2017] “A study on digital selling and its impact.”**- The importance of computerized advertising in the modern economic world is analyzed. Digital marketing is now essential to the success of many businesses. Projects may promote their wares and services via the use of gadgets including tablets, smartphones, TVs, computers, digital media, social media platforms, messaging, and more.
- **Mar Gomez, Belen Gonzalez-Diaz, David Martin-Consuegra and Arturo Molina [2017]**- “How do offline and online environments matter in the relation marketing approach” This paper describes the relational benefits that the clients of banks, insurance companies and travel agencies receive according to whether they maintain an offline or online relationship with the company. Depending on the kind of administrative project and media used,

the results from this reveal dramatic variations, affecting the importance that consumers place on the offline channel when they want to keep up a stable relationship with a service business.

- **Mrs. Amita Chourasiya [2017] “Digital Promotion: Influence on the community”**- New types of interactions between consumers and businesses may flourish in the context of digital advertising. It's also a novel approach to advertising in the digital economy, including mediums as varied as internet ads, market research, surveys, and cost calculators.
- **M. Suginraj [2017] “Growth of Online Marketing in India- A Study”**- Presently increasing in utilization of digital market in India is an apparent that the digitization is pleasing by means of a high speed and fast development can be seen in the nation. Electronic communicating networks are predictable to reach roughly 3 billion units universally.
- **Dr. S. Sivasankaran [2017] “Digital Marketing and its Impact on Buying Behavior of Youth”**- Consumer preferences change with factors such as product type, price, features, quality, presentation, frequency of purchase, brand name, social status, time period, and demographics. Adolescents' purchasing habits are heavily influenced by their peers and other social factors, which is why this research focuses on the role that digital advertising plays in shaping these habits. Even while today's kids are comfortable with high-tech platforms, they usually lack an understanding of how to make full use of them.
- **Marin Istvanic, Dominika Crnjac Milic, Zdravko Krpic[2017] “Digital Marketing in the Business Environment”**- The traditional type of promoting is insulation behind digital promoting, which offers user's new opportunities like personalized messages or answers to a search query. Main aim of the paper is to creation of additional economical associated implementation of comparable contents in new business environments through an insight into web advertising, social and business networks. He also believes that digital marketing is a cost effective and is also suitable for newentrepreneurs in the business field.
- **Rajiv Kaushik [2016] “Digital Marketing in Indian Context”**- Digital promoting is rising in Asian nation with quick pace. This article aims to provide guidelines for effective implementation of advanced advertising, which has great promise for sales growth for companies who can master the appropriate approach. Effective online media campaigns may raise awareness and encourage brand loyalty. Successful digital advertising strategies lead to lower advertising costs, more website visitors, and higher rankings in search engines.
- **G. Anusha [2016] “Effectiveness of Online Advertising”**- The information should be made accessible to as many individuals as possible since the author highlights the significance of advertising in marketing items to the general public. Internet advertising is a kind of computer-assisted marketing that uses the World Wide Web to reach consumers. They also note that with the consumers' permission, supports may be used to establish credibility in online experiences. The advertisements should be designed to meet the preferences of target customers or target audience.
- **Atshaya S and Sristy Rungta [2016] “Digital Marketing VS Internet Marketing: A Detailed Study”**- This paper explains the differences between a digital marketing and online marketing. As digital marketing is gaining a lot of importance as a marketing technique but it is different from internet marketing. Internet marketing is only a subset of digital marketing and the scope of digital marketing and they are not the same because it might help us selecting the most appropriate promoting tool or technique to use in our promoting campaigns and additionally in shaping our overall promoting strategy.
- **Yamuna V Kuberappa and Arun HS Kumar [2016] “Comparative assessment of digital and traditional marketing approaches”**- In the present market scenario, digital marketing act as a major important marketing tool. This paper provides the comparative assessment of digital marketing approach with that and traditional marketing approach, with an additional emphasis on how an optimal digital marketing can be developed. It also explains the SWOT analysis of traditional marketing and digital marketing.
- **Tripti Dhote, Yatin jog, Nutan Gavade and Gesu Shrivastava [2015] “Effectiveness of Digital Marketing in Education: An Insight into Consumer Perceptions”**- India is a country having huge young population and it is having large market for all the market. Currently most of the young population spending their valuable time in electronic gadgets. This paper mainly tells how digitalization can give the wrong impression of a certain target group taking education industry as a sample.
- **Andrew T. Stephen [2015] “The role of digital and social media promoting in consumer behavior”**-This article mainly reviews the research about consumers in digital and social media marketing settings. It explains regarding the client digital culture, responses to digital advertising, effects of digital environments on consumer

behavior, mobile environment and online word of mouth.

- **M. Nick Hajli [2014] “A Study of the Impact of Social Media on Consumers”**- Social, media is a network where it connects large number of people from various parts of the world. It also provides new opportunities to consumers to engage in social interaction on the internet. Social media facilitate the social interaction of consumers, leading to increased trust and interaction to buy.
- **Peter S.H. Lee, Peter C. Verhoef, Peter Dahlstrom, Tjark Freundt [2013] “Challenges and Solutions for marketing in a digital era”**- Internet usage continues to explode across the globe with digital changing into an progressively vital supply of competitive advantage in each B2C and B2B, marketing. This paper gives the importance for filling gaps in the companies. The results reveal that filling ‘talent gaps’, adjusting the ‘organizational design’, and implementing ‘actionable metrics’ are the largest improvement opportunities for firms across sectors.
- **Lubna Riz ‘V [2013] “Online Marketing Through Consumers: A study of effectiveness of various tools and techniques across Industries”**- This paper gives the information of various tools and techniques used to attract the customers. According to author he believed in word of mouth tool than that of online chat assistance and email advertising. Word of mouth is vital tool than advisement in nurturing cognizance of an innovation and in securing the decision to try the product.
- **Skender Mustfai, Lionel Jost, Tuan Nguyen [2011] “The relationship between online and offline marketing.”**- Understanding the relationship between digital and traditional advertising is the focus of this essay. The authors argue that although online and offline advertising are different, neither is it completely generic. Both follow the same overarching principle but are distinct in their method implementation. It is crucial for businesses to understand these nuances and implement strategies with careful planning in order to successfully combine digital and traditional advertising methods.
- **Toni Mikkola, Tommi Mahlanaki and Olavi Uusitalo [2012] “The use of a mix of online and offline channels in industrial marketing communication”**- This paper research describes the marketing communication. How effective is on online or social marketing channels Super for giving information to customer. As per their research influence of online, internet and their application is relatively low. They also suggested use digital channels for effective communication.
- **Nguyen P. Linh and Hoang Tung [2008] “Internet Marketing”**- This article discusses how the internet may be used to alter the traditional advertising formula. The significance of enhanced site design and external referencing practices is emphasized. More rush-hour traffic may be attracted to the site if improvements are made to the site.
- **Martin Boehm, Sonja Gensler [2005] “Evaluating the impact of the online sales channel on customer profitability”**- This paper explains the sources of success difference among offline and online customer in order to permit for the improvement of capable and effectual multi-channel organization strategies. Paper also suggests and giving the information about usage of online banking is having both and positive and negative impact on the customers.

3. STATEMENT OF THE PROBLEM

For every company 4Ps of marketing is very important. Effective Promotion can be made by using various marketing promotional channels. The sales can be improved by effective utilization of digital marketing. At present effectiveness of promotion can be achieved by making use of various digital marketing applications, to improve the sales of any organization.

4. NEED FOR THE STUDY

- To know the present best digital marketing tool for increasing the sales through online.
- To know about, how can organizations can create awareness about the products in all the digital marketing applications?
- To study the impact of digital marketing over sales.

5. OBJECTIVES

- Analyze the present marketing promotion channels and its effectiveness over sales.
- Analyze the effectiveness of digital marketing over sales.
- To know the awareness and impact of digital marketing tools and techniques to its customers.

- To suggest the measures to improve their sales by effective digital marketing application.

6. SCOPE OF THE STUDY

The study aims at studying digital marketing for increasing sales in organization. This study is also as per present marketing channels utilized by various companies to promote and market their products. Proper utilization of various digital marketing applications can reach to maximum number of peoples and it is cost effective for the organization.

This study helps to understand and how can make use of easy available marketing channels to improve and maximize the sales.

7. RESEARCH METHODOLOGY

This is an analytical study based on primary and secondary data.

Primary Data: Primary information alludes to information assembled interestingly by the scientist for the particular motivation behind the review. It is crude information without translation and speaks to the individual or authority conclusion or position.

Information gathered from individual can be made through

- ✓ Interviews
- ✓ Observation
- ✓ Questionnaires

Secondary Data: Secondary information alludes to the data accumulated from officially existing sources. The distributed information is accessible in the accompanying structures:

- ✓ Marketing department of EMMVEE Photovoltaic power private limited.
- ✓ Books, News papers and electronic overview.
- ✓ By referring various social media sites.

Research Design: A spellbinding investigation is an exploratory strategy that sets the stage for the attributes of the group or topic under study. Illustrative analysis was used in this investigation. To conduct a detailed investigation, one must first collect data that reveals the nuances of a given event, and then organize, analyze, describe, and interpret that material. It regularly employs visual instruments like graphs and plots to help the reader get a handle on the information patterns, providing better insights into digital marketing and providing a broader perspective on the impact of digital marketing channels on revenue.

One hundred Bengaluru-based members were surveyed for this test.

Methodology of the Study: The study used a non-standard testing approach to get responses. Using non-standard methods of testing allows you to get data from a wider spectrum of customers.

HYPOTHESIS

Present Marketing Channels and Digital Marketing

H0- Digital marketing is not more effective than present marketing channels. H1- Digital marketing is most effective than present marketing channels.

Awareness and impacts of Digital Marketing

H0- Digital Marketing does not create any awareness or impacts on internet users. H1- Digital Marketing creates awareness and impacts more on internet users.

8. LIMITATION OF THE STUDY

- The study is not a broad one because of the time requirement.
- The study is also limited to the information provided by EMMVEE Photovoltaic Power Private Limited with respect to other companies.
- Respondents Bias

CHAPTER SCHEME

Part 1- Introduction

Presentation, Industry and Company Profile: Promoters, Vision, Mission and Quality Policy, Products Profile, Infrastructure, Competitor Information, SWOT Analysis, Future Growth, Financial Statements.

Part 2- Conceptual Background and Literature Survey

History of marketing, marketing channels, importance of marketing channels, various marketing channels, digital marketing, advantages and disadvantages of digital marketing. Papers and journals about the project topic.

Part 3- Research Design

Title of the project, statement of the Problem, need for the study, research design, hypothesis, limitations.

Part 4- Analysis and Interpretation

Investigation and translation of the information- gathered with pertinent tables and charts, results acquired by the utilizing factual apparatus must be incorporated.

Part 5- Findings, Conclusion and Suggestion

Outline of discoveries conclusion and proposals/suggestions.

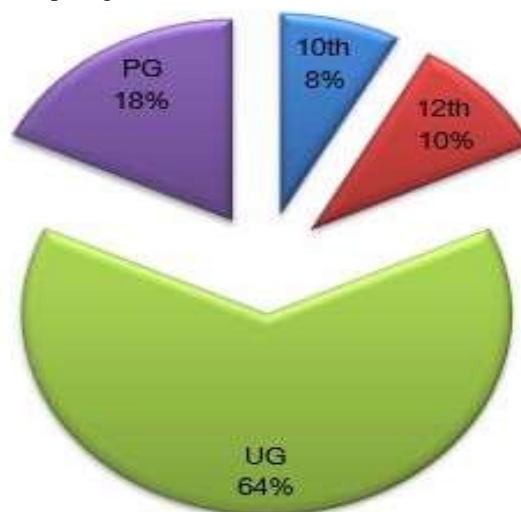
9. ANALYSIS AND INTERPRETATION OF DATA

TABLE 1- Table Showing Educational Qualification Of The Respondents

SL NO	EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
1	10 TH	8	8
2	12 TH	10	10
3	UG	64	64
4	PG	18	18
	TOTAL	100	100

ANALYSIS

From the table that reveals , 8% of people are 10th passed, 10% of people are 12th passed, 64% of people are undergraduates and 18% of people are post graduates.



GRAPH 1- Graph Showing Education Status Of The Respondents

INTERPRETATION

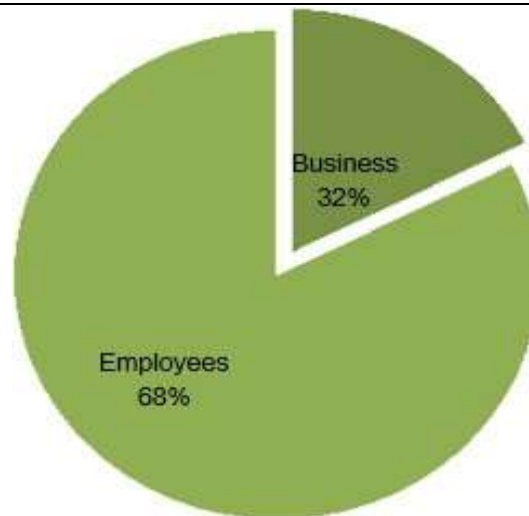
From the above graph it shows that most 64% respondents are undergraduates, 18% respondents are postgraduates, 10% of the respondents are 12th pass and 10% are 10th passed. So, we can get to know that all the respondents are educates.

TABLE 2- Table Shows That Occupation Of The Respondents

SL NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Employees	68	68%
2	Business	32	32%
	TOTAL	100	100

ANALYSIS

Table shows that 68% are employees working in various sectors and 32% of respondents are business people.



GRAPH 2- Graph Showing Occupation Of The Respondents

INTERPRETATION

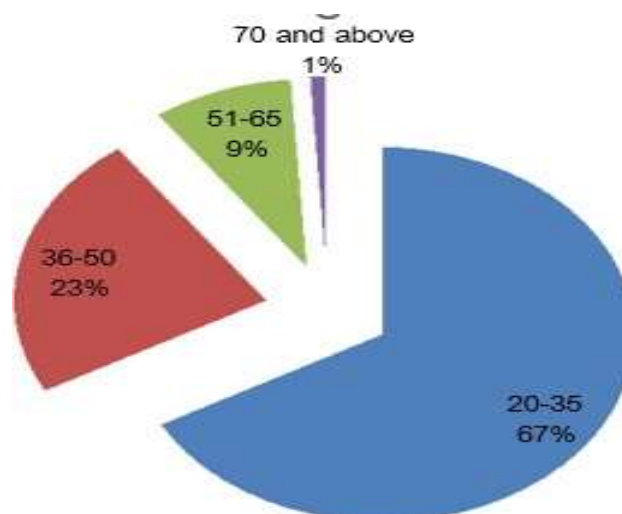
From the graph it shows that, 68% are employees and 32% of respondents are business people.

TABLE 3- Respondent Age Grouping

SL NO	AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
1	20-35	67	67
2	36-50	23	23
3	51-65	9	9
4	More than 70	1	1
	Whole	100	100

ANALYSIS

From the table it shows that 67% of people are belongs to 20-35 age group, 23% of people are belongs to 36-50 age group, 9% of people are belongs to 51-65 age group and 1% of the respondent people are belongs to more than 70years age group.



GRAPH 3- Graph Showing Age Group Of The Respondents

EXPLANATION

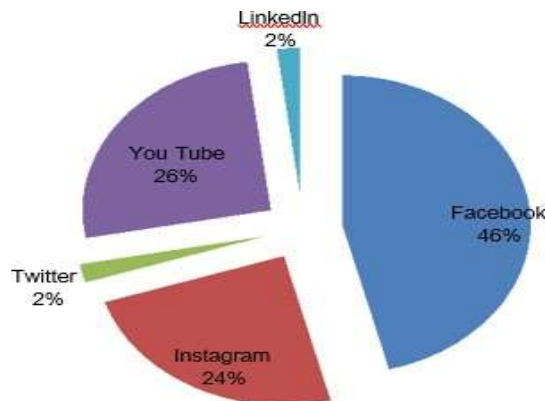
From the above graph it shows that 67% of respondents people are belongs to 20-35 age group, 23% of respondents people are belongs to 36-50 age group, 9% of respondents people are belongs to 51-65 age group and 1% of the respondent people are belongs to more than 70years age group. Here maximum respondents are youths and less percent respondents of old age peoples.

TABLE 4- Table Showing In Which Social Media Reespondents Would Like ToSpend Their Time

SL NO	SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE
1	Facebook	46	46
2	Instagram	24	24
3	Twitter	2	2
4	You Tube	26	26
5	LinkedIn	2	2
	sum	100	100

ANALYSIS

The table indicates 46% of the respondents are likely spend their time in Facebook, 24% of the respondents are in Instagram, 2% of the respondents in Twitter, 26% of the respondents in You Tube and 2% of the respondents would like to spend their time in LinkedIn.



GRAPH 4- Graph Showing The Social Medias That Respondents Would Like ToSpend Their Time

INTERPRETATION

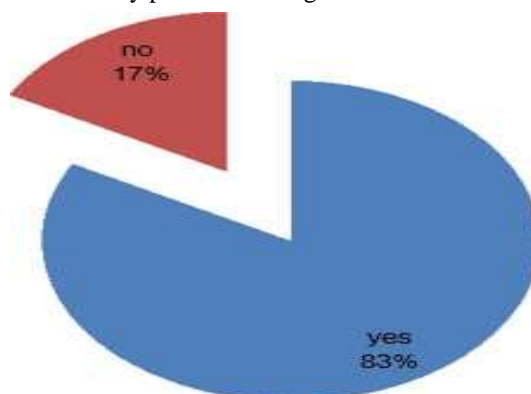
The graph indicates that 46% of the respondents are likely spend their time in Facebook, 24% ofthe respondents are in Instagram, 2% of the respondents in Twitter, 26% of the respondents in You Tube and 2% of the respondents would like to spend their time in LinkedIn.

TABLE 5- Table Showing That Whether The Respondents Would Like To BuyProducts Through Online

SL NO	OPINION	RESPONDENTS	PERCENTAGE
1	Yes	83	83
2	No	17	17
	Total	100	100

ANALYSIS

From the above table it shows that 83% of the respondents are like buy products through online and 17% of the respondents are not like to buy products through online



GRAPH 5- Graph Showing That Whether The Respondents Would Like To BuyProducts Through Online

INTERPRETATION

From the above graph it shows that 83% of the respondents are like buy products through online and 17% of the respondents are not like to buy products through online.

10. FINDINGS

- From the analysis found that 45% of the respondents would like to spend their more time in Facebook social media.
- 83% of the respondents are like to buy products through online. Few members are not like to buy products through online.
- According to the analysis 57% of the respondents frequently use the internet in their regular routine daily schedule.
- From the response we came to know about 34% of the respondents would like to use social application in the night times and 30% of the respondent's active in evening time.
- Majority of the respondents would like to spend about 15-30 minutes in social applications.
- 44% of the respondents like to buy solar products through online.
- From the 100 responses 53% of the respondents are aware of Emmvee photovoltaic power private limited company products.
- 51% of the respondents prefer the Emmvee solar products because of the quality of the products.
- From the analysis 48% of the respondents suggested that Facebook is the more effective digital media for sale of Emmvee solar products.
- 72% of the respondents are purchase the products because of their advertisements displayed in online websites.
- Majority of the respondents about 86% are having a Facebook account.
- 84% of the respondents say that brand name of manufacture plays important role at the time of purchasing solar products through online.
- The average annual income of 56% respondents from 100 responses is 2-5 lakhs.
- 58% of the respondents would like to get updates/notification for new products from the company.
- 51% of the respondents are like to share data/information on social sites and 29% of the respondents may share the information on social sites.
- From the analysis 50% of the respondents said that preferred mode of payment is through cash.
- 58% of the respondents influence on online advertising while buying a products through online.
- From the responses 49% of the respondents require a celebrity promotion while displaying the ads about their products.
- 54% of the respondents are satisfied with the satisfied with the present promotion/advertisements of the Emmvee solar company.
- From the analysis we can see that 56% of the respondents change their mind while
- 67% of the respondents would like to buy durable goods through online.
- Majority of the respondents about 53% people see the performance, life, and features of the durable products.

11. SUGGESTION

- Through media promotion is which some of the customer could know about Emmvee solar company, so company should emphasis on this mean of promotions to create awareness.
- Emmvee can still improve the promotion branding.
- To make ads company should use celebrities to attract the viewers for the effectiveness of increasing sales.
- Eye catching visual ads can change the mindset of customers.
- Company should think of promoting ads through digital marketing in various social networking Medias.
- Promotion will have effect on consumer behavior and its perception towards product and sales will be increased through digital marketing.

12. CONCLUSION

Emmvee photovoltaic private limited company is a well-known solar and photovoltaic manufacturing company in India. As in study we studied that Emmvee photovoltaic private limited company likely to promote their products through digital marketing. It is a good and easy method of promoting products through online by that sale can be increased. From the data analysis most of the respondents are interested in buying solar products through online and they like to be more active in Facebook and Instagram social media. It is better to display best ads in those Social Medias so, that customer can be easily attracted towards the product. With the present digital marketing technologies, it will be easy to analyze customer perception towards searching about the products and buying the products. Promotions done in the online sites may reach to maximum number of internet users and it is cost effective for the company.

13. REFERENCES

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- [2] D.V Manjunatha (Managing Director) Srinath. T (Director – Technical & Marketing) Vijaya Kumar C R (General Manager - Sales) Ramesh Udupa N (Senior Manager – Sales) Raghunand M A (DGM – Purchase)
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