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A Study on MARKETING STRATEGIES AT SUNSHINE SOLAR TECHNOLOGIES, KADAPA.

***SHAIK.SHAHIN¹, **SHAIK.IZAZ AHAMMED²**

E-mail: shaikshahin118@gmail.com , Izazahammed2010@gmail.com

MOBILE.NO: 9177398693, 7396373072

Corresponding Author-S. Izaz Ahammed

1.Student, Department of MBA, Chaitanya bharathi Institute of Technology, PRODDATUR.

2.Assistant Professor, Department of MBA, Chaitanya bharathi Institute of Technology, PRODDATUR.

ABSTRACT

A Solar Marketing Strategies typically focuses on raising awareness about the benefits of solar energy educating potential customers on the technology and financial advantages and utilizing digital channels to the reach a wide audience often emphasizing sustainability and environmental impact to drive adoption solar panels and systems.this study examine the various approach companies use to promote solar energy solutions, including digital marketing, social media engagement. It is critical for expanding the solar energy market and transition to clean energy solutions.

KEY WORDS: Renewable Energy strategies, solar panels, pricing strategies, market penetration.

INTRODUCTION

“A marketing strategy” refers to a long-term plan formulated by a Business to achieve specific organizational objectives. A marketing strategy is a well-planned approach that outlines how a company will position itself in the market, communicate its value to customer, and gain a competitive advantage. It involves identifying the right audience, understanding their needs, and using various marketing channels to engage and customers into loyal buyers.

DEFINITION:

A marketing strategies is a comprehensive plan that businesses use to promote their products or services, attract and retain customer, and achieve a competitive advantage.

A successful marketing strategy helps businesses create a strong brand presence, differentiate themselves from competitors, and build lasting relationships with customers.

IMPORTANCE OF MARKETING STRATEGIES:

- Understanding customer needs and preferences.
- Creating a unique identify and value proposition.
- Utilizing digital, social media, traditional, and direct marketing.
- Setting competitive prices and offering discounts or deals.

OBJECTIVES OF THE STUDY:

- ❖ To identify major problems the company/dealer is facing and suggest measures to overcome such problems.
- ❖ To identify the customers response towards the services provided by solar energy.
- ❖ To provide proper suggestions based on the survey.

SCOPE OF THE STUDY:

The marketing strategies includes a wide range of activities, including market research, advertising, branding, and sales. The goal of marketing strategies is to help companies understand customer needs develop strategies to meet those needs, consumers to make a purchase.

LIMITATIONS OF THE STUDY:

- It is insufficient financial resources can restrict the scope and effectiveness of marketing efforts.
- It is limited access to customer data and Analytic can make it challenging to create targeted and effective marketing strategies.
- Marketing strategies may need to take into account environmental and social factors, such as sustainability and social responsibility.
- Marketing strategies may be limited by time constraints, such as the need for quick result or the limited attention of customers.

REVIEW OF LITERATURE:

Marketing strategies is a crucial aspects of business success and various scientists have contributed to its development this literature review examines the works of marketing strategies:

ASHRAF, LI AND MAHMOOD(2017): to study , income of customers has a significant effect on the demand for premium price. To other products in the same product category most customers regard own price of the products of premium pricing.

FERNANDO(2018): To investigate the impact of external and internal single of tea products a a premium pricing utilizing data from the medium high-end market. As per the brand name of tea products has the greatest effect on customer to pay a premium price.

KUMAR ET AL.(2020): Demonstrates the importance of marketing strategies that examined that promotional messages associated with integrate marketing make impact on consumer perception social media platforms to make aware of the product and influence purchasing of the product.

MASON ET AL.(2021): states of the social media is salient sources for persuading consumers shopping and buying behaviors since they share tips of product usage, service , experience, and product reviews. The effects that social media can have on consumer decision-making processes. As per the analysis of marketing strategies.

PULIZZI(2022): Examine marketing strategies involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This shifts exploring online platforms, social media,and digital content.this marketing strategies digital tools effectively.

RESEARCH METHODOLOGY:

Marketing strategies focuses on identifying, analyzing, and evaluating techniques businesses use to attract and retain customers, enhance brand image, and increase sales. A structured methodology ensures accurate and actionable insights.

RESEARCH DESIGN

Research design in marketing strategies refers to the frame work used to plan, collect, analyze, and interpret data related to marketing activities.

SOURCE DATA

PRIMARY DATA:data collected directly from original sources for a specific research purpose:survey and questionnaires.

SECONDARY DATA:data that has already been collected, processed, and published by others:industry reports, company records, government publications, market research reports.

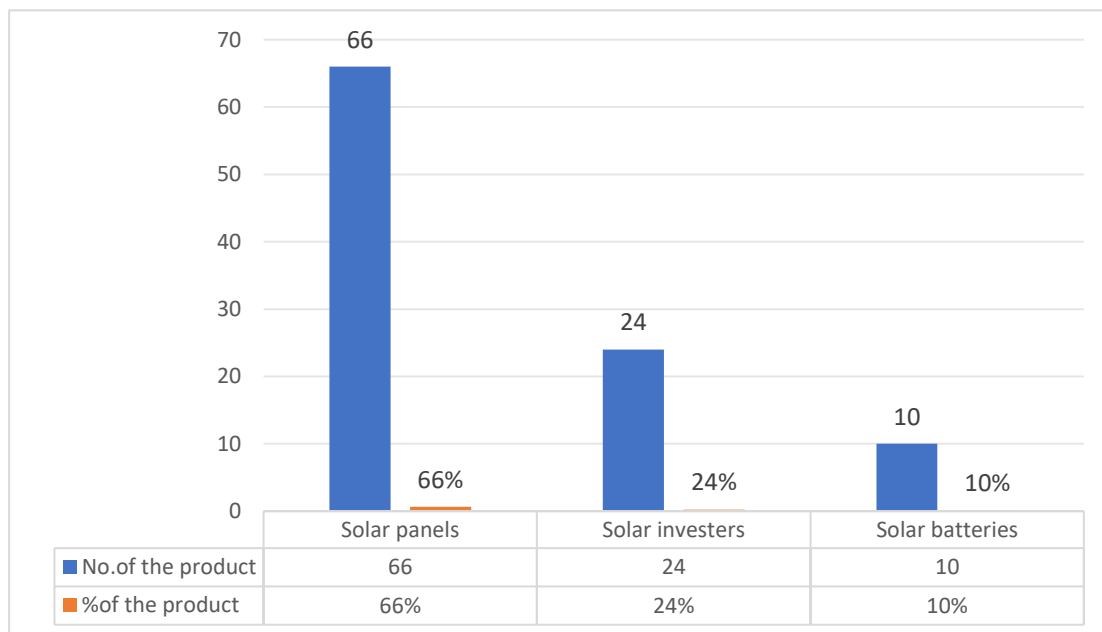
SAMPLE SIZE:The total sample size that is taken from this study is 100.

SAMPLING TECHNIQUE: Random sampling

DATA ANALYSIS

- What type of solar energy products/services does your company offer?

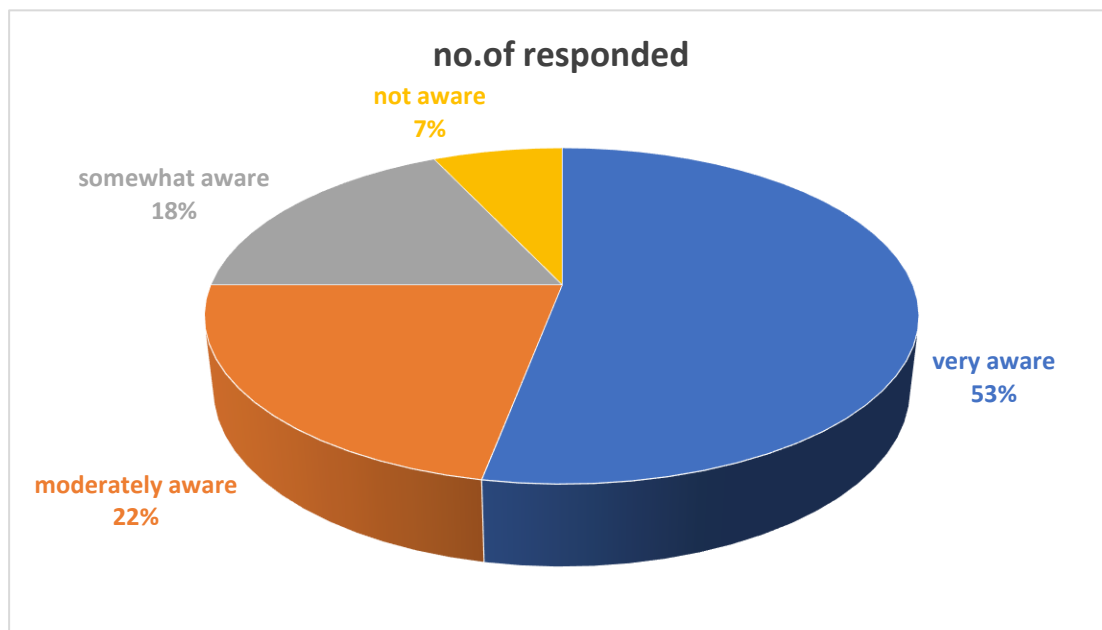
Name of the product	No.of the product	%of the product
Solar panels	66	66%
Solar investors	24	24%
Solar batteries	10	10%



INTERPRETATION: most of the peoples preferred solar panels(66%)and less peoples preferred solar investors(24%) and solar batteries(10%).

- How aware is your organization about technologies used in solar energy?

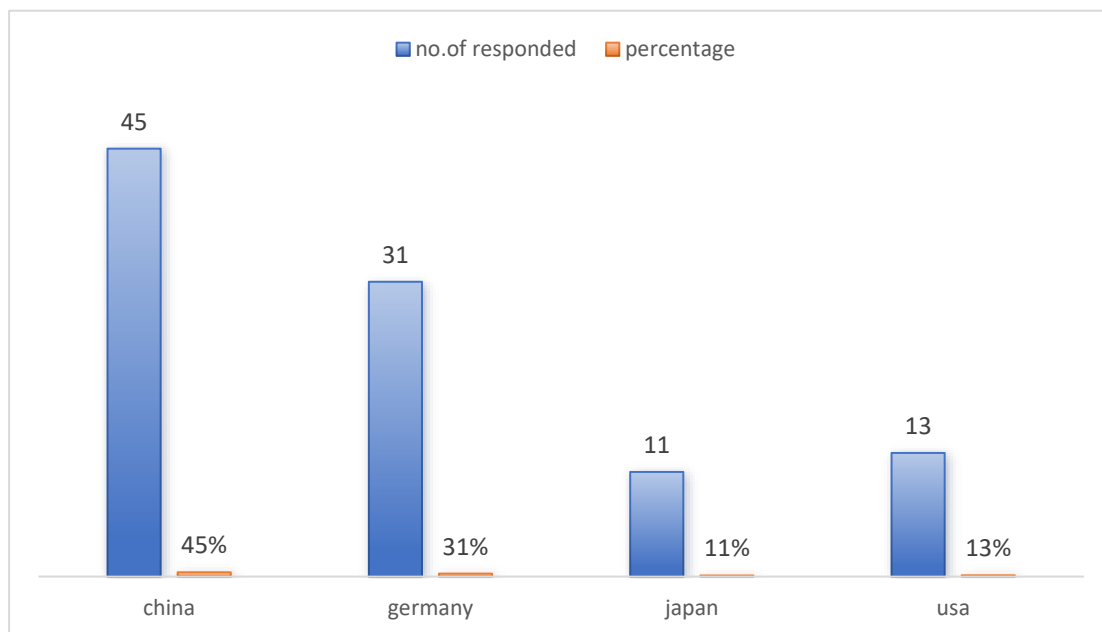
Aware of organization	No of responded	percentage
Very aware	53	53%
Moderately aware	22	22%
Somewhat aware	18	18%
Not aware	7	7%



INTERPRETATION : In solar energy technologies the customer are very aware(55%) and moderately aware(22%)somewhat aware(18%) less customers are(7%). this are express aware of technology to improve .

- Which country will your organization import solar energy products?

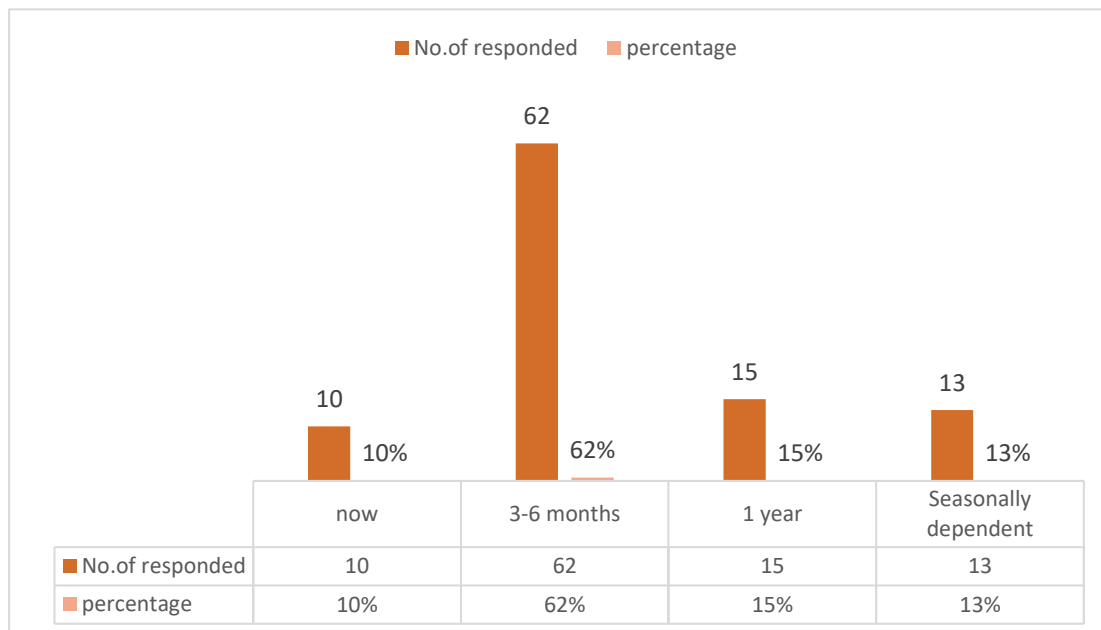
countries	No of responded	percentage
china	45	45%
germany	31	31%
japan	11	11%
usa	13	13%



INTERPRETATION: Based on country china(45%)and Germany(31%) and average products imports USA(11%)very less japan (5%)this are area are also be enhanced.

- Approximately when would you want your solar system installed?

Approximately system install	No.of responded	percentage
now	10	10%
3-6 months	62	62%
1 year	15	15%
Seasonally dependent	13	13%



INTERPRETATION: Approximately solar install in many peoples 3-6 months(62%)and now(10%)1 year(10%) more less peoples seasonally dependent(13%)many peoples are preferred based on 3-6 months.

FINDING :

- 80% consumer are most likely to do business with companies that offer personalized experience.
- Social media advertising can increase sales upto 25.8%.
- Account base marketing can increase deal size by upto 55%.
- Maximum number of solar goods transfer from one place to another place.
- They can collect the information through feedback 50%.

SUGGESTIONS:

- ◆ Use tools like goggle, Analytic, websites and hubs pots to track the websites traffic and conversion.
- ◆ Encourage employees to share company news and updates on social media.
- ◆ Creates comprehensive guides on solar energy including benefits installation process and tips.
- ◆ Use marketing automation tools to steam lines and optimize marketing process.

CONCULSION:

The marketing strategies lies in understanding the customer and creating value for them through effective marketing strategies play a crucial role in the success of a business by helping it reach its target audience, increase brands and drive sales.businesses that implement strong marketing strategies can achieve sustainable growth, maintain competitive advantage, and enhance brand value in the long run.

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