

# Effectiveness of Marketing Techniques Adhered Athenova Technologies

M. Anbarasi, S. Praveen Kumar

**Abstract:** The reason for this examination is to survey the connection between adequacy of showcasing procedures execution Marketing branches. This exploration as far as reason for existing is connected; and furthermore as far as technique is distinct correlational research and in term of span is a solitary period. To pick the factual example by utilizing old style arbitrary inspecting and as per the measurable equation, an example of individuals is chosen from among the factual populace. As indicated by research system and the kind of the fundamental information in this examination, survey of standard advertising techniques and scientist promoting execution are utilized as the primary instrument to quantify and information gathering. So as to do the measurable examination, SPSS factual investigation programming is utilized.

**Keywords:** Effectiveness of marketing strategies, Performance marketing

## I. INTRODUCTION

The specialist has attempted this investigation with the accompanying points and goals. To study the common administration approaches and methodologies embraced by instructive foundations giving administration training in the current worldwide situation. [1],[3],[5].To break down the advertising blend procedures methodologies utilized by instructive establishments conferring the board training. To basically study the brand building, brand situating, and brand maintainability systems embraced by these administration foundations covering their different partners. To study the achievability and possibility of promoting endeavors of the executives foundations with respect to advertising arranging, showcase division, client relationship the board and working of brand unwaveringness among them. To relatively examine the brand situating status and the possibility of the instructive organizations secured under the examination to in the long run create worldwide brand initiative[2],[4],[6]

**Revised Manuscript Received on July 22, 2019.**

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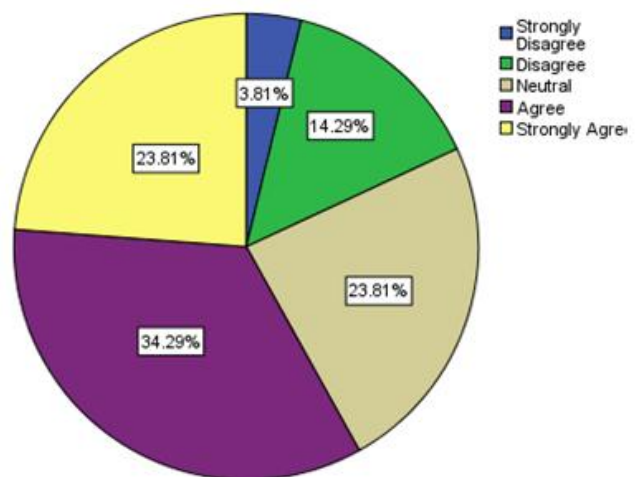
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## II. ANALYSIS

Table 1 - Not Given an Opportunity to tell my side of story

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly disagree	4	3.8
Disagree	15	14.3
Neutral	25	23.8
Agree	36	34.3
Strongly agree	25	23.8
<b>Total</b>	<b>105</b>	<b>100</b>

Figure 1 - Not Given an Opportunity to tell my side of story



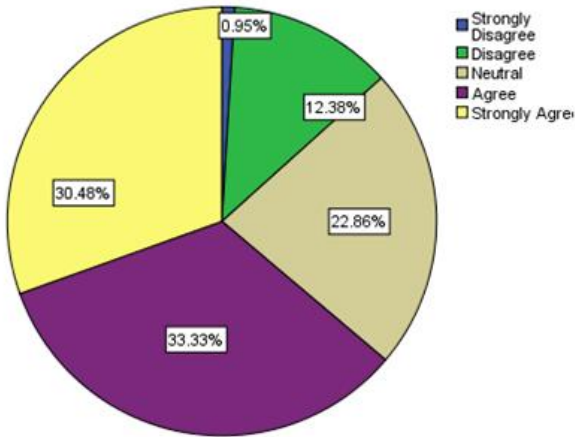
### Inference:

It can be seen from Table 4.14 that 3.8 % of the respondents rated strongly disagree; 14.3 % of the respondents rated disagree; 23.8 % of the respondent are rated neutral, 34.3 % of the respondents are rated agree; and remaining 23.8 % of the respondents rated strongly agree.

Table2 - The service provider has fair policies and procedures for dealing with customer

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly disagree	1	1.0
Disagree	13	12.4
Neutral	24	22.9
Agree	35	33.3
Strongly agree	32	30.5
<b>Total</b>	<b>105</b>	<b>100</b>

Figure2 - The service provider has fair policies and procedures for dealing with customer



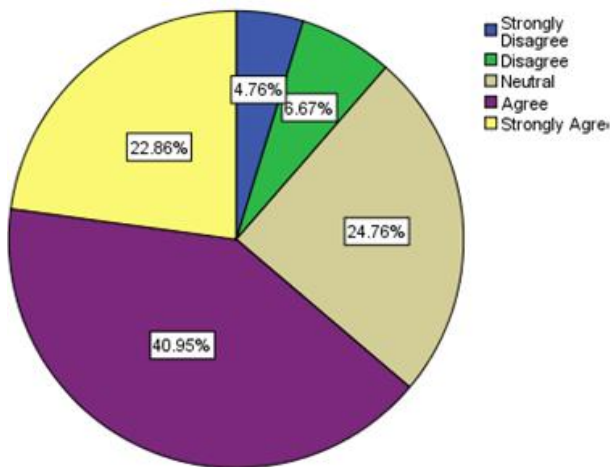
**Inference:**

It can be seen from Table 4.15 that 1 % of the respondents rated strongly disagree; 12.4 % of the respondents rated disagree; 22.9% of the respondent are rated neutral, 33.3% of the respondents are rated agree; and remaining 30.5% of the respondents rated strongly agree

Table 3 - Company staff was honest in dealing with my complaints

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly disagree	5	4.8
Disagree	7	6.7
Neutral	26	24.8
Agree	43	41.0
Strongly agree	24	22.9
<b>Total</b>	<b>105</b>	<b>100</b>

Figure 3 - Company staff was honest in dealing with my complaints



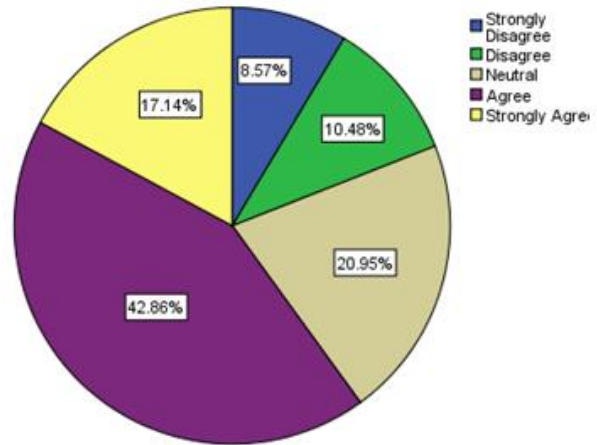
**Inference:**

It can be seen from Table 4.16 that 4.8 % of the respondents rated strongly disagree; 6.7 % of the respondents rated disagree; 24.8% of the respondent are rated neutral, 41% of the respondents are rated agree; and remaining 22.9% of the respondents rated strongly agree.

Table 4 - Satisfied with the way my problem was resolved

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly disagree	9	8.6
Disagree	11	10.5
Neutral	22	21.0
Agree	45	42.9
Strongly agree	18	17.1
<b>Total</b>	<b>105</b>	<b>100</b>

Figure 4 - Satisfied with the way my problem was resolved



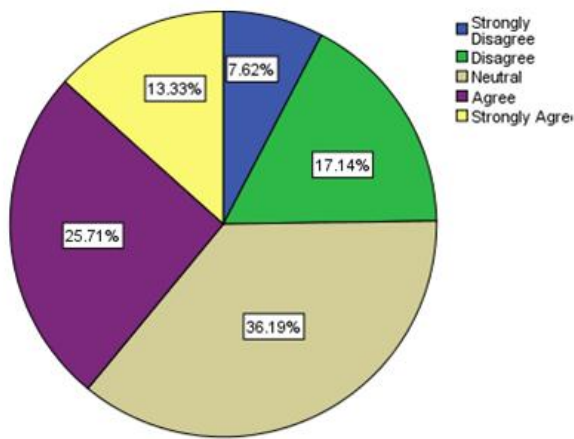
**Inference:**

It can be seen from Table 4.17 that 8.6 % of the respondents rated strongly disagree; 10.5 % of the respondents rated disagree; 20 % of the respondent are rated neutral, 42.9 % of the respondents are rated agree; and remaining 17.1 % of the respondents rated strongly agree

Table 5 - Provide discounts

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly disagree	8	7.6
Disagree	18	17.1
Neutral	38	36.2
Agree	27	25.7
Strongly agree	14	13.3
<b>Total</b>	<b>105</b>	<b>100</b>

Figure 5 - Provide discounts



**Inference:**

It can be seen from Table 4.18 that 7.6 % of the respondents rated strongly disagree; 17.1 % of the respondents rated disagree; 36.2 % of the respondent are rated neutral, 25.7% of the respondents are rated agree; and remaining 13.3% of the respondents rated strongly agree

**A. CHI-SQUARE TEST**

$H_{0.1}$  = There Is No Difference between Age and Income of the Respondents

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.396 <sup>a</sup>	12	.495
Likelihood Ratio	11.775	12	.464
Linear-by-Linear Association	2.208	1	.137
N of Valid Cases	105		

\*\*Significant at 5% level

**Result:** It can be seen from Table 4.23 that the null hypothesis is accepted.

**Discussion:** The calculator value less than table value so There Is No Difference between age and income of the respondents.

**III. RESULTS**

1. 4.8 % of the respondents evaluated Below 20 years; 11.4 % of the respondents appraised 21-30 years; 32.4 % of the respondents evaluated 31-40 years; 36.2 % of the respondents appraised 41-50 years and staying 15.2 % of the respondents appraised over 50 years [7], [9], [11]

2. 59 % of the respondents evaluated Male and remaining 41 % of the respondents appraised female.

3. 4.8% of the respondents evaluated Business; 10.5% of the respondents appraised Professional; 28.6 % of the

respondents evaluated Government; 40 % of the respondents appraised Private and staying 16.2 % of the respondents appraised not working

4. 61.9% of the respondents evaluated underneath 15000; 30.5% of the respondents rated 15000-40000; 3.8 % of the respondents appraised 40000-100000; and staying 3.8 % of the respondents appraised over 100000. [8], [10],[12]

5. Married and staying 47.6 % of the respondents evaluated single.

6. Product selling techniques; Advertisement 3.8 % of the respondents appraised emphatically disagree; 5.7 % of the respondents rated disagree; 13.3 % of the respondent are evaluated neutral, 49.5 % of the respondents are evaluated concur; and remaining 27.6 % of the respondents appraised unequivocally concur

7. Best of Product selling techniques; Sale executive 4.8 % of the respondents appraised emphatically disagree; 10.5 % of the respondents rated disagree; 19 % of the respondent are evaluated neutral, 33.3 % of the respondents are evaluated concur; and remaining 32.4 % of the respondents appraised unequivocally concur

8. Best of Product selling techniques; Banners 1 % of the respondents appraised emphatically disagree; 11.4 % of the respondents rated disagree; 18.1 % of the respondent are evaluated neutral, 45.7 % of the respondents are evaluated concur; and remaining 23.8 % of the respondents appraised unequivocally concur

9. Best of Product selling techniques; Notice 1 % of the respondents appraised emphatically disagree; 5.7 % of the respondents rated disagree; 27.6 % of the respondent are evaluated unbiased, 37.1 % of the respondents are appraised concur; and remaining 28.6 % of the respondents appraised firmly concur [13], [15],[17]

10. Delivery of item is reliable 1.9 % of the respondents appraised emphatically disagree; 3.8 % of the respondents rated disagree; 17.1 % of the respondent are evaluated unbiased, 52.4 % of the respondents are appraised concur; and remaining 24.8 % of the respondents appraised firmly concur.

11. A administration framework is clear and comprehend 6.7 % of the respondents appraised emphatically disagree; 6.7 % of the respondents rated disagree; 21.9 % of the respondent are evaluated impartial, 42.9 % of the respondents are evaluated concur; and remaining 21.9 % of the respondents appraised unequivocally concur.

12. The item was quality 3.8 % of the respondents appraised emphatically deviate; 12.4 % of the



respondents rated disagree; 29.5 % of the respondent are evaluated unbiased, 41.9 % of the respondents are appraised concur; and remaining 12.4 % of the respondents appraised firmly concur. [14], [16],[18]

13. The specialist co-op adjusted their grievance taking care of systems to fulfill my needs 4.8 % of the respondents evaluated emphatically deviate; 10.5 % of the respondents appraised dissent; 28.6 % of the respondent are appraised impartial, 40 % of the respondents are appraised concur; and staying 16.2 % of the respondents appraised unequivocally concur.

14. Not allowed a chance to tell my side of STORY 3.8 % of the respondents appraised emphatically deviate; 14.3 % of the respondents rated disagree; 23.8 % of the respondent are evaluated unbiased, 34.3 % of the respondents are appraised concur; and remaining 23.8 % of the respondents appraised firmly concur. [19], [21],[23]

15. The specialist co-op has reasonable arrangements and strategies for managing customer 1 % of the respondents appraised firmly deviate; 12.4 % of the respondents evaluated dissent; 22.9 % of the respondent are evaluated impartial, 33.3 % of the respondents are appraised concur; and staying 30.5 % of the respondents appraised unequivocally concur.

16. Company staff was straightforward in managing my complaints 4.8 % of the respondents appraised unequivocally dissent; 6.7 % of the respondents evaluated deviate; 24.8 % of the respondent are appraised nonpartisan, 41 % of the respondents are appraised concur; and staying 22.9 % of the respondents appraised firmly concur. [20], [22], [24]

17. Satisfied with the manner in which my concern was settled 8.6 % of the respondents appraised unequivocally dissent; 10.5 % of the respondents rated disagree; 20 % of the respondent are evaluated impartial, 42.9 % of the respondents are appraised concur; and remaining 17.1 % of the respondents appraised emphatically concur.

18. Provide discounts 7.6 % of the respondents evaluated unequivocally deviate; 17.1 % of the respondents rated disagree; 36.2 % of the respondent are appraised unbiased, 25.7% of the respondents are appraised concur; and remaining 13.3 % of the respondents appraised firmly concur.

19. Annual compliment 4.8 % of the respondents evaluated unequivocally deviate; 4.8 % of the respondents rated disagree; 30.5 % of the respondent are appraised unbiased, 38.1 % of the respondents are appraised concur; and remaining 21.9 % of the respondents appraised firmly concur. [25], [27], [29]

20. Gift system 4.8 % of the respondents evaluated unequivocally deviate; 5.7 % of the respondents

rated disagree; 26.7 % of the respondent are appraised unbiased, 48.6 % of the respondents are appraised concur; and remaining 14.3 % of the respondents appraised firmly concur.

21. Price separation for standard customers 10.5 % of the respondents appraised unequivocally dissent; 23.8 % of the respondents evaluated deviate; 21 % of the respondent are evaluated impartial, 35.2 % of the respondents are appraised concur; and staying 9.5 % of the respondents evaluated firmly concur.

22. Price limits for references 1.9 % of the respondents evaluated unequivocally deviate; 11.4 % of the respondents appraised dissent; 28.6 % of the respondent are appraised nonpartisan, 32.4 % of the respondents are evaluated concur; and staying 25.7 % of the respondents appraised emphatically concur.

## IV. DISCUSSION

I Understand the Customer Mindset and Adjust Practices Accordingly

2. Customer correspondence has changed as of late, however whatever the strategy, it is certain that picking up client trust is key for reps.

3. In internet based life, we utilize the 80/20 rule: 80% of substance is taken into account the peruser with tips, stunts, and learning identified with our administration, while 20% is explicitly about our organization and what we are doing.

4. Establishing connections with clients as referenced above, yet with compelling friends is profitable too. Perhaps the greatest biological system is the Salesforce.com people group, so keeping current with this is an absolute necessity. Online networking is another significant field to ace – ideally LinkedIn and Twitter, where reps can progress toward becoming promoters of their work while interfacing with clients and accomplices. At last, it never damages to meet individuals the old style way first – in particular, face to face. At that point, you remain associated with them through their favored web based life stage. [26], [28], [30]

5. Successful promoting isn't just about driving whatever number new deals as would be prudent, yet rather creating and sustaining long haul connections dependent on trust that win you brand inclination, rehash business, and brand envoys.

6. It appears as though another online stage is being presented at regular intervals, which implies that your group of spectators may not be getting their news and data in similar spots they were only a brief timeframe back.

7. Improve your advertising, look to your rivals. Discover what

they are doing to draw in clients.

8. People need to realize that they're burning through cash on quality. Furthermore, they need to know whether what you bring to the table is superior to what your rivals bring to the table.

## V. CONCLUSION

Showcasing procedure is something that continually develops, adjusting to changing economic situations. Inside Enterprise, the results from its a wide range of kinds of business are always surveyed and assessed. Decisions are then bolstered into the basic leadership process. This empowered new techniques to be created to improve activities.

In any case, while procedures change, one part of the business has stayed set up. This is a proceeded with spotlight on large amounts of client administration and worker relations. This system has empowered Enterprise to appreciate proceeded with development for over 55 years and the possibility of further development later on. [31], [33]

As ages advance and innovation builds up, the progression in the field of showcasing and ads has been monstrous. Never again are organizations bound by the restrictions of conventional advertising systems. The old has been vigorously supplanted by the new. One of the freshest and best systems has been of web based promoting, which is the theme that this entire digital book was focused on. Web based advertising uses the web and its abundance of assets for limited time, profile-raising purposes.

Advancement is key component in promoting technique of a business concern. It is the way toward building up a correspondence framework to build up the corporate and 271 item picture among the center man. Its point is to convey the learning about the organization, its destinations, exercises, items, costs and strategies. The appropriation framework is to move a fixed item from the spot of assembling to the spot of utilization. Choices which are worried about issues, for example, move of dispersion system to be received, the expected market inclusion, the expense of transportation, commission and credit term for different center men comprise the general circulation strategy of an organization

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