

A Study on Marketing Strategy Based On Customer Acquisition from Commercial and Non-Commercial Tracks

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Abstract

The expression client relationship the executives (CRM) is regularly utilized in contemporary promoting writing. Despite the fact that it has been being used since the start of the 1990s, specialists have arrived at no agreement concerning its definition. CRM, which includes digging client related information for key purposes, focused on the way toward getting new clients, and how information mining procedures can encourage this cycle. Results we got from the investigation that individuals are more cognizant about the quality about the item. The Bangalore district we favoured for inspecting shows that

individuals incline toward more online applications for buying staple which is potentially a direct result of markdown coupons, efficient or a larger number of choices are accessible for buying than other source. Information shows Milk Basket is exceptionally natural Brand in that area. Individuals got mindful for this brand through online media generally. Anyway this examination is restricted to just specific district of Bangalore as the client discernments and decisions may change from locale to area. Yet, this investigation can assist the organization with understanding client recognition. This investigation can assist the organization with tackling the issues

looked by client which can be advantage for the organization in since quite a while ago run. What's more, at last it will assist the organization with expanding its deals and advertising.

Keywords

Consumer behaviour, Theory of planned behaviour, Purchase intention, Carbonated beverages, Attitude, Subjective norms and Perceived behavioural control.

Introduction

Literature Review & Hypotheses

The expression client relationship the executives (CRM) is regularly utilized in contemporary promoting writing. Despite the fact that it has been being used since the start of the 1990s, specialists have arrived at no agreement concerning its definition. Most definitions have, be that as it may, some center highlights in like manner; for instance, CRM reliably manages the obtaining and maintenance of clients and the expansion of long haul client esteem writing likewise recognizes four kinds of CRM: vital, operational, investigative and community .This

paper centers around systematic CRM, which includes digging client related information for key purposes, focused on the way toward getting new clients, and how information mining procedures can encourage this cycle.

Most CRM writing ignores client obtaining for different subjects, for example, maintenance since maintenance systems are commonly less expensive than procurement methodologies However, as significant as client maintenance may have become, client securing is and ought to be a urgent concentration for organizations and scientists for a few reasons. New businesses and organizations planning to misuse new business sectors need new clients, since they need existing clients. In any event, existing organizations in a develop market will lose a few clients and must supplant them Acquiring new clients is a multistage cycle, in which just certain presumes become genuine clients, likewise alluded to as the "business channel. During this cycle, it is regularly hard for agents to adapt to all accessible information Monet shows that numerous organizations face this issue.

"Potential customers are the backbone of modern organizations, yet figuring out which leads are probably going to change over to appointments is regularly founded on mystery or instinct. This outcomes in a misuse of assets, mistaken deals estimates, and likely loss of deals. A quantitative model that might be utilized to anticipate which leads will change over, in view of data inborn in the leads themselves, would be profoundly important."

Accordingly, this article presents a quantitative model, intended to be utilized as a device to help salesmen in client securing—that is, a business power computerization device.

Also, it is intended to be actualized in a web application, giving it certain particular qualities and points of interest. Initially, it ought to be usable paying little heed to explicit organization attributes, for example, size and industry. Regardless of whether for a huge organization in the car division or a little organization in the food segment, the model should deliver great forecasts. Second, it must be completely robotized and run without the requirement for human impedance. Third, it

must be quick and cheap. Since it is a web application, clients regularly need results immediately.³ When the calculation is installed into a web application, the expense to the client is restricted. The client (i.e., a business-to-business [B2B] organization) just needs to pay a participation charge to get admittance to the application and doesn't have to pay for the entire information base of possibilities, which can be costly. Also, the organization doesn't require in-house specialists to examine the information, as the calculation plays out this progression and gives natural, prepared to-utilize yield.

Review of Literature

- Petrona Gregorio-Pascual (2019) in their study showed that there is increasing concern about the health risks of added dietary sugar, perhaps particularly when consumed in beverages that contain no essential nutrients (e.g., sodas).
- A. Banihani and J. F. Tahmassebi (2019) shows that the consumption of soft drinks was found to have increased dramatically

over the past several decades. The greatest increase in soft drink consumption has been among children and adolescents. Some commercial soft drinks are high in sugar content and acidity. In addition, they supply energy only and are of little nutritional benefit and lack micro-nutrients, vitamins and minerals.

- From the study of Abhay, Ashwin and Bhupesh (2019) it concluded that Sale of health drinks in the current market scenario will attract higher rates of speed and volume in the form of consumer transactions. The consumption of fizzy (carbonated) drinks has decreased by 15-20% over the last few years, whereas the market for non-fizzy drinks is expected to soar by 35% annually.
- According to Rukmini and Atul (2019) “This generation values the openness to new culture and sense. Even though they value new cultures they have a love for their local products and want to support their neighbourhoods and communities

and keep the wealth within their region itself. In a way you can say that they are moving back to a collectivist culture. Customers now follow the YOLO concept where you only live once and they want to experience personalized by unique experiences which allow them to express their identity.

- From study by Niraj Kumar and Subhajyoti ray (2018) examines the consumption patterns and attitudes towards soft drinks among Indian youth. Cluster analysis and factor analysis was undertaken to obtain a better understanding of the attitudes among young consumers towards soft drinks.
- The purpose of this study by VadiveluThusyanthy (2018) is to assess the degree of health consciousness and customer-based brand equity, and this study aims to consider further the impact of health consciousness on customer-based brand equity by using the health belief model theory and brand value

concept in the carbonated soft drink industry.

- According to Reeva Paul (2018) the study attempts to determine the Indian consumers' preference for health drinks and the criteria used by consumers to choose health drinks. The variable of age and income appears to be valid segmentation bases for segmenting the health drink industry.
- From the study by Alexandra, Brad and Jaime (2017) The theory of planned behaviour (TPB) offers a useful conceptualization of individual behavior change including behavioural intention as defined by attitudes, subjective norms, and perceived behavioural control.

Research gap

After critically reviewing various journals and articles, the following research gaps were identified. Majority of the research were conducted in countries other than India and focused on the segmentation of consumers. World is moving towards adopting healthy

lifestyle like consumption of healthy foods and healthy drinks. Research on Indian consumers in this space were very few, India is one of the major contributors to agriculture. According to Economic times (2019) India is one of the largest economies of the world with 2nd largest population in the world. As India is adopting healthy foods and drinks which is one of the reason for India to start and practice organic method of farming and also the consumption rate of these healthy foods and drinks are increasing at a rapid pace, hence there is a need to study about the branded healthy alternatives to carbonated drinks.

The second gap is that there are very few studies that are about the consumption behaviour of branded healthy alternatives to carbonated beverages for Indian youth, hence it is necessary to understand, what drives Indian youth to consume healthy alternatives to carbonated beverages.

Objectives of the study

- To identify the factors that helps in customer acquisition
- Find out the Research Gaps in literature review and journals related to customer acquisition and retention
- Conducting survey based on the variables effecting targeted customer by preparing questionnaire
- Collecting the crucial data's which help to understand the issues faced by customer and brand image among the people by taking their feedback.
- Data Visualization to understand and to find the solution for customer acquisition and retention.
- Suggestion on how to manage the successful customer acquisition and retention

Methodology

Sample Type

An study among young adults was conducted. 300 responses were studied. They were asked about purchase intention on various identified factors affecting the behaviour of Indian young adults on adopting branded healthy alternatives to carbonated beverages. They were also asked about the brands that they prefer the most.

Profile of the sample

The sample of 300 educated males and females both student and working with age groups of 19 to 24 years and 25 to 30 years responses, were selected on their readiness to share information.

Study	Empirical
Place of Research	Karnataka, Andhra Pradesh, Telangana, Tamil nadu, Maharashtra, Kerala, Rajasthan, Bihar and Uttar Pradesh

Sampling Technique	Convenience sampling
Sample Size (In Numbers)	300
Data Collection Methods	Questionnaire
Test Applied	Reliability test (Cronbach's Alpha), Factor Analysis,
Tools Utilized	SPSS

Variables in the study

The variables that were considered along this study were

Variable 1	communication	Family	Product return	reviews
Variable 2	Brand	Advertisement	celebrity	status
Variable 3	Experience	Previous purchases	Self-awareness	Service
Variable 4	User interface	Communicate clearly	Loyalty	Offers
Variable 5	Delivery	Word of mouth	refund	Availability

Reliability of the study

Reliability measures the similarity or constancy of results provided by equal events of the same object or construct. It means the consistency of the objects of the scale and the whole scale that has been taken for measurement. Cronbach alpha was calculated to check the reliability of each scale. For applying the test of reliability the value of Cronbach alpha has been calculated which is above the accepted value of 0.70 at 0.95 for 25 items.

Reliability Statistics

Cronbach's Alpha	N of Items
0.954	25

Data Analysis and Results

Factor analysis:

Factor analysis is a method of data reduction. It is also the statistical method that is used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.954
Bartlett's Test of Sphericity	Approx. Chi-Square	5433.967
	Df	300
	Sig.	0.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy – This measure varies between 0 and 1, and values closer to 1 are better. A value of .6 is a suggested minimum.

Bartlett's Test of Sphericity – This test the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are 1 and all off diagonal elements are 0.

Discussion and Implications

Conclusion

The paper aims to study about marketing strategy for customer acquisition based on commercial and non-commercial tracks. First the reliability test was done in which we got 0.724 score. The accepted score is 0.7 so the reliability test for the questionnaire was accepted. The

factor analysis test was done based on KMO and Bartlett's test. The test score should be at least 0.6 for the adequacy. The score we obtained was 0.805 which shows the high adequacy of sampling. After the visualization and Interpretation of data we found out the the more number of people prefers quality analysis then quantitative. Data's also shows nowadays people

prefer to buy online apps like milkbasket etc for purchasing grocery and other organic items or eatable items. The sampling for data analysis shows people who preferred buying online things were mostly educated and have bachelor degrees. The social media was the main influence for making people to buy things online. From data's it was found out that out of 300 total 182 people were happy customers of milkbasket that shows people from educated background are more likely to buy groceries online than retail stores. From data's it was also concluded that people in coming days also they are going to purchase groceries online and also there are going to increase in customer but online shopping still needs to improve their service quality. So my final conclusion is that incoming days age group from 13-30 will be the targeted customer as they are the groups which uses social media more and are mostly influenced for online shopping. But these e-commerce need to improve service quality as the delivery issue is the main issue was found in the survey.

Recommendations

- As per the findings the purchase intention is based on attitude , psychological behaviour and perceived behavioural control. These are the main variables which influences the customer to buy things online.
- Social media is the best platform to influence especially youths as mostly people from age 13-30 are daily users of social media. So social media will be great platform for the brand promotion as well as even to sell the items directly through any social media platform.
- From analysis it was found that age group 19-24 should be the main target for selling things online.

Limitation of Study

- Although studies cover the analytical analysis of data but it only covers limited testing. More testing would have done to deeply understand the marketing strategy for customer acquisition in terms of commercial and non-commercial tracks.
- The proposed model was limited to theoretical based on few dependent and

independent models and not on artificial intelligence model like neural network, nearest neighbour model as this model would have given deep insights.

- The survey was done in urban area with highly educated and pretty good salary but it failed to cover the rural area or the area with low literacy rate.
- The survey was only done for age group 19-30 , it didn't covered much older age i.e 50 above.

Suggestion for future research

- The study can focus on small cities and rural places across India because Persistable products cannot be delivered to these places.
- The study can also focus on different age group to know the reaction towards online marketing.
- The study can also focus on real time problems faced by customer while going for online grocery shopping's.
- The Artificial Intelligence models can be used to get more insight of data's which will be useful to target the customer.

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