

“A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING AT MYSTICGOLDZ Pvt Ltd ”.

AUTHOR’S DETAILS

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INTRODUCTION

Marketing is about expanding an organization’s target markets, building long-term relationships with customers, ensuring target profitability and maximizing competitive advantage. Although marketing is a well-known topic in industry and service sectors, it is still misunderstood in the construction business. This is reflected in the lack of scientific research and literature on the subject. In the construction industry, the definition of “products” is difficult, and the definition of “marketing” is even more complex. This research was done to assess the current marketing status of the construction industry and to see if there are any recommendations for implementing these activities in the construction company. It is important to remember that construction works differ from service industries with many unique features. Among them: a construction company that offers a mix of products and services; Its structures depend on projects; The product varies in size, location and complexity; The company claims the ability to meet and exceed cost, schedule and quality requirements. In addition, the needs of clients in the public and private sectors vary greatly and vocational training focuses on science and technology rather than management education. When viewed from an international perspective, there must also be cultural differences in marketing.

OBJECTIVES OF THE STUDY

The vast goals of the take a look at are

1. To study the market potentiality of the MYSTICGOLDZ Pvt Ltd.
2. To examine the position of MYSTICGOLDZ Company in the construction industry in India

3. To analyze the various marketing strategies of MYSTICGOLDZ
4. To offer suitable suggestions to improve performance of digital marketing skills of MYSTICGOLDZ Pvt Ltd.

LITERATURE REVIEW

Then again, Harris and Dennis (2011) : utilized TAM as a basic structure that interfaces trusts and factors identified with TAM (i.e., saw joy, ease of use, and utility). Cap has discovered that clients, particularly understudies, have a reliable reach when utilizing online media destinations like Facebook. Understudies first trust "genuine" companions, then, at that point Facebook companions, master web journals, free audit locales, superstars, internet business destinations lastly famous people and e-retail locales.

As indicated by Chi (2011) : purchasers see promoting contrastingly dependent on the informal community, for example purchaser inspirations for online informal communities assume a significant part in deciding customer responses via web-based media advertising.

Rogers Madi in (2011) : Development Adoption Process (IAP) is another device to decide the ability of customers to embrace new innovation. IAP is an excursion through the dynamic interaction of an individual advancement (referred to by). The interaction comprises of five stages: recognizing the innovation, fostering a disposition towards it, deciding to acknowledge or dismiss it, carrying out the development, and affirming the decision (Madi 2011). IAP's information will assist advertisers with accomplishing a fruitful web-based media promoting procedure.

NEED FOR THE STUDY

The construction area is one of the huge and leading sectors withinside the prominence and increase income of a nation.

This studies is to Study focuses increase and improvement of Digital marketing of construction industries in India.

So the project is carried out to find out the use of digital marketing at MYSTICGOLDZ which helps the MYSTICGOLDZ to use good digital marketing skills so that they can survive in the market for longer period and I have taken the project to study the use of digital marketing of MYSTICGOLDZ

SWOT ANALYSIS

STRENGTHS

- Own Company Premises
- Strong Reputation
- Strong brand Name in The Field
- Strong Goodwill in the community
- Good Quality

WEAKNESS

- Low Marketing and Sales Force
- Wong Impressions on clients due to the technical jargons at the work place.

OPPORTUNITIES

- New Projects of the same client can be acquired.
- New territories can be explored and acquired.
- Strong Demand in the market.
- Huge potential in Indian market.

THREATS

- Loss of clients due to delivery, pricing, and competitors discounting prices.
- Volatile Market.
- Fickle minded clients.
- Entry of foreign contractors.

LIMITATIONS OF THE STUDY:

1. While the Indian construction sector is the backbone of the Indian economy, efforts have been made to get rid of it based on the secondary data target estimate.
2. As advertising and marketing have such a wide range of disciplines, there are many approaches to policy research, so more efforts are focused on this research.

3. This research is based on primary and secondary data and the quality of the work is determined by the respondents' words.
4. As the research is limited to Bangalore, the results cannot be generalized.
5. Due to the broad outlook of the business in the Indian construction industry, the physical limitations in an individual study have clearly identified some difficulties in compiling data.
6. Defendants' responses may be tainted with bias.
7. Some respondents are reluctant to give accurate information.

Table : Table showing Numbers of Respondents rated the quality of MYSTICGOLDZ products.

Sl. No	Particulars	No of Respondents	Percentage(%)
1	5	50	50%
2	4.5	30	30%
3	3.5	20	20%
	Total	100	100%

Graph : Graph showing Numbers of Respondents rated the quality of MYSTICGOLDZ products.

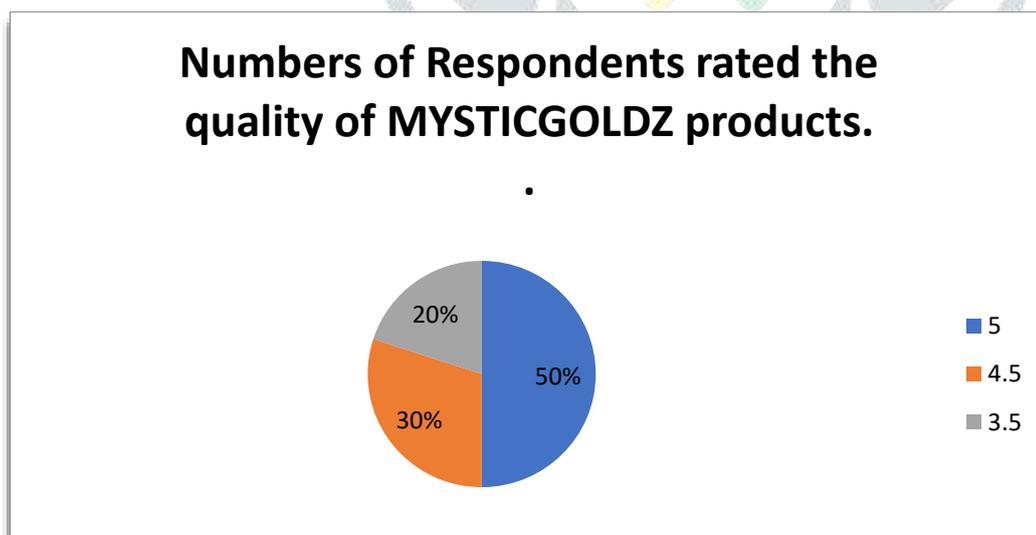
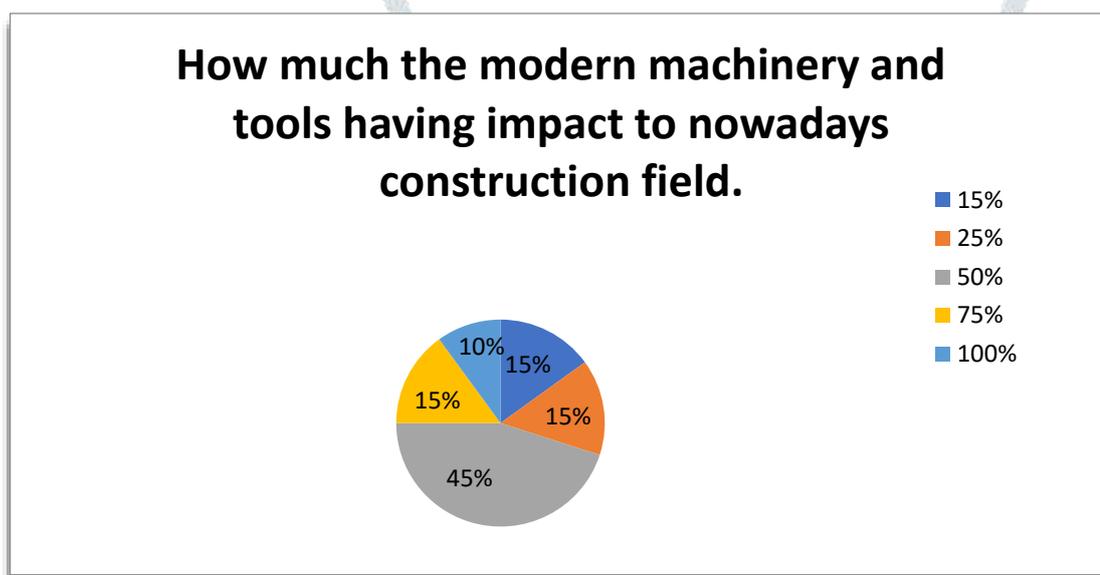


Table : Table showing how much the modern machinery and tools having impact to nowadays construction field.

Sl. No	Particulars	No of Respondents	Percentage(%)
1	15%	15	15%
2	25%	15	15%
3	50%	45	45%
4	75%	15	15%
5	100%	10	10%
	Total	100	100%

Graph : Graph showing how much the modern machinery and tools having impact to nowadays construction field.



CONCLUSION

1. The study on effectiveness of digital marketing tools at MYSTICGOLDZ was conducted to the objective of determining the effectiveness of marketing strategies followed at MYSTICGOLDZ to be successful and to sustain in the market for the long term.
2. Through the study is based on the marketing strategies analysis with the serves a great idea regarding customer perception towards construction industry.
3. A study on effectiveness of digital marketing strategies at MYSTICGOLDZ it leads to the stability and flexibility decides contributing to the growth of the company.