



# A STUDY ON IMPACT OF MARKETING STRATEGIES ON SALES OF SOLAR PRODUCTS IN ROHTAK CITY OF HARYANA

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## ABSTRACT:

According to the study researcher concluded that the retailers of different solar products from Rohtak city uses the several marketing techniques for the growth of sales and the impact of marketing strategies on sales of solar products is positive.

**KEYWORDS:** Marketing strategies, Impact, Solar Products

## INTRODUCTION:

### Marketing strategies for solar products:

Effective solar product marketing strategies include: carrying out in-depth market research; stressing the financial and environmental advantages of solar energy; producing educational content to inform prospective buyers; optimising your website for search engines (SEO); using social media marketing; launching targeted email campaigns; forming alliances with related businesses; providing referral programs; and showcasing customer testimonials to establish credibility. All of these tactics should be used while concentrating on your unique value proposition and resolving customer concerns regarding cost and installation procedures.

Key elements of a solar marketing strategy:

- **Content Marketing:**

- Produce blog entries, films, and infographics that address common misunderstandings, highlight the advantages of solar energy, and offer comprehensive product details.
- To demonstrate effective solar installations for various property types, use case studies.

- **SEO Optimization:**

- Use pertinent keywords such as "solar panels," "home solar energy," and "solar installation" to improve your website's search engine ranking.
- Make sure your website's headings, meta descriptions, and content are search engine optimised.

- **Social Media Marketing:**

- Share promotions, client endorsements, and instructional materials with prospective clients on social media sites like Facebook, Instagram, and Twitter.
- Utilising social media advertisements to reach a targeted audience.

- **Partnerships and Referrals:**

- Work together to cross-promote services with nearby home improvement businesses, real estate brokers, and contractors.
- To encourage current clients to promote your business, put in place a referral program.

- **Targeted Advertising:**

- Utilising promotional advertising platforms like Google Ads and Facebook Ads to approach the particular demographical locations with promotional messages.

- **Customer Education:**

- Customer should know the actual information about the solar installation process, financing options, and potential cost savings.
- Host webinars or workshops time to time to educate potential customers about solar energy.

### **Statement of the problem:**

**“A Study of Impact of Marketing Strategies on Sales of Solar Products in Rohtak City of Haryana”**

### **REVIEW OF LITERATURE:**

Wiser (1998) mentioned in his article “Green Power Marketing” explained that in future, Customers will also pay attention to the unique power of the surroundings. Green power marketing therefore on the assumption that these consumers will seek out environmentally friendly products. The environment has been linked to green products. They all agree that green marketing is expanding dramatically and that businesses may earn by enhancing environmental performance and creating green products that attract consumers. However, there are still barriers to selling eco-friendly goods.

## RESEARCH METHODOLOGY:

The process of finding a systematic solution to the research problem is called research methodology. It is also understood as finding a way out the research problem in a systematic way.

### Objective of the study:

1. To know the impact of marketing strategies on sales of solar products in Rohtak city of Haryana.

### Hypothesis of the study:

**H<sub>01</sub>** There is no significant impact of marketing strategies on sales of solar products in Rohtak city of Haryana.

### Sample selection:

In the present study, purposive sampling has been used by researcher. On the basis of primary and secondary data, the researcher selected Rohtak city of Haryana state as research area. Researcher selected 50 retailers deals in different solar products from different demographic variables.

### Data collection:

Primary data is been collected with the help of questionnaires and interviews. Primary data can be quantitative as well as qualitative in nature. Secondary data is been collected with already existing study material in the form of research/reports/ articles/ newspapers etc.

### Statistical techniques used:

Anova test has been used for the data analysis.

**DATA ANALYSIS AND ITERPRETATION:****Rank wise distribution of respondents****Table – 1**

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
We actively use influence media marketing by collaborating with influences to promote solar products.	Count	1	7	12	26	4
	Row N %	2.0%	14.0%	24.0%	52.0%	8.0%
We regularly send out Emails, Newsletters and promotions to our customers.	Count	1	4	17	24	4
	Row N %	2.0%	8.0%	34.0%	48.0%	8.0%
We provide information to the consumers by creating informative content through (blogs, vlogs, video, etc.) about solar products, their initiatives and benefit's	Count	1	4	16	28	1
	Row N %	2.0%	8.0%	32.0%	56.0%	2.0%
We attract more consumers looking for solar product by using Search Engine Optimization (SEO) that highlights our website.	Count	1	4	17	23	5
	Row N %	2.0%	8.0%	34.0%	46.0%	10.0%
	Count	1	4	15	28	2

We use digital marketing (social media, Search Engine Optimization, Pay-Per-click) tactics to attract more consumers.	Row N %	2.0%	8.0%	30.0%	56.0%	4.0%
We invest in traditional advertising methods such as TV, radio, print media	Count	1	8	14	25	2
	Row N %	2.0%	16.0%	28.0%	50.0%	4.0%
We participate in trade shows, exhibition and event to showcase our solar products and their benefits to the consumers.	Count	28	14	1	7	0
	Row N %	56.0%	28.0%	2.0%	14.0%	0.0%
We use direct sales method by reaching consumers on their door step and advertise about solar products.	Count	1	7	14	24	4
	Row N %	2.0%	14.0%	28.0%	48.0%	8.0%
We partner with other company or business to promotes solar products.	Count	1	7	12	26	4
	Row N %	2.0%	14.0%	24.0%	52.0%	8.0%
We actively encourage consumer for the feedbacks and review about the solar products.	Count	1	7	11	25	6
	Row N %	2.0%	14.0%	22.0%	50.0%	12.0%

### Interpretation:

As per Table 1, respondents' responses towards promotional marketing strategies values have been highlighted below:

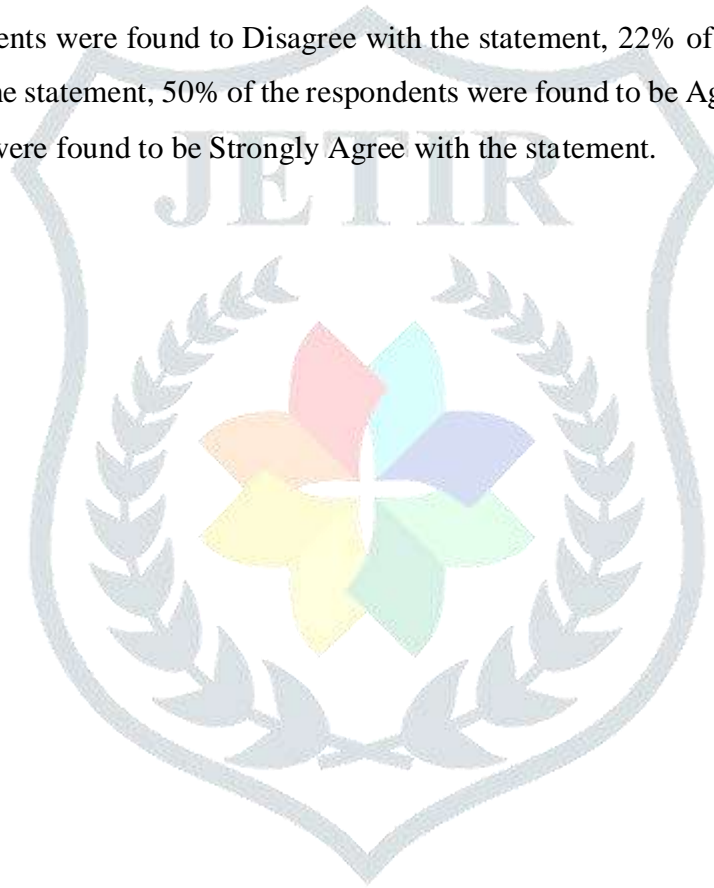
- As per the statement, 'We actively use influence media marketing by collaborating with influences to promote solar products.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 14% of the respondents were found to Disagree with the statement, 24% of the

respondents were found to be Neutral with the statement, 52% of the respondents were found to be Agree with the statement, 8% of the respondents were found to be Strongly Agree with the statement.

- As per the statement, 'We regularly send out Emails, Newsletters and promotions to our customers.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 8% of the respondents were found to Disagree with the statement, 34% of the respondents were found to be Neutral with the statement, 48% of the respondents were found to be Agree with the statement, 8% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We provide information to the consumers by creating informative content through (blogs, vlogs, video, etc.) about solar products, their initiatives and benefit's' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 8% of the respondents were found to Disagree with the statement, 32% of the respondents were found to be Neutral with the statement, 56% of the respondents were found to be Agree with the statement, 2% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We attract more consumers looking for solar product by using Search Engine Optimization (SEO) that highlights our website.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 8% of the respondents were found to Disagree with the statement, 34% of the respondents were found to be Neutral with the statement, 46% of the respondents were found to be Agree with the statement, 10% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We use digital marketing (social media, Search Engine Optimization, Pay-Per-click) tactics to attract more consumers.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 8% of the respondents were found to Disagree with the statement, 30% of the respondents were found to be Neutral with the statement, 56% of the respondents were found to be Agree with the statement, 4% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We invest in traditional advertising methods such as TV, radio, print media' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 16% of the respondents were found to Disagree with the statement, 28% of the respondents were found to be Neutral with the statement, 50% of the respondents were found to be Agree with the statement, 4% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We participate in trade shows, exhibition and event to showcase our solar products and their benefits to the consumers.' highlighted that 56% of the respondents were found to Disagree with the statement Strongly, 28% of the respondents were found to Disagree with the statement, 2% of the respondents were found to be Neutral with the statement, 14% of the respondents were found to be Agree with the statement, 0% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We use direct sales method by reaching consumers on their door step and advertise about solar products.' highlighted that 2% of the respondents were found to Disagree with the statement

Strongly, 14% of the respondents were found to Disagree with the statement, 28% of the respondents were found to be Neutral with the statement, 48% of the respondents were found to be Agree with the statement, 4% of the respondents were found to be Strongly Agree with the statement.

- As per the statement, 'We partner with other company or business to promotes solar products.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 14% of the respondents were found to Disagree with the statement, 24% of the respondents were found to be Neutral with the statement, 52% of the respondents were found to be Agree with the statement, 8% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'We actively encourage consumer for the feedbacks and review about the solar products.' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 14% of the respondents were found to Disagree with the statement, 22% of the respondents were found to be Neutral with the statement, 50% of the respondents were found to be Agree with the statement, 12% of the respondents were found to be Strongly Agree with the statement.



## Hypothesis testing:

$H_{01}$  There is no significant impact of marketing strategies on sales of solar products in Rohtak city of Haryana.

**Table – 2**

### ANOVA

#### PMS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	148.408	11	13.492	1.322	.000
Within Groups	387.672	38	10.202		
Total	536.080	49			

## Interpretation:

Table 2 shows the impact of marketing strategies on sales of solar products with the help of Anova test. Statistically, the result shows the significant value of .000 which is lower than .05 (level of significance) described that there is significance impact of marketing strategies on sales of solar products. Therefore, the null hypothesis ( $H_{01}$ ), i.e. There is no significant impact of marketing strategies on sales of solar products in Rohtak city of Haryana, is rejected.

## CONCLUSION:

Using eco-friendly products not only benefits the environment, but it also aligns with customer preferences for ethical and sustainable consumption. Many companies are incorporating environmentally friendly practices into their organisational strategies after seeing the market need for such products. The long-term benefits of eco-friendly products in terms of protecting the environment and improving health often outweigh the initial costs, even if they may be more expensive. It is expected that the growing variety and accessibility of eco-friendly products would be fuelled by growing environmental consciousness. Through the incorporation of these strategies into your marketing campaigns for eco-friendly products, you can strengthen your brand, build trusting relationships with eco-conscious customers, and make a positive impact on environmental preservation. As we traverse this changing world of sustainable consumerism, this research outlines the path for businesses looking

to market eco-friendly and sustainable products successfully. It highlights how crucial it is to adapt marketing strategies to the values and goals of both the current and next generations of consumers.

According to the questions asked to the retailers for different solar products and results from the raw data it is concluded that the impact of marketing strategies on sales of solar products is positive. Thus, it is clear that marketing strategies puts a deep impact on the sale of solar products in Rohtak city of Haryana.

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