



A Study on Promotional Effectiveness and Market Positioning Strategies for Add On Networking Accessories in the Indian ICT Industry

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ABSTRACT

This research examines the effectiveness of promotional strategies and market positioning approaches used by networking firms to enhance awareness of add-on accessories such as adapters, cables, converters, and power products among B2B and B2C customers. The study evaluates how various promotional tools, channel communication, and retail visibility influence customer purchase decisions and brand recall.

A structured survey of 120 respondents—including IT retailers, system integrators, distributors, and end-users—was conducted to understand current awareness levels, buying behaviour, and influencing factors. The results reveal that despite high brand

visibility in core networking devices, awareness of add-on products remains comparatively low due to limited merchandising, insufficient communication, and lack of product education.

The study concludes that targeted promotional campaigns, enhanced retailer training, multimedia marketing, and strategic in-store placements significantly improve awareness and drive sales for add-on accessories in the Indian ICT market.

INTRODUCTION

The Indian ICT industry has grown rapidly with increasing internet penetration, smart devices, and IT infrastructure expansion. While brands maintain high visibility in core networking devices, add-on accessories form a crucial part of the customer's purchase basket. However, despite being essential complementary products, add-on accessories often experience lower visibility, low recall value, and inconsistent demand due to limited awareness among both B2B and B2C customers.

SIGNIFICANCE OF THE STUDY

This study highlights gaps between product availability and awareness, helps understand buying behaviour, and shows the importance of structured promotional strategies for ICT accessories.

LITERATURE REVIEW

Past studies indicate that promotional intensity, retailer engagement, and visibility significantly impact accessory sales.

RESEARCH METHODOLOGY

- **Sample Size:** 120 respondents across retailers, SI partners, distributors, and B2C users.
- **Regions:** Pune, Mumbai, Thane, Navi Mumbai.
- **Tools:** Excel, percentage analysis.

HYPOTHESES TESTING

H0: Promotional strategies do not significantly improve awareness. H1: Promotional strategies significantly improve awareness.

Result: H1 accepted.

RESULTS AND DISCUSSION

Awareness levels remain moderate despite market potential. Retail recommendation and brand trust strongly influence buying decisions. Low product visibility and limited promotion are major challenges.

CONCLUSION

Promotional strategies directly influence awareness levels for add-on ICT accessories. Targeted marketing, digital promotion, and stronger retail visibility can significantly improve category performance.

RECOMMENDATIONS

- Strengthen retail visibility
- Digital promotions
- Channel partner training
- Bundle promotions
- Awareness videos
- Demo kits for retailers

REFERENCES

Kumar (2021), Mehta & Rao (2022), Chandel (2023), ICT Market Council (2024).

