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# A STUDY OF MARKETING PROMOTIONS & STRATEGYIN THE LUXURY RETAIL MARKET IN IT INDUSTRY INCHENNAI

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**ABSTRACT**
The concept of luxury consumer goods has been extended from ancient times untilmodern times when IT industrialization and the progress of social systems havemade thetrade of goods more liberal. Luxury goods have gradually changed from being the exclusivegoods of the privileged class to a kind of consumer goods and have been accepted by someconsumers. However, luxury goods have never gotten rid of their class and wealth attributes.On the contrary, most luxury brands use their luxury characteristics and symbols topackage the brand itself to achieve the marketing effect. This paper intends to study andanalyze the marketing mix and models of luxury IT companies in today's society and toconsider whether they have an impact on consumers. It is found that the marketing of luxurygoods is diverse and complex. It is more of a model to create a trend and to stimulate consumers' desire to buy. Moreover, luxurybrands need to discover a larger market and create their own brand images and identities through new technologies and communication media.
**Keywords:** Luxuries, Consumer Behavior, Marketing, Luxury Brands, Brand identities, Market research, Market Strategy, Consumers, Analysis, Luxury consumption.

## INTRODUCTIONTOTHESTUDY

A marketing strategy is a written plan that includes marketing topics like productdevelopment,promotion,distribution,andpricingapproach;identifiesyourcompany'smarketing goals; and explains how youwill achieve those goals. Marketing strategies canhelp you identify the strengths and weaknesses of your company and your competitors, so youknow where to focus your marketing tactics. There are several important components of amarketingstrategythatyoushould include when writingthe document.

Anorganization'sstrategythatcombinesallofitsmarketinggoalsintoonecomprehensive plan. A good marketing strategy should be drawn from market research andfocus on the right product mix in order to achieve the maximum profit potential and sustainthe business. Themarketingstrategyisthefoundation of amarketingplan.

## MARKETINGSTRATEGY:OBJECTIVES

- Your marketingobjectives

willfocusonhowyouincreasesalesbygettingandkeepingcustomers.

- To explain how to do this, experts talk about how best to package your products andservices,howmuchto chargeforthem, and howto takethemtomarket.
- A marketing strategy will help you tailor your messages and put the right mix ofmarketing approaches in place so that you bring your sales and marketing activities togethereffectivelyin an effectivemarketingplan.

**KEYELEMENTSOFASUCCESSFULNEWPRODUCTLAUNCHSTRATEGY**

One of the key elements of a successful marketing strategy is the acknowledgmentthatyourexistingandpotentialcustomerswillfallintoparticular **groups** or **segments**,characterizedby their"needs".Identifying thesegroupsandtheirneedsthroughmarketresearch, and then addressing them more successfully than your competitors, should be thefocusofyour strategy.

You can then create a marketing strategy that makes the most of your strengths andmatches them to the needs of the customers you want to target. For example, if a particulargroup of customers is looking for quality first and foremost, then any marketing activityaimedat them shoulddrawattentionto the high-qualityserviceyou can provide.

Once this has been completed, decide on the best marketing activity that will ensureyour target market knows about the products or services you offer, and why they meet theirneeds.

Thiscouldbe achievedthroughvariousformsofadvertising,exhibitions,publicrelations initiatives, Internet activity, and by creating an effective"point of sale" strategy ifyou rely on others to sell your products. Limit your activities to those methods youthinkwill workbest,avoidingspreadingyour budgettoothinly.

A key element often overlooked is that of monitoring and evaluating how effectiveyour strategy has been. This control element not only helps you see how the strategy isperforming in practice, it can also help informyour futuremarketing strategy.A simpledevice istoask each newcustomer howtheyheard about yourbusiness.

Once you have decided on your marketing strategy, draw up a marketing plan to setout how you plan to execute and evaluate the success of that strategy. The plan should beconstantly reviewed so it can respond quickly to changes in customer needs and attitudes inyourindustry and inthebroader economicclimate.

**DEVELOPINGYOURMARKETINGSTRATEGY**

With an understanding of your business's internal strengths and weaknesses and theexternal opportunities and threats, you can develop a strategy that plays to your own strengthsand matches them to emerging opportunities. You can also identify your weaknesses andtryto minimizethem.

The next step is to draw up a detailed marketing plan that sets out the specific actionstoput that strategyinto practice.

**GOALSANDOBJECTIVES**

Because marketing strategy means finding ways to reach your marketing goals, one ofthe most important parts of your strategy is the goals and objectives section. Write yourmarketinggoalssothey areS.M.A.R.T.Thismeansthey shouldbe"specific"becauseconcise goals have a greater chance of being accomplished than general goals; "measurable,"which means you establish criteria for measuring your progress; "attainable," so you focus onthe goals most important to you; "realistic," which means they're not too lofty and out ofreach;and"tangible,"whichmeansyoucanexperience yourgoalswithyoursenses.

**MARKETINGSTRATEGIESANDTACTICS**

Marketing strategy also means identifying the specific marketing mediums you willuse to position your product in the marketplace. Your marketing strategy will depend on yourtarget market. For example, if you targetyoung adults who spend asignificant amount oftime online, use an Internet-based marketing strategy. Then pick several tactics that coincidewith that strategy, such as email marketing, social network marketing and search engineadvertising.

**PRODUCTMARKETSTRATEGY**

Productandmarketingstrategiestakeintoaccountthe FourP's:product,price,promotion,andplacement.Usethesewiththeresultsofyourresearchalongwiththedemographicsand psychographicsofyourtarget-marketcustomer.

**TARGETCUSTOMERS**

There are three types of customers: primary, secondary, and tertiary. Your primarytarget customer is already sold on your product or service and will likely make up about 80percentofyourbusiness.Yoursecondarytargetcustomerisshoppingaroundandjustneedsto be shown the features and benefits of your product as it applies to him. He needs to begiven a good reason to do business with you and he will make up about 20 percent of yourbusiness. Your tertiary target customer is your future. That customer must be attracted andtheneducated in thevaluesyour product presents.

**PRODUCTSTRATEGY**

Your product must match the expectations of your target customer. For example, youcannot sell pink pickup trucks to macho men unless there is a fad that imparts a new-foundmacho significance to the color pink. So if you are stuck with a load of pink trucks, you musteither create a social trend toward pink as a macho color statement, or you must convincewomen that they really need to own pickup trucks. The best solution is never to have orderedpink pickups because you had studied your target customer and already knew a pink truckwouldbealoser. Thisishowproduct strategyworks.

Price strategy depends on the sensitivity of demand for your product. If it is in a fadcycle,pricesensitivityislow.Ifitisastandardproduct,yourpricesensitivitywillbe high.

**MARKETINGSTRATEGY**

Marketing strategy determines how to create high demand for your product throughcareful promotion and placement. A popular female celebrity driving one of your pink trucksin a NASCAR event might kick off a fad. Giving a special discount or promotional packagetogether to attract sales would support the growth of the fad. Add a media promotion storm incertain markets, and you just might sell your trucks. Thatis the product and marketingstrategic pathit would take.

**NEWPRODUCTSTRATEGIES**

**IDENTIFYYOURCOMPETITION**

Make a list of the products that will compete with your invention. Compare yourproduct's strengths and weaknesses with those of your closest competition to get a good ideaof the marketing challenges your face. Also, examine how these companies market theirproducts(includingthe media theyuseandthe message theirsalesliteraturecontains).

**FINDYOUR TARGETMARKET**

Determine who might be your most likely customers. Look for a group that can affordyour product and most likely needs it. Check the demographics of your competition and lookfor industry demographic statistics for comparative information. By focusing your marketingefforts on a specific segment of the population, you increase the likelihood of sales becauseyou're targetingthosemostlylikelyto buyyourproduct.

**CREATEYOURMARKETINGSTRATEGY**

Plan how and where you will sell your product. Is your product something that will beeasier to sell if it is demonstrated? If yes, then consider door-to-door sales or trade booths,infomercials,oronlineseminars.Whatmediadoyourcustomersconsume?Consideramulti media marketing strategy using as many channels as you can afford to increase yourodds of sales. Social media is the new word-of-mouth marketing method, so add MySpace,Twitter,andFacebook to your onlinepromotionalefforts.

**STATEMENTOFPROBLEM**

In a competitive world, there are many problems in the marketing of the IT industry. Someproblems can be solved, but many problems may not be solved. Nowadays, most of thepeople are living in rural areas. Rural marketing is important for developing our economy.Manufacturers facemany problems in marketing their products in all areas becausemost ofthe rural consumers earn low incomes, have low levels of literacy, low levels of brandawareness,and communication andtransportation facilities especially new productlaunches inthe market. Consumers are finding various problems in selecting their fast-moving consumergoods. It is identified that there is a need for research work in the field of new product launchesinmarketingstrategies&salesofthe IT industryinselective areasofChennai District.

**OBJECTIVESOFTHESTUDY**

- Tostudyvariousfactorsthat directlyor indirectlyinfluencethe saleof the product.
- Tofind outITindustryawarenessamongpeople.
- Tofindoutthe requirementsofpeopleaboutthe product.
- Tofindouthowbusinessopportunitieswillbecreatedforthe IT industry.
- Togaininsightintotheperceptionofretailers.

**SCOPEOFTHESTUDY**

Thisstudy includesdirect interactionwiththesalespromotion measures and thishelps to know the customer satisfaction level with great accuracy. This study is of importance tothe companywhich will knowthefollowingfactors:

Price factors fineness of the IT setting time attractive packaging brand image quickdelivery time wide availability so, the scope of this study is to achieve sales techniques andpromotionmeasuresamongprospectsofthe ITindustryin Chennai.

**LIMITATIONSOFTHESTUDY**

- Somecustomerswerenotabletounderstandsomeofthequestions.
- Thesamplesizewasnotenoughanditfailedtogivethepictureortheresultofthesurveysomesalesmen or dealersdid notco-operatewell.
- Thequestionnairedidnotcover thewholeaspectofthemarketpotentialofthe ITindustry.
- Lackofsalespromotionmeasuresisthe limitationforsometimes.
- Lackofco-operativefromcertaindepartmentsduetotheirworkloadtothesalespromotiondepartment

**REVIEWOFLITERATURE**

**O'Cass,H.McEwen2017**ITbusiness,mainlyservingpremiumconsumers.Thisisfollowedbyraisingthethresholdofaccesstogoods,i.e.materialscarcityofgoods,scarcityof distribution channels, scarcity of product quantities, and scarcity of product styles, in ordertocaptureconsumers.UsuallythedepartmentofmarketinginaITcompanywillanalyseandsurvey the consumer, however marketing in the luxury sector is more about anticipating,advising and persuading than merely meeting the market and filling a demand. This approachto marketing is often specific, complex, and subtle. The strategy of luxury marketing is tounderstand the current trends of consumer tastes, thus anticipating and creating new ones. Atthe same time, it is important to fully understand the habits and customs of consumers inmultiple regions

**J.N. Kapferer, V. Bastien 2018** Marketing often has a social dimension, which is also thecase with the marketing of luxury goods.Luxury goods are often marketed by creatingvarious identity markers, as well as creating symbols that represent the tastes of the user andthe status and wealth of the class. Marketing often has a social effect, and so does themarketing of luxury goods. These identities and symbols created by luxury brands are alsoimplanted in people's consciousness through advertising, therefore it is possible to stimulateor arouse the desire to buy in groups that do not have the ability to spend, such as youngworkingpeoplewho havenewlyentered theITworkplace.

**C.I. Berry, 2020** This is followed by raising the threshold of access to goods, i.e. materialscarcity of goods, scarcity of distribution channels, scarcity of product quantities, and scarcityof product styles, in order to capture consumers. Usually,The department of marketing in acompany will analyze and survey the consumer, however marketing in the luxury sector ismoreaboutanticipating,advising,andpersuadingthanmerelymeetingthemarketandfillinga demand. This approach to marketing is often specific, complex, and subtle. The strategy ofluxury marketing is to understand the current trends of consumer tastes, thus anticipating andcreating new ones.At the same time, it is important to fully understand the habits andcustomsof consumersin multipleregions.

**F.Levato,C.Gault,L.Jaroudietal2021**Thisstudymentionedthatasexpected,materialism and luxury consumption are positively correlated. This is extremely consistentwiththe philosophy thatluxury brandshaveinstilledin theirconsumersthat owning aspecific brand's object is a privilege to be part of, or represent, a high-society circle, or toshow others their own taste. Functional values refer to quality, while the symbolic value of aluxury brand lies in its ability to indicate to others the consumer's success, wealth, and socialachievement.

**L. Peters, 2021**the marketing of the luxury sector is not entirely based on marketanalysis,astherearerelativelyfewconstraintsonthemarket.Therefore,marketingintheluxury sector depends entirely on its creativeness, innovation and the capacity to seduce theconsumer. Brands are also creating a perception that owning luxury is the equivalent ofhaving a "quality of life" and a "prestigious status", where unobtainable virtual concepts areparasitic on tangible objects that can be purchased and acquired. Thus, in this way, brands areincreasing consumers' desire to own. According to the survey, many consumers believe thatthereasonsfortheformation and associationwith thedesirefor luxuryare:seduction,fashion innovation, elite, material scarcity, and uniqueness. Usually, the brand will first raisethe levelofdesire, i.e.onlypremium business,mainlyservingpremiumconsumers.

**Borden (2022)** claims to be the first to have used the term "marketing strategy" and that itwas suggested to him by Culliton's description of an IT business executive as a "mixer ofingredients". An executive is "a mixer of ingredients, who sometimes follows a recipe as hegoesalong,sometimesadaptsarecipetotheingredientsimmediatelyavailable,andsometimesexperimentswithorinventsingredientsnooneelsehastried".Theearlymarketing concept in a similar way to the notion of the marketing mix, based on the idea ofactionparameters

**RESEARCHMETHODOLOGY**

Research Methodology is a systematic way to solve a research problem; It includesvarious steps that are generally adopted by a researcher in studying the problem along withthe logic behindthem.The presentstudywasconductedatIT IndustryPrivate Limited.

**RESEARCHDESIGN**

"A Research Design is the arrangement of conditions for collection and analysis ofdata in a manner that aims to combine relevance to the research purpose with the economy inprocedure".The research design adopted for the studies is a Descriptive research design. Theresearcherhastodescribethepresentsituationinordertoknowthebehavioroftheconsumers.

Hence descriptive research study is used. Descriptive research can only reportwhat hashappenedand whatishappening.

**SOURCES OF DATAPRIMARYDATA**

Primary data is directly collected from the dealers. Masons, builders, and end users in the ITindustry

**SECONDARYDATA**

Secondarydata iscollectedfromcompanyprofilesandcompany magazines.

**SAMPLEDESIGN**

Conveniencesamplingtechniqueswereusedforthestudy.

**Population**

The aggregate elementary units in the survey are referred to as the population. Here itcoverstheentirecustomersofthe ITindustry,in Chennai**.**

**SampleSize**

The study is based only on the opinions and expectations of consumers. A total number ofsamples taken for thestudyis120 respondents.

**SamplingUnit:**

The samplingunitisinthe IT industryPrivateLimited.

**Samplingtechnique**

Thesamplingtechniqueusedinthisstudy is“conveniencesampling”whenthepopulation element for inclusion in the sample is based on the ease of access. It can be calledasa convenience.

**ANALYTICALDESIGN**

The data is collected from the customer during the survey and analyzed using varioustools.Thetoolsapplied for the studyis,

- Simplepercentagemethod
- Correlation
- Chi-squareanalysis
- Anova

**TOOLSCORRELATION**

**CORRELATIONS**

| | | | EDUCATIONAL QUALIFICATIONOF THERESPONDENTS | THINKABOUT SALES ANDSERVICE OFTHEPRODUCT |
|---|---|---|---|---|
| Kendall'stau_b | EDUCATIONALQUALIFICATIONOF THERESPONDENTS | CorrelationCoefficient | 1.000 | .863** |
| | | Sig.(2-tailed) | . | .000 |
| | | N | 120 | 120 |
| | THINKABOUTSALESANDSERVICEOFTHE PRODUCT | CorrelationCoefficient | .863** | 1.000 |
| | | Sig.(2-tailed) | .000 | . |
| | | N | 120 | 120 |
| Spearman'srho | EDUCATIONALQUALIFICATIONOFTHERESPONDENTS | CorrelationCoefficient | 1.000 | .915** |
| | | Sig.(2-tailed) | . | .000 |
| | | N | 120 | 120 |

| | | | | |
|---|---|---|---|---|
| | THINKABOUTSALESANDSERVICEOFTHE PRODUCT | CorrelationCoefficient | .915** | 1.000 |
| | | Sig.(2-tailed) | .000 | . |
| | | N | 120 | 120 |

**.Correlationissignificantatthe0.01level(2-tailed).

**ANOVA**

**NULLHYPOTHESIS**

**Ho:**Thereisnosignificantrelationshipbetweenthe occupationof therespondentsandsatisfactionwiththe ITindustry

**ALTERNATIVEHYPOTHESIS**

**$H_1$:**Thereisasignificantrelationshipbetweenthe occupationoftherespondentsandsatisfaction withthe ITindustries.

**DESCRIPTIVE**

| OCCUPATIONOF THERESPONDENTS | | N | Mean | Std. Deviation | Std.Error | 95%ConfidenceIntervalforMean | | Minimum | Maximum | Between-ComponentVariance |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | UpperBound | | | |
| Highlysatisfied | | 55 | 1.58 | .498 | .067 | 1.45 | 1.72 | 1 | 2 | |
| Satisfied | | 52 | 3.23 | .546 | .076 | 3.08 | 3.38 | 2 | 4 | |
| Dissatisfied | | 7 | 4.00 | .000 | .000 | 4.00 | 4.00 | 4 | 4 | |
| Highlydissatisfied | | 6 | 4.00 | .000 | .000 | 4.00 | 4.00 | 4 | 4 | |
| Total | | 120 | 2.56 | 1.052 | .096 | 2.37 | 2.75 | 1 | 4 | |
| Model | FixedEffects | | | .497 | .045 | 2.47 | 2.65 | | | |
| | RandomEffects | | | | .761 | .14 | 4.98 | | | 1.429 |

**TestofHomogeneityofVariances**

**OCCUPATIONOFTHERESPONDENTS**

| LeveneStatistic | df1 | df2 | Sig. |
|---|---|---|---|
| 18.539 | 3 | 116 | .000 |

| OCCUPATIONOFTHERESPONDENTS | | | Sum ofSquares | df | MeanSquare | F | Sig. |
|---|---|---|---|---|---|---|---|
| BetweenGroups | (Combined) | | 102.979 | 3 | 34.326 | 139.165 | .000 |
| | LinearTerm | Unweighted | 35.263 | 1 | 35.263 | 142.963 | .000 |
| | | Weighted | 87.463 | 1 | 87.463 | 354.589 | .000 |
| | | Deviation | 15.516 | 2 | 7.758 | 31.453 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| WithinGroups | 28.613 | 116 | .247 | | |
| Total | 131.592 | 119 | | | |

**SUGGESTIONS**

- The industry should concentrate on more aggressive advertisements to promote theirproducts. The company should launch more and more promotional schemes like twoforthepriceof one“or morediscountcoupons.
- TheITindustry should do more to promote its brand as customers prefer goodbrands while buying any IT industry. Customers prefer price as an important factorwhile buyinganyso theIT industryshould fixthepriceaccordingly.
- The firm must be increasing sales promotions with the use of strategy level to the reasontrend
- The IT industry is competitive in the market condition so the organization continuestheir advertisementmediainfluence tothecustomer'sneed.
- Television media playa major role in IT industry productsand also factors influencing thecustomer patternlevel.
- Each and every product is verities and defer from quality etc., so the product meets theIT industryproduct competition in the market.

**CONCLUSION**

Amarketing strategy issomething thatconstantly evolves,adapting tochangingmarket conditions. Within Enterprise, the outcomes from its many different types of businessare constantly reviewed and evaluated. Judgments are then fed into the decision-makingprocess.Thisenablednewstrategiesto bedeveloped toimproveoperations.

Company should concentrate on direct meetings with the customer as they are the mostvital element in deciding the growth or decline of any company. IT Company should decreasethe response time to the complaint received. The company should fix a certain amount of ITindustry, especially for the dealers and give them free of cost as incentives. The companyshould appoint more and more persons for the promotions of the brands. Companies shoulddecrease the deliverytimeof theIT industry.

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