

# Marketing Strategies of Sri Selva Nayaki Amman Earth Movers and Building Materials

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**Abstract:** Small and medium enterprises (SMEs) like Sri Selva Nayaki Amman Earth Movers and Building Materials play a crucial role in local infrastructure and construction sectors. However, many such businesses face challenges in effectively reaching their target audience and maintaining a competitive edge in the market. Despite investing in promotional efforts and marketing tactics, they often struggle to identify what marketing strategies truly resonate with customers and drive growth. This can limit their ability to expand and stay relevant in a fast-evolving market. In this study, we explore the current marketing strategies used by Sri Selva Nayaki Amman Earth Movers and Building Materials. We aim to understand how the company positions itself in the market, the effectiveness of its promotional activities, and the level of customer awareness and satisfaction. Our findings show that while the company enjoys a decent reputation for reliability and product quality, there is room for improvement in areas like digital marketing presence, strategic branding, and customer engagement initiatives. Addressing these gaps can help the business enhance visibility, attract a broader customer base, and build stronger, long-term customer relationships.

**Index Terms -** Marketing Strategies, Building Materials, SME Growth.

## INTRODUCTION

Marketing strategies for earthmovers and building materials focus on a mix of traditional and digital approaches to engage customers in the construction sector. Companies use trade shows, direct sales, and print advertising to build brand visibility while also leveraging digital marketing through SEO, social media, content marketing, and email campaigns to reach a broader audience. Product differentiation is key, with emphasis on advanced technology, eco-friendly materials, and superior performance. Strong customer relationship management, after-sales services, and flexible financing options help build loyalty. Additionally, companies position themselves

through competitive pricing, sustainability efforts, and innovative solutions, such as VR demonstrations or data-driven marketing, to stay ahead in a competitive market.

## STATEMENT OF THE PROBLEM

Despite the growing demand for innovative and sustainable solutions, many companies struggle to develop and implement marketing strategies that differentiate their products in a highly competitive and price-sensitive market. This study aims to address the problem of how “Sri Selva Nayaki Amman Earth Movers” in these sectors can optimize their marketing efforts to enhance customer acquisition, brand positioning, and long-term business growth, while overcoming challenges such as long sales cycles, high capital costs, and the impact of economic fluctuations. Additionally, the study seeks to understand how new technologies and sustainability trends can be integrated into marketing strategies to better align with customer expectations and industry demands.

## OBJECTIVES OF THE STUDY

- To find the socio-economic background of Sri Selva Nayaki Amman Earth Movers and Building Materials.
- To analyse marketing strategies of the company.
- To measure overall satisfaction on marketing strategies provided by the company.
- To identify the challenges faced by customers and overall marketing performance of the company in the market.

## SCOPE OF THE STUDY

The study would cover the industry overview, target market segmentation, and various marketing tactics like traditional advertising, digital marketing, &

customer relationship management. The research would analyse competitive landscapes, pricing strategies, and the role of technology and innovation in shaping marketing efforts. Additionally, the study will also look at how digital marketing channels online advertising, social media, and websites improve sales conversions, brand recognition, and customer engagement.

METHODOLOGY OF THE STUDY

Research Design

Examining the marketing strategies of Sri Selva Nayaki Amman Earth Movers and Building Materials. is the aim of the study. The framework of research methodologies and techniques that a researcher chooses to use when conducting a study is research design. The present study is based on descriptive research design.

Data Sources

Primary data for this study were collected recently for the first time. For this study, 150 samples collected through a detailed interview schedule personally administered. The required data was collected through personal interview method.

Secondary data, such as articles, journals, research papers, books, newspapers, magazines, company website and internet were used for the study.

Tools

- Percentage Analysis: Employed to understand trends and preferences among the respondents.
- Chi-square Tests: Used to determine the statistical significance of relationships between categorical variables.

LIMITATIONS OF THE STUDY

- Sample size was limited to only 150 because of limited time.
- The study covered customers of Sri Selva Nayaki Amman Earth Movers and Building Materials alone.
- The opinion of the respondents may be subjective in nature.
- It was difficult to fetch sufficient customer information from the company since they maintain privacy and security in providing customer profile.

PERIOD OF STUDY

The present study entitled “A Study on Marketing Strategies of Sri Selva Nayaki Amman Earth Movers and Building Materials” was carried out from December 2024 to March 2025.

FINDINGS OF THE STUDY

Table 1 Socio Economic Background of the Respondents

Socio-economic Background		Percentage
Gender	Male	58
	Female	42
Age of the respondents (in years)	16 – 25	28
	26 – 35	25
	36 – 45	23
	46 – 55	19
	56 – 65	5
	Dependent	25
Occupation	Agriculture	3
	Self employed	41
	Business	31
	Urban	49
Location	Semi Urban	11
	Rural	40
	Most Backward Community	29
Community	Backward Community	54
	Scheduled Community	11
	Scheduled Tribes	3
	Others	3
	Hindu	93
Religion	Muslim	2

	Christian	5
	Others	0
No of Years	1 – 2	43
	3 – 4	17
	5 – 6	27
	7 – 8	8
	9 – 10	5
Awareness of the company	Word of mouth	25
	Social media	40
	Advertisement	30
	Industry Events	5
	Others	0
Frequent use of services	Daily	18
	Weekly	26
	Monthly	12
	Occasionally	32
	Never	12
Role describing construction industry	Contractor	15
	Engineer	32
	Business owner	36
	Supplier	17
	Other	0
Advertisements seen	Daily	27
	Weekly	26
	Monthly	21
	Occasionally	18
	Never	8
Social media connectivity	Yes	75
	No	25
Opinion on Services Provided		
Overall Satisfaction of Service Provided	Excellent	26.8
	Very Good	27.20
	Good	21.6
	Average	15.60
	Poor	9.33
Overall Opinion on Services Provided	Strongly Agree	24.67
	Agree	21.33
	Neither Agree nor Disagree	15.66
	Disagree	22.22
	Strongly Disagree	16.11
Channels encountered	Social media	70
	TV	10
	Radio Advertising	9
	Newspaper	11
	Others	0
Trust Factors	Testimonials and reviews	15
	Clear service information	26
	Quality of advertisement	34
	Brand reputation	25
	Others	0
Overall satisfaction towards marketing strategy	Highly Satisfied	30.93
	Satisfied	30.66
	Neither Satisfied nor Dissatisfied	14.53
	Dissatisfied	13.33
	Highly Dissatisfied	10.53
Influencing factors	Service quality	19
	Punctuality	27
	Pricing and discounts	25
	Personal relationship	25

	Easy availability	4
Overall opinion on challenges	Strongly Agree	16.78
	Agree	20.33
	Neither Agree nor Disagree	15.56
	Disagree	26.22
	Strongly Disagree	21.11
Social media preference	Facebook	15
	Instagram	42
	LinkedIn	3
	YouTube	40
Recommendations towards company	Very likely	35
	Likely	34
	Neutral	26
	Unlikely	3
	Very unlikely	2
Improvements suggested	Personalised marketing	20
	Content marketing	21
	Email marketing	21
	Influencer marketing	16
	Loyalty programs	22
Overall, Company performance	Excellent	18
	Very Good	33
	Good	21
	Average	17
	Poor	11

Source: Primary Data, 2025

Table 1 revealed that about 58% of the respondents were 'Male', 28% were '16 to 25' years of age, 41% were 'Self-employed', 49% were from 'Urban', 54% belongs to 'Backward Community', 93% followed 'Hinduism', 43% know this company from '1 to 2' years, 40% were aware about the company by 'Social media', 32% use this service 'Occasionally', 36% describes the construction industry as 'Business owner', 27% of them see the advertisements 'Daily' and 75% 'Follow' Sri selva Nayaki Amman earth movers and building materials on social media.

27.20% said overall services provided by the company were 'Very good', 24.67% 'Strongly agreed' that overall service provided was 'very good', 70% encountered marketing channel as 'Social media', 34% said they trust company's 'Quality of advertisements', 30.93 % were 'Highly satisfied' with overall satisfaction towards marketing strategy, said that, 27% said 'Punctuality' has made them to select this company, 26.22 % of them 'Disagreed' to the Table 2 Association between opinion on providing information about social media and satisfaction of company's online presence: chi square test

Variables	Chi-square value	Degree of freedom	P value	Remarks
opinion on providing information about social media and satisfaction of company's online presence	22.159 <sup>a</sup>	16	.138	Accepted

overall challenges faced by the customers, 42 % of them said they prefer 'Instagram', 35% of them said 'Very likely' they recommend this company. 22% of them suggested 'Loyalty programs' can be improved in this company and 33% of them said company's overall performance was 'Very good'.

#### CHI - SQUARE ANALYSIS

Association between opinion on providing information about social media and satisfaction of company's online presence was found using Chi square test

#### Null Hypothesis (H<sub>0</sub>)

There is no significant relationship between opinion on providing information about social media and satisfaction of company's online presence.

#### Alternative Hypothesis (H<sub>1</sub>)

There is a significant relationship between opinion on providing information about social media and satisfaction of company's online presence.

Source: Calculated data, 2025

Significance level: 0.05

Chi-square value:  $X^2 = \sum (O-E)^2/E$   
 $= 22.159$

Table 2 shows that chi square value is 22.159<sup>a</sup>, degree of freedom is 16, and p value is .138. Thus p-value of .138 is greater than significance level of 0.05. Therefore, it fails to reject the null hypothesis. There is no significant relationship between opinion on providing information about social media and satisfaction of company's online presence.

#### Challenges Identified

- **Limited Digital Marketing Expertise:** Although there is a social media presence, the company lacks advanced strategies like targeted ads, SEO optimization, and influencer collaborations.
- **Low Brand Differentiation:** The brand is not clearly distinguished from competitors in terms of unique value propositions, such as eco-friendly materials or tech-enabled services.
- **Inconsistent Customer Engagement:** Engagement with customers is not consistent across touchpoints (online, offline, after-sales), reducing loyalty and retention.
- **Lack of Targeted Marketing for Rural and Semi-Urban Areas:** Despite a sizable rural customer base, the marketing strategy is largely generic and does not cater specifically to these segments.
- **Underutilization of Customer Feedback:** While customer satisfaction is measured, insights from feedback are not fully used to refine or innovate services.
- **Dependence on Word-of-Mouth:** A significant portion of awareness comes from word-of-mouth, which, while valuable, is not scalable or measurable for long-term growth.

#### STRATEGIES FOR IMPROVEMENT

- **Enhance Digital Marketing Reach:** Increase presence on high-engagement platforms like Instagram and YouTube, as they are preferred by younger users, use short-form videos, reels, and customer testimonials to demonstrate product quality and services and Optimize content for mobile users and local SEO to attract nearby

customers searching for construction materials and services.

- **Adopt Influencer and Content Marketing:** Collaborate with local influencers in construction and real estate to improve visibility and trust and create educational and value-driven content like DIY guides, construction tips, or material comparisons to establish authority in the domain.
- **Implement Loyalty and Referral Programs:** Introduce loyalty rewards for repeat customers (e.g., discounts on bulk orders) and develop a referral program where existing customers get incentives for bringing in new clients.
- **Improve Personalization and CRM:** Use customer data to send personalized offers or updates based on past purchases or services used and set up a CRM system to manage leads, follow-ups, and customer feedback more efficiently.
- **Strengthen Traditional Marketing for Older Demographics:** Use print ads, brochures, banners, and local newspaper ads in rural and semi-urban areas and conduct on-ground promotional campaigns in construction hotspots and market yards.
- **Improve Service Delivery and Support:** Reduce delivery lead time with better logistics coordination, offer 24/7 helpline or chat support on the website and social media for customer queries and train staff for better customer interaction and after-sales service.

#### SUGGESTIONS

1. The company should focus on digital marketing platforms like Instagram and TikTok to engage the 16-25 age group, using influencers and interactive campaigns that appeal to their interests.
2. the company could offer special discounts or loyalty programs designed for small business owners and entrepreneurs to foster stronger engagement with this group.
3. To build more trust with customers, the company should focus on creating high-quality, authentic advertisements, potentially featuring real customer testimonials and success stories to make the ads feel more genuine and relatable.
4. The company should investigate and address any customer pain points, such as improving the quality of customer service, the speed of delivery,

or offering more accessible support options to ensure higher levels of customer satisfaction.

5. The company should consider using location-based marketing strategies to appeal to specific urban or rural customer segments, highlighting the benefits of the company's services in those areas.
6. To engage older customers who may not be as active on social media, the company could run ads on Facebook or use more traditional marketing methods like print ads or direct mail to reach this demographic.

#### CONCLUSION

The study explored the marketing strategies employed by Sri Selva Nayaki Amman Earth Movers and Building Materials to enhance customer acquisition, brand positioning, and long-term growth while addressing challenges in a competitive and price-sensitive market. The findings indicate that while the company has made notable strides in establishing a strong social media presence, maintaining a positive brand reputation, and ensuring customer satisfaction, there are significant opportunities for improvement in several key areas. Ultimately, by addressing the areas and optimizing its marketing efforts, Sri Selva Nayaki Amman Earth Movers and Building Materials can better navigate the challenges in the industry, increase its market share, and position itself as a leader in providing innovative and sustainable solutions.

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