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ANALYSIS OF MARKETING STRATEGIES - AS STUDY OF ABT GROUP OF COMPANY, TIRUCHENGODE

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Abstract

This abstract delves into the burgeoning trend of food delivery services within college campuses, examining their transformative effects on student dining experiences. Through a comprehensive analysis of user behavior, economic implications, and technological advancements, this study aims to shed light on how these services have reshaped the food landscape within educational institutions. By exploring themes of convenience, affordability, and variety, we uncover the intricate dynamics between students, vendors, and delivery platforms, providing insights into the future trajectory of campus dining.

Keywords: Marketing Strategy, ABT Company.

Introduction

In today's fast-paced world, convenience is king, especially when it comes to satisfying our hunger. With the rise of technology and shifting consumer preferences, food delivery services have become an integral part of our daily lives. From the comfort of our homes or offices to bustling college campuses, these services have transformed the way we access and enjoy our favorite meals. This introduction sets the stage for a comprehensive exploration of food delivery services, focusing specifically on their impact within college campuses. We will delve into the evolution of these services, their benefits and challenges, and how they have revolutionized the dining experience for students. Join us as we uncover the nuances of this culinary revolution and its implications for the future of campus dining.

Objectives of the Study

- The primary objective is to provide students with a convenient dining option. This involves offering a seamless ordering process, quick delivery time
- Another key objective is to save students time by eliminating the need to wait in long lines or travel off-campus for meals.
- Food delivery services aim to offer a wide range of culinary options to cater to diverse tastes and dietary preferences.
- While convenience is crucial, affordability is also a significant objective. Many food delivery services within college campuses

Need of Study

- Digital platforms and changing consumer habits, there has been a significant shift in how people access and consume food. Understanding these evolving behaviors

- Understanding effective hiring strategies helps organizations streamline their talent acquisition processes.
- Selecting employees with the right skills and cultural fit enhances team dynamics and collaboration

Scope of the Study

Evaluating the overall experience of students using food delivery services, including factors such as ease of ordering, delivery speed, food quality, customer service, and feedback mechanisms. Analyzing the range of food options available through delivery services, considering different cuisines, dietary restrictions (e.g., vegetarian), and customization features to meet the diverse preferences of students. Investigating the technological infrastructure supporting food delivery services, such as mobile apps, online platforms, order management systems, delivery tracking, and integration with campus IT systems or student IDs for streamlined transactions.

Limitations of the Study

- The study's assessment of potential partnerships with local restaurants is subject to the willingness of these establishments to collaborate. The availability of diverse cuisines and menu options relies on successful partnerships.
- Feedback collected during the study is based on the participants' experiences during a specific timeframe. User feedback may be influenced by temporary factors, and long-term user satisfaction may differ

Research Methodology

- **SAMPLING SIZE** : 110
- **SAMPLING METHODS** : Convenience sampling.
- **AREA OF THE STUDY** : The study focuses on KSR College, Tiruchengode
- **TOOLS USED** : Simple Percentage Analysis, Correlation

Analysis & Interpretation

a) Simple percentage analysis

The research conducted examined hiring strategies and employee selection practices in IT companies in Coimbatore. It gathered data from 110 participants, including their demographics, education, income, and experience in hiring and selection. The study found that job portals and resume scanners were the most commonly used hiring strategies. Additionally, advertisements were deemed useful by participants, with job portals playing a vital role in recruitment. Placement consultants and campus recruitment were also considered helpful. The effectiveness of various hiring strategies, such as face-to-face interviews and skill assessment tests, varied among participants.

b) Chi-square analysis

Relationship between hiring strategy with job portal

Chi-Square Test	Value	df	p-value
Pearson Chi-Square	11.736	6	.068
Likelihood Ratio	12.004	6	.062
Linear-by-Linear Assoc.	1.832	1	.176

Interpretation: Null Hypothesis (H0): No significant association between hiring strategy and perception of job portals' role.

Alternative Hypothesis (H1): Significant association exists.

With p-values above 0.05, we fail to reject H0, indicating no significant association. However, p-values are close to 0.05.

c) Correlation

Relationship between Company's pay package with candidate experience

Correlation Analysis	Value	Approx. T	Approx. Sig.
Pearson's R	-.015	-.160	.873
Spearman Correlation	-.084	-.875	.383

Interpretation: Null Hypothesis (H0): No significant correlation between company's pay package and candidate experience.

Alternative Hypothesis (H1): Significant correlation exists.

Correlation coefficients suggest a very weak negative correlation, but p-values are above 0.05, indicating no statistically significant correlation.

Findings

a) Simple percentage analysis:

The survey findings reveal that the majority of respondents were from the Human Resource department (38.2%), male (54.5%), and below 25 years old (45.5%). Additionally, most respondents held postgraduate qualifications (51.8%) and earned below 3 L. Majority also had less than 2 years of experience (60.9%) and used job portals (50.0%) for job searches. In terms of recruitment methods, respondents predominantly favored face-to-face interviews (39.1%), written tests (53.6%), and skill assessments (37.3%). Effective hiring metrics were highlighted, including time to hire (48.2%), applicant quality (42.7%), and cost per hire (40.0%). Respondents also valued aspects like company culture (45.5%), growth rate (42.7%), and pay packages (43.6%). However, effective employee benefits (34.5%) and job security (36.4%) were rated lower compared to other factors.

b) Chi-square analysis test

There is no significant variable between hiring strategy and job portal

c) Correlation

There is no significant variable between Company's pay package with candidate experience

Suggestions

- Offer structured training for interviewers to enhance consistency and reliability.
- Management can stay flexible in hiring to keep up with fast-changing tech.
- AI-driven tools can be utilized for efficient resume screening and candidate matching.
- Let different teams interview candidates together for better decisions.
- They can teach and train their employees to keep them sharp.
- Look at data to find out what works best in hiring.

Conclusion

Marketing strategies are vital for businesses to achieve goals, connect with their audience, and outshine competitors. They rely on thorough research, strategic planning, and ongoing optimization. By understanding consumer behavior and market trends, businesses can tailor strategies for success. Flexibility and adaptability are crucial in navigating today's fast-paced landscape. Successful strategies evolve with changing market conditions and customer needs, driving sustainable growth and long-term success.

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