

**A STUDY ON UNDERSTANDING THE DIRECT MARKETING &
SALES WITH REFERENCE TO VIDEOCON d2h PVT. LTD**

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ABSTRACT

Direct marketing is a type of advertising campaign that seeks to achieve a specific action in a selected group of consumers (such as an order, store or website visit, or a request for information) in response a communication action done by the marketer. This communication can take many different formats, such as postal mail, telemarketing, point of sale, etc. One of the most interesting methods is direct email marketing.

An essential aspect of direct marketing is that the consumer response is measurable: for example, if you offer a discount for an online store, you should include some kind of cookie or pixel to let you know if the user has used of the code. Direct marketing allows you to promote your product or service directly to your target audience and measure results quickly, but the benefits don't stop there. Here are some of the advantages that digital direct marketing can bring to your brand.

Keywords: Advertising campaign, consumer, Direct marketing .

INTRODUCTION

Direct marketing is a type of advertising campaign that seeks to achieve a specific action in a selected group of consumers (such as an order, store or website visit, or a request for information) in response a communication action done by the marketer. This communication can take many different formats, such as postal mail, telemarketing, point of sale, etc. One of the most interesting methods is direct email marketing.

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Benefits of direct marketing

Direct marketing allows you to promote your product or service directly to your target audience and measure results quickly, but the benefits don't stop there. Here are some of the advantages that digital direct marketing can bring to your brand:

High segmentation and targeting. One of the great advantages of this type of marketing is that you can reach your specific audience segments with personalized messages. If you want to succeed, you should invest time to research and identify the consumers most likely to convert and thus direct your efforts to actions that really work.

Optimize your marketing budget. Addressing online direct marketing to a specific audience allows you to set realistic goals and improve your sales on a tight budget. If you properly optimize your direct campaign, you will achieve results with only a small percentage of the cost of traditional advertising.

Increase your sales with current and former clients. Digital direct marketing lets you communicate with your current customers to keep the relationship alive while continuing to bring value. It also allows you to get back in touch with old customers and generate new sales opportunities.

Upgrade your loyalty strategies. Direct contact with your customers allows you to customize your promotions, emails, and offers to create an instant bond. To maximize results, you can combine your direct marketing methods with your loyalty program.

Create new business opportunities. Direct marketing allows you to adapt to market demands at all times and respond more effectively.

Tests and analyzes the results. Direct response campaigns give you the opportunity to directly measure your results. Take the opportunity to squeeze the most of your tests and make decisions in real time.

OBJECTIVE OF THE STUDY:

- Identify issues involved with direct marketing.
- To conduct and generate high volume of prospects through marketing and generate qualified leads.
- To Work internally with sales management and Marketing to ensure proper quality and quantity of demonstrations.

- To understand direct marketing, which includes Cold calling, Email marketing, etc. and all these are part of Direct Marketing. This study will help me in understanding how direct.

SCOPE OF STUDY:

My project of the sip provides me the scope to understand the market of the DTH services. It will help me to learn and understand working of DTH service industry it also give me proper insight of the consumer behaviour.

The study mainly all about analysis of various which influence people to switch over.

From this study I would came to know about the perception of people about DTH services. This project will provide me the scope to identify and learn the marketing policies of players which are doing business in this industry and how each competitors getting edge over each other.

RESEARCH METHODOLOGY:

Data collection:

Primary data- I did a research and put the data in excel sheet containing the details Society Name, Society Address, Contact person, Contact Number & in restaurant of Pune. of The data will contain the details such as name of the person, contact details, type of society, name of the Society, designation of contact person , location of the society ,email id of the manager etc. this data will be used for Direct marketing which covers Meeting, Cold calling and the personalized mailing to generate during the sales.

Secondary data- The data which I am going to get from the web for e.g.: the website of the Society, profile of the manager, type of society and restaurant name, area.

Data Analysis: Here I will analyze the data of contacts to analyze who is the target market / contacts then I will arrange it in priority basis which I have already worked on.

LIMITATION OF STUDY:

- Due to a limited time span of three months, complete and exhaustive research on the subject at hand was not possible.
- The company product “Videocon d2h” is a new product as compared to the market and still in its growth period.

- Did not get appointments and contact from the big construction companies and well known hotels.
- In societies, they have already a DTH connection of different brands such as TATA Sky, Airtel, Dish TV, Sun TV and Cable. So it was very difficult to convince them to buy Videocon d2h connection.
- Language was a barrier because I don't know Marathi and most people wanted to talk in Marathi.

Competitive analysis:

Dish TV - Zee group

Dish TV is a venture by the Essel Group and was launched in 2004. Dish TV is India's first private player in DTH industry with a presence in 19 states. It has a subscriber base of 7.07 million (March 2015). It has a bouquet of over 240 channels to choose from. Dish TV has launched an entry-level subscription at Rs. 99 per month with the largest offering of 110 channels.

TATA Sky

Tata Sky was incorporated in 2004. It is a Joint venture between Tata Group and UK-based British Sky Broadcasting Group. TATA is one of India's largest and most respected business conglomerates and the SKY brand, owned by the UK-based British Sky Broadcasting Group has over 20 years of experience in satellite broadcasting. It launched its services pan-India in August 2006. It has over 168 channels to choose from. Tata Sky has launched an entry-level subscription plan called Super Hit Pack at Rs. 99 per month with a bouquet of 53 channels. Tata Sky frequently comes with innovative product and services like Tata Sky 4K, Karaoke, Tata Sky Plus (which use the personal video recording (PVR) technology that allows consumers to record live.) Tata Sky Multi TV etc. Tata Sky recently launched a service which allows a daily recharge of Rs. 8

DD-Direct +

DD Direct Plus was launched in December 2004 by Doordarshan. It is owned by parent company Doordarshan. It was India's first DTH service offering about 59 TV channels and

21 radio stations. DD DTH is a free service and has acquired a subscriber base of 60–70 lakh connections (July 2014).

Sun Direct

Sun Direct is a DTH service in India headquartered in Chennai, Tamil. Sun Direct is an 80:20 joint venture between the Maran family and Astro Group of Malaysia. With 170+ TV channels and 31 Radio channels, Sun Direct has a subscriber base of 5 million (April 2014). Sun Direct has a basic pack of Rs 75 monthly subscription which is the lowest price-point compared to the other service providers.

Reliance BIG TV Limited

Reliance BIG TV Limited is a part of Reliance Anil Dhirubhai Ambani Group. Reliance Communication in the DTH space has the brand name 'Big TV'. It has aggressively priced packages as low as Rs. 1490 with an offering of 64 channels and a three month free subscription in addition to 20 video-on-demand movie channels. Within a short span of time it garnered a subscriber base of nearly 2.8 million (Aug 2014)

Airtel DTH - Bharti Airtel Limited

The well-known and much talked about player in the market is Bharti- Airtel. A teaser campaign 'See you at home' was followed up by a multi-starrer campaign with celebrities like Saif Ali Khan and Kareena, Vidya Balan and Madhavan and Indian cricketers Gautam Gambhir etc. It has a subscriber base of 2.8 million (June 2014) and has a bouquet of over 138 channels and world space satellite radio to choose from. Airtel Digital has a basic pack of Rs 99 monthly for South and Rs 125 monthly for north.

Market share:

Service provider name	Market share
Dish Tv	27%
Tata Sky	19.99%
Airtel Digital	19%
Sun Direct	12%
Videocon d2h	16%
Reliance	06%
DD Free Dish	0.01%

DATA ANALYSIS AND INTERPRETATION

1. Exhibition activity:

In shivaji nagar there was a exhibition name (utsav festival) sponsored by many companies. There was presence of 500 companies & 10000 product & services. Total footfall of the exhibition is 10000 daily. Timing was 11:00 to 20:30.

This exhibition was the best chance where I could promote our product and conveying the customer by making them aware about the features and how Videocon d2h is different and updated by others.

I have analyzed the scenario of Videocon d2h. I observed the buying behaviour as well as perception of consumer in DTH industry and identified the factors which influence the customers to buy the product.

Fig : Distributing the price for first 10 customer & conveying the people about product



2. Canopy Activity:

We have done canopy activity in many areas like Hadapsar, Katraz, Kondwa etc. for promoting the brand as well as product. By canopy activity we got all the information or customer preference in DTH industry.



Fig: Distributing

pamphlet among the people and making awareness

3. Demo Activity:

Many societies member and chairman asked to present the picture quality so, we have conducted live demo of Videocon d2h in so many societies by taking approval of Chairman and also while world cup we give live demo on societies.

Fig : giving live demo in society

4. Gudipadwa activity:

On the occasion of gudipadwa were stacked hoardings of Videocon d2h in order to promote d2h services of Videocon d2h.

5. Malls activity:

Videocon d2h makes alliance with E-ZONE at AMONORA MALL where the purpose of this activity is to create awareness among the customers and getting feedback.

FINDINGS:

- Videocon takes in promotion polices as compared to their competitors.

- Builders reject the deal when they come to know that they have to pay half of the account of the set up box.
- Most of the society members and restaurant's owner are comfortable with existing DTH/ICC cable service provider even we are giving lucrative offers.
- Most of the restaurant's owner worried about existing STB, even we are giving free STB.
- If once the follow up break then restaurant owner or manager will divert/denied the deal.
- Most of the society members, restaurant owner are comfortable with ICC cable even they are charging extra money for some channels.
- Most of the restaurant owner worried about old box when we are replacing it.
- Cable is the biggest competitor ever for the big giant like Tata sky , Videocon d2h , dish TV as cable connection cost of operation is very low

SUGGESTIONS:

- d2h should provide the free local news channels for the student like current news.
- Form an efficient research and development team in order to improve quality and add technical features in the products like Tata sky.
- Create an effective advertisement with an influential punch line.
- Organize contests, events, games to promote company's brand image.
- Attract customers by exchange offer, discount offer, cash back offer and face gift offer on the festival occasions.

- Establish a cordial relationship with dealers and offer a good commission margins for promoting our products.

- Keep a hawk eye on the competitors what they are doing.

CONCLUSION:

The DTH industry is gaining popularity very fast and the consumer is also ready to adopt this technology which is helping the companies to gain market share but this thing is to be equally kept in mind that the consumers is easily swayed away by the costs. The focus DTH Industry in India- Future Prospects should be on providing value for money to the consumer with more brands in the economy. The HD content also needs to be increased so that people could be hooked to the DTH services.

In my study I observed that respondents are more aware of Tata Sky DTH than of Videocon

Videocon suffers from customer dissatisfaction most than other players

A customer behavior is influenced by the perception and believes that holds of issue and events

This study has attempted to study the awareness, perception and belief of the customers about DTH brand and service provider.

Previously DTH service facing intra industry competition merely but the with digitization of cable network system and near future DTH sector is facing inter industry competition with cable network service.

Lastly I want to conclude that under this sip project I got the opportunities to enhance my communication skills and had experienced the glimpse of corporate world.

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