



A STUDY ON MARKETING STRATEGIES IN SHAKTHI STONE HOUSE, TONDIARPET, CHENNAI

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ABSTRACT:

This study titled "*A Study on Marketing Strategies in Shakthi Stone House*" aims to analyze and evaluate the effectiveness of the company's current marketing strategies in enhancing customer engagement, brand visibility, and sales performance in the competitive tiles and natural stone industry. Using both primary data from 135 respondents and secondary data from company records and industry reports, the research examines various tools such as digital marketing, promotional campaigns, branding efforts, and customer relationship management. Statistical tools like percentage analysis, correlation, and chi-square tests were applied to interpret the data. The findings reveal that while Shakthi Stone House has strong product quality and showroom experience, its digital presence and post-purchase engagement need improvement. The study concludes with strategic suggestions for enhancing online branding, improving customer retention, and aligning marketing efforts with evolving consumer expectations to achieve sustainable business growth.

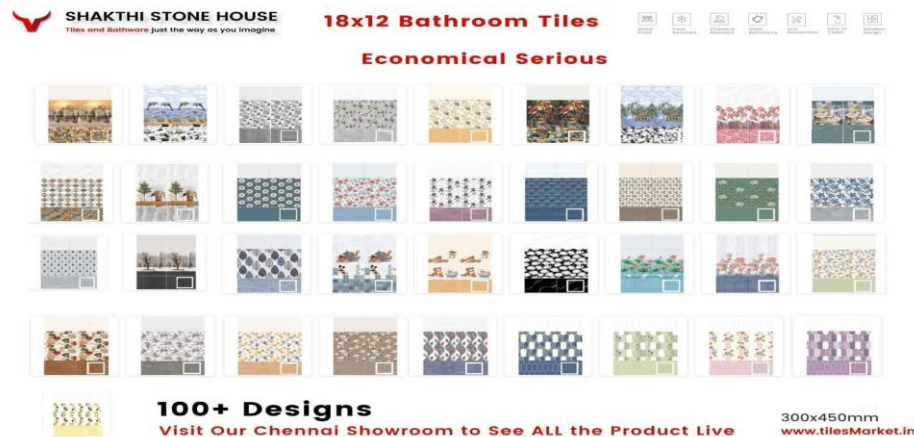
KEYWORDS: Marketing strategies, tiles industry, product positioning, brand awareness, digital marketing, Shakthi Stone House, customer engagement.

I.INTRODUCTION

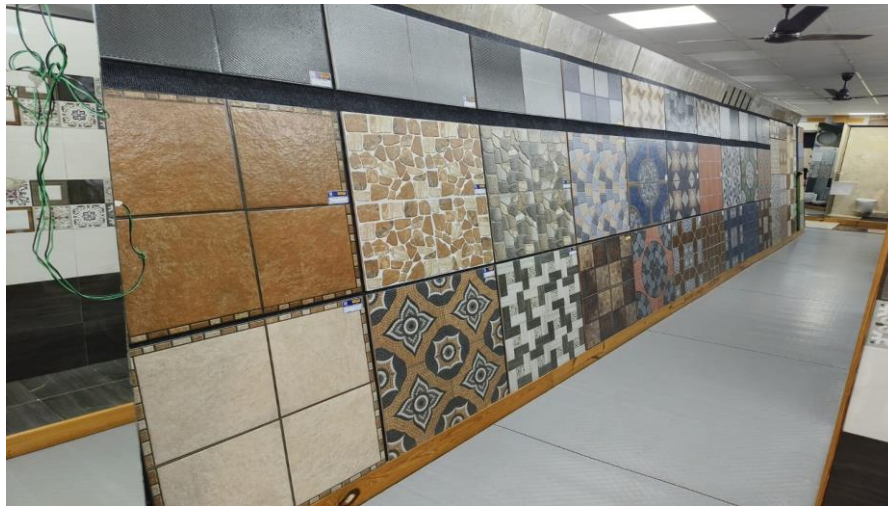
In the fast-paced and competitive landscape of modern business, marketing is not just a supporting function—it is the cornerstone of organizational success. As Seth Godin aptly puts it, "Marketing is no longer about the stuff that you make, but about the stories you tell." This quote underscores the transformation in marketing from product-centered approaches to experience and relationship-driven strategies. Particularly in the tile and construction industry, where aesthetic appeal and quality are paramount, businesses must develop compelling marketing narratives to engage customers and stand out in a saturated market.

The tile industry has witnessed considerable growth, fueled by trends in architecture, interior design, and consumer lifestyle upgrades. Tiles are no longer seen as basic construction materials but as style statements reflecting personal and commercial space preferences. This shift has forced companies like Shakthi Stone House to innovate and adapt marketing strategies that not only highlight product quality but also align with consumer tastes, competitive dynamics, and technological advancements. Modern marketing demands a fusion of creative storytelling, data-driven analysis, and strategic positioning.

This project investigates the marketing strategies adopted by Shakthi Stone House—a leading supplier of natural stones and tiles in Chennai—to understand how the company enhances its market position. The analysis encompasses core areas such as product positioning, promotional activities, pricing strategies, digital engagement, and customer relationship management. The study draws from both theoretical models and empirical data to provide a comprehensive view of marketing as a key business driver in the tile industry.



The research also aims to bridge the gap between conventional marketing practices and modern digital trends. By evaluating the effectiveness of multi-channel outreach, social media integration, influencer partnerships, and customer feedback mechanisms, the project offers insights into how Shakthi Stone House navigates the evolving market landscape. Moreover, it emphasizes the importance of aligning marketing initiatives with broader business goals like brand loyalty, revenue growth, and sustainable differentiation.



Ultimately, the purpose of this study is to assess how strategic marketing contributes to the growth and visibility of tile businesses in a competitive environment. It seeks to identify opportunities for improvement while providing actionable suggestions for optimizing customer engagement and strengthening brand presence. Through this examination, Shakthi Stone House can refine its marketing efforts to better meet customer expectations and ensure long-term success in a dynamic market.

II.OBJECTIVE

The primary objective of this study is to analyze the current marketing strategies employed by Shakthi Stone House and assess their effectiveness in promoting products, engaging customers, and sustaining competitiveness in the tile and natural stone market. As a leading supplier in Chennai, the company's success heavily depends on how well it communicates its brand value and differentiates itself from competitors. Understanding the strengths and weaknesses of its marketing efforts is critical for improving customer satisfaction and boosting long-term profitability.

One of the key secondary objectives is to identify how customers perceive the company's promotional strategies, digital presence, and overall brand image. This includes evaluating tools such as advertisements, online marketing, referral programs, showroom engagement, and loyalty initiatives. The study also aims to discover which marketing channels—such as social media, email campaigns, or influencer marketing—are most impactful in driving customer awareness and conversions. Gathering customer opinions through structured surveys provides valuable insights for strategic refinement.

Another important objective is to evaluate the brand recognition and recall of Shakthi Stone House among its target customers, including builders, architects, and homeowners. In today's market, a strong brand identity leads to increased trust and preference. This study explores whether the existing marketing strategies are effective in conveying product uniqueness, quality, and the company's vision. By identifying gaps in brand communication, the organization can better align its messaging with customer expectations and market trends.

Furthermore, the research seeks to compare the company's marketing approach with those of competitors in the same industry. Benchmarking against industry standards helps identify areas for innovation and improvement. This objective includes assessing whether Shakthi Stone House's marketing investments—especially in digital platforms—are yielding sufficient returns in terms of visibility, engagement, and sales performance. Strategic recommendations can then be proposed based on both internal data and external comparisons.

Lastly, this study aims to propose new and innovative marketing strategies that Shakthi Stone House can adopt to increase customer retention, expand market reach, and improve overall business outcomes. These suggestions will be based on both theoretical marketing frameworks and real-time market feedback. The ultimate goal is to help the organization adapt to modern marketing challenges while maintaining its traditional strengths in quality and service.

III. LITERATURE REVIEW

The foundation of any effective marketing strategy lies in understanding consumer behavior, market dynamics, and competitive positioning. Scholars such as Kotler and Keller (2016) emphasize the importance of segmentation, targeting, and positioning (STP) as the basis for creating value-driven strategies. Their work outlines how a well-defined marketing plan can help businesses like Shakthi Stone House effectively reach and retain their target audiences. Moreover, they stress that integrating the 4Ps—Product, Price, Place, and Promotion—into the business model ensures a structured approach toward customer satisfaction and business growth.

According to Aaker (1996), strong branding is key to building lasting customer relationships. His work on brand identity and emotional connection is especially relevant for the tiles industry, where aesthetics and brand reputation play a vital role in consumer decision-making. Aaker argues that consistent storytelling and brand personality help in differentiating a product in a cluttered marketplace, which is crucial for businesses offering similar commodities, such as natural stones and tiles.

Further, Armstrong and Kotler (2015) highlight the growing significance of digital marketing in modern consumer interactions. The shift from traditional to digital platforms enables more personalized and engaging marketing approaches. They argue that digital tools like social media, search engine optimization, and content marketing have revolutionized how companies communicate with their customers. This is particularly applicable to Shakthi Stone House, which actively leverages platforms like Instagram and WhatsApp to enhance visibility and connect with design-conscious buyers. Porter (1985) introduced the idea of competitive strategies through cost leadership, differentiation, and focus. These models provide a strategic lens for firms like Shakthi Stone House to choose their market approach—whether it's by offering premium quality, cost-effective products, or catering to niche markets like luxury construction. The differentiation strategy, which focuses on unique product offerings and high-end design aesthetics, appears most suitable for tile businesses operating in urban, style-conscious markets.

Lastly, Chaffey and Ellis-Chadwick (2019) bring attention to the integration of analytics in marketing strategy. Real-time data, consumer insights, and CRM (Customer Relationship Management) tools allow businesses to refine campaigns and improve customer engagement. These insights play a pivotal role in helping companies monitor the effectiveness of their promotions, optimize spending, and personalize outreach. As marketing becomes increasingly data-driven, the ability to adapt strategies based on performance metrics becomes a vital component for success.

IV. RESEARCH METHODOLOGY

The study follows a descriptive research design, chosen to assess the real-world application of marketing strategies in a specific business context. Descriptive design allows for clear observations and analysis of how marketing impacts customer behavior and business performance in Shakthi Stone House.

The research uses a census survey method to collect data from 135 stakeholders, including customers, employees, and marketing professionals. This approach ensures inclusivity and a broader understanding of perceptions across various touchpoints in the company's marketing cycle. Primary data was collected through structured questionnaires, including open-ended and closed-ended questions. These were aimed at assessing brand recall, satisfaction with promotional activities, and opinions on digital engagement. Data was interpreted using tools like percentage analysis, correlation, and chi-square testing.

Secondary data was sourced from internal company reports, competitor analysis documents, websites, brochures, and previous marketing studies. This helped build a context for evaluating the company's position relative to industry norms.

The overall methodology provides a balanced blend of qualitative and quantitative insights, offering both depth and reliability to the findings. It ensures the final results and suggestions are evidence-based and aligned with practical marketing needs.

V. QUESTIONNAIRE TYPE

The questionnaire designed for this study included a combination of direct, dichotomous, close-ended, and multiple-choice questions. This structure enabled respondents to provide both precise and opinion-based responses that helped analyze their views effectively.

Direct questions were used to obtain straightforward information about respondent demographics such as age, gender, occupation, and purchase behavior. These formed the baseline for segmentation and statistical comparisons.

Close-ended questions focused on measuring satisfaction levels, channel preferences, and brand perception using a fixed set of alternatives. These were useful for percentage-based analysis and comparative charting of responses.

Dichotomous questions, offering "Yes/No" or "Agree/Disagree" options, helped capture strong sentiments on key aspects like trust, loyalty, and strategy effectiveness. These gave clarity on topics that required a definitive viewpoint.

Multiple choice questions offered several predefined options for marketing channel preference, reasons for brand choice, and feedback on post-sale interactions. The variety in questionnaire types ensured that the data captured was both rich and structured for analysis.

VI. ANALAYSIS AND INTERPRETATION

Data collected was analyzed using simple percentage analysis, helping quantify how many respondents aligned with specific responses. This method is ideal for understanding distribution patterns across demographic and behavioral variables.

Chi-square tests were used to examine relationships between categorical variables such as age group and marketing channel preference. This statistical tool revealed whether the observed data significantly deviated from expected patterns.

Karl Pearson's correlation helped identify how variables such as frequency of brand interaction and satisfaction levels were interlinked. A positive correlation in these areas showed that frequent engagement led to higher satisfaction.

Interpretation of charts and tables further enhanced understanding. For instance, data showed that while email marketing had the highest recall, social media engagement was surprisingly low despite a predominantly young customer base.

Age	No of responders	Percentage
18-25	67	49.6%
26-33	40	29.6%
34 and above	21	15.6%
Not prefer to say	7	5.2%
Total	135	100%

Table showing age of responders

Gender	No. of respondents	Percentage
Male	36	26.7%
Female	93	68.9%
Prefer not to say	6	4.4%
Total	135	100%

Table showing Gender wise classification of the respondents

Income	No. of respondents	Percentage
Less than 10000	24	17.8%
10000	70	51.9%
15000	24	17.8%
Above 15000	17	12.6%
Total	135	100%

Table showing income from respondents

Experience	No. of respondents	Percentage
0-1	26	19.3%
1-2	67	49.6%
2-3	31	23%
4 and above	11	8.1%
Total	135	100%

Table showing Experience from the respondents

Educational qualification	No. of respondents	Percentage (%)
12th	27	20%
UG	65	48.1%
PG	19	14.1%
Diploma	24	17.8%
Total	135	100%

Table showing the educational qualifications from the respondents.

The analysis revealed both strengths and gaps—while Shakthi Stone House had strong traditional branding and showroom experience, its digital marketing and customer retention strategies needed enhancement for better impact.

VII. FINDINGS

The study found that a significant percentage of customers (49.6%) were aged between 18 and 25 years, and 68.9% were female. This indicates a young and design-conscious audience, making digital platforms critical for engagement.

Customers appreciated the product quality and showroom experience but felt that the online visibility and digital interaction were limited. This was especially evident in post-purchase engagement, where only 9.6% of customers interacted frequently.

Email marketing emerged as the most recognized channel (33.4%), while social media lagged (9.6%). This shows a need for better content creation, influencer engagement, and visual marketing, especially on platforms like Instagram.

The company's branding was perceived as functional but not emotionally engaging. Many customers suggested more relatable, story-based promotions to connect better with the audience and improve loyalty.

Overall, while the fundamentals of product, price, and service were strong, the marketing strategies needed more personalization, interactivity, and digital evolution to match the expectations of a younger, tech-savvy customer base.

VIII. SUGGESTION

Shakthi Stone House should invest in a robust digital marketing strategy, including social media campaigns, influencer partnerships, and video-based content to enhance emotional brand engagement and visual storytelling.

A structured loyalty program should be introduced to improve post-purchase engagement and customer retention. Rewards, referral benefits, and personalized offers can help build a stronger connection with returning customers.

Customer feedback should be actively collected and displayed across digital and physical platforms. This not only improves trust but also shows customers that their voices shape the company's direction.

The company can enhance its SEO and Google Business visibility, ensuring that local and national searches result in higher showroom traffic and inquiries. Festival-based or seasonal campaigns can further support online engagement.

Lastly, interactive tools such as AR-based tile visualizers or mobile apps can improve customer decision-making and satisfaction. These innovations can differentiate Shakthi Stone House from traditional competitors in a digitally advancing industry.

IX. CONCLUSION

In summary, the study highlights that Shakthi Stone House has a strong foundation in product offerings but needs to upgrade its marketing strategies to match evolving customer expectations [1]. The demographic insights reflect a young, tech-savvy audience that demands more interactive, digital-first engagement.

The findings emphasize the importance of transitioning from one-time promotions to relationship-based marketing. Strategic use of digital platforms, influencer collaborations, and loyalty programs can significantly enhance customer retention and satisfaction [2].

A shift from conventional marketing to value-based, content-driven communication is necessary. As suggested by Aaker (1996), emotional and functional differentiation through brand personality can help build a deeper connection with consumers [7].

Investment in digital infrastructure such as SEO, content marketing, and CRM tools is essential to remain competitive. These systems allow for personalized engagement and performance measurement, key to improving marketing ROI [6].

Overall, to sustain growth and improve market presence, Shakthi Stone House must adopt a more dynamic, consumer-centric marketing approach. Aligning internal capabilities with external market needs will help in achieving long-term brand success and customer loyalty [1][3][6].

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XI. QUESTIONNAIRE

1. What is your age group? ☐ 18-25 ☐ 26-33 ☐ 34 and above
2. What is your gender? ☐ Male ☐ female ☐ prefer not to say
3. What is your income? ☐ Less than 10000 ☐ 10000 ☐ 15000 ☐ Above 15000
4. What is your Experience? ☐ 0-1 ☐ 1-2 ☐ 2-3 ☐ 4 and above
5. What is your Educational Qualification? ☐ 12th ☐ UG ☐ PG ☐ DIPLOMA