



A Study on Marketing Practices in Bluebird it Solution

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Abstract

Marketing practices have a critical significance in promoting the development and sustainability of businesses. The current study emphasizes the importance of analyzing marketing practices applied in a growing business like Bluebird IT Solutions. In this context, the main objective of the study was to examine the efficiency of marketing strategies and promotions in Bluebird IT Solutions. For data collection, both primary and secondary sources have been considered in the research process. Primary data was collected using questionnaires and secondary data from academic journals and company's report. Percentage analysis, chi-square test, and weighted average were used as analytical tools. It can be concluded from the study that digital marketing contributes to the growth of businesses. Some important elements contributing to the development of the company include social media, search engine optimization, and customer relationship management. Nevertheless, improvement is required in terms of customers' engagement and promotion about services. Conclusion of the study highlights the importance of marketing practices in achieving success.

Keywords: Marketing Practices, Digital Marketing, IT Industry, Customer Satisfaction, Bluebird IT Solution

1. Introduction

1.1. Introduction

With today's highly competitive nature of businesses, marketing has been found to play an important role in organizational activities, identifying customer needs, promoting their services, and establishing good relationships with customers. For organizations operating in the Information Technology (IT) field, marketing practices have greatly changed as a result of innovations in technology and increased use of technology. The IT field is characterized by stiff competition and frequent innovations in technology. Therefore, marketing practices that are relevant within the organization include the use of digital marketing, use of social media marketing and branding through the internet. These are new techniques adopted to make organizations more competitive and successful. Bluebird IT Solutions is a new start-up within the IT sector providing services ranging from software development, web applications to other digital solutions. The firm

must adopt marketing practices that will improve its performance. This study analyzes the marketing practices being used by Bluebird IT Solutions and evaluate whether they are effective.

1.2. Review of the literature

Marketing practices have greatly evolved over time. Previous research has been centered around traditional marketing practices, while the current trend leans toward digital marketing practices.

According to Kotler (2017), marketing strategies form vital parts of the marketing mix and are crucial elements of business success. The researcher pointed out that marketing strategies must be adjusted according to the prevailing market environment.

Monroe (2003) discovered that consumer perception was a crucial factor in decision-making processes, and transparent marketing practices fostered consumer confidence.

Rao (2019) noted that consumers in competitive environments were very sensitive to marketing strategies and compared several alternatives before reaching any decision.

Contemporary studies reveal that digital marketing strategies such as social media marketing, SEO, and content marketing play a great role in shaping customer behavior. It is important to note that IT firms mainly employ digital marketing practices for promotion and engagement with their clients.

Marketing practices have been revealed to attract clients as well as build brand loyalty.

1.3. Objectives of the study

- To investigate the marketing practices employed by Bluebird IT Solution
- To examine the promotion methods adopted by the organization
- To evaluate the efficacy of digital marketing tools

1.4. Research methodology

In the current research, the researcher uses a descriptive research design to carry out an examination of the marketing processes in Bluebird IT Solution. The researcher uses both secondary and primary data sources as means of collecting information in order to obtain a thorough investigation of the topic. Primary data was obtained using a questionnaire provided to the respondents who provided firsthand information about their level of awareness, satisfaction, and perception of the marketing strategies adopted by the company. On the other hand, secondary data was derived from company reports, academic articles, internet sources, and other publications related to the research area. This research study used 50 respondents for the sample size and convenient sampling method to select respondents. Percentage analysis, chi-square test, and the use of weighted averages have been used in the analysis of the collected data. The research took place within a span of three months. However, it is restricted by some limitations such as time and sample size.

1.5 Data Analysis and Interpretation

Table 1 : Showing Customer Awareness and satisfaction

| Awareness / Satisfaction | Satisfied | Neutral | Dissatisfied |
|--------------------------|-----------|---------|--------------|
| Aware | 17.5 | 10.5 | 7.0 |
| Not Aware | 7.5 | 4.5 | 3.0 |

H_0 = There is no significant relationship between customer awareness and satisfaction.

H_1 = There is a significant relationship between customer awareness and satisfaction.

The conclusions that can be drawn from the analysis presented above table are that customer awareness has nothing to do with their satisfaction. In other words, customer awareness does not directly affect customer satisfaction. Therefore, while striving for increased awareness of their brand, company representatives also need to ensure quality service to customers.

Table 2 : Showing Sources of Awareness about the Company

| Source of Awareness | No. of Respondents | Percentage (%) |
|---------------------|--------------------|----------------|
| Social media | 58 | 42.6 |
| Website | 32 | 23.5 |
| Friends/References | 28 | 20.6 |
| Advertisements | 18 | 13.3 |
| Total | 136 | 100 |

The table shows that 42.6% of respondents became aware of the company through social media, making it the most effective marketing channel. Website awareness accounts for 23.5%, while word-of-mouth contributes 20.6%. Advertisements have the least impact. This indicates that digital platforms play a dominant role in promoting the company.

Table 3 Showing Relationship between Marketing Practices and Customer Satisfaction

- H_0 : There is no significant relationship between marketing practices and customer satisfaction.
- H_1 : There is a significant relationship between marketing practices and customer satisfaction.

| Marketing Effectiveness | Satisfied | Not Satisfied | Total |
|-------------------------|-----------|---------------|------------|
| High | 52 | 10 | 62 |
| Moderate | 30 | 12 | 42 |
| Low | 13 | 19 | 32 |
| Total | 95 | 41 | 136 |

The table shows that higher marketing effectiveness leads to higher customer satisfaction. Most respondents who rated marketing as “High” are satisfied with the company’s services. The chi-square test indicates a significant relationship between marketing practices and customer satisfaction. Therefore, the null hypothesis is rejected.

Table 4: Showing Preferred Digital Marketing Platform

| Platform | No. of Respondents | Percentage (%) |
|--------------|--------------------|----------------|
| Instagram | 48 | 35.3 |
| Facebook | 30 | 22.1 |
| LinkedIn | 26 | 19.1 |
| YouTube | 20 | 14.7 |
| Others | 12 | 8.8 |
| Total | 136 | 100 |

The data reveals that Instagram is the most preferred platform (35.3%) among respondents, followed by Facebook and LinkedIn. This indicates that visual and professional platforms are effective for IT marketing. The company can focus more on these platforms to improve reach and engagement.

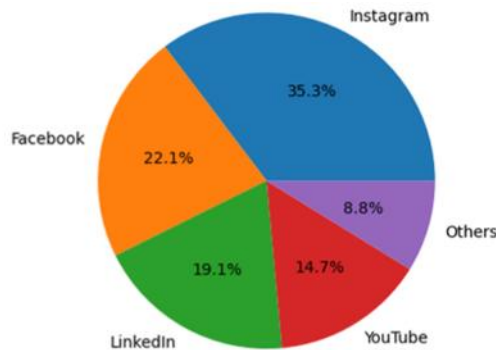


Figure 4: Showing Preferred Digital Marketing Platform

Table 5: Showing Frequency of Exposure to Marketing Content

| Frequency | No. of Respondents | Percentage (%) |
|--------------|--------------------|----------------|
| Daily | 52 | 38.2 |
| Weekly | 44 | 32.4 |
| Monthly | 26 | 19.1 |
| Rarely | 14 | 10.3 |
| Total | 136 | 100 |

The above table shows that 38.2% of the respondents are exposed to marketing content of Bluebird IT Solution on a daily basis, indicating strong digital presence and consistent engagement strategies. About 32.4% of respondents view marketing content weekly, which also reflects a good level of visibility. However, 19.1% of respondents encounter marketing content only monthly, and 10.3% rarely see such content. This suggests that while the company is actively engaging a significant portion of its audience, there is still a segment that is not frequently reached. Therefore, the company can improve its marketing reach by

increasing content frequency and targeting less engaged users more effectively.

1.6 Findings

From the findings of the study, it has been observed that marketing practices are instrumental in influencing customer awareness and business development in Bluebird IT Solution. Digital marketing was seen to be the best promotional practice adopted by the firm, and social media channels were observed to be the major source of awareness amongst the customers. It is worth noting that most of the people questioned about the firm's operations had information about the firm's activities and regularly utilized IT services from the company. From the findings, it is evident that the level of customer satisfaction with the firm's services is moderate and can still improve in aspects such as quality of services offered, cost, and customer care among other issues. It is important to note that the study showed that marketing strategies greatly influence the decision-making process of the clients, and statistical testing confirmed the correlation between marketing practices and customer satisfaction.

1.7 Conclusion

Conclusively, this study highlights the importance of marketing strategies to ensure that IT firms prosper. Bluebird IT Solutions Ltd has managed to implement some very effective digital marketing strategies that aid in building brands as well as acquiring clients. Nevertheless, there are other issues that have been discovered in regard to client satisfaction and service delivery which should be considered. It is crucial that Bluebird IT Solution improves its customer relations, services, and implements innovative marketing techniques in order to boost its performance and sustain itself for years to come. Therefore, the main recommendation that comes from this analysis is that a customer oriented and digital marketing strategy is necessary to succeed in the IT business environment.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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