

INCREMENTAL SALES APPROACH STRATEGY FOR DIFFERENTIAL MARKETING IN IT SECTOR OF INDIA

Ashis Majumder*

ABSTRACT

The Indian IT industry has experienced significant milestones, marking its journey from being an outsourcing destination to becoming a center for innovation and technology development. The sector has not only contributed to the country's economic growth but has also played a vital role in empowering businesses across various industries. However, the dynamic nature of the industry and the intensifying competition have created the need for effective marketing strategies. In the face of evolving customer expectations and changing market dynamics, IT companies must develop strategies that go beyond traditional approaches and focus on differentiation.

Keywords: *IT industry, Innovation & Technology Development, Economic Growth, Marketing Strategies.*

Introduction

The importance of marketing strategies in the Indian IT industry cannot be overstated. With numerous companies offering similar IT services and solutions, it has become crucial for organizations to stand out and create a unique value proposition. Effective marketing strategies enable companies to understand customer preferences, tailor their offerings, and effectively communicate their value to the target audience. Additionally, the Indian IT industry's growth is not limited to the domestic market. The sector's exports play a significant role in the country's economic development. It is important for IT companies to not only cater to the domestic market but also leverage their capabilities to tap into global opportunities.

In this context, this research aims to address the challenges and shortcomings of current marketing practices in the Indian IT industry. It seeks to propose revised and improved marketing strategies that can adapt to the evolving needs of the market. By examining the effectiveness of these strategies and their impact on business performance, this study aims to provide valuable insights and practical recommendations for IT companies in formulating successful marketing strategies.

By bridging the gap between theory and practice, this research will contribute to the existing body of knowledge on marketing strategies in the Indian IT industry. It will serve as a guide for IT companies, enabling them to navigate the dynamic landscape, differentiate themselves, and achieve sustainable growth in this highly competitive industry.

The Indian IT industry has experienced remarkable growth and has emerged as a key player in the global technology landscape. With intense competition and evolving customer demands, IT companies in India are constantly seeking innovative strategies to differentiate themselves and gain a competitive edge. In this context, the adoption of a differential marketing approach becomes crucial to stand out in the crowded marketplace.

* Research Scholar, Department of Management, Radha Govind University, Ramgarh, Jharkhand, India.

The Indian IT industry is undergoing rapid changes and constant evolution, necessitating a reevaluation of current marketing practices that primarily focus on customer satisfaction based on past experiences. To effectively meet customer demands and drive business growth, it is imperative to have a comprehensive understanding of the market needs and the ability to adapt to changing trends.

A progressive approach that incorporates multi-perspective-based marketing and sales, while actively gathering knowledge, can significantly enhance business intelligence and improve overall productivity. The influence of the IT sector spans across various sectors, including manufacturing, finance, education, and retail. It is essential to capture the evolving demands of the market and implement innovative and differentiated strategies to maximize profitability. This not only applies to the domestic market but also extends to the export of IT deliverables.

By filling the research gap and providing practical insights, this study seeks to contribute to the body of knowledge on marketing strategies in the context of the Indian IT industry and offer actionable recommendations for companies to thrive in a highly competitive market.

The Indian IT industry has grown significantly and faces intense competition, necessitating effective marketing strategies for differentiation and sustained growth.

Incremental sales methodology focuses on gradual revenue growth by capturing additional market share or upselling to existing customers.

The approach diverges from traditional sales methods, emphasizing customer relationship development and long-term value creation.

Opinions Regarding Importance Level on Product Mix Related Parameters

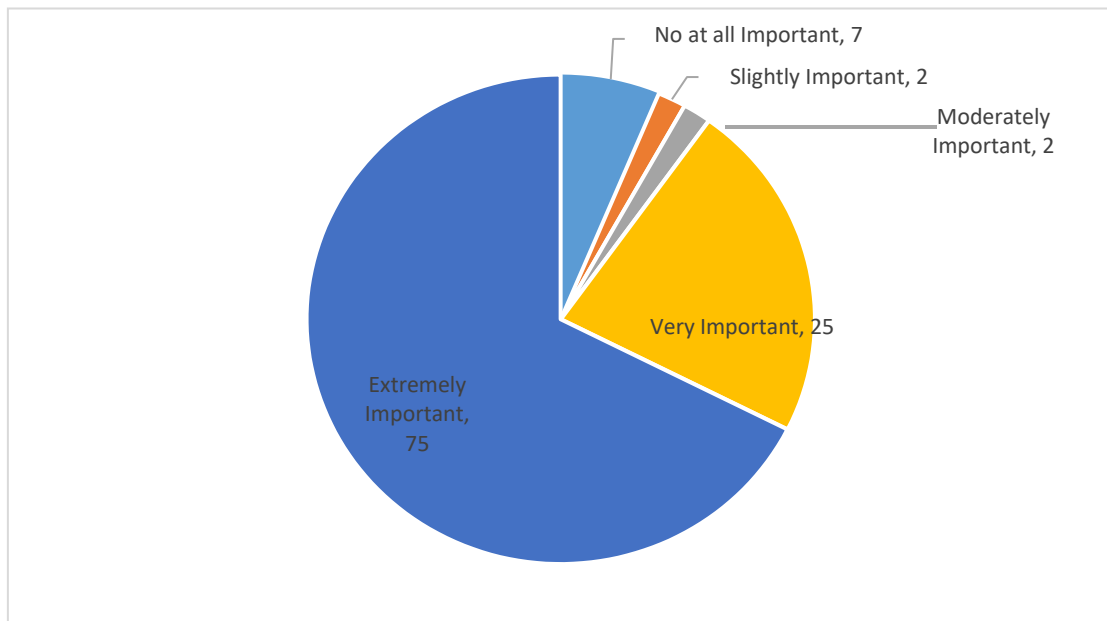
Niche Product/Business

Following analysis shows importance level of niche product/business which offers unique solutions and critical problem solvers.

Table 1: Niche Product/Business

Sr	Particular	Frequency	Percentage	Mean	S.D.
1	Not at all Important	7	6.31	4.43	1.08
2	Slightly Important	2	1.80		
3	Moderately Important	2	1.80		
4	Very Important	25	22.52		
5	Extremely Important	75	67.57		
	Total	111	100		

Source: Primary Data



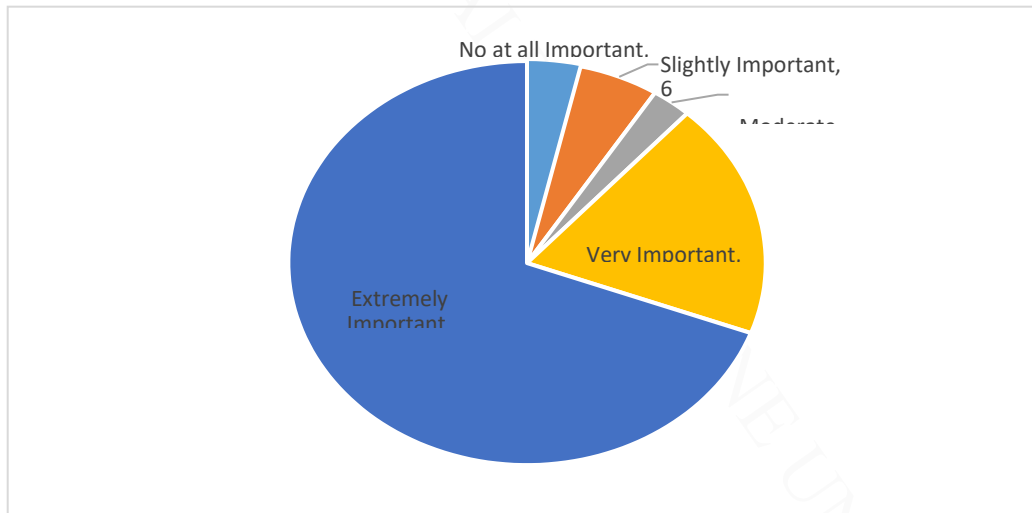
Above table shows the opinion of respondents regarding niche product/business as unique solutions/critical problem solvers. **67.57%** of respondents feel that this is extremely important whereas 22.52% feels that this is very important. 1.80% respondents feel that this slightly important & moderately important respectively and 6.31% feels that this not at all important for marketing of product/services. The aggregate mean is 4.43 which shows opinion is inclined towards extremely importance level and S.D. is 1.08 which show consistency in opinion.

Value Selling

Following analysis shows importance level of value selling which promotes value over competition to avoid trap on pricing strategy against competition.

Table 2: Value Selling

Sr	Particular	Frequency	Percentage	Mean	S.D.
1	Not at all Important	4	3.60	4.45	1.03
2	Slightly Important	6	5.41		
3	Moderately Important	3	2.70		
4	Very Important	21	18.92		
5	Extremely Important	77	69.37		
	Total	111	100		



Source: Primary Data

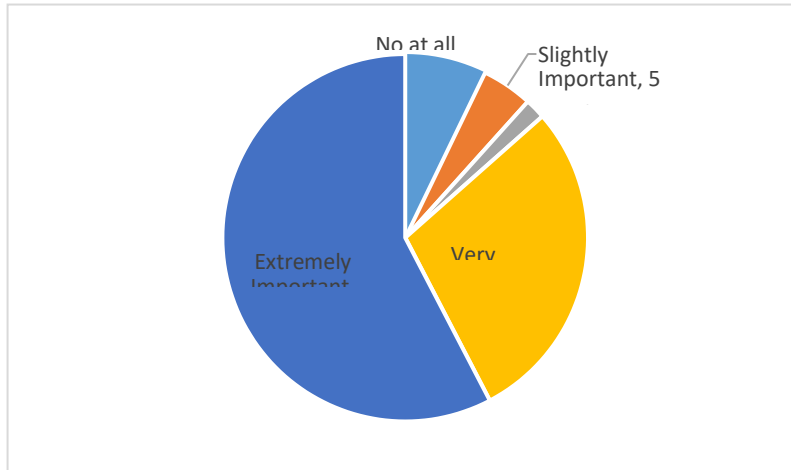
Above table shows the opinion of respondents regarding value selling to promote value over competition. **69.37%** of respondents feel that this is extremely important whereas 18.92% feels that this is very important. 5.41% and 2.70% respondents feel that this slightly important & moderately important respectively and 3.60% feels that this not at all important for marketing of product/services. The aggregate mean is 4.45 which shows opinion is inclined towards extremely importance level and S.D. is 1.03 which show consistency in opinion.

Risk Appetite of Innovation

Following analysis shows importance level of risk appetite of innovation to execute futuristic growth plan to cover untapped market.

Table 3: Risk Appetite of Innovation

Sr	Particular	Frequency	Percentage	Mean	S.D.
1	Not at all Important	8	7.21	4.25	1.17
2	Slightly Important	5	4.50		
3	Moderately Important	2	1.80		
4	Very Important	32	28.83		
5	Extremely Important	64	57.66		
	Total	111	100		



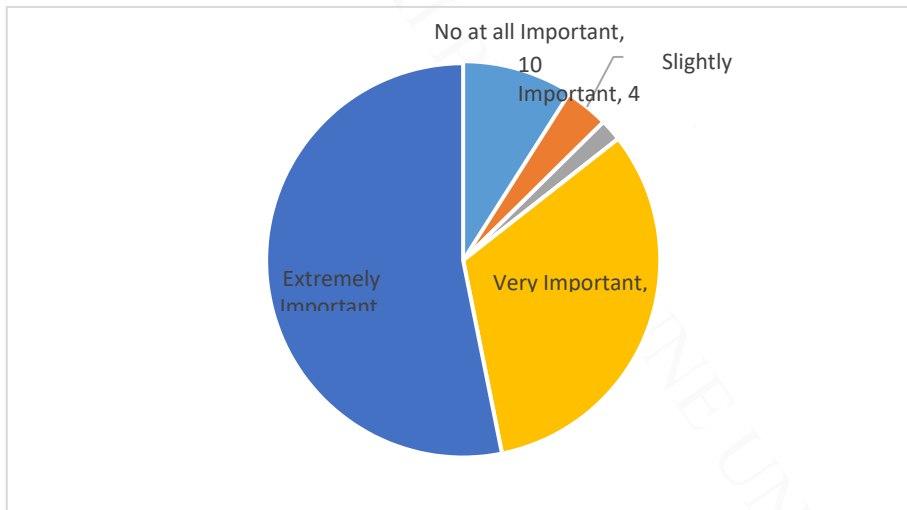
Source: Primary Data

Above table shows the opinion of respondents regarding risk appetite of innovation of futuristic plan to cover untapped market. **57.66%** of respondents feel that this is extremely important whereas 28.83% feels that this is very important. 4.50% respondents feel that this slightly important & 1.80% respondents feel that this moderately important and 7.21% feels that this not at all important for marketing of product/ services. The aggregate mean is 4.25 which shows opinion is inclined towards extremely importance level and S.D. is 1.17 which show consistency in opinion.

Innovation in Process for Patenting & Uniqueness- Patents drive innovation in business & process to set up innovation is long term success. Following analysis shows importance level of innovation in process for patenting & uniqueness for effective management of patents to drive innovation in business & process to set up innovation is long term success.

Table 4: Innovation in Process for Patenting & Uniqueness

Sr	Particular	Frequency	Percentage	Mean	S.D.
1	Not at all Important	10	9.01	4.17	1.22
2	Slightly Important	4	3.60		
3	Moderately Important	2	1.80		
4	Very Important	36	32.43		
5	Extremely Important	59	53.15		
	Total	111	100		



Source: Primary Data

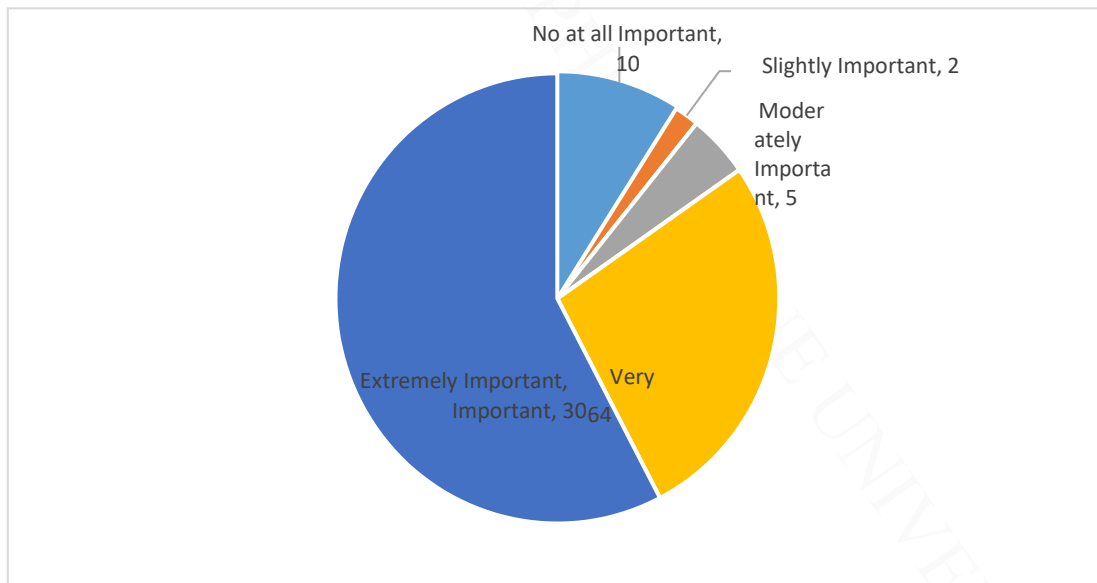
Above table shows the opinion of respondents regarding innovation in process for patenting and uniqueness where patents drive innovation in business and process to set up innovation is long term success. **53.15%** of respondents feel that this is extremely important whereas 32.43% feels that this is very important. 3.60% respondents feel that this slightly important and 1.80% respondents feel that this moderately important and 9.01% feels that this not at all important for marketing of product/services. The aggregate mean is 4.17 which shows opinion is inclined towards extremely importance level and S.D. is 1.22 which show consistency in opinion.

Merger & Acquisition Strategy - Acquiring competitive business to grow & merging business to overcome competition

Following analysis shows, importance level of merger & acquisition strategy through acquiring competitive business to grow and merging business to overcome competition.

Table 5: Merger & Acquisition Strategy

Sr	Particular	Frequency	Percentage	Mean	S.D.
1	Not at all Important	10	9.01	4.23	1.21
2	Slightly Important	2	1.80		
3	Moderately Important	5	4.50		
4	Very Important	30	27.03		
5	Extremely Important	64	57.66		
	Total	111	100		



Source: Primary Data

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