

# Marketing Performance Outcomes Among Employees Of Software Marketing In Tamilnadu

S. Mahalingam<sup>1</sup>, Dr. S. Pazhanisamy<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University, Annamalai Nagar – 608002, Tamilnadu, India. [malimaha.22@gmail.com](mailto:malimaha.22@gmail.com), <https://orcid.org/0009-0002-2035-1708>

<sup>2</sup>Assistant Professor, Department of Business Administration Annamalai University, Annamalai Nagar – 608002, Tamilnadu, India.

---

## Abstract:

Tamil Nadu in South India, has emerged as a major IT hub, with heavy investment in high-pitched, well-educated software professionals from all over the India. Chennai, Coimbatore, Madurai, and Trichy are major software development and marketing centres. Named the "Detroit of India", Chennai is also home to all major technology parks and administrative avenues of IT companies like HCL, Wipro, TCS, Infosys among others. The software promotion in the area has been a lot influenced from the large corporations of IT's for example the Infosys, Wipro, TCS and Cognizant. The performance of marketing campaigns in these markets environment are influenced by a number of factors, including macroeconomic trends, technological development and local customer needs. In the setting of software marketing in Tamilnadu, this paper examines the linkage between marketing effectiveness antecedents and marketing performance outcomes. Accordingly, sub-variables such as marketing strategies, consumers' behavior, competition, technology, economic conditions and regulatory framework are incorporated on the independent variable "Driver of Marketing effectiveness". Dependent Variable (H4): Marketing Performance Outcomes Marketing Performance Outcomes is comprised of customer engagement and company strategies. Digital advertising works extraordinarily well in Tamil Nadu given the high literacy rates, widespread internet access and a tech-savvy young." The study adopts descriptive research methodology and a structured questionnaire is used to collect primary data from 396 software marketing employees. One type of statistical analysis to examine relations between variables is multiple regression. Consequently, there is a significant positive relationship, because the drivers of marketing effectiveness have a large effect on performance as well as the future sustainability of the region's software marketing activities. 2Zip Your Fly: Fostering Behavioral and Attitudinal Email Dependence via Individuals' Zip Code Information By trying to establish high-quality relationships with email recipients, email senders strengthen the likelihood that their messages will be delivered and read (West, 2008).

**Key words:** Software marketing, marketing performance outcomes, and drivers of marketing effectiveness

---

## 1. INTRODUCTION:

The category of software marketing and sales encompasses a wide array of digital goods, including operating systems, applications, development tools, and cloud services. It includes tactics on how to find the perfect people to talk to, how to get them excited about the brand, how to draw them in. The top two ingredients in successful software marketing are knowing what your customers need, and being able to articulate how your product will meet those needs. Factors such as distribution, pricing, and placement of the product should be thought out when using advertising software. B2B and B2C Software Marketing in the Digital Age Today's digital age goals for software marketers are both B2B and B2C audiences." Marketing to individuals is typically a bit more transactional and has more immediate benefit to the end user, whereas marketing to companies often has a longer, more drawn out sales cycle and is more relationship-based. SaaS models have moved away from the one-time transaction, to the subscription, which forces an ongoing client relationship (for updates, support, new features).

If they want to survive the fiercely competitive economic landscape of today, businesses had better know what makes their marketing so successful. The term "marketing effectiveness" is the measure of how well marketing activities do in impacting a company's bottom line, in terms of new and existing customers. A powerful marketing strategy is multifactorial and several elements including consumer division, communication plan and market study, and tech adoption affect marketing efficiency both positively and negatively. You would be foolish not to recognize the exploding growth of social media and digital platforms. These are essential modern marketing tools as they allow personal and individualised contact with clientele. Hence, businesses which want to succeed in the cut-throat business environment must know about all the nuances and details that can influence the effectiveness of publicity. "Marketing performance outcomes" are the observable effects companies get from their marketing efforts.

Measurement of results to market a competitive industry, we must know and be able to measure these things. These outcomes are measured based on such key metrics as return on investment (ROI), market share, cost per client acquisition, brand awareness and satisfaction metrics. These metrics provide crucial answers about the success of a business's marketing content efficacy and its connection with its audience over time to ensure long-term business success.

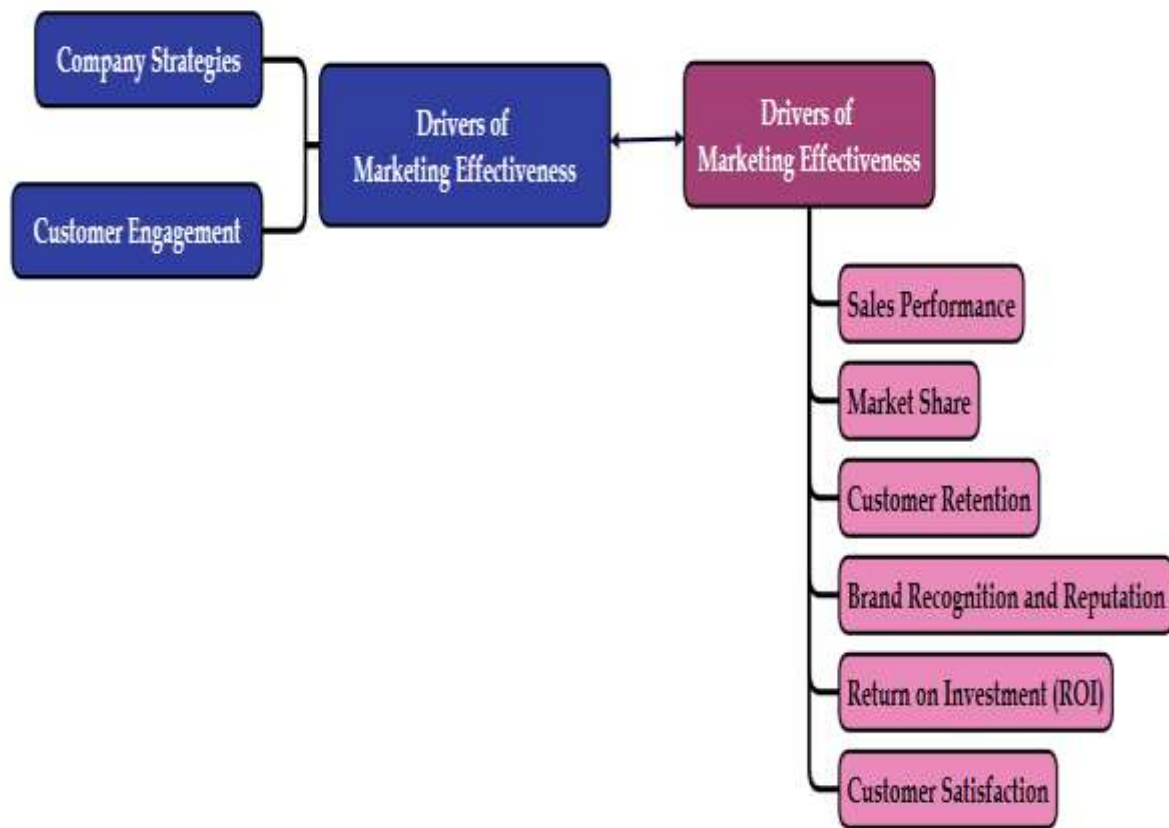
## **2. REVIEW OF LITERATURE;**

Digital marketing and analysis is the cornerstone of modern-day marketing practice (Chaffey & Ellis-Chadwick, 2016). Like all digital platforms, digital ads allow marketers to continuously measure their efforts so they can keep getting better. Certainly, analytics can enable businesses to better understand consumer behavior, predict trends, and inform their marketing efforts. The authors Kotler and Keller (2016) mention the fundamental elements which influence the performance of marketing. To maximize success, they stress the importance that marketing strategies should be in line with and drive overall business goals. What they found was that companies that put customers at the center of their business did better than those who did not. As per Kumar and Shah (2009), customer-focused approaches have substantial impact on marketing effectiveness. Related: CRM systems help software companies avoid creating unhappy customers. This entry was posted in Computer science and tagged churn rate, crm, customer relationship management, netflix problem, online content delivery, tco, total cost of ownership. As Pulizzi (2014) notes, content marketing drives engagement and strengthens the brand (Pulizzi, 2014). Content that is useful and interesting to target customers can help acquire and retain them-and with the quality of each layer based on the optimal ways of acquiring and retaining customers, the quality is high. Marketing measures should be included while evaluating business performance (see the return-on-marketing-link to financial performance; Rust et al., 2010). Morgan, Katsikeas, and Vorhies (2012) reviewed marketing skills and their influence on business unit performance. Following their systematic research, by acquiring market sensing and customer linking capability, marketing performance will be greatly improved. Verhoef, Leeflang, (2009) Investigating the impact of the effectiveness of marketing strategies on performance, insights from European firms showing how analytics and strategies are critical towards achieving results in marketing. Italian The Importance of Responsive Marketing Responding to clients' and As indicated by Day (2011), dynamic marketing strategies markets' needs is a must for successful marketing in the unstable are fundamental to successful long term marketing action, market if "winner" values stable market situation a responsive or not. Petersen, Kushwaha, and Kumar (2015) note that customer experience management has a substantial impact on long-term marketing performance results, through its impact on consumer advocacy and potential loyalty. The importance of branding strategies in software and services markets is also echoed by Keller and Lehmann (2006) who argue that brand equity is a critical bridge between marketing efforts and performance outcomes. Todorova (2015) analyzed the adoption of Digital Marketing transformations in business processes and found that digitalization brings a significant improvement in strategic flexibility and customer interaction. Luo and Bhattacharya (2006) show the relationship of marketing performance and CSR practices. In their research, CSR initiatives were linked with improved brand value and superior business performance through the enhancement of customer confidence in the brand. Baker and Sinkula (2005) examined market orientation, finding a strong relationship between proactive market action, marketing effectiveness and impact on innovation.

## **3. RESEARCH METHODOLOGY**

### **3.1 Research Design:**

The objectives and the expected results of the study determined the research strategy. The researcher carries out the question following a descriptive research approach. The purpose of descriptive research is to illuminate what is unique about an individual or group. The approach of the study reflects the current reality. This research focuses on throwing lights on the factors governing the successful of software promotion in the state of Tamil Nadu, India. To understand the current status of factors influencing marketing effectiveness and outcomes in the Tamilnadu software marketing industry is the key objective of this study.



**Figure 1: Framework of the research**

### 3.2 Objectives of the Study:

- This study aims at identifying the antecedents of successful marketing of software in Tamil Nadu Province.
- For more information on The Tamil Nadu Department of Education and their software marketing report.
- Analyze the various dimensions leading to marketing effectiveness and the ROI of software in Tamil Nadu.
- The Factors Affecting Marketing Effectiveness has influence on their satisfaction level.

### 3.3 Hypotheses of the Study:

- Age, gender and education do not influence on marketing effectiveness in software marketing of Tamilnadu based on demographic profile.
- There is no significant relationship between marketing performance and demographic profile among Tamilnadu Software Marketing.
- Rarely did the Tamilnadu software marketing industry talk about their drivers of marketing effectiveness and marketing performance outcomes.
- Marketing effectiveness drivers are weak determinants of marketing performance outcomes.

### 3.4 Data Collection:

For this purpose, the researcher collected primary data from the hospital staff through a well-set questionnaire. The employee demographic information is the first of the survey's three sections. Section three on Marketing Performance Outcomes; Section two on the Drivers of Marketing Effectiveness.

### 3.5 Reliability Analysis:

The dependability of the criterion mentioned before was also evaluated by reliability analysis. A reliability range of 0.82 to 0.85 with a minimum of 0.70 is required to be deemed acceptable.

S.No.	Variable	Item	Cronbach's Alpha
-------	----------	------	------------------

I	Drivers of Marketing Effectiveness	18	0.85
II	Marketing Performance Outcomes	17	0.84

### 3.6 Sampling Technique:

As previously described stratified random sampling is most applicable type of probability sampling for this research. One approach to obtaining a random sample (within a stratum or not) is by using random sampling, such as with a simple random sample or multistage sampling, first using a complete list of the population to select a random sample of that population into a study. Once the population is stratified, a random sample is selected from each stratum. And the sample size in each stratum is guided by the proportion of the entire population that is covered by each stratum. Stratified random sampling has two main benefits: proper representation of each designation in the sample, and the sample proportionality in the population. The advantage of this process is to represent the whole population of the study and gain more generalizable results. Marketing analysts, assistants, coordinators, and executives have been separated by case on the basis of their title and whether they work in Software Marketing. Since the stratified random sampling provides representation of all Designations and career plans in proportion to their frequency, it is the best-probability technique of sampling for the study.

### 3.7 Sample Size:

In total, we dispatched 410 questionnaires. The survey had 401 replies. In nine attempts, no one picked up the phone. A total of 396 surveys were valid from 401 returned. That is, the sample of size 396.

### 3.8 Data Analysis:

With a path analysis you can see what else besides the mediator influences your dependent variable. The independent variable adopted in this study is a concept of "Drivers of Marketing Effectiveness". Results of Marketing Performance Outcomes are one of the several instances of dependent variables.

## REGRESSION ANALYSIS

**Table 1: Impact of dimensions of Drivers of Marketing Effectiveness on Sales Performance of Marketing Performance Outcomes**

Independent Variable	Dependent Variable	R	R <sup>2</sup>	Adj. R <sup>2</sup>	F	p
'Company Strategies', 'Customer Engagement'	Sales Performance of Marketing Performance Outcomes	0.526	0.276	0.279	38.8	0.001

Source: primary data

The effectiveness of the Drivers of Marketing Effectiveness on the Marketing & Sales performance results of the Software Marketing team is presented in Table 1. The first two of these four marketing effectiveness drivers are 'Company Strategies' and 'Customer Engagement'. "Company effort" or "Client commitment" are the top two powerful parameters that are considered by software marketers when they decide to evaluate the effectiveness of their marketing! In truth, there are many other components that impact sales success and marketing performance outcomes. The index R<sup>2</sup> is calculated as the square of the product of moment interactions. R<sup>2</sup> increases as R increases. It is certainly true in this example that R<sup>2</sup> is smaller than adjusted R<sup>2</sup>. The model is considered good, if the difference between the modified R<sup>2</sup> and R<sup>2</sup> is small. To validate this claim we made the following hypothesis.

HO: The drivers of marketing effectiveness are not related to sales performance or marketing performance outcomes of the software industry marketing employees.

Analysis of marketing performance outcomes The marketing performance outcome is predicted by the variables 'Company Strategies' and 'Customer Engagement' by 27.6% with R = 0.526 and R<sup>2</sup> = 0.276, which is significant. That the adjusted R<sup>2</sup> of 0.269 is nearly as large as the R<sup>2</sup> value—less than a 0.01 difference—indicates that the sample size is getting close to the population size. The 38.8 F-value is significant at p-value less than 0.001.

**Table 1.2 Co-efficient table**

S.No.	Model	Un-standardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	Constant	1.4296	0.1566		2.72	0.007
1	Company Strategies	0.2696	0.0816	0.2636	4.542	0.001**
2	Customer Engagement	0.4192	0.1007	0.4353	1.861	0.054*

Source: primary data.

Company Strategies (0.2696) + Sales Performance of Marketing Performance Outcomes = (1.4296). The 'beta' coefficient of 0.2636 for C.S Drivers of M.E is situated along the regression line. This result indicates that sales performance is influenced by marketing performance outcomes by 26.36%. The t- and p-values of standardized regression coefficient point to the statistical significance which are 4.542 and 0.001 respectively. Thus, the company's marketing effectiveness driver strategies in turn enhance the effects of marketing performance outcomes on software marketing personnel's sales performance. 'beta' value of 0.4353 associated with the slope of the regression line indicates that Customer Engagement of Drivers of Marketing Effectiveness explains 43.53 percent variation in Sales Performance of Marketing Performance Outcomes. As shown in Table 2, the t-value is 1.861, and the p-value is 0.054, indicating that the standardized regression coefficient is significant. Hence, the observation indicates that there is customer interface and driver of marketing effectiveness to enhance sales performance of software marketing professionals.

The results that indicate a positive impact of "Company Strategies" and "Customer Engagement" on the marketing performance related to sales. It was found by J.Bhatnagar. (2007) reported that school leaders demonstrate No Factor less than other individuals. They also found that popular strategies ranged from the old and the new (pushing and smoothing, cooperation and compromise). In Ariani's work, the only moderators for associating among distributive and procedural fairness and among sales performance of marketing performance outcome were "company strategies" and "customer engagement" (D. W. Ariani, 2013). The study also revealed that there is no single component affecting marketing effectiveness, which had an impact on sales success in this sample of software marketers working in Chennai. Researchers have founded a link between the drivers of marketing effectiveness and the marketing performance outcomes (Khodakarami et al., 2020; Harter et al., 2002; Rioux et al., 2001).

### 3.9 Findings

The 'Company Strategies' and 'Customer Engagement' both significantly related to positive marketing performance as sales outcomes. It was found by J. Bhatnagar. (2007) observed lower scores on No Factor among educational leaders. They also stressed that pushing and smoothing were by far the most common strategies, followed by cooperation and compromise. Ariani mentioned that D. W. (2013) mentioned that only "Company Strategies" and "Customer Engagement" moderated the impact of distributive and procedural fairness to sales performance of marketing performance outcomes. The study also revealed that no single factor influencing marketing effectiveness was influencing sales success of Chennai's software marketing personnel. Researchers have found a connection between drivers affecting marketing effectiveness and marketing performance outcomes (Khodakarami et al., 2020; Harter et al., 2002; Rioux et al., 2001).

## 4 SUGGESTIONS:

In industry of software which so much depends on innovation these are crucial to highlight features such as scalability, security, and ease of use. The three major industries in Tamil Nadu are manufacturing, healthcare and education. Understanding customer issues in these areas is how special software is developed. There are several sociocultural influences that affect consumers in Tamil Nadu. Marketing campaigns featuring Tamil language, regional festivals and cultural values would likely be effective to create an emotional connect with prospective customers in large cities. The advent of digital platforms has translated software marketing in Tamil Nadu. Search engine optimization (SEO), social media

marketing (SMM), online advertising – they can help software products in their reach and engagement as more urban India sees substantial internet penetration.

## 5. CONCLUSION:

This is the initial study to investigate the action level of marketing performance outcomes and deterrence of software marketing effectiveness in Tamil Nadu. In the view of Ellis-Chadwick and Chaffey (2016) the impact of Marketing Performance Outcomes and Marketing Performance Outcomes Among Employees of Software Marketing, Tamil Nadu focuses on the importance of marketing tactics, employees' performance and organizational effectiveness for a company's successful run. The results demonstrate that using an organized approach in combination with qualified and motivated personnel notably enhances the effectiveness of marketing. It is actually their knowledge, enthusiasm, and desire, that determines whether a company survive or dies. To achieve better results the research also reflects on the importance of operating with a data-based decision-making process and how it is crucial to evolve together with the trends in digital marketing. Helping your employees to learn and develop will make your marketing campaigns more effective. Another couple of factors that can often also make a world difference of a result are skillful leadership and customer focus on a company rather than on itself. The study's findings illustrate the need to align marketing objectives with employee performance measures for long-term sustainable business success. Innovation and adaptability are the drivers for the software marketing success of companies that have the businesses to supports them. Sustained marketing results are determined by employee does commitment and capacity to learn, because people produce the results and the work produces people.

## 6. REFERENCE

- Baker, W. E., & Sinkula, J. M. (2005). Market orientation and the new product paradox. *Journal of Product Innovation Management*, 22(6), 483–502.
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital marketing* (6th ed.). Pearson Education.
- Day, G. S. (2011). Closing the marketing capabilities gap. *Journal of Marketing*, 75(4), 183–195.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740–759.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kumar, V., & Shah, D. (2009). Expanding the role of marketing: From customer equity to market capitalization. *Journal of Marketing*, 73(6), 119–136.
- Luo, X., & Bhattacharya, C. B. (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18.
- Morgan, N. A., Katsikeas, C. S., & Vorhies, D. W. (2012). Export marketing strategy implementation, export marketing capabilities, and export venture performance. *Journal of the Academy of Marketing Science*, 40(2), 271–289.
- Petersen, A., Kushwaha, T., & Kumar, V. (2015). Marketing communication strategies and consumer financial decision-making: The role of national culture. *Journal of Marketing*, 79(1), 44–63.
- Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill.
- Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. *Harvard Business Review*, 88(1/2), 94–101.
- Todorova, G. (2015). Integration of digital marketing in business: A case study of SMEs in Bulgaria. *Economic Alternatives*, 3, 76–86.
- Verhoef, P. C., & Leeflang, P. S. H. (2009). Understanding the marketing department's influence within the firm. *Journal of Marketing*, 73(2), 14–37.