

THE ROLE OF DIGITAL MARKETING IN ENHANCING COAL INDIA LIMITED'S BRAND VISIBILITY: A CASE STUDY APPROACH

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Abstract

Expanded accessibility of energy, particularly electricity, is significant for India to assist with progressing financial and human development. Coal, which right now represents over half of complete essential business energy supply in the nation and for around 70% of all out-electricity age, is probably going to stay a key energy hotspot for India for basically the following 30-40 years. Subsequently, sustainable development of the Indian coal area is important to guarantee the capacity to support the expanded creation of coal in the nation and to do as such in an ecologically and socially sustainable way. The primary difficulties to such a development of the coal area relate to (a) frameworks of coal investigation, extraction, and handling, (b) following ecological and social worries, and (c) expanding and popularity for coal in the power area. Beating these difficulties will require an appraisal and goal of significant specialized, monetary, and institutional issues. This, thusly, requires a drawn-out vision and orderly preparation and strategy development in a straightforward and comprehensive way. Advancing the commitment of all partners in these cycles can help accommodate the apparently obstinate clash between the rising interest for coal, supply requirements, and neighborhood socio-natural necessities, and in this manner work with a change towards sustainable development of the area.

Keywords: Brand Building, Brand Communication, Brand Perception, DigitalBranding, DigitalMarketing, ConsumerPerception, Coal India Limited, Branding Strategies, Advertising Effectiveness, Market Analysis, Corporate Image

1. INTRODUCTION

The provision of contemporary energy services is becoming more and more necessary for both economic growth and the fulfilment of fundamental human requirements. It is richly apparent from India's low per capita energy supply that the country should expand its energy accessibility to increase the living expectations of its residents. In 2006, the per capita total primary energy supply (TPES) was just 0.51 lots of oil same, which is around one-10th of the normal for Organization for Economic Cooperation and Development (OECD) nations, a little more than a fourth of the worldwide normal, and around 33% that of China.

Present day energy administrations (like lighting, refrigeration, and space cooling) and different administrations (counting water treatment, correspondences, and numerous features of transportation) are firmly connected to electricity. Contrasted with the TPES numbers, India's electric power accessibility measurements are significantly really striking: in 2006, the country's per-capita energy utilization was only 503 kWh, or minimal more than one-sixteenth of the OECD normal and around one-fourth of China's. Additionally, India has long experienced a shortfall in the amount of power supplied compared to the demand; in 2007–2008, the overall shortfall was estimated to be 9.9%, with peaks of up to 16.6% [2]. The nation's power supply is also of extremely low quality, with frequent frequency excursions and unpredictable voltages. Indeed, one of the main obstacles to industrial development is frequently mentioned as the absence of a sufficient and consistent power source [3]. Decreasing the country's dependence on biomass and ignitable renewables, which actually produce more than 33% of its essential energy, as well as conveying current energy administrations — and in this manner electricity — to rustic districts keep on being main concern. Subsequently, the main energy worry in India (as well as numerous other non-industrial countries) is the need to keep up with the constant and fast improvement in the accessibility, steadfastness, and reasonableness of electric power.

Coal now holds a dominant position in India's electricity industry. Currently, coal makes up almost 70% of all power generated and more than 50% of the nation's principal commercial energy source. India has significant homegrown coal assets (contrasted with other petroleum derivatives) and a sizable introduced base of coal-based electricity limit, so coal is supposed to

stay a significant energy hotspot for the country for the following 30 to 40 years. Notwithstanding, late occasions have exposed the vulnerabilities and worries about the sufficiency of coal supplies to fulfill the nation's developing need for power. Simultaneously, as coal-based electricity has grown in popularity, there are growing environmental and social issues in the area related to the mining, processing, and use of coal.

The capacity to maintain the country's increasing coal output while doing so in a way that is both ecologically and socially sustainable is therefore a key component of the Indian coal sector's sustainable growth. These are significant obstacles, but the nation's coal and power industries are presently going through significant institutional changes, and the introduction of new, cleaner technologies presents a chance to steer these industries' development in the direction of higher sustainability. The study of product marketing is not a new idea. The way individuals behaved has changed, and this has had an impact on society. As a result, the tactics utilised by product sellers have also evolved. Manufacturers' marketing strategies for selling products in the internet age.

1.1.Digital Marketing

An item sold online may be alluded to as digital marketing. Previously, web marketing just gave text-based item data. Nonetheless, as web utilization has expanded, it has been noticed that digital marketing currently incorporates more than basically item deals — it additionally includes scattering item information. It works with correspondence between the producer and its shoppers and goes about as a stage for promoting. The producer is helped with making a brand character for their item through digital marketing. There is a huge swath of things available. It is the obligation of any maker to separate their brand from that of their rivals. An organization's brand is critical to its prosperity. For every organisation, having a good brand image is an invaluable advantage. Thus, companies place greater emphasis on creating a brand that consumers will remember. A manufacturer's promise to its consumers may be summed up as their brand. "A brand is a product that provides functional benefits plus added values that some customers value enough to buy," according to Philip Jones.

Thus, offering some incentive to clients might be portrayed as the course of brand building. It incorporates all that a client knows, feels, and experiences with the item. In this way, making areas of strength for an is urgent to the organization's prosperity. Not in the least brands development assist clients with recalling the item name, yet it additionally cultivates brand trust. As a feature of a multichannel brand correspondence or commitment program, this exploration distinguishes digital channels and resources that are used to communicate a brand's situating. Digital marketing is at times alluded to as digital branding or digital correspondence.

1.2.Objectives of this study

- To examine the coal industry's marketing tactics in India.
- To identify customer happiness is a necessary condition for factor analysis.
- To examine the relationship between CIL supply and demand.
- To examine the coal industry's marketing tactics in India.

2. REVIEW OF LITERATURE

Audrey et al. (2007) ordered to determine what, if any, changes have happened, the goal of this article is to report on a study that re-examines the influence of the internet on small to medium-sized firm marketing operations, after a similar study conducted four years earlier (2000). The study focused on the particular challenges and implementation obstacles faced by small and medium-sized enterprises (SMEs), analysed the effects of e-marketing implementation on SMEs, and suggested ways for SMEs in regional economies to leverage e-marketing more effectively and enable more effective implementation in the future (Henry).

Yusuf Kamal (2016) explored the various facets of digital marketing using the trend analysis approach to ascertain how the field will develop going forward in the corporate setting. The study noted that mobility, social media, social local mobile marketing, and other digital marketing trends have been adopted by institutions search engine optimisation, advanced analytics, search engine marketing, and tailored content marketing. He outlined the many business sectors where digital marketing must be used, such as outsourcing, remarketing, segmentation, etc., He comes to the conclusion that the two digital marketing tactics, such strategy on the customer side as well as system and customer side. (Kamal, 2016).

Nath & Datta (2011) investigated how the perception of a place of origin affects the brand equity of branded generic medications. In view of variable examination done on brand value parts, the exploration uncovered that nation of beginning picture considerably affected brand strength and brand mindfulness. The result additionally showed that, through the intervening elements of brand strength and brand mindfulness, the nation of-beginning picture of branded generics fundamentally however by implication impacted brand value. Just a single sort of factor — the view of the country of beginning — that can confine the whole course of upgrading brand value was analyzed in this review. Sanyal (2011).

Afrina et.al (2015) zeroed in on the manners in which that digital marketing use digital media to attract clients and empower them to draw in with the business. The review delineates how regular and digital marketing are connected with each other. The concentrate likewise covers the numerous aspects of digital marketing and what they mean for deals for the organization. The advantages of digital marketing to customers are counted exhaustively by the exploration. The review reaches the resolution that digital marketing might arrive at clients anyplace and advantageously affects item deals.

Lamberton & Stephen (2016) changed that innovation has gone through over the most recent decade. The reason for the review is to decide what digital marketing means for client correspondence and self-articulation, as well as how different digital marketing instruments are utilized for promoting and the many methodologies of utilizing innovation to accumulate market knowledge.

From

Three periods were identified by the study after analyzing the articles:

1. Digital media forms and enables the social media era,
2. consumer form,
3. buyer behaviour.

During this time, the investigator have outlined the reasons behind the market's increasing digitalisation and forecast how the for the future, marketing benefits both producers and consumers.

3. RESEARCH METHODOLOGY

The goal of the exploratory research is to obtain a basic knowledge of the nature, context, and potential influence of consumers' perceptions of the probable components that go into coal India's marketing mix and coal marketing in the coal India Limited.

The study includes different qualitative data gathering methods in addition to an assessment of the body of literature already written on the subject. In order to guarantee understanding and provide insights, it employs an open and adaptable research methodology. The research design changes when new information about the topic being studied becomes available.

Descriptive research describes the features of circumstances, occurrences, activities, and things based on qualitative and/or quantitative observations. This entails characterizing the nature of the interaction between customer perception and the coal marketing mix as well as classifying, categorizing, or typologizing the entities of coal India Limited's marketing mix. This descriptive study offers a comprehensive, qualitative account of how Indian consumers see the coal sector

3.1.Method

The purpose of the exploratory study is to get a basic knowledge of the nature, context, and potential influence of consumers' perceptions of the various elements that contribute to the marketing mix of coal India and coal marketing in the coal India Limited.

The study includes a review of the body of prior research on the subject as well as additional qualitative data.

Techniques for collecting: It uses an adaptable and transparent research methodology to guarantee understanding and producing insights, and the research design changes as the investigation learns more about the problem at hand research.

When it comes to descriptive research, the traits of circumstances, occurrences, procedures, and things depending on there is a description of both qualitative and quantitative observations. Making categories is a part of this classifications or typology of the entities in Coal India Limited's marketing mix, along with an explanation of the nature of the connection between coal marketing mix and customer perception.

This descriptive study offers a detailed qualitative account of how consumers view coal the Indian industrial sector.

3.2.Sources of Data

Primary and secondary data will both form the basis of the investigation. A thorough questionnaire and in-person interviews will be used to gather primary data, while sample firms' records will provide secondary data.

3.3.Technique

To investigate and comprehend respondents' understanding of and interactions with the product, price, place, promotion, and policy (also known as the marketing mix) for a successful coal industry, qualitative research will be employed. Non-numerical data were produced. Interval scale numerical data produced by quantitative research will be displayed using a variety of Excel charts.

3.4. Research Tools

Utilising an Excel data representative tool and a structured, self-administered questionnaire, a survey approach will be employed to gather data from a sample of the population.

3.5.Sampling Data

A sample is a portion of the population. It includes a portion of the populace. Random sampling was employed.

Samples of probability n Random sampling. There is a known chance of selection for each subject. The sample size for our project was 200.

An estimation of the consumer proportion for the coal business was requested. On a related investigation at a different project scale of 60% was found. Determine the smallest sample size necessary with a 95% confidence level and a 4% tolerance for error the actual population.

$Z^2 * p * (1-p) / e^2$ is the sample size.

Z equals standard error

P is the worst-case population.

e=decimalized confidence interval

Z equals 1.96 (95% confidence level)

P comes to 0.6.

e = 0.04

Thus, n=200.

4. DATA ANALYSIS

This section will discuss the findings based on working of consumer numbers. The outcome, which is based on the comments from respondents, is split into two parts. The respondents' backgrounds are covered in Section 1, and information from previous study reports, journals, internet articles, and other sources is covered in Section 2.

Table 1: Usage of coal

Consumer no.	Percent
10	25
20	20
30	35
40	20
Total	100

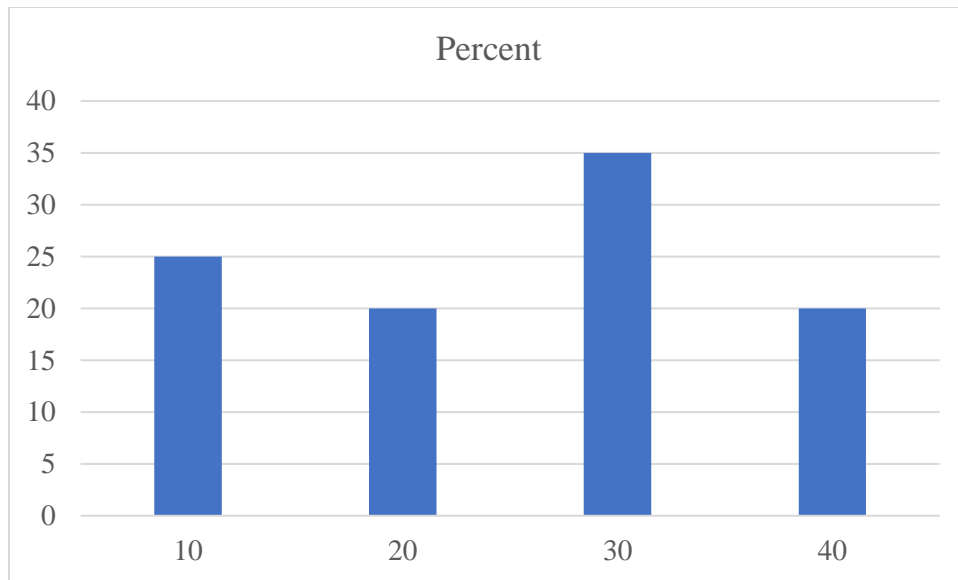


Figure 1: Usage of coal

Interpretation: In figure 1 as you can be seen from the above table, out of 200 respondents, the first consumer no. is 10 and the percent is 25, in second consumer no. is 20 and the percent is 20, in third the customer no. is 35 and the percent is 35 in fourth the customer no. is 20 and the percent is 20. Additionally, this is the benefit that both the marketer and the customers to satisfy their requirements.

Table 2: Quality of coal

Consumer no.	Percent
20	15
40	25
60	35
80	25

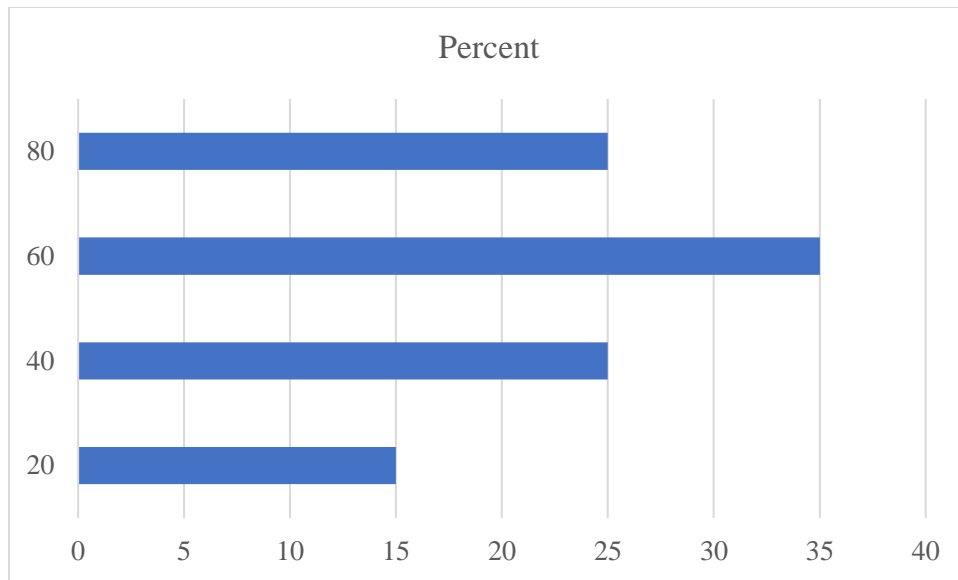


Figure 2: Quality of coal

Interpretation: In figure 2 as you can be seen from the above table, out of 200 respondents, the first consumer no. is 20 and the percent is 15, in second consumer no. is 40 and the percent is 25, in third the customer no. is 60 and the percent is 35 and in fourth the customer no. is 80 and the percent is 25. Additionally, this is the benefit that both the marketer and the customers to satisfy their requirements.

Table 3: Size of coal

Consumer no.	Percent
30	10
60	40
90	25
120	25

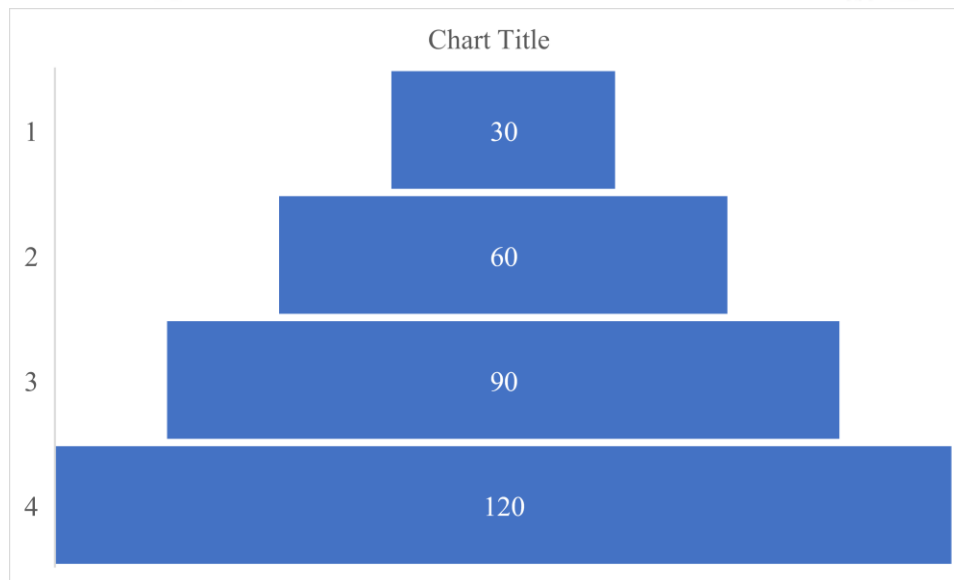


Figure 3: Size of coal

Interpretation: In figure 3 as you can be seen from the above table, out of 200 respondents, the first consumer no. is 30 and the percent is 10, in second consumer no. is 60 and the percent is 40, in third the customer no. is 90 and the percent is 25 and in fourth the customer no. is 120 and the percent is 25. Additionally, this is the benefit that both the marketer and the customers to satisfy their requirements.

5. CONCLUSION

When compared to other aspects of the marketing mix and consumer behavior, coal customers are more concerned with the "price" and "product" of the marketing. The various components of the marketing mix specify distinct demands of the customer. Given that the findings demonstrate how important consumers are, relationship to both policy and distribution. Consumers are the economy's engine; their spending propels growth, but only the customer who understands his rights and has faith in the market will buy and consume. Still, the consumer protection has always been a sensitive topic. Finding the appropriate policy for the consumer is crucial. Coal A consumer's choice to buy or not buy is impacted by a variety of internal and external influences. Influenced groups are the primary external influences. Personal elements are the primary internal influences, knowledge, morals, and experience.

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