

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2501 Cities in 159 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A FACTOR ANALYSIS ON PRODUCT ATTRIBUTES FOR CONSUMER BUYING BEHAVIOR OF MALE COSMETICS IN NAGPUR CITY <i>DR. N. M. KULKARNI & SAKET BANSOD</i>	1
2.	CROSS BORDER MERGERS & ACQUISITIONS AND ITS EFFECT ON SHAREHOLDERS WEALTH IN INDIA <i>JAYANT KALGHATGI & DR. RAVINDRANATH.V.BADI</i>	5
3.	CONSUMER BEHAVIOR TOWARDS CELEBRITY ENDORSEMENT OF PRODUCTS AND SERVICES <i>DR. D. S. CHAUBEY, K. R. SUBRAMANIAN & SHYAM SUNDER SAINI</i>	10
4.	ASSESSMENT OF CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRIC SCOOTERS IN PUNJAB <i>PRANAV RANJAN, DR. YUVRAJ BHATNAGAR & RAZIA SEHDEV</i>	17
5.	CRITICAL STUDIES OF RISK AND RETURN ON MUTUAL FUNDS <i>DR. BHUPENDRA SINGH HADA</i>	24
6.	FACTOR ANALYSIS OF JOB STRESSORS IN BANKS <i>VISHAL SAMARTHA, DR. VIDYAVATHI, DR. MUSTIARY BEGUM & LOKESH</i>	31
7.	CONSUMER PERCEPTION OF RETAIL OUTLETS IN LUCKNOW: A CASE STUDY <i>DR. AMARENDRA PRATAP SINGH</i>	36
8.	NEGATIVE WORKING CAPITAL AND PROFITABILITY: AN EMPIRICAL ANALYSIS OF INDIAN CEMENT COMPANIES <i>DR. ASHOK KUMAR PANIGRAHI</i>	41
9.	A STUDY ON IMPLEMENTATION STEPS IN CRM AT PRIVATE BANKS <i>N. RAJASEKARAN & DR. T. VANNIARAJAN</i>	46
10.	IMPACT OF COMMON FACILITIES PROVIDED BY INDUSTRIAL ESTATE AUTHORITY ON ENTREPRENEURS: A STUDY ON INDUSTRIAL ESTATES OF BSCIC INDUSTRIAL ESTATES OF SYLHET DIVISION <i>ABDUL LATIF & AYESA YEASMIN</i>	50
11.	ROLE OF CROSS BORDER TRADE TOWARDS RURAL DEVELOPMENT: EMPIRICAL EVIDENCES FROM BLEETING TRADE POINT IN TAWANG, ARUNACHAL PRADESH <i>SRI. TAO ABO, SRI. TENZIN GOMBU & DR. PHILIP MODY</i>	54
12.	MAKING PERFORMANCE MANAGEMENT WORK <i>R. G. RATNAWAT & DR. P. C. JHA</i>	58
13.	MANAGEMENT OF FLOATING CAPITAL IN BANKING SECTOR: A CASE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA <i>PRAMOD BHARGAVA & REETA</i>	61
14.	FDI IN RETAIL SECTOR: CONSEQUENCES OVERLOOKED <i>NEHA CHAHAL</i>	65
15.	IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN RETAIL BANKS: A COMPARATIVE STUDY BETWEEN PUBLIC, PRIVATE AND COOPERATIVE SECTOR BANKS <i>IYER SEETHALAKSHMI BALAKRISHNAN</i>	69
16.	DRIP MARKETING: SLOW AND STEADY WINS THE CUSTOMERS <i>S. KALPANA</i>	74
17.	CUSTOMER'S SATISFACTION IN ATM SERVICE: AN EMPIRICAL STUDY OF BANKS IN CHANDIGARH <i>MANPREET KAUR</i>	78
18.	VALUE CREATION IN INDIAN ENTERPRISES: AN EMPIRICAL ANALYSIS WITH SPECIAL REFERENCE TO IT, TELECOM AND FMCG SECTOR <i>LAKHWINDER KAUR DHILLON</i>	82
19.	EMPLOYMENT CONDITIONS AND EMPLOYMENT RISKS AMONG STREET VENDORS IN MADURAI CITY <i>DR. WELL HAOREI</i>	85
20.	HUMAN RESOURCE (HR) PRACTICES: AN EVALUATION OF SOME SELECTED REAL ESTATE ORGANIZATIONS IN BANGLADESH <i>ABU MD. ABDULLAH, MAKSUDA HOSSAIN & MD. ABDUR RASHID</i>	89
21.	A STUDY ON VOLATILITY OF SHARES IN BANKING SECTOR <i>G.B.SABARI RAJAN & R.MURALI</i>	94
22.	ROLE OF LOCAL FOOD IN TOURISM IN JAMMU: A CASE STUDY OF KATRA (J&K) <i>SANJAY JAMWAL</i>	101
23.	EMPIRICAL RELATIONSHIP BETWEEN CAPITAL BASE AND EARNINGS PER SHARE OF MONEY DEPOSIT BANKS IN NIGERIA: A COMPARATIVE STUDY <i>DR. OLAGUNJU ADEBAYO</i>	106
24.	THE IMPACT OF COMMERCIAL BANKS ACTIVITIES ON INTERNATIONAL TRADE FINANCING: EVIDENCE FROM NIGERIA <i>SAMUEL, IYIOLA KEHINDE OLUWATOYIN & UMOGBAI, MONICA E.</i>	113
25.	COMPARATIVE STUDY ON THE MICROFINANCE PERFORMANCE OF MALE OWNED AGAINST FEMALE OWNED SMALL AND MICRO ENTERPRISES IN BAHIR DAR CITY, ETHIOPIA <i>ADERAW GASHAYIE AYALIEW</i>	119
26.	A BRIEF REVIEW OF SELECTED LITERATURE ON SME EXPORT PERFORMANCE <i>DR. ABUBAKAR SAMBO JUNAIDU</i>	122
27.	TOURISM MARKETING: A STUDY TO OVERCOME CHALLENGES OF TOURISM IN BANGLADESH <i>ABU ZAFAR AHMED MUKUL, ABDULLAH ISHAK KHAN & MOHAMMAD TANJIMUL ISLAM</i>	126
28.	DEVELOPMENT OF LOYALTY PROGRAMS: AN INTEGRAL TOOL IN THE MARKETING PROCESS <i>ANURAG KANSAL</i>	133
29.	MANAGEMENT OF WORKING CAPITAL <i>ASHA SINGH</i>	139
30.	GREEN MARKETING: A TOOL FOR SUSTAINABLE DEVELOPMENT <i>HARI LAL BHASKAR</i>	142
	REQUEST FOR FEEDBACK	146

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Econometrics; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. info@ijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>


DRIP MARKETING: SLOW AND STEADY WINS THE CUSTOMERS

S. KALPANA
ASST. PROFESSOR
P.S.G. COLLEGE OF ARTS & SCIENCE
BHARATHIAR UNIVERSITY
GANAPATHY

ABSTRACT

Drip marketing is a communication strategy that sends, or 'drips,' a pre-written set of messages to customers or prospects over time. The study of the topic will be more helpful to the marketers in bringing stiff customers to their hand by competing with the competitor. The study is undertaken to bring awareness about Drip Marketing, to give information about the Mediums of Drip Marketing, to give the Principles of Drip Marketing, to give an elaborative report regarding Drip Marketing and to know the awareness level of marketers about the Drip Marketing. The study was conducted in Coimbatore city by taking both primary (Questionnaire) it has been collected by random sampling method from 100 customers and secondary data have also been used. The findings of the study reveals that the majority of 58% of the respondents are male, Majority of 73% of the respondents are under the age group of below 30 years, Majority of 57% of the respondents are married, Majority 50% of the respondents are having the educational qualification upto under graduation and Majority 38.5% of the respondents are moderately aware about the Drip Marketing Concept. Drip Marketing should be planned while planning for calendar which will give successful and stiff customers.

DRIP MARKETING

 Drip marketing is a communication strategy that sends, or "drips," a pre-written set of messages to customers or prospects over time. These messages often take the form of email marketing, although other media can also be used.

Drip marketing is distinct from other database marketing in two ways: (1) the timing of the messages follow a pre-determined course; (2) the messages are dripped in a series applicable to a specific behavior or status of the recipient

STATEMENT OF THE PROBLEM

The most of the marketers are not aware of DRIP MARKETING, which is more helpful to them in achieving the customers in an easy manner. So I have chosen this topic which will be more helpful to the marketers that is they will aware of the full content, usage and its advantages and they will achieve the stiff customers

OBJECTIVES OF THE STUDY

- ✓ To bring awareness about Drip Marketing
- ✓ To give information about the Mediums of Drip Marketing
- ✓ To give the Principles of Drip Marketing
- ✓ To give an elaborative report regarding Drip Marketing
- ✓ To know the awareness level of marketers about the Drip Marketing

RESEARCH METHODOLOGY

- ❖ **Area Of The Study:** Now a days many types of marketing have been taken place to achieve the customers. So I have taken the Drip Marketing concept. I have chosen the Coimbatore as my study area as it is an industrial area which needs the drip marketing more
- ❖ **Source Of Data:** Both primary and secondary data have been used. The questionnaire have been used for collecting the data from the customers.
- ❖ **Sampling Design:** 100 respondents have been selected for collecting the primary data. Random sampling method has been used for selecting the respondents.
- ❖ **TOOLS FOR ANALYSIS:** Percentage analysis have been used in the study for analysing the collected information.

LIMITATIONS OF THE STUDY

- ✚ The area of the study is limited to coimbatore city alone. Hence the results may not be true for other geographical locations.
- ✚ Validity and reliability of the data depends on the truthfulness of the responses from the marketers
- ✚ Time at the disposal of the researcher is limited

MEDIUMS OF DRIP MARKETING

- **Email:** The most commonly used form of drip marketing is email marketing, due to the low cost associated with sending multiple messages over time. Email drip marketing is often used in conjunction with a Form (web) in a method called an auto responder. In this method, a lead completes the form on a company's website and is then enrolled in a drip marketing campaign with messaging appropriate to the form's context.
- **Direct Mail:** Although more costly, direct mail software has been developed that enables drip marketing techniques using standard postal mail. This technology relies on digital printing, where low-volume print runs are cost justifiable, and the variable data can be merged to personalize each drip message.
- **Social media:** The principles of Drip Marketing have been applied in many social media marketing tools to schedule a series of updates.

LEAD GENERATION

Drip marketing can be used as a function of the lead generation and qualification process. Specifically, drip marketing constitutes an automated follow-up method that can augment or replace personal lead follow-up. Often called Auto responders, new leads are automatically enrolled into a drip marketing campaign with messaging relevant to the call-to-action from which the lead came.

Advantages include the automation and efficiency, as well as the continued ability for direct response. Intelligent e-commerce sites, such as Dell, have integrated this form of drip campaign with un-purchased shopping carts. The continued messaging is relevant to the contents that the shopper stopped short of purchasing, and continue to include direct response actions (i.e. buy now).

Disadvantages include the impersonal manner of follow-up. If not augmented with a traditional and personal follow-up method, this automated follow-up has a lower response rate than does personal sales. The lowered response rate is often justified by the volume and efficiency with which leads can be generated and converted.

SALES PROCESS

Drip marketing is popularly applied as a sales tool, particularly in long sales-cycles (large ticket items or enterprise-level sales). Whereas persistent follow-up can become a deterrent to closing the sale, Drip Marketing methods offer the ability to remain top-of-mind, and even prompt action, without jeopardizing the relationship.

ETYMOLOGY

The phrase "drip marketing" is said to derive from "drip irrigation", an agriculture/gardening technique in which small amounts of water are fed to plants over long periods of time

TIPS FOR DRIP MARKETING

If you're not sure how you can use drip marketing in your business, the following are a few tips that will help you keep your prospects interested until they're ready to get their credit cards out.

Keep Your Name Out There: When sending out perfectly timed messages, make sure your company's name is prominent and you may want to use visually themed email messages so as to create a visual cue for your prospects and customers. The more your customers remember you, the more likely they are to choose your company when they are ready to buy.

Benefit Your Prospects and Customers: Make sure your drip campaign includes benefits for your customers and prospects. If you are sending out email messages, you may include tutorials that they can use in their own businesses. This will cause your prospects to look forward to your communications, and that's just what you want with drip marketing.

MARKETING AUTOMATION

Drip marketing doesn't sound all that difficult, unless of course you're talking about hundreds or thousands of leads in a database who are all at different stages of the buying process. With drip marketing, you need to send timed messages to various demographics and various leads depending on their behaviors and activities. But when you have that many leads, it's nearly impossible to keep all of your messages straight. That's why many business owners choose marketing automation software that comes with drip marketing capabilities already installed. With lead management and lead scoring, your drip marketing campaigns can be planned perfectly across many demographics and across many platforms.

Drip marketing is extremely effective, just as using drops of water works beautifully when it comes to irrigation. With drip marketing, you will remain on your prospects' and consumers' minds and you'll be more likely to secure their business when they're ready to become actual buyers.

DRIP MARKETING PRINCIPLES

The following are the three drip marketing principles:

❖ TARGET YOUR AUDIENCE

The first step in a drip marketing campaign is to identify a specific target audience – the more specific the better. Your *customer relationship management (CRM) system* can help you identify, categorize or segment target group recipients. Some campaign types or lines of business are better candidates for drip marketing than others. In general, drip marketing works best when we are dealing with high-value items purchased at infrequent intervals or where there is a long sell cycle. In business-to-business marketing, capital expenditure items like computer systems, technology software solutions or heavy machinery are often sold with the aid of drip marketing. In the consumer industries, businesses such as car dealers and real estate agents are good fits for drip marketing.

❖ HONE YOUR MESSAGE

Although you could send the same message repeatedly in your drip marketing campaign, that's generally a waste of resources – and customer attention. Ideally the messages in a drip marketing campaign are like a novel or a symphony. That is, they have a beginning, a middle and an end and they build for an overall closing effect on the customer. Drip marketing experts apply specific themes to their outbound messages where each successive message builds upon the prior message and the final message reaches a crescendo effect.

The more closely we have defined our target audience, the better we can target our messaging to the market. Consider a real estate agency which has decided to target first time home buyers. As a group first time home buyers are very concerned with price and secondarily with location (close to good schools, etc.). The messages in the campaign might build on the primary theme that now is the time to buy.

Messages for this demographic might include starter homes the agency is handling, first time buyer incentives, mention of government programs to further help first time home buyers, talk about the tax advantages of home ownership and other topics that specifically relate to first-time buyers. Each message should end with a call to action, such as the delivery of more specific content or inviting the potential home buyer to contact the agency to see what programs are available to the buyer candidate.

❖ PLAN YOUR CAMPAIGN

Drip marketing is different from just contacting a customer repeatedly. In drip marketing each message is part of a carefully choreographed effort to produce a desired result with the least effort. Drip marketing plan includes the schedule of contacts as well as the messages and related assets. We want to hit each customer an effective number of times at the appropriate interval. We may want to vary the frequency of our outbound touches. In the beginning when the lead is fresh you might want to hit them weekly, or even daily. Then later you may back off to once a month or so. Alternatively if we are trying to motivate the customer toward an event on a specific date, you may want to start with less frequent contacts and then touch the customer more frequently as the date approaches. All of this is a good deal of work if you try to do it manually. With a CRM system you can automate the process as well as more easily determine who you want to target. In the case of an email marketing campaign this can be as simple as setting up the distribution schedule of which message you want to send to which customers and then configuring the CRM software to send them automatically.

CRM systems also help you collect the results of the campaigns, evaluate where each customer is in the sales cycle and use the real-time information to make course corrections and launch further marketing programs. For example, a car dealer might have a separate follow up campaign for customers who have come in to take a test drive. This might be a first contact by a sales person, then a special offer, or another, more specialized, drip marketing campaign. This is especially helpful since you're probably going to be running more than one campaign at a time. A medium sized business may have dozens or hundreds of drip marketing campaigns going simultaneously. That is nearly unmanageable without something like a CRM system to track, manage and measure them all.

❖ DON'T SPAM

Lastly, be sure to differentiate our drip marketing emails from spam. Make sure our customers have opted in to our program or we have an ongoing business relationship with them. Give them an opt-out in every email and be sure to respect their wishes. If they don't want to receive our emails, they're not likely to respond to our campaign. Don't be too quick to give up on them, however. Many customers, especially older ones prefer not to be contacted by email. They may however respond through another channel.

DRIP MARKETING: IS IT EFFECTIVE?

Drip marketing is a direct marketing strategy that involves sending out several promotional pieces over a period of time to a subset of sales leads. Is this process effective and how can you begin planning your drip marketing campaign?

The phrase drip marketing comes from the common phrase used in agriculture and gardening called "drip irrigation." This is the process of watering plants or crops using small amounts of water over long periods of time.

It was developed in response to the "Law of 29" in which many marketers believe that an average "prospect" will not turn into a client until they've viewed their marketing message at least 29 times. While I do not necessarily agree with the Law of 29, I do believe in the need to stay in touch with your current and prospective clients in order for them to purchase from you. There are way too many competitors out there, not to.

The method of drip marketing can help you avoid the sell-produce curve. An effective way to use drip marketing is to consistently do something each month to keep our name in front of your current clients and prospective clients. By doing this we diminish the sell-produce curve and will find that we will have a steady amount of business coming in the door.

WAY TO DEVELOP A PRODUCTIVE DRIP MARKETING CAMPAIGN

- Step 1: Develop your Plan (Plan something EVERY month)
- Step 2: Strategize the Execution of Your Plan
- Step 3: Decide who your Target is.
- Step 4: Create consistency by developing your slogan or phrase. Then place it on every promotional and marketing piece.

METHODS OF DRIP MARKETING CAMPAIGN

- Postcards
- Newsletters
- Email Newsletter (You'll have to be careful of spam filters)
- Promotional or Sales Brochures

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE NO. 1: GENDER OF THE RESPONDENTS

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Male	116	58
2.	Female	84	42
	Total	200	100

Interpretation: The above table shows that majority of 58% of the respondents are male.

TABLE NO. 2: AGE GROUP OF THE RESPONDENTS

S.NO	AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Below 30 years	146	73
2.	30 years -40 years	35	17.5
3.	40 years – 50 years	14	7
4.	50 years – 60 years	3	1.5
5.	Above 60 years	2	1
	Total	200	100

Interpretation: The above table shows that majority of 73% of the respondents are under the age group of below 30 years

TABLE NO. 3: MARITAL STATUS

S.NO.	MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	MARRIED	86	43
2.	UNMARRIED	114	57
	TOTAL	200	100

Interpretation: From the above table it is clear that majority of 57% of the respondents are married.

TABLE NO. 4: EDUCATIONAL QUALIFICATION

S.NO.	EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	No formal education	22	11
2.	Upto school level	42	24
3.	Upto under graduation	100	50
4.	Upto post graduation	35	17.5
5.	Others	1	0.5
	Total	200	100

Interpretation: The above table shows that majority 50% of the respondents are having the educational qualification upto under graduation

TABLE NO. 5: AWARENESS LEVEL OF THE RESPONDENTS ABOUT DRIP MARKETING

S.NO.	AWARENESS LEVEL	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Very High Awareness	25	12.5
2.	High Awareness	68	34
3.	Moderate Awareness	77	38.5
4.	Poor Awareness	6	3
5.	Very Poor Awareness	24	12
	Total	200	100

Interpretation: From the above table majority 38.5% of the respondents are moderately aware about the Drip Marketing Concept.

SUGGESTIONS

- ❖ It is advisable that the government should bring the awareness about the Drip Marketing as it will be more help full to the marketers and to the society.
- ❖ More Awareness camps should be conducted by the governments.
- ❖ Marketers should follow drip marketing in their field for achieving the customers easily.
- ❖ Customers should also know about this concept in an elaborate manner.
- ❖ All marketers should have a pre plan just like a calendar plan

CONCLUSION

By creating the plan and following it throughout the year we can guarantee that we will be consistent with our marketing all year long. I suggest that we can develop our drip marketing campaign when planning our yearly marketing calendar. Drip marketing campaign acts as a way to nurture our current and potential clients. It will keep them aware of our products and services. With this thought in mind our campaign will succeed.

REFERENCES**BOOKS**

1. Beri G.C. "Marketing Research", (1989), Tata Mc.Graw Hill Publication, New Delhi.
2. Kothari CR, "Research Methodology", (1991), Wiley Eastern Ltd publication, New Delhi.
3. Philip Kotler, "Principles of Management", (2005), Prentice Hall, 11th edition.
4. Rajan Nair, "Marketing", Sultan Chand and Sons, New Delhi.

WEBSITES

5. www.delnet.com
6. www.ebsco.com
7. www.google.com
8. www.timesofindia.com
9. www.Yahoo.com



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

