

# INNOVATIVE MARKETING STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE AT GETFARMS

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**Abstract:** In the rapidly evolving agribusiness sector, marketing innovation has become a critical success factor. This study explores the role of innovative marketing strategies adopted by Get Farms, a company focused on sustainable urban agriculture. Through the integration of digital platforms, artificial intelligence, and personalized campaigns, Get Farms aims to enhance customer engagement and brand loyalty. The research employs both qualitative and quantitative methods to assess the effectiveness of these strategies. Findings reveal that data-driven marketing, transparency, and community-based initiatives significantly contribute to competitive advantage. This study offers practical insights for agribusinesses seeking growth through modern, technology-enabled marketing approaches.

## I. INTRODUCTION

The agribusiness sector has traditionally relied on conventional marketing strategies such as wholesale distribution, middlemen networks, and seasonal advertising. However, with rapid advancements in digital technology and evolving consumer behavior, these methods have become less effective in achieving sustained market growth. Consumers today demand transparency, local sourcing, sustainability, and convenience—all of which require a rethinking of how agricultural products are marketed and delivered. In response, companies like Get Farms are leading a new wave of innovation by adopting smart marketing practices that align with environmental concerns and digital trends.

Get Farms is a modern agricultural company that focuses on urban farming and sustainable production. Their operations are deeply rooted in community engagement and smart technology integration. By leveraging tools such as social media, influencer collaborations, Internet of Things (IoT) devices, and data-driven insights, Get Farms ensures a closer connection with its target audience. The company not only promotes organic and locally-grown produce but also positions itself as a responsible and transparent brand. These initiatives are designed to attract a new generation of consumers who value ethical practices and informed purchasing decisions.

This study aims to analyze the marketing strategies employed by Get Farms to understand how innovation can be used as a tool for competitive advantage in the agricultural industry. By using a mixed-methods research design—including surveys, interviews, and statistical analysis—the research explores the effectiveness of Get Farms' approach. The objective is to offer empirical insights into how modern agribusinesses can use technology, sustainability, and customer-centric campaigns to enhance brand loyalty and market performance. The study also identifies key challenges and recommendations to support long-term growth through innovative marketing.

## II. REVIEW OF LITERATURE

### 1. Sheetal & Hukkeri (2020)

Sheetal & Hukkeri (2020) studied how consumer perception of organic farming in India influences purchasing decisions. He found that Indian consumers increasingly prefer chemical-free, farm-to-table produce, with demand rising by 30% annually. The study suggests that agribusinesses should focus on storytelling, farm visits, and transparency to gain customer trust and boost sales.

### 2. David & Chella (2016)

David & Chella (2016) researched the effect of supply chain disruptions on marketing in the Indian agricultural sector. Their study found that firms that diversified sales channels (e.g., selling through both online platforms and physical stores) were more resilient during price fluctuations and transportation delays.

**3. Jain&Aggarwal(2018)**

Jain and Aggarwal (2018) explored the role of influencers and brand ambassadors in Indian agribusiness. Their findings reveal that agriculture-focused YouTubers and Instagram influencers significantly impact consumer preferences. Collaborations with farmers, chefs, and nutritionists enhanced brand credibility

**OBJECTIVES OF THE STUDY****Primary Objective**

A study for innovative marketing strategies for building competitive advantage

**Secondary Objective**

- Analyze current and emerging trends in marketing that contribute to competitive advantage.
- Evaluate how innovative marketing strategies influence customer engagement, brand positioning, and market share.
- Understand changing consumer preferences and how businesses can leverage them for differentiation

**III. RESEARCH METHODOLOGY**

- **Research Design:** Descriptive
- **Sample Size:** 100 responses
- **Sampling Technique:** random sampling
- **Data Sources:**
  - **Primary:** Structured questionnaires
  - **Secondary:** Internal company documents, journals, and online sources
- **Tools Used:**
  - Percentage analysis
  - Descriptive
  - One-way ANOVA & Regression Analysis

**DATA ANALYSIS AND INTERPRETATION**

- **Diverse Perceptions:** Respondents showed a wide range of opinions on marketing innovation effectiveness.
- **Uncertainty Dominates:** Many gave neutral responses, indicating a lack of clarity or awareness of innovation strategies.
- **Poor Communication & Engagement:** This uncertainty suggests inconsistent implementation and limited employee involvement.
- **Mixed Views on Modern Tools:** Digital platforms, data-driven marketing, and AI were viewed more favorably but with skepticism.
- **Weak Leadership Support:** Leadership involvement in innovation efforts was reported as weak or inconsistent.
- **Limited External Collaboration:** There was minimal collaboration with startups, agencies, and external consultants.
- **No Dedicated Budget:** Many organizations lack a specific budget for marketing innovation, hindering long-term progress.
- **Perceptions Vary by Role:** Views on innovation differed significantly across departments and experience levels.
- **Three Key Success Factors:** Budget allocation, trend adaptability, and personalized marketing were key to market growth.
- **Call for Structured Investment:** The study stresses the need for clear budgeting and agile strategy to drive innovation success.

**SUGGESTIONS**

- **Enhance internal communication** about marketing innovation strategies to improve understanding, employee engagement, and alignment with business goals.
- **Allocate a dedicated budget** for marketing innovation to ensure consistent support for experimentation, new technology adoption, and long-term initiatives.
- **Strengthen leadership involvement** by encouraging senior management to actively support, promote, and participate in innovative marketing efforts.
- **Collaborate with external innovators** such as startups, creative agencies, and consultants to bring fresh ideas and outside expertise into the organization.
- **Provide regular training and upskilling** for employees in areas like AI, digital tools, data analytics, and content marketing to maximize the effectiveness of modern strategies.

- **Establish a performance tracking system** to regularly evaluate the success of innovative strategies and adjust efforts based on measurable outcomes.

#### **IV. CONCLUSION**

In conclusion, this study highlights both the opportunities and challenges associated with marketing innovation in modern organizations. While there is clear potential for strategies such as data-driven marketing, trend responsiveness, and technological adoption to significantly impact market performance, the actual implementation and perception of these strategies vary widely among employees. Factors like insufficient funding, limited leadership involvement, and a lack of cross-functional collaboration act as major roadblocks to achieving innovation success.

To truly benefit from innovative marketing, organizations must move beyond sporadic initiatives and adopt a more structured, inclusive, and well-supported approach. This involves institutionalizing innovation through consistent leadership engagement, budgetary commitment, continuous training, and strategic alignment across departments. By doing so, companies can create a culture of innovation that not only enhances customer engagement and market positioning but also drives sustainable competitive advantage in the long run.

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