



ATTITUDE OF COLLEGE STUDENTS TOWARDS AGILE MARKETING IN MADURAI CITY

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ABSTRACT

Agile marketing is a tactical marketing approach in which marketing teams collectively identify high-value projects on which to focus their collective efforts.

Agile marketing teams use sprints (short, finite periods of intensive work) to complete those projects cooperatively. After each sprint, they measure the impact of the projects and then continuously and incrementally improve the results over time.

*After each sprint, they measure the impact of the projects and then continuously and incrementally improve the results over time. **ISBX, General Mills, Mozilla, IBM, and ING** are just a few of the many companies that rely on Agile marketing. These companies apply the values and principles of Agile in a way that works well for their unique businesses. Agile marketing values, as outlined by the Agile Marketing Manifesto, include: **Validated learning over opinions and conventions. Customer-focused collaboration over silos and hierarchy.** Adaptive and iterative campaigns over massive, big-bang campaigns. The Arts and Science college students are inquisitive in learning and adopting new methodologies in their working environment. Given that they form the future of the country, it is suitable to examine their attitude towards agile marketing to be adopted in their place of work. Madurai city has a number of reputed colleges where students from southern part of Tamil Nadu prefer to be educated*

KEYWORDS: *Agile Marketing, Perception, Team Sprint, Agile Teams, Youth*

INTRODUCTION

Agile marketing is a tactical marketing approach in which marketing teams collectively identify high-value projects on which to focus their collective efforts.

Agile marketing teams use sprints (short, finite periods of intensive work) to complete those projects cooperatively. After each sprint, they measure the impact of the projects and then continuously and incrementally improve the results over time.

Agile teams may also determine that a project was not valuable and should not be repeated, but this is still considered a success. Agile marketing embraces failure so long as it comes with lessons and produces future potentially powerful projects.

The way that Agile marketing teams work becomes more clear when you look at what are typically listed as the "values" of Agile marketing:

- Responding to change over following a plan
- Rapid iterations over big-bang campaigns
- Testing and data over opinions and conventions

- Numerous small experiments over a few big bets
- Individuals and interactions over large markets
- Collaboration over silos and hierarchy

STATEMENT OF THE PROBLEM

Agile marketing is a **tactical marketing approach in which marketing teams collectively identify high-value projects on which to focus their collective efforts.** After each sprint, they measure the impact of the projects and then continuously and incrementally improve the results over time. **ISBX, General Mills, Mozilla, IBM, and ING** are just a few of the many companies that rely on Agile marketing. These companies apply the values and principles of Agile in a way that works well for their unique businesses. Agile marketing values, as outlined by the Agile Marketing Manifesto, include: **Validated learning over opinions and conventions. Customer-focused collaboration over silos and hierarchy.** Adaptive and iterative campaigns over massive, big-bang campaigns.



But agile methods can **improve the performance of product development, marketing mix, and brand marketing** as well, by providing more frequent feedback, allowing for testing and iterating of ideas and communications in market, and accelerating the process for delivering impact from brand efforts. The individuals on those teams become more satisfied, loyal, and innovative. Agile marketers engage more in their work because they have control over it. Agile marketing can **transform the marketing department**, making it easier to build and maintain a team that makes marketing magic.

Top 5 Examples of Agile Marketing

- Site Strategics.
- Carsurfing.
- Teradata.
- CafePress.
- Dell.

Steps to Implementing an Agile Marketing Plan

1. Prepare the team. Bring together your team of talented individuals that can perform specific functions while working quickly with each other. ...
2. Plan your sprint. ...
3. Sprint! ...
4. Scrum it up. ...
5. Hold a Sprint Review and Retrospective.

The Arts and Science college students are inquisitive in learning and adopting new methodologies in their working environment. Given that they form the future of the country, it is suitable to examine their attitude towards agile marketing to be adopted in their place of work. Madurai city has a number of reputed colleges where students from southern part of Tamil Nadu prefer to be educated. Hence an attempt is made to study the attitude of college students towards agile marketing in Madurai city.

OBJECTIVES OF THE STUDY

The following objectives emerge relevant to the study

- a) To have an overview of agile marketing.
- b) To study the attitude of college students towards agile marketing
- c) To offer suggestions based on the findings of the study.

SCOPE OF THE STUDY

The results of the study can be applied to all cities as it deals with the youth of today.

SAMPLE SIZE

A sample of 150 respondents using simple random sampling from four major city colleges have been taken for the study.

DATA COLLECTION

Google forms have been administered in collecting primary data from the respondents. E journals and web sites have been referred for collecting secondary data.

TOOLS OF ANALYSIS

Simple percentage and t statistic have been used to measure quantitative and qualitative data.

FINDINGS OF THE STUDY

The results of the study are summarized as follows:

- d) Of the total respondents 50% are male and 50% are female.
- e) All the respondents are in the age group of 18-21 years of age
- f) 35% are doing college studies in science, 45% in commerce and management and 20% are in arts stream.
- g) 70% of the respondents are undergraduates and 30% are post graduates
- h) 60% of the respondents come from middle class and lower middle class families
- i) All of them have basic knowledge on agile marketing methodologies
- j) t statistic of 3.099 reveal that there is difference in perception of the factor need among the male and female respondents.
- k) t statistic of 0.471 reveals that there is no significant difference in improving performance through agile marketing techniques among male and female respondents
- l) t statistic of -2.705 reveals that there is no significant difference in perception in promoting good actions among male and female respondents
- m) There is no significant difference in perception in agile marketing methods bringing eustress among male and female respondents (-1.867)
- n) There is no significant difference in perception of lowering cost and promoting economy through agile marketing methodologies among the male and female respondents (-0.520)
- o) Systems design is facilitated through agile marketing (0.275)
- p) Agile marketing promotes positive reinforcement in workplace(0.346)



- q) There is no significant difference in perception towards improving standardization in work performance through agile marketing.
- r) Agile marketing promotes motivation, out of the box thinking, motivation and team work . There is no significant difference between the perception of male and female respondents.

SUGGESTIONS

Agile marketing can be introduced in sectors of businesses where ever feasible. It can be adopted by all companies and thus optimum usage of resources is feasible.

CONCLUSION

With more control and investment in their projects, agile teams are also generally more satisfied, determined, and creative when it comes to their campaigns. Agile marketing also **allows management, sales, and development teams to clearly see what marketing is working on**

REFERENCES

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