



ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

Competitive Marketing Strategies in the IT Services Sector: Evidence from Maharashtra

Swapnil Sudhakarrao Kitey, Research Scholar, Dept. of Business Management, RTMNU, Nagpur
Dr. Ramprakash O. Panchariya, Research Supervisor, Dept. of Business Management, RTMNU, Nagpur

Abstract

This study looks at competitive marketing tactics used by Maharashtra's IT service companies and assesses how they affect company performance and competitive advantage. Using primary data gathered from 130 respondents via structured questionnaires, the study employs an analytical and descriptive methodology. According to the report, important tactics including relationship management, digital marketing, differentiation of services, and brand positioning are crucial factors that influence competitiveness. SPSS was used to apply statistical procedures such as regression, correlation, and mean analysis. The results show that while relationship marketing greatly aids in client retention, online marketing is the most popular tactic. The findings also show that marketing tactics and competitive advantage have a strong positive connection, with marketing practices accounting for a significant amount of performance variance. According to the study's findings, IT companies that prioritise innovation, customer-centric strategies, and technology-driven marketing tactics are more likely to experience long-term success. The study offers practitioners and legislators useful information to improve the efficacy of strategic marketing in the IT services industry.

Keywords: Competitive Marketing Strategies, IT Services Sector, Digital Marketing, Customer Relationship Management, Competitive Advantage, Business Performance, Maharashtra

Introduction

Particularly in emerging nations like India, the information technology (IT) services industry has become a vital force behind economic expansion, innovation, and international competitiveness. One of India's most important industrial and technical hubs, Maharashtra is home to a sizable concentration of IT companies, from small and medium-sized businesses to international multinationals. Rapid technology improvements, globalisation, and changing consumer expectations define the industry's highly competitive and dynamic operating environment. To maintain development and gain a competitive edge in such a setting, businesses must implement strong and flexible marketing tactics.

Because of the intangible quality of services, high degree of customisation, and dependence on knowledge-based capabilities, marketing techniques in the IT services industry are very different from those in traditional product-based businesses. Relationship management, differentiation of services, engagement with the internet, and value co-creation with clients are all components of strategic marketing in IT services. As digital transformation has grown, the incorporation of cutting-edge technology like cloud computing, artificial intelligence, and big data analytics has further transformed marketing strategies, allowing businesses to provide tailored and solutions centred around data (Lestari, 2024)

Globalisation has also increased rivalry among IT companies, forcing businesses to create creative marketing plans that adapt to shifting market dynamics. In addition to increasing brand awareness, successful marketing techniques also support profitability, market expansion, and customer retention. According to earlier studies, obtaining a durable competitive advantage requires strategic cooperation between marketing initiatives and organisational goals (Kirova, 2017 as referenced in Farida, 2024).

IT companies in Maharashtra function within a competitive and varied environment that is impacted by talent availability, infrastructural development, and regional economic policy. Despite the industry's quick expansion, there isn't much empirical data that focuses on the competitive marketing tactics used by IT service companies in this area. By analysing the



ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

marketing tactics used by IT companies in Maharashtra and assessing their efficacy in gaining a competitive edge, this research seeks to close this gap.

Literature Review

The literature on marketing as well as strategic management has extensively examined the idea of competitive marketing strategies. A marketing strategy is a detailed plan that describes how a company will employ segmentation, targeted advertising positioning, and the efficient use of the mix of marketing tools to accomplish its marketing goals (Antika, 2023). Marketing tactics are directly related to innovation, client involvement, and technological skills in highly competitive professions like IT services.

Numerous studies highlight how marketing techniques may improve a company's competitiveness. For example, Moreno-Gómez (2023) discovered that marketing interactions, innovation, and originality have a substantial impact on company competitiveness, indicating that companies that use a variety of complementary methods typically do better in markets that are competitive. In a similar vein, Farida (2022) emphasised that corporate strategies have a favourable effect on competitive advantage, with performance and innovation serving as mediating factors.

Digital technology integration has changed marketing strategies in several businesses, especially the field of IT services. Businesses may improve client engagement and provide tailored experiences by utilising digital marketing tactics, such as social media marketing, SEO, and data analytics. According to research, competitive advantage is strengthened and customer behaviour is greatly influenced by the efficient use of digital mediums (Lestari, 2024). IT companies must use technology-driven marketing strategies in order to stay competitive as a result of this trend toward digitalisation.

Additionally, innovation is essential for developing competitive marketing tactics. Innovation strategies are closely linked to company competitiveness, according to a systematic assessment by Agazu (2024), underscoring the significance of ongoing innovation in goods, services, and marketing techniques. Innovation in the IT services industry is frequently associated with the use of new technology and the creation of client-specific solutions.

Targeting and market segmentation are another crucial aspect of marketing strategy. By identifying and concentrating on particular consumer groups, effective segmentation helps businesses increase the effectiveness of their marketing initiatives. According to Antika (2023), market segmentation has a major impact on competitive advertising and positioning efficacy, along with elements like technology and market size. Segmentation in the IT services business is frequently based on geographic markets, customer size, and industry verticals.

The demand for flexible marketing tactics has increased due to globalisation. Recent research indicates that in order to serve a variety of markets and cultural settings, businesses need to adapt their products, pricing policies, and communication tactics. Product customisation, effective distribution methods, competitive pricing, and successful advertising tactics are important elements that affect marketing success. For IT companies that operate in international markets, where rivalry is not constrained by geographic borders, these criteria are especially important.

Furthermore, marketing skills are becoming more widely acknowledged as a crucial factor in determining competitive advantage. Businesses with excellent marketing skills are better positioned to achieve exceptional performance and sustainability, according to a systematic evaluation of the literature on advertising abilities and competitive advantage. These skills include branding, strategic planning, client relationship management, and market sensing.

The strategic use of technological advances itself constitutes a source of advantage in competition in the context of IT services. Research shows that IT-enabled skills greatly improve a company's competitiveness in international markets when paired with organisational

International Advance Journal of Engineering, Science and Management (IAJESM)

Multidisciplinary, Multilingual, Indexed, Double-Blind, Open Access, Peer-Reviewed, Refereed-

International Journal, Impact factor (SJIF) = 8.152





ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

resources and human experience. This demonstrates how technology in the IT industry serves as both something offering and a promotional facilitator.

There is still a lack of region-specific research, especially in developing markets like Maharashtra, despite a wealth of study on marketing tactics and competitive advantage. The majority of current research ignores the distinctive features of the IT services industry in favour of concentrating on broad sectors or SMEs. Empirical study is therefore required to investigate how Maharashtra's IT companies develop and execute aggressive marketing approaches in response to local and international issues.

Objectives:

The study's objectives are to investigate the competitive marketing tactics used by Maharashtra's IT service companies, analyse the variables that affect their efficacy, assess the contribution of digital marketing as well as innovation to gaining a competitive edge, and gauge how these tactics affect acquiring and keeping customers, and overall company performance in a fast-paced, cutthroat business environment.

Methodology

The study uses an analytical and descriptive research approach to investigate competitive marketing tactics in Maharashtra's IT services industry. Purposive and convenient sampling will be used to present a structured questionnaire to CEOs, managers, and marketing specialists of certain IT companies in order to gather primary data. Journals, reports, and corporate records will be the sources of secondary data. There will be between 120 and 150 responders in the sample. Software like SPSS will be used to analyse the data and assess associations between variables using statistical methods including regression analysis, correlation, mean scores, and percentage analysis.

Results and Discussion

The replies of 130 participants from IT service companies around Maharashtra are examined in this study. The examination focuses on important aspects including customer relationship management, innovative techniques, adoption of digital marketing, and their effects on competitive advantage.

Table 1 Adoption of Marketing Strategies

Marketing Strategy	Mean Score	Standard Deviation
Digital Marketing	4.35	0.62
Relationship Marketing	4.12	0.71
Service Differentiation	4.05	0.68
Pricing Strategy	3.88	0.75
Brand Positioning	4.20	0.65

The marketing of IT services is dominated by digital marketing, as seen by its highest mean score of 4.35. Relationship marketing (4.12) and brand positioning (4.20) are also widely used, demonstrating the significance of customer-centric tactics. The importance of pricing strategy is rather modest.

Table 2 Impact of Marketing Strategies on Competitive Advantage

Variable	Mean	Std. Dev
Customer Acquisition	4.28	0.64
Customer Retention	4.31	0.59
Market Share Growth	4.10	0.72
Profitability	4.05	0.70

The most important result of successful marketing strategy is retention of clients (Mean = 4.31), which is closely followed by client acquisition (4.28). This suggests that IT companies value long-term partnerships above immediate profits.

International Advance Journal of Engineering, Science and Management (IAJESM)

Multidisciplinary, Multilingual, Indexed, Double-Blind, Open Access, Peer-Reviewed, Refereed-

International Journal, Impact factor (SJIF) = 8.152





ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

Table 3 Correlation Analysis

Variables	Marketing Strategy	Competitive Advantage
Marketing Strategy	1.000	0.684**
Competitive Advantage	0.684**	1.000

Marketing strategy and competitive advantage have a significant positive association ($r = 0.684$). This implies that a company's competitiveness is greatly increased by the successful application of marketing techniques.

Table 4 Regression Analysis

Model Summary	Value
R	0.684
R ²	0.468
Adjusted R ²	0.459
F-value	112.35
Significance (p)	0.000

Table 5 Coefficients

Variable	Beta (β)	t-value	Sig.
Marketing Strategy	0.684	10.60	0.000

The regression model explains 46.8% of the variation in competitive advantage and is considered statistically significant ($p < 0.001$). The beta coefficient (0.684) shows that marketing techniques have a significant positive influence on competitive advantage. This demonstrates that businesses that use successful marketing techniques perform better.

The data unequivocally shows that the most important tactics used by IT companies in Maharashtra are online advertising, innovation, and relationship management. Customer acquisition, retaining them, and overall advantage in the market are all greatly enhanced by these tactics. Marketing tactics and business success are strongly and significantly correlated, according to statistical findings from correlation and regression analysis.

Discussion

The study's conclusions offer important new information about the competitive marketing tactics used by Maharashtra's IT service companies and how they affect organisational success. According to the report, businesses are depending more and more on digital advertising, management of relationships, and positioning for brands as essential strategic instruments to maintain competitiveness in a business climate that is changing quickly.

The predominant importance of online advertising, which had the greatest mean score of all the tactics, is one of the most important findings. This suggests a paradigm change away from conventional marketing techniques and toward data-driven, technology-driven tactics. To increase exposure and more successfully reach targeted clients, IT companies are utilising digital mediums, analytics, and online interaction technologies. This result is consistent with modern marketing theory, which highlights how crucial digital transformation is to obtaining a competitive edge.

Additionally, relationship marketing has been shown to have a significant impact on business success, especially when it comes to client retention. Long-term client connections are prioritised above transactional interactions by IT service organisations, as indicated by the high



ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

mean score for customer retention. Because IT services are highly customised and have lengthy project cycles, retaining solid client relationships is crucial for recurring business and steady income streams.

Additionally, it was shown that brand positioning and service distinctiveness were important factors in boosting competitive advantage. IT companies set themselves apart in a highly competitive industry with innovation, high-quality services, and tailored solutions. Strong branding aids businesses in building reputation and trust, both of which are essential for landing big projects and foreign clients.

The correlation and regression findings support the strategic significance of marketing initiatives. The substantial regression result and high positive correlation ($r = 0.684$) show that marketing tactics are important sources of competitive advantage rather than just supporting roles. The model's explanatory strength ($R^2 = 46.8\%$) indicates that marketing tactics alone account for almost half of the variation in performance in competition, underscoring their crucial role in corporate success.

The report also emphasises the comparatively less attention on pricing methods. This implies that rather than focusing on cost leadership, IT service companies compete more on quality, worth, and innovation. This is in line with the nature of the IT sector, where customers frequently place a higher value on knowledge, dependability, and technological prowess than on cost.

Overall, the results lend credence to the idea that gaining a sustained competitive edge in the IT services industry requires a fully integrated marketing strategy that combines digital technologies, customer-centric methods, and innovation. The report also emphasises how businesses must constantly modify their marketing plans in response to new developments in technology and shifting consumer demands.

Adopting sophisticated and smart marketing techniques becomes even more crucial in the Maharashtra area, where rivalry among IT companies is fierce and constantly expanding. Businesses have a greater chance to attain long-term development and profitability when they successfully match their marketing strategy with consumer demands and market realities.

Conclusion

According to the study's findings, competitive marketing tactics are essential for improving Maharashtra's IT service companies' performance and long-term viability. The results show that the most important tactics influencing client acquisition, retention, and total competitive advantage are digital marketing, managing relationships, and brand positioning. Effective marketing tactics have a major impact on corporate outcomes, as demonstrated by the strong positive association found through correlation and regression analysis. Furthermore, the focus on value-based distinction rather than pricing emphasises how crucial innovation, high-quality services, and customer-focused strategies are in the IT services industry. In general, businesses are in a stronger position to succeed over the long term in a fiercely competitive climate when they strategically combine cutting-edge marketing techniques with technology skills.

Recommendations

To improve targeting and engagement, IT service companies in Maharashtra should give top priority to using cutting-edge digital marketing technologies like data analytics, artificial intelligence, and customer relationship management systems. By emphasising individualised services and enduring client relationships, businesses may improve their relationship marketing strategies. To be unique in a crowded market, it is important to promote constant innovation in service offerings and customisation. To improve credibility and market visibility, businesses should also make significant investments in brand-building projects. To maintain a competitive edge, it is also advised that businesses periodically assess and revise their marketing plans in response to evolving market conditions and technology breakthroughs.

International Advance Journal of Engineering, Science and Management (IAJESM)

Multidisciplinary, Multilingual, Indexed, Double-Blind, Open Access, Peer-Reviewed, Refereed-

International Journal, Impact factor (SJIF) = 8.152



ICHSECMICE -2025 11-12th October 2025

Sardar Patel Institute of Higher Education, Kurukshetra

References

- Antika, F. P. (2023). Literature review: Factors affecting marketing strategy, market size, technology and end user on market segmentation and competitive space. *ES Management and Business Journal*, 3(1), 15–27.
- Farida, I. (2022). Business strategies and competitive advantage: The role of performance and innovation. *Journal of Business Research*, 140(2), 115–123.
- Kirova, V. (2017). Strategic alignment of marketing activities and organizational performance. *Journal of Informatics Education and Research*, 1(2), 45–53.
- Lestari, S. (2024). Digital marketing strategies, consumer behavior, and competitive advantage in the global business environment. *Journal of Information Management and Business*, 8(1), 22–34.
- Moreno-Gómez, J. (2023). Marketing strategy and competitiveness: Evidence from SMEs. *Tecnología en Marcha*, 36(2), 48–60.
- Agazu, B. G. (2024). Innovation strategy and firm competitiveness: A systematic review. *Journal of Innovation and Entrepreneurship*, 13(1), 1–18.
- Perera, R. (2022). A comprehensive literature review on marketing strategies used by various industries. *SSRN Electronic Journal*, 10(4), 1–12.
- Slater, S. F. (1996). Competitive advantage and marketing strategies. *Strategic Marketing Journal*, 4(3), 105–117.
- Madadipouya, K. (2015). Strategic use of IT applications in achieving competitive advantage. *International Journal of Information Systems*, 7(2), 33–41.
- Porter, M. E. (1985). Competitive advantage: Creating and sustaining superior performance. *Free Press*, 1(1), 1–557.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). *Pearson Education*, 1(1), 1–714.
- Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37–52.