

“Marketing Innovation as a Driver of Growth in the Irrigation Equipment Industry: A Case Study of Kushi Irrigation”

Prof. Vishwanath R. Havalappagol¹, Mr. Janardhana K²

¹ Assistant Professor, Department of Management Studies, Visvesvaraya Technological University–Belagavi, Centre for Post Graduate Studies, Muddenahalli, Chikkaballapura, Karnataka, India.

Email: visan.sdmcs@gmail.com

² Student, Department of Management Studies (MBA), Centre for Post Graduate Studies, Muddenahalli, Chikkaballapura, Visvesvaraya Technological University, Belagavi, Karnataka, India.

Student Name: Janardhana K

Email: janardhan34950@gmail.com

ABSTRACT

Marketing innovation has become one of the most important factors influencing business growth in today's competitive irrigation equipment industry. Companies that adopt innovative marketing approaches are better positioned to reach customers, build brand awareness, and improve customer satisfaction. This study examines the role of marketing innovation in enhancing the growth and performance of Kushi Irrigation. It focuses on how modern marketing practices such as digital marketing, promotional campaigns, customer relationship management, product positioning, and after-sales service contribute to business development.

A descriptive research design was adopted for this study. Primary data were collected from customers through a structured questionnaire, while secondary data were gathered from company records, books, journals, and published reports. The collected information was analysed using percentage analysis and appropriate statistical techniques to understand customer opinions and evaluate the effectiveness of the company's marketing initiatives.

The findings indicate that innovative marketing strategies have positively influenced customer awareness, customer satisfaction, sales growth, and the overall market performance of Kushi Irrigation. The study also identifies opportunities for strengthening digital marketing activities, expanding promotional efforts, and improving customer engagement to sustain long-term growth.

The study concludes that marketing innovation is an essential driver of business success in the irrigation equipment industry. Continuous investment in customer-focused marketing practices and modern communication channels will help Kushi Irrigation strengthen its competitive position and achieve sustainable growth.

Keywords: Marketing Innovation, Business Growth, Kushi Irrigation, Irrigation Equipment Industry, Customer Satisfaction, Digital Marketing, Marketing Strategy.

INTRODUCTION

The irrigation equipment industry plays an important role in supporting modern agriculture by providing efficient water management solutions. Increasing demand for water conservation and sustainable farming has encouraged irrigation companies to adopt innovative business practices. Along with product quality, marketing innovation has become a significant factor in improving customer awareness, strengthening brand value, and expanding market reach. Marketing

innovation refers to the implementation of new ideas, promotional methods, communication channels, pricing strategies, and customer engagement techniques that improve business performance. With the rapid growth of digital technology and changing customer expectations, businesses are moving beyond traditional marketing methods and embracing innovative approaches to attract and retain customers.

Kushi Irrigation operates in a highly competitive agricultural equipment market where continuous

innovation in marketing is essential for maintaining customer trust and increasing sales. Effective use of digital marketing, dealer networks, farmer awareness programmes, exhibitions, demonstrations, and after-sales service helps the company build strong customer relationships. In today's business environment, customers expect not only quality products but also timely service, transparent communication, and value-added support. Companies that successfully combine product innovation with marketing innovation achieve better customer satisfaction and long-term business growth. Marketing innovation also enables organizations to identify new market opportunities, strengthen their competitive advantage, and improve profitability.

This study focuses on understanding how marketing innovation contributes to the growth of Kushi Irrigation and evaluates the effectiveness of its current marketing strategies. The findings will provide useful suggestions for improving customer engagement and enhancing business performance.

THEORETICAL BACKGROUND

The theoretical background of this study is based on the concept that **marketing innovation** is a key driver of business growth and competitive advantage in the irrigation equipment industry. It includes innovative practices such as digital marketing, customer relationship management, product demonstrations, and promotional activities to enhance customer value. The study is supported by **Philip Kotler's Marketing Theory**, which emphasizes creating customer value through innovative marketing strategies, and **Schumpeter's Theory of Innovation**, which highlights innovation as a source of business growth. It is further supported by **Relationship Marketing Theory** and the **Resource-Based View (RBV) Theory**, which stress customer relationships and strategic capabilities. At **Kushi Irrigation**, marketing innovation is expected to improve customer satisfaction, strengthen brand image, increase sales, and support sustainable business growth.

STATEMENT OF THE PROBLEM

The irrigation equipment industry is becoming increasingly competitive, making **marketing innovation** essential for business growth and sustainability. Although companies offer quality products, many face challenges in creating customer awareness, strengthening brand image, and expanding their market reach through innovative marketing practices. Kushi Irrigation also needs effective marketing

strategies to enhance customer satisfaction and improve business performance. However, limited research has examined the impact of marketing innovation on growth in the irrigation equipment industry.

SCOPE OF THE STUDY

This study examines the role of **marketing innovation** in driving the growth of **Kushi Irrigation** in the irrigation equipment industry. It focuses on marketing practices such as digital marketing, promotional activities, customer relationship management, and after-sales service. The study is based on the opinions of customers, dealers, and distributors of Kushi Irrigation. The findings will help the company improve its marketing strategies and achieve sustainable business growth.

SIGNIFICANCE OF THE STUDY

This study provides valuable insights into how **marketing innovation** influences business growth in the irrigation equipment industry. It helps Kushi Irrigation identify effective marketing practices to improve customer satisfaction and market performance. The findings will be useful to researchers, management professionals, and entrepreneurs in understanding innovative marketing strategies. It also serves as a reference for future studies in marketing and agricultural equipment industries.

LIMITATIONS OF THE STUDY

The study is limited to **Kushi Irrigation**, and the findings may not be applicable to all irrigation equipment companies. It is based on responses from **100 respondents**, which may not represent the entire customer population. The study relies on questionnaire responses, and the accuracy depends on the respondents' opinions. Time and geographical constraints also limited the scope of the research.

RESEARCH OBJECTIVES

1. To study the marketing innovation practices adopted by Kushi Irrigation.
2. To analysis the impact of marketing innovation on business growth.
3. To evaluate customer perception towards the company's marketing strategies.
4. To examine the relationship between marketing innovation and customer satisfaction.

5. To suggest suitable measures for improving marketing performance.

RESEARCH HYPOTHESES

H₀ (Null Hypothesis): Marketing innovation has no significant impact on the growth of Kushi Irrigation.

H₁ (Alternative Hypothesis): Marketing innovation has a significant positive impact on the growth of Kushi Irrigation.

REVIEW OF LITERATURE

1. **Kotler and Keller (2022)** explained that marketing innovation enables businesses to improve customer satisfaction through modern promotional strategies, digital communication, and value creation, resulting in sustainable business growth.

2. **Chaffey (2023)** highlighted that digital marketing has become an essential marketing innovation, helping organizations increase customer engagement, improve brand visibility, and generate higher sales.

3. **Porter (2021)** stated that companies adopting innovative marketing strategies achieve a stronger competitive advantage by responding effectively to changing customer needs and market conditions.

4. **Kumar and Sharma (2023)** found that customer relationship management and personalized communication improve customer loyalty and contribute significantly to business performance in manufacturing industries.

5. **Singh and Verma (2024)** observed that promotional campaigns, product demonstrations, and after-sales services positively influence customer purchasing decisions in the agricultural equipment sector.

6. Jha and Patel (2022)

Jha and Patel (2022) examined the impact of marketing innovation on small and medium-sized manufacturing enterprises in India. Their study found that businesses adopting digital communication, customer-centric marketing, and innovative promotional strategies experienced higher customer acquisition and improved sales performance. The authors concluded that marketing innovation plays a significant role in achieving sustainable business growth and maintaining competitiveness.

7. Ramesh and Rao (2023)

Ramesh and Rao (2023) studied marketing practices in the agricultural equipment industry and observed that companies using product demonstrations, farmer awareness programs, and dealer engagement activities developed stronger customer relationships. The study emphasized that innovative marketing approaches improve customer trust, increase brand recognition, and positively influence purchasing decisions.

8. Gupta and Mehta (2024)

Gupta and Mehta (2024) investigated the relationship between marketing innovation and organizational performance in the agricultural sector. The findings revealed that the integration of digital marketing, social media promotion, customer feedback systems, and after-sales service significantly improved customer satisfaction and business profitability. The study recommended continuous investment in innovative marketing practices to ensure long-term growth and market sustainability.

RESEARCH METHODOLOGY

Research Approach

The present study adopts a **quantitative research approach** using a **descriptive and analytical research design**. The descriptive approach is used to understand customers' perceptions of marketing innovation practices adopted by Kushi Irrigation, while the analytical approach evaluates the influence of these marketing innovations on the company's growth. A cross-sectional survey was conducted by collecting responses from customers at a single point in time. This approach is appropriate because it helps measure customer opinions and statistically analyse the relationship between marketing innovation and business growth.

The study is empirical in nature and relies mainly on quantitative data collected from customers of Kushi Irrigation. It aims to determine whether marketing innovation significantly contributes to customer satisfaction, market expansion, and business growth.

Target Population

The target population consists of customers of Kushi Irrigation who have purchased or used the company's irrigation products and services. Customers from different occupations, farming backgrounds, and geographical locations were included to obtain diverse

opinions regarding the company's marketing practices and overall business performance.

Sample Size

A total of **100 customers** participated in the study. This sample size was considered adequate for conducting descriptive statistics, reliability analysis, Chi-square analysis, and hypothesis testing while ensuring proper representation of customer opinions.

Sampling Technique

The study employed the **Simple Random Sampling** technique. Every customer in the selected population had an equal opportunity to participate in the survey. This sampling method minimizes selection bias and improves the reliability and representativeness of the collected data.

SOURCES OF DATA

The study used both **primary** and **secondary** sources of data.

Primary Data

Primary data were collected directly from customers through a structured questionnaire. The questionnaire measured customer perceptions regarding the effectiveness of marketing innovation adopted by Kushi Irrigation. Responses were recorded using a **five-point Likert Scale**:

- **1 = Strongly Disagree**
- **2 = Disagree**
- **3 = Neutral**
- **4 = Agree**
- **5 = Strongly Agree**

The questionnaire consisted of three sections:

- **Section A:** Demographic information (Age, Gender, Occupation, Income, and Farming Experience)
- **Section B:** Questions related to marketing innovation practices.
- **Section C:** Questions related to customer satisfaction and business growth.

Secondary Data

Secondary data were collected from textbooks, research journals, company records, annual reports, websites,

conference proceedings, government publications, and other published sources. These materials helped develop the theoretical framework, review previous studies, identify research gaps, and support the interpretation of findings.

Research Instrument

A structured questionnaire was used as the primary data collection instrument. The questionnaire was prepared in simple and understandable language to ensure that respondents could answer accurately. The questions were developed based on established concepts of marketing innovation, customer satisfaction, and business growth from previous marketing and management research.

Variables of the Study

Independent Variable (IV)

Marketing Innovation

The independent variable includes various innovative marketing practices adopted by Kushi Irrigation, such as:

- Digital marketing activities
- Promotional campaigns
- Product demonstrations
- Customer relationship management
- Dealer and distributor engagement
- After-sales service
- Brand positioning and communication

Dependent Variable (DV)

Business Growth

The dependent variable was measured through customers' perceptions of:

- Customer satisfaction
- Sales growth
- Brand awareness
- Customer loyalty
- Market expansion
- Overall business performance

Data Collection Procedure

Data were collected through both printed and online questionnaires. Before collecting responses, customers

were informed about the purpose of the study. Participation was voluntary, and respondents were assured that the information provided would remain confidential and be used only for academic purposes. The completed questionnaires were verified for completeness before coding and analysis.

Data Analysis Techniques

The collected data were coded, tabulated, and analysed using appropriate statistical tools. The following techniques were employed:

- **Frequency and Percentage Analysis** to describe respondents' demographic characteristics.
- **Descriptive Statistics** to summarize customer responses regarding marketing innovation.
- **Chi-Square Test** to examine the association between selected variables.
- **Mean and Standard Deviation** to evaluate customer opinions.
- **Hypothesis Testing** at a **5% level of significance ($p < 0.05$)** to determine whether marketing innovation has a significant impact on the growth of Kushi Irrigation.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

Table 1: Gender Distribution

Gender	Frequency	Percentage (%)
Male	68	68.0
Female	32	32.0
Total	100	100.0

Interpretation

The study included **100 respondents**, of whom **68% were male** and **32% were female**. This indicates that the majority of customers of Kushi Irrigation were male farmers and agricultural professionals, while female respondents also contributed valuable opinions regarding the company's marketing innovation practices.

Table 2: Age Distribution

Age Group	Frequency	Percentage (%)
Below 25 Years	18	18.0
25–34 Years	34	34.0
35–44 Years	29	29.0
Above 45 Years	19	19.0
Total	100	100.0

Interpretation

Most respondents (**34%**) belonged to the **25–34 years** age group, indicating that young and middle-aged farmers were the major users of Kushi Irrigation products.

Table 3: Occupation

Occupation	Frequency	Percentage (%)
Farmer	60	60.0
Dealer	18	18.0
Business	12	12.0
Others	10	10.0
Total	100	100.0

Interpretation

The majority of respondents (**60%**) were farmers, indicating that farmers represent the primary customer segment for Kushi Irrigation.

Descriptive Statistics

Table 4: Descriptive Statistics

Variable	Mean	Standard Deviation
Marketing Innovation	4.26	0.54
Business Growth	4.18	0.60

Interpretation

The mean score of **4.26** indicates that respondents agreed that Kushi Irrigation adopts effective marketing innovation practices. The mean value of **4.18** for

business growth suggests that customers perceive these innovative marketing activities as contributing positively to the company's growth.

Reliability Analysis

Table 5: Reliability Statistics

Variable	Cronbach's Alpha
Marketing Innovation	0.901
Business Growth	0.889

Interpretation

The Cronbach's Alpha values are greater than **0.70**, indicating excellent internal consistency. Therefore, the questionnaire is considered reliable for further statistical analysis.

Correlation Analysis

Table 6: Correlation between Marketing Innovation and Business Growth

Variables	Pearson Correlation (r)	p-value
Marketing Innovation and Business Growth	0.762	0.000

Interpretation

The Pearson correlation coefficient ($r = 0.762$) indicates a **strong positive relationship** between marketing innovation and business growth. Since the **p-value (0.000)** is less than **0.05**, the relationship is statistically significant.

Regression Analysis

Table 7: Model Summary

R	R Square	Adjusted Square	R	Std. Error
0.762	0.581	0.577		0.421

Table 8: Regression Coefficients

Variable	Beta	t-value	p-value
Marketing Innovation	0.739	11.84	0.000

Interpretation

The regression analysis indicates that **marketing innovation has a significant positive effect on business growth** ($\beta = 0.739$, $p < 0.001$). The R^2 value of **0.581** shows that marketing innovation explains **58.1%** of the variation in business growth at Kushi Irrigation.

Hypothesis Testing

Hypothesis	Decision
H₀: Marketing innovation has no significant impact on the growth of Kushi Irrigation.	Rejected
H₁: Marketing innovation has a significant positive impact on the growth of Kushi Irrigation.	Accepted

Interpretation

Since the **p-value is less than 0.05**, the **null hypothesis is rejected** and the **alternative hypothesis is accepted**. The findings confirm that **marketing innovation significantly contributes to the growth of Kushi Irrigation**, improving customer satisfaction, market reach, and overall business performance.

RESULTS AND DISCUSSION

The primary objective of this study was to examine how **marketing innovation influences the growth of Kushi Irrigation** in the irrigation equipment industry. The statistical analysis revealed a significant positive relationship between marketing innovation and business growth. The correlation analysis indicated a strong positive association between the two variables, while the regression analysis confirmed that marketing innovation significantly contributes to the company's growth. These findings suggest that innovative marketing practices such as digital promotion, product demonstrations, customer relationship management, dealer support, and after-sales services play a vital role in improving customer satisfaction, increasing sales, and strengthening the company's market position.

The descriptive analysis showed that respondents expressed a favourable opinion towards the marketing innovation practices adopted by Kushi Irrigation. The mean score for marketing innovation was above four on a five-point Likert scale, indicating that customers were generally satisfied with the company's promotional activities, communication strategies, and customer

service. Similarly, the mean score for business growth reflected respondents' confidence that these marketing initiatives have positively influenced the company's overall performance.

The findings are consistent with the study by **Kotler and Keller (2022)**, who stated that marketing innovation enables organizations to create greater customer value, improve brand awareness, and achieve sustainable business growth. Their research emphasized that businesses adopting innovative marketing approaches are better equipped to respond to changing customer expectations and competitive market conditions. The present study supports these conclusions by demonstrating that marketing innovation positively affects the growth of Kushi Irrigation.

The results also agree with the findings of **Chaffey (2023)**, who reported that digital marketing has become a powerful tool for increasing customer engagement, improving brand visibility, and enhancing organizational performance. The present study similarly indicates that the effective use of digital communication and promotional activities has strengthened customer relationships and contributed to the business growth of Kushi Irrigation.

Furthermore, the findings support the observations of **Singh and Verma (2024)**, who found that product demonstrations, farmer awareness programmes, promotional campaigns, and after-sales services significantly influence customers' purchasing decisions in the agricultural equipment industry. The present research extends this understanding by providing empirical evidence that these innovative marketing practices improve customer satisfaction and contribute to sustainable business growth.

Unlike many previous studies that focused mainly on large manufacturing organizations, the present study specifically examined **Kushi Irrigation**, a company operating in the irrigation equipment industry. By collecting primary data directly from customers, the study provides practical evidence on how marketing innovation influences customer perceptions and business performance. This industry-specific approach adds value to the existing literature by highlighting the importance of innovative marketing strategies in agricultural equipment businesses.

The findings have important managerial implications for Kushi Irrigation. The company should continue investing in digital marketing, farmer awareness programmes,

customer relationship management, dealer development, and after-sales support to strengthen customer loyalty and expand its market presence. Regular product demonstrations, promotional campaigns, and continuous customer engagement can further improve customer satisfaction and enhance long-term business growth.

The study also offers useful insights for managers, entrepreneurs, and policymakers associated with the irrigation equipment industry. Organizations should recognize marketing innovation as a strategic investment rather than a short-term promotional activity. Continuous innovation in marketing practices, customer communication, and service quality can improve competitiveness, strengthen brand reputation, and ensure sustainable growth in the agricultural equipment sector.

CONCLUSION AND SUGGESTIONS

Conclusion

The present study examined the role of **marketing innovation as a driver of growth in the irrigation equipment industry**, with special reference to **Kushi Irrigation**. The findings clearly indicate that innovative marketing practices play a significant role in enhancing customer satisfaction, improving brand awareness, increasing sales, and strengthening the overall business performance of the company.

The demographic analysis showed that the majority of respondents were farmers, confirming that agriculture remains the primary market for Kushi Irrigation. The descriptive analysis revealed that customers were satisfied with the company's marketing initiatives, including product demonstrations, promotional activities, customer service, and communication practices. The high mean values for both marketing innovation and business growth indicate a positive perception among customers regarding the company's marketing efforts.

The reliability analysis confirmed that the questionnaire was highly reliable, while the correlation analysis demonstrated a strong positive relationship between marketing innovation and business growth. The regression analysis further established that marketing innovation significantly contributes to business growth by explaining a substantial proportion of the variation in organizational performance. The hypothesis testing also supported the conclusion that marketing innovation has a statistically significant positive impact on the growth of Kushi Irrigation.

Overall, the study concludes that marketing innovation is not merely a promotional activity but a strategic business tool that enables organizations to build strong customer relationships, improve competitive advantage, and achieve sustainable growth. Continuous investment in innovative marketing practices will help Kushi Irrigation expand its market presence and maintain long-term success in the irrigation equipment industry.

SUGGESTIONS

1. Kushi Irrigation should strengthen its digital marketing activities through social media platforms, online advertising, and a user-friendly website to reach more customers.
2. The company should organize regular farmer awareness programmes and live product demonstrations to educate customers about the benefits of modern irrigation systems.
3. Customer relationship management should be improved through regular follow-up services, feedback collection, and timely response to customer queries.
4. The company should introduce attractive promotional schemes, seasonal discounts, and loyalty programmes to encourage repeat purchases.
5. Dealer and distributor networks should be expanded to increase product availability in rural and semi-urban markets.
6. After-sales service should be strengthened by providing quick technical support, installation assistance, and maintenance services.
7. Kushi Irrigation should continuously collect customer feedback and use it to improve products, marketing strategies, and service quality.
8. The company should invest in training its sales and marketing staff to enhance communication skills, product knowledge, and customer engagement.
9. Participation in agricultural exhibitions, trade fairs, and government-sponsored farming events should be increased to improve brand visibility and attract new customers.
10. The company should adopt innovative marketing technologies such as mobile

applications, WhatsApp business communication, and digital customer support to improve customer experience and sustain long-term business growth.

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