

Effectiveness of the 'I Promise' Campaign and Influencer Engagement in Driving Sales Performance: A Study at the Organisation, Chennai

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Abstract:

The steel industry is a critical pillar of India's infrastructure and construction ecosystem. In an increasingly competitive landscape, companies must adopt innovative marketing strategies to differentiate their brands and strengthen customer relationships. This study evaluates the effectiveness of the 'I Promise' Campaign and influencer engagement in driving sales performance at the organisation, a steel manufacturing company operating under the iSteel brand. The main objective is to analyse how campaign-based marketing and influencer engagement strategies impact brand awareness, dealer trust, and sales growth. Primary data were collected from 120 respondents comprising customers, sales executives, dealers, engineers, and contractors, using a structured questionnaire via Google Forms. Statistical tools including percentage analysis, Chi-Square tests, and One-Way ANOVA were employed for analysis. Key findings reveal that 85% of respondents are aware of the 'I Promise' Campaign, 80% reported an increase in monthly sales, and 77.5% of all Likert-scale responses reflected strong agreement with the campaign's positive impact. The study concludes that the integration of the 'I Promise' Campaign with targeted influencer engagement is a highly effective strategy for enhancing brand equity and sales performance in the steel sector.

Keywords: Influencer Marketing, Campaign Effectiveness, Sales Performance, Brand Awareness, Dealer Trust, iSteel, TMT Bars.

1. INTRODUCTION

1.1 Introduction

The steel industry occupies a foundational role in India's economic and infrastructural development. As one of the world's fastest-growing steel markets, India's demand is fuelled by urbanization, infrastructure investment, and the growth of the real estate and construction sectors. In this environment, companies are not only competing on product quality but also on the strength of their marketing strategies.

Marketing plays a vital role in shaping customer perception and influencing purchasing decisions. In industrial markets such as steel, where end-users may not always possess technical knowledge, the role of

intermediaries and influencers — engineers, architects, contractors, builders, and dealers — becomes highly significant. Their recommendations, grounded in product quality, brand reputation, and reliability, guide customer choices.

The organisation, operating under the brand name iSteel, is an emerging name in steel manufacturing, particularly known for producing high-quality TMT (Thermo-Mechanically Treated) bars. In order to enhance its brand image and establish stronger connections with customers and stakeholders, the organisation introduced the 'I Promise' Campaign — a strategic marketing initiative aimed at reinforcing the company's commitment to quality, trust, and customer satisfaction.

Alongside the 'I Promise' Campaign, the organisation has also focused on influencer engagement as a core component of its marketing strategy. This project, titled 'Effectiveness of the I Promise Campaign and Influencer Engagement in Driving Sales Performance at the Organisation', aims to evaluate the impact of these strategies on overall business performance.

1.2 Review of Literature

Kotler & Keller (2016) emphasize that marketing campaigns play a crucial role in creating brand awareness and influencing customer behavior. Effective promotional strategies help organizations communicate value to customers and build strong brand positioning in competitive markets.

Brown & Hayes (2008) explain the concept of influencer marketing and its impact on customer decision-making, stating that influencers such as experts, dealers, and professionals play a significant role in shaping customer opinions and purchase behavior.

Freberg et al. (2011) identified characteristics of social media influencers and highlighted their role in marketing communication — finding that influencers can effectively impact brand awareness and consumer trust through their recommendations.

De Veirman, Cauberghe & Hudders (2017) demonstrated that consumers trust influencer recommendations, leading to increased product adoption and brand recall. Godes & Mayzlin (2004) similarly confirmed that word-of-mouth from trusted sources has a strong impact on purchasing decisions. Kumar & Shah (2004) emphasize the importance of customer relationship management and brand loyalty, highlighting that companies focusing on long-term relationships with stakeholders achieve better growth and profitability.

1.3 Objective of the Study

The main purpose of the study is to analyse the effectiveness of the 'I Promise' Campaign and influencer engagement in driving sales performance at the organisation, Chennai. Specific objectives include: (i) examining brand awareness of iSteel; (ii) analysing the effectiveness of the 'I Promise' Campaign; (iii) studying the role of influencers in purchase decisions; (iv) evaluating the impact on sales performance; and (v) understanding the effect on dealer trust and brand loyalty.

1.4 Research Methodology

The study adopts a descriptive research design. Primary data were collected using a structured questionnaire distributed through Google Forms to 120 respondents, comprising customers, sales executives/dealers, marketing executives, managers, and contractors actively associated with iSteel products. Secondary data were gathered from books, journals, research articles, and company reports. Convenience sampling was employed as the sampling technique. The study was conducted during January 2026 to April 2026.

Statistical tools employed include Percentage Analysis to describe the distribution of responses, Chi-Square Test to examine associations between demographic variables and campaign effectiveness, and

One-Way ANOVA to test mean differences across occupation and work experience groups.

2. DATA ANALYSIS AND INTERPRETATION

2.1 Demographic Profile of Respondents

Table 2.1 summarizes the demographic profile of the 120 respondents. The majority are female (53.4%), predominantly in the 18–25 age group (40%), and employed as sales executives or dealers (35%). Most respondents have 2–5 years of work experience (38.3%), indicating active mid-level professional engagement with the campaign.

Table 2.1: Demographic Profile of Respondents

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	54	46.6%
	Female	62	53.4%
Age Group	18–25 years	48	40.0%
	26–35 years	40	33.3%
	36–45 years	20	16.7%
	Above 45 years	12	10.0%
Occupation	Sales Executive / Dealer	42	35.0%
	Marketing Executive	34	28.3%
	Manager / Supervisor	24	20.0%
	Others	20	16.7%
Work Experience	Below 2 years	30	25.0%
	2–5 years	46	38.3%
	5–10 years	30	25.0%
	Above 10 years	14	11.7%

Interpretation: The demographic profile reveals a predominantly young, mid-level, and female respondent base with practical field experience. This profile is consistent with the sales and marketing workforce actively driving the 'I Promise' Campaign at the grassroots level.

2.2 Campaign Awareness and Reach

Table 2.2 presents the awareness levels and source of awareness regarding the 'I Promise' Campaign among respondents.

Table 2.2: Awareness of the 'I Promise' Campaign

Awareness Level	No. of Respondents	Percentage (%)
Yes, fully aware	66	55.0%
Partially aware	36	30.0%
Not aware	18	15.0%

Total	120	100%
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Interpretation: 55% of respondents are fully aware of the 'I Promise' Campaign, and 30% have partial awareness, yielding an 85% total awareness rate. Social media emerged as the top source of awareness (40%), followed by the dealer network (28.3%), company training (20%), and word of mouth (11.7%).
 Inference: The 'I Promise' Campaign has achieved significant penetration among stakeholders. Social media channels, particularly Instagram and YouTube, have proven to be the most effective distribution channels, underscoring the value of digital-first influencer marketing strategies.

2.3 Influencer Engagement Analysis

Table 2.3 presents respondents' perceptions of influencer engagement across five key dimensions, measured on a Likert scale (SA = Strongly Agree; A = Agree; N = Neutral; D = Disagree; SD = Strongly Disagree).

Table 2.3: Influencer Engagement Statements (Likert Scale)

Statement	SA (%)	A (%)	N (%)	D (%)	SD (%)
Influencers significantly boost product visibility.	43.3	35.0	13.3	8.4	0
Campaign messaging through influencers is effective.	38.3	40.0	15.0	6.7	0
Influencer content builds consumer trust for the organisation.	41.7	33.3	16.7	8.3	0
Quality of influencer content is high.	35.0	40.0	18.3	6.7	0
Influencers align well with the organisation's brand values.	45.0	33.3	13.3	8.4	0

Interpretation: A strong majority of respondents agree or strongly agree across all five influencer engagement statements. Influencer alignment with brand values received the highest Strongly Agree response (45%), indicating that carefully selected influencers effectively embody and communicate iSteel's brand identity.

Inference: Influencer marketing through the 'I Promise' Campaign effectively enhances product visibility, brand credibility, and consumer trust. The absence of Strongly Disagree responses across all items reflects a broadly positive stakeholder consensus on influencer effectiveness.

2.4 Impact on Sales Performance

Table 2.4 presents respondents' perceptions of the campaign's impact on sales performance, measured on a Likert scale.

Table 2.4: Sales Performance Statements (Likert Scale)

Statement	SA (%)	A (%)	N (%)	D (%)	SD (%)
'I Promise' campaign helped in achieving sales targets.	40.0	38.3	13.3	8.4	0
Influencer reach converts into sales leads.	36.7	40.0	15.0	8.3	0

Dealer sales improved after campaign launch.	38.3	36.7	16.7	8.3	0
Overall sales performance positively impacted by campaign.	41.7	36.7	13.3	8.3	0

Interpretation: Across all four sales performance statements, over 76% of respondents agree or strongly agree. The overall sales performance statement received the highest Strongly Agree response (41.7%). Notably, 80% of respondents reported a measurable increase in monthly sales attributable to the campaign, with 55% reporting growth of 10% or more.

Inference: The 'I Promise' Campaign, supported by influencer engagement, has had a measurable and significant positive impact on sales targets, lead generation, and dealer-level performance.

2.5 Dealer Trust and Inter-Organizational Impact

Across five statements related to dealer trust, brand loyalty, company-dealer relationships, influencer content usefulness, and the strategic value of influencer marketing, the average combined agreement (Strongly Agree + Agree) was 76.6%. Notably, 80% of respondents endorsed influencer marketing as a strategic asset for the organisation — with 43.3% Strongly Agreeing, the highest Strongly Agree response in the entire survey.

Table 2.5: Consolidated Likert Response Distribution

Response Category	Average Percentage (%)	Interpretation
Strongly Agree	40.0%	Very high positive endorsement
Agree	37.5%	Strong agreement with campaign impact
Neutral	14.2%	Moderate / undecided responses
Disagree	7.0%	Low level of disagreement
Strongly Disagree	1.3%	Negligible negative sentiment
Total	100%	120 Respondents

3. STATISTICAL TESTS

3.1 Chi-Square Test: Gender vs Campaign Effectiveness

H₀: There is no significant association between the gender of respondents and campaign effectiveness.

H₁: There is a significant association between the gender of respondents and campaign effectiveness.

Table 3.1: Chi-Square Test — Gender vs Campaign Effectiveness

Chi-Square Test	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	0.512	1	.474

Continuity Correction	0.288	1	.591
Likelihood Ratio	0.513	1	.474
N of Valid Cases	120		

The Pearson Chi-Square value is 0.512 with 1 degree of freedom and an asymptotic significance value of .474, which exceeds the 0.05 threshold. Therefore, the null hypothesis is accepted — there is no statistically significant association between gender and campaign effectiveness. The 'I Promise' Campaign is perceived equally effectively by both male and female respondents, confirming its gender-neutral appeal.

3.2 Chi-Square Test: Age Group vs Campaign Effectiveness

H₀: There is no significant association between the age group of respondents and campaign effectiveness.

Table 3.2: Chi-Square Test — Age Group vs Campaign Effectiveness

Chi-Square Test	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	7.184	3	.066
Likelihood Ratio	7.891	3	.048
Linear-by-Linear Association	5.312	1	.021
N of Valid Cases	120		

The Pearson Chi-Square value of 7.184 marginally exceeds the 0.05 threshold (.066), so the null hypothesis is accepted. However, the Linear-by-Linear Association value of 5.312 (Sig. = .021) indicates a meaningful trend — suggesting that older, more experienced respondents perceive the campaign as increasingly effective.

3.3 One-Way ANOVA: Occupation vs Perceived Campaign Effectiveness

H₀: There is no significant difference in mean perception of campaign effectiveness across occupation groups. H₁: There is a significant difference.

Table 3.3: One-Way ANOVA — Occupation vs Campaign Effectiveness

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.842	3	1.281	4.732	.004
Within Groups	31.350	116	0.270		
Total	35.192	119			

With an F-value of 4.732 and significance of .004 (below 0.05), the null hypothesis is rejected. There is a statistically significant difference in the perception of campaign effectiveness across occupation groups. Sales Executives and Dealers, who interact daily with the iSteel brand, report significantly higher campaign effectiveness scores, validating the campaign's frontline impact.

3.4 One-Way ANOVA: Work Experience vs Sales Performance Impact

Table 3.4: One-Way ANOVA — Work Experience vs Sales Performance Impact

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.916	3	0.972	3.521	.017
Within Groups	32.026	116	0.276		
Total	34.942	119			

The F-value of 3.521 with significance .017 (below 0.05) leads to rejection of the null hypothesis. Respondents with 2–5 years of experience, who manage dealer accounts and influencer relationships actively, report the highest perceived sales impact, confirming the campaign's resonance with mid-level professionals.

4. CONCLUSION

This study provides comprehensive insights into how modern marketing strategies can be leveraged for competitive advantage in the steel industry. The 'I Promise' Campaign by the organisation has achieved significant brand awareness, with 85% of respondents aware of the initiative.

Social media platforms, particularly Instagram (38.3%) and YouTube (28.3%), have emerged as the most effective channels for campaign dissemination, confirming the importance of digital-first influencer strategies. Influencer engagement has proven a powerful driver of product visibility, consumer trust, and sales performance, with 78.3% of respondents affirming that influencer content boosts iSteel's brand credibility.

From a quantitative perspective, 80% of respondents reported measurable increases in monthly sales, with 55% reporting growth of 10% or above. The campaign has simultaneously strengthened dealer trust, brand loyalty, and inter-organizational relationships — creating a robust ecosystem around the iSteel brand. The statistical tests confirm that perceptions of campaign effectiveness vary significantly by occupation ($F = 4.732, p = .004$) and work experience ($F = 3.521, p = .017$), with frontline sales professionals reporting the strongest impact.

In conclusion, the integration of the 'I Promise' Campaign with targeted influencer engagement constitutes a forward-thinking and measurably effective marketing strategy. By continuing to invest in influencer partnerships, expanding digital reach, and strengthening dealer relationships, the organisation is well-positioned to sustain growth, build lasting brand equity, and maintain a competitive edge in India's evolving steel market.

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