MARKETING AND HUMAN RESOURCE

A Study on Marketing Strategies and Human Resource Practices at Aspire Consultants

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Abstract

Marketing strategies and human resource practices are important for the effective functioning of an organisation. Marketing helps an organisation understand customer needs, communicate its services, build trust and maintain relationships with customers. Human resource practices focus on the people working in an organisation through recruitment, training, communication and employee development. Both functions are important because successful marketing depends not only on reaching customers but also on the knowledge, skills and efforts of the people involved.

This research paper, titled "A Study on Marketing Strategies and Human Resource Practices at Aspire Consultants," examines the importance of marketing and human resource practices in the context of Aspire Consultants, Delhi. The study is connected to the organisation and the practical learning gained during my Summer Internship Programme SIP, where I worked as a Marketing and Human Resource Intern.

During the internship, I gained exposure to training sessions conducted by managers, the preparation of a salary slip, presentation preparation and the preparation and submission of DSR-related work. I also gained an understanding of marketing and HR-related activities in the financial services context. These activities helped me connect classroom concepts with practical business work. The research uses primary data collected through a structured Google Forms questionnaire containing 14 questions related to marketing strategies and human resource practices. A total of 36 responses were recorded in the survey data available for analysis. Secondary sources, including academic literature and relevant professional material, provide additional background for understanding the two functions.

The available survey results indicate that trust is important to respondents when considering services, digital advertisements are viewed as an effective promotional channel, and training and development are considered important HR practices. The study concludes that marketing and HR practices should be considered complementary parts of organisational function. The study is limited to the available survey responses and internship exposure and does not claim to measure the organisation's internal performance in its entirety.

1 Introduction

1.1 Introduction to marketing strategies

Marketing strategies are the plans and methods used by an organisation to reach its target customers and communicate its products or services. A marketing strategy helps an organisation identify the people it wants to reach, understand their requirements and select suitable ways to communicate with them.

Some important areas of marketing strategies include:

1. **Understanding customer preferences:** Learning what customers expect and which factors influence their decisions. Promotion: Communicating information about products and services through suitable channels.
2. **Digital marketing:** Using digital platforms and online communication to reach potential customers.
3. **Customer trust:** Providing clear, reliable and consistent information to customers.
4. **Competitor analysis:** Understanding competitors and comparing their approaches, services and promotional activities.
5. **Communication:** Explaining products and services in a simple and understandable manner.

Marketing strategies are not limited to advertising. They also involve understanding customer expectations, selecting suitable communication methods and building long-term relationships. In the BFSI sector, customers may require more information before choosing a financial service. Marketing communication should therefore be clear and responsible. Promotional messages should not create unrealistic expectations or mislead customers about the features, benefits or conditions of a financial product.

1.2 Introduction to human resource practices

Human resource practices refer to the methods an organisation uses to manage, support and develop its employees. Employees play an important role in carrying out business activities, communicating with customers and achieving organisational goals.

Some major human resource practices are:

1. **Recruitment and selection:** Identifying suitable candidates and selecting people for different roles.
2. **Training and development:** Helping employees understand their work and improve their knowledge and skills.
3. **Employee communication:** Sharing instructions, information and feedback clearly.
4. **Performance management:** Reviewing work and identifying areas for improvement.
5. **Employee engagement:** Encouraging employees to participate actively in their work.
6. **Work environment:** Supporting a professional environment in which employees can perform their responsibilities effectively.

Training and development are especially relevant when employees need to understand financial products, customer requirements, reporting procedures and professional communication. Suitable training can help reduce confusion and improve an employee's confidence in performing assigned tasks.

During my internship, exposure to training sessions conducted by managers helped me understand the importance of guidance and learning in a professional setting. This experience also helped me connect the theoretical concepts of HR management with workplace learning.

1.3 Importance of marketing and HR in the BFSI sector

The BFSI sector includes banking, financial services and insurance. It involves services that require customers to make informed decisions and often depend on trust and long-term relationships.

Marketing is important in this sector because customers need clear information about available services. Digital advertisements, online communication and other promotional methods can help organisations reach potential customers. However, promotional activities should be supported by accurate information and responsible communication. HR practices are equally important because employees may need to explain financial products, respond to customer queries, follow organisational procedures and maintain professional relationships. Recruitment, training and communication can help employees understand their responsibilities.

Marketing and HR can support each other in several ways. Marketing identifies customer needs and communicates service information, while HR supports the development of employees who carry out these activities. When employees understand the services they represent, they may be better prepared to communicate with customers. This study therefore examines both areas together rather than treating them as completely separate functions.

1.4 Introduction to Aspire Consultants

Aspire Consultants, Delhi, is the organisation associated with this study and my Summer Internship Programme. My internship exposure was connected to marketing and human resource activities in the BFSI sector.

The internship provided an opportunity to learn about professional work through manager-led training sessions, assigned tasks and the preparation of work-related documents and presentations. My activities included preparing a salary slip, preparing a PowerPoint presentation and preparing and submitting DSR-related work. The internship also helped me understand how marketing and HR concepts can be applied in a professional setting. The research topic was selected to study the importance of marketing strategies and human resource practices and to examine respondents' opinions through a structured questionnaire.

This section describes Aspire Consultants only in relation to the information available from my internship experience. Detailed information about the organisation's founding year, ownership, employee strength, exact service portfolio or official marketing policies has not been independently established for this paper and should not be added without an authentic company source.

1.5 Significance of the study

The study is significant because it examines two important business functions: marketing and human resource management. Both functions can influence how an organisation communicates with customers, develops employee skills and works towards its objectives.

The study is useful for the following reasons:

1. **Understanding customer preferences:** The survey helps examine respondents' views about trust, promotional channels and digital marketing.
2. **Understanding the importance of HR practices:** The study considers respondents' views about training and development and the importance of proper training.
3. **Connecting theory with practical experience:** The internship provided exposure to training sessions, documentation and presentation-related work, helping me understand professional activities beyond classroom learning.
4. **Understanding the BFSI context:** The study highlights the relevance of trust, clear communication and employee knowledge in financial services.

5. **Supporting learning and improvement:** The research may help identify areas for further consideration in marketing communication and employee development. However, the survey results represent respondents' opinions and should not be treated as a formal audit of Aspire Consultants.

1.6 Problem statement

Marketing and Human Resource management are both important for organisational functioning, but they address different requirements. Marketing focuses on customer needs, promotion and communication, whereas HR focuses on employees, training and workplace practices.

In the BFSI sector, organisations need to communicate financial services clearly while ensuring that the people involved understand their responsibilities. Customer trust, suitable promotional methods and employee training may influence how customers understand services and how employees carry out their work.

The present study examines marketing strategies and human resource practices in the context of Aspire Consultants. It uses a questionnaire to understand respondents' opinions about selected marketing and HR-related factors. It also draws on internship experience to understand the practical relevance of these topics.

The study does not assume that the survey alone can establish the actual effectiveness of the organisation's internal policies. Instead, it provides a limited, descriptive understanding of the selected topics based on the available responses and internship exposure.

2 Internship overview

2.1 Introduction to the internship

As part of my Bachelor of Business Administration programme (BBA) at Amity University, Mumbai, I undertook a Summer Internship Programme (SIP) with Aspire Consultants, Delhi. My internship role was Marketing and HR Intern, with exposure to activities connected to the BFSI sector.

The internship was an opportunity to understand professional working methods and apply some of the concepts studied during my BBA course. It introduced me to assigned tasks, training sessions, documentation and presentation preparation. The internship also helped me recognise the importance of following instructions, completing assigned work carefully and communicating professionally. Since marketing and HR involve both people and business processes, the experience helped me understand why practical learning is important for management students.

2.2 Work performed during the internship

The following activities reflect the work and exposure reported during my internship.

Participation in Training Sessions

I attended training sessions conducted by different managers. These sessions provided an opportunity to learn from people with professional experience and understand assigned topics and work expectations.

Preparation of a Salary Slip

One of my assigned tasks was to prepare a salary slip. This activity provided exposure to the format and presentation of a basic HR-related document.

The task helped me understand the importance of arranging information properly, checking details and preparing documents carefully. It also gave me practical exposure to an activity related to human resource administration.

This description refers to preparing a salary slip as an assigned task; it does not mean that I managed payroll processing for the organisation.

Preparation of a PowerPoint Presentation

I prepared a PowerPoint presentation as part of my internship work. Preparing a presentation required information to be organised into a clear structure so that the main points could be communicated effectively.

This task helped me practise arranging information, selecting key points and presenting content in a professional format. It also showed me the importance of clear communication in business work.

Preparation and Submission of DSR-Related Work

I prepared and submitted DSR-related work during the internship. This activity formed part of my assigned work in the financial services context.

The task helped me understand the importance of following the required format, organising information and completing assigned documentation. In the final version of this paper, the expansion of DSR should match the exact meaning used by Aspire Consultants in the assigned task. It should not be expanded or described as a particular reporting system unless that meaning is confirmed by the organisation.5. Exposure to Marketing and HR Activities

My internship role was connected to both marketing and human resource functions. This helped me understand that business activities involve not only customer communication but also employee knowledge, training and internal coordination.

The research project allowed me to explore these two functions through a structured questionnaire. It also helped me understand how marketing and HR concepts discussed in class relate to practical business questions.

3 Objectives of the study

3.1 Primary objective

The primary objective of the study is to examine marketing strategies and human resource practices in the context of Aspire Consultants, with particular attention to customer trust, promotional methods, digital marketing, training and development.

3.2 Specific objectives

1. To understand the importance of marketing strategies in communicating services to customers.
2. To examine respondents' views about customer trust and promotional channels.
3. To understand respondents' opinions about the effectiveness of digital marketing.
4. To examine the perceived importance of human resource practices, particularly training and development.
5. To study the relationship between marketing activities and employee knowledge and development.

6. To connect the concepts of marketing and HR with the practical learning gained during the internship.

4 Scope of the study

The scope of the study is limited to marketing strategies and human resource practices in the context of Aspire Consultants, Delhi, and the BFSI sector.

The study covers the following areas:

- **Marketing:** Customer trust, promotional channels, digital marketing and customer communication.
- **Human resource management:** Training and development, the perceived importance of HR practices and the role of employee learning. Internship learning: Manager-led training sessions, preparation of a salary slip, PowerPoint presentation preparation and DSR-related work.
- **Survey analysis:** Opinions collected through a 14-question Google Forms questionnaire. The available data contains 36 responses.
- **Academic relevance:** Connecting the study's topic with concepts covered during the BBA programme.

The findings are based on the available survey responses and the internship experience described in this paper. The study does not cover every department, employee, customer or internal policy of Aspire Consultants. It also does not establish the organisation's actual performance against competitors because comprehensive internal records and independently verified competitor data are not part of the available evidence.

5 Review of literature

5.1 Introduction

A literature review examines existing knowledge, concepts and studies related to the research topic. It helps the researcher understand important ideas, identify relevant variables and develop a foundation for the present study.

The literature reviewed for this paper focuses on marketing management, customer trust, digital marketing, human resource management and employee training.

5.2 Literature on marketing strategies

Kotler and Keller (2016) explain marketing as a process that involves understanding customer needs, creating value and developing relationships with customers. Marketing strategies help organisations decide how to approach their target markets and communicate the benefits of their products or services.

This concept is relevant to the present study because it highlights the importance of understanding customer preferences and selecting suitable promotional methods.

Marketing is not limited to advertising. It also includes customer understanding, communication, positioning and relationship building. Organisations need to consider what customers value before selecting their marketing activities.

5.3 Literature on digital marketing

Digital marketing uses digital channels and technologies to communicate with potential customers. These channels may include social media, websites, search engines, email and online advertising.

Chaffey and Ellis-Chadwick (2022) discuss digital marketing as an important part of modern marketing management. Digital channels can support communication with audiences and help organisations present information about their products and services.

The relevance of digital marketing depends on factors such as the target audience, quality of content, suitability of the platform and clarity of the message.

For the present study, digital advertisements and the perceived effectiveness of digital marketing are important areas because they indicate respondents' opinions about online promotional methods.

5.4 Literature on customer trust

Customer trust is an important consideration in relationship-based marketing. Customers may be more willing to consider a service when they believe that the organisation communicates honestly, provides understandable information and behaves reliably.

Trust is particularly relevant when customers must understand a service before making a decision. Clear communication and responsible information-sharing can contribute to a more positive customer relationship.

In the context of this research, customer trust is examined through the survey result showing how many respondents considered it very important.

5.5 Literature on human resource management

Armstrong and Taylor (2020) explain human resource management as an approach to managing people and supporting organisational performance. HR activities include recruitment, learning and development, employee relations and performance management.

Human resource practices help organisations identify employee requirements, improve capabilities and support the effective performance of work. The present study considers HR practices as an important part of organisational functioning and focuses on the views expressed by respondents regarding training and development.

5.6 Literature on training and development

Training helps employees acquire knowledge and skills required for their work. Development focuses on improving capabilities for future responsibilities and continued professional growth.

Training can help employees understand work procedures, improve their confidence and become more familiar with organisational expectations. Training and development are relevant to this study because two of the verified survey results relate to the importance of training and the selection of training and development as an important HR practice.

The internship also provided exposure to training sessions conducted by different managers, connecting the topic with the student's practical learning experience.

5.7 Literature on research methodology

Kothari (2004) explains the importance of selecting suitable research methods to collect and analyse information systematically. Research methodology provides a structure for identifying the research problem, collecting data and interpreting the results.

A structured questionnaire is useful when a researcher wants to collect comparable responses from multiple participants. Online forms can simplify the circulation of questions and the collection of responses.

The present study uses a structured Google Forms questionnaire as its primary data collection method.

5.8 Summary of the literature review

The reviewed literature suggests that marketing strategies, customer relationships, digital communication, human resource management and training are important areas of organisational study.

Marketing helps organisations understand and communicate with customers, while HR practices support the development and management of employees. Both functions can contribute to the effective delivery of services.

These concepts provide the theoretical foundation for analysing the survey responses in the present study.

6 Research gap

The literature reviewed provides a general understanding of marketing strategies, digital marketing, customer trust, human resource management and employee training. However, general concepts do not automatically explain the opinions of respondents connected with a particular research context.

The present study addresses this limited, practical area by collecting primary data through a Google Forms questionnaire covering marketing and HR-related themes. The study focuses on respondents' opinions regarding customer trust, digital advertisements, digital marketing effectiveness, training and development, and the importance of proper training.

The research gap is therefore the need to examine these selected views together within the context of the student's internship-related research at Aspire Consultants.

The study is limited in scope and does not claim to fill a gap in all existing academic research on marketing and HR.

7 Research methodology

7.1 Meaning of research methodology

Research methodology refers to the systematic process used to conduct a study. It explains how data is collected, organised and analysed to address the research objectives.

A suitable methodology helps make the research process understandable and supports the interpretation of the findings.

7.2 Research design

The study follows a descriptive research design.

Descriptive research is used to describe the opinions, characteristics or responses of participants. In this study, the method is used to summarise survey responses relating to marketing strategies and human resource practices.

The study reports respondents' views rather than testing a cause-and-effect relationship.

7.3 Sources of data

The study uses primary and secondary data.

Primary data:

Primary data was collected through a structured Google Forms questionnaire created for this research topic.

The questionnaire contained 14 questions covering marketing and human resource themes. The form was circulated to respondents, and 36 responses were received.

The survey themes included marketing practices, customer preferences, promotional communication, digital marketing, recruitment, training, employee practices, communication and work environment.

Secondary data:

Secondary data was used to understand the theoretical background of the research topic.

The secondary sources include books on marketing management, digital marketing, human resource management and research methodology.

The sources used for the conceptual discussion are listed in the references section.

7.4 Data collection method

Google Forms was used to prepare and circulate the questionnaire. The responses were collected electronically and used as the primary source for the survey analysis. The questionnaire was designed to cover both marketing and HR-related aspects of the topic.

7.5 Sample size

The study received 36 responses.

The results are presented as counts and percentages wherever verified figures are available.

7.6 Sampling method

The questionnaire was circulated online to collect responses. The exact sampling procedure and the complete demographic profile of respondents have not been documented in the information currently available. Therefore, the study does not claim that the respondents represent the entire population or all employees of Aspire Consultants.

7.7 Tools used for data analysis

The available responses are summarised using:

- Frequency, or the number of respondents selecting an answer.

- Percentage analysis.
- Tables for presenting the results.
- Descriptive interpretation of the findings.

The percentage is calculated using the following formula:

Percentage = (Number of respondents selecting an option ÷ Total number of respondents) × 100.

For this study, the denominator for the five verified results is 36.

7.8 Ethical considerations

The survey was created for academic research. Responses should be reported honestly and should not be altered to produce a preferred result.

Personal information should not be disclosed unnecessarily. Findings should be interpreted according to the available data, and limitations should be acknowledged.

8 Data analysis and interpretation

8.1 Introduction

Data analysis involves organising collected information and interpreting it to understand the responses received.

The present study received 36 responses through Google Forms. The following analysis presents five verified results related to marketing strategies and human resource practices.

The analysis is based only on the available summary figures. It should not be treated as a complete analysis of all 14 questionnaire items.

8.2 Analysis of customer trust

Survey result: 24 out of 36 respondents considered trust very important.

Interpretation: The result shows that 66.7% of respondents considered trust very important. This indicates that trust was a significant consideration for a majority of the respondents represented in this question.

Trust can influence how customers view an organisation and its services. Clear information, honest communication and consistent interactions may help organisations develop customer confidence. The result highlights the importance of trust in marketing communication. However, the available figure does not establish which specific actions build trust or prove that the respondents' views are representative of all customers.

8.3 Analysis of digital advertisements

Survey result: 20 out of 36 respondents selected digital advertisements as the most effective promotional channel.

Interpretation: The result indicates that 55.6% of respondents selected digital advertisements as the most effective promotional channel among the options presented in the questionnaire. This suggests that digital advertising was a preferred promotional method for more than half of the respondents in this survey.

Digital advertisements can help organisations communicate information through online platforms. Their usefulness may depend on the target audience, content, platform and clarity of the message.

The result supports considering digital advertising as a relevant promotional option. However, it does not establish that digital advertisements are the most effective channel for every organisation or customer group.

8.4 Analysis of digital marketing effectiveness

Survey result: 26 out of 36 respondents rated digital marketing as very effective.

Interpretation: The result shows that 72.2% of respondents rated digital marketing as very effective. This indicates a positive perception of digital marketing among the respondents represented in this question. Digital marketing provides opportunities to share information about services and communicate with audiences through online channels. It can also support the circulation of promotional messages and the presentation of service-related information.

The finding suggests that digital marketing deserves attention when considering promotional activities. However, the result measures respondents' opinions and does not directly measure actual campaign performance, sales or return on investment.

8.5 Analysis of training and development

Survey result: 22 out of 36 respondents selected training and development as the most important HR practice.

Interpretation: The result indicates that 61.1% of respondents selected training and development as the most important HR practice among the options presented.

Training and development help employees improve their knowledge and abilities. Training can also help employees understand their responsibilities and become more familiar with work procedures.

The result highlights the importance respondents attach to employee learning and development. It is relevant to the internship experience because training sessions conducted by different managers were part of the activities reported by the student.

However, the survey result does not establish the actual quality, frequency or effectiveness of training at Aspire Consultants.

8.6 Analysis of the importance of proper training

Survey result: 27 out of 36 respondents considered proper training very important.

Interpretation: The result shows that 75% of respondents considered proper training very important. This indicates strong agreement with the importance of training among the respondents represented in this question.

Proper training can help employees understand tasks, follow work procedures and develop the knowledge required for their responsibilities.

The finding reinforces the importance of employee learning in human resource management. Organisations may consider providing clear instructions, practical guidance and opportunities for employees to improve their skills.

However, this result reflects respondents' opinions about training. It does not independently measure employee performance or the effectiveness of a specific training programme.

8.7 Overall summary of the survey results

Table 1. Summary of the survey results (n = 36).

Survey area	Result	Percentage
Customer trust	Considered very important by 24 of 36 respondents	66.7%
Digital advertisements	Selected as the most effective promotional channel by 20 of 36 respondents	55.6%
Digital marketing	Rated very effective by 26 of 36 respondents	72.2%
Training and development	Selected as the most important HR practice by 22 of 36 respondents	61.1%
Proper training	Considered very important by 27 of 36 respondents	75.0%

The results indicate positive perceptions of digital marketing and strong recognition of the importance of training. Customer trust was also considered very important by a majority of the respondents represented in the relevant question. These results provide a useful overview of five survey items. The remaining questionnaire items should be analysed separately using their actual response counts before making claims about them.

9 Major findings

Based on the five verified survey results, the following findings were identified.

9.1 Customer trust is important

A total of 24 out of 36 respondents, or 66.7%, considered trust very important.

This finding highlights the importance of customer confidence when communicating information about services. Organisations may benefit from clear, accurate and consistent communication.

9.2 Digital advertisements are a preferred promotional channel

A total of 20 out of 36 respondents, or 55.6%, selected digital advertisements as the most effective promotional channel among the options provided.

This suggests that digital advertising is a relevant promotional method for the respondents represented in the survey.

9.3 Digital marketing has a positive perception

A total of 26 out of 36 respondents, or 72.2%, rated digital marketing as very effective. This result indicates that many respondents viewed digital marketing positively. It supports considering online communication when planning promotional activities, while recognising that actual effectiveness requires separate performance data.

9.4 Training and development are considered important

A total of 22 out of 36 respondents, or 61.1%, selected training and development as the most important HR practice among the options presented.

This finding highlights the importance attached to learning and employee development.

9.5 Proper training is strongly valued

A total of 27 out of 36 respondents, or 75%, considered proper training very important.

This was the highest percentage among the five verified results. It indicates that respondents placed considerable importance on suitable training.

9.6 Marketing and HR both deserve attention

The survey results cover both marketing and human resource practices. The marketing-related results highlight customer trust and digital promotion, while the HR-related results highlight training and development. Together, these findings suggest that organisations should consider both customer communication and employee learning when reviewing business practices.

This is an overall interpretation of the five available results, rather than proof that one function causes improvements in the other.

10 Suggestions and recommendations

The following recommendations are based on the survey results and the general concepts reviewed in the literature. They are suggestions for consideration, not claims that Aspire Consultants currently lacks these practices.

10.1 Suggestions related to marketing strategies

Give Importance to Customer Trust

Organisations should communicate service-related information clearly and accurately. Important details should be explained in a manner that customers can understand.

Honest communication and consistent responses can support customer confidence.

Consider Suitable Digital Advertising Channels

Since 55.6% of respondents selected digital advertisements as the most effective promotional channel, organisations may consider digital advertising when it suits their target audience and objectives.

The choice of platform should be based on the intended audience, campaign purpose and available resources.

Improve the Clarity of Digital Content

Digital promotional messages should be simple, relevant and easy to understand. Information about services should be presented clearly so that potential customers can understand what is being offered.

Content should be reviewed for accuracy before it is shared.

Review Marketing Performance

Organisations may evaluate their promotional activities using suitable measures, such as audience engagement, enquiries, responses and conversions where these measures are available.

This would help distinguish between positive opinions about digital marketing and the actual results of a campaign.

Understand Customer Preferences

Customer feedback and survey responses can help organisations understand the information customers value.

Collecting and reviewing feedback periodically may support more informed marketing decisions.

10.2 Suggestions related to human resource practices

Provide Proper Training

Since 75% of respondents considered proper training very important, organisations may review whether employees receive clear instructions and suitable learning opportunities for their assigned responsibilities.

Training should be relevant to the tasks employees are expected to perform.

Encourage Continuous Learning

Learning should not be limited to initial instructions. Organisations may provide opportunities for employees to improve their skills as work requirements change.

Short training sessions, practical demonstrations and feedback can be considered where suitable.

Communicate Work Responsibilities Clearly

Employees should understand their responsibilities, deadlines and expected work standards. Clear communication may reduce confusion and help employees organise their work.

Collect Feedback on Training

Employees may be asked whether training sessions were understandable and useful. Feedback can help identify areas where further explanation or practical guidance may be needed.

Support Professional Development

Organisations may encourage employees to develop skills relevant to their responsibilities and future career growth.

The suitability of development opportunities should depend on the organisation's requirements and available resources.

10.3 Suggestions for connecting marketing and HR

Share Relevant Information Across Functions

Where appropriate, marketing-related learning and customer feedback can be shared with employees whose work involves customer communication.

This may help employees understand common customer questions and explain services more clearly.

Provide Communication Training

Employees who communicate with customers may benefit from training in listening, explaining information and responding professionally to questions.

Review Customer and Employee Feedback Together

Marketing feedback can indicate what customers value, while employee feedback can identify difficulties in explaining or delivering services.

Reviewing both types of feedback may help an organisation identify practical areas for improvement.

Set Clear and Realistic Objectives

Marketing activities and employee training should have clear objectives. Progress can then be reviewed using appropriate measures.

Use Research for Decision-Making

Survey results should be considered alongside other relevant information before making organisational decisions. A small survey can provide useful indications but should not be treated as the only basis for a major decision.

11 Conclusion

The study examined marketing strategies and human resource practices in the context of Aspire Consultants through a structured Google Forms survey and the student's internship experience.

The research focused on customer trust, digital advertisements, digital marketing effectiveness, training and development, and the importance of proper training.

The available results indicate that 66.7% of respondents considered trust very important, while 55.6% selected digital advertisements as the most effective promotional channel. In addition, 72.2% rated digital marketing as very effective. On the HR side, 61.1% selected training and development as the most important HR practice, while 75% considered proper training very important.

These findings show that the respondents represented in the survey attached importance to both effective marketing communication and employee learning.

The internship also provided practical exposure to training sessions, salary-slip preparation, presentation preparation and DSR-related work. These activities helped connect the theoretical concepts of business management with selected workplace tasks.

The study concludes that marketing strategies and human resource practices are both relevant areas for organisational development. Clear customer communication, suitable promotional methods and employee training may be considered when reviewing business practices.

However, the study has limitations. It is based on 36 responses, and only five question-level results are currently verified. The findings therefore should not be treated as a complete evaluation of Aspire Consultants or as representative of every customer, employee or organisation.

Overall, the research provided an opportunity to understand the importance of marketing and HR concepts and to gain practical experience in collecting and interpreting survey data.

12 Limitations of the study

Every research study has limitations. The following limitations apply to the present study.

- **Limited number of responses:** The study received 36 responses. The findings may not represent the opinions of a larger population.
- **Limited verified analysis:** Although the questionnaire contained 14 questions, only five question-level numerical results are available for verified analysis in this draft.
- **Respondent profile:** The complete demographic and professional profile of the respondents has not been established from the information currently available.
- **Questionnaire-based responses:** The findings depend on the answers provided by respondents. Their answers may reflect individual opinions and experiences.
- **Limited organisational information:** The study does not contain verified internal records about Aspire Consultants' marketing performance, HR policies or employee outcomes.
- **Limited time and resources:** The scope of the research is limited to the survey and internship-related exposure available to the student.
- **Descriptive nature:** The study describes survey responses and does not establish cause-and-effect relationships between marketing strategies, HR practices and organisational performance.
- **Generalisation:** The findings should be interpreted within the context of this survey and should not be generalised to all organisations without further research.

13 Future scope of the study

Future research can expand the present study in several ways.

13.1 Increase the sample size

A future study may collect responses from a larger and more diverse group of participants. This could provide a broader understanding of opinions regarding marketing and HR practices.

13.2 Analyse all questionnaire responses

The complete response data for all 14 questions can be analysed using frequency tables, percentages and suitable charts. This would provide a more detailed understanding of each question.

13.3 Include interviews

Future research may include interviews with employees or managers, where permission is available. Interviews could provide additional context about marketing activities, training experiences and workplace practices.

13.4 Compare promotional channels

A future study could compare different promotional channels using suitable performance measures. This may help distinguish between respondents' preferences and actual marketing outcomes.

13.5 Examine training effectiveness

Further research could examine employee feedback before and after training, where appropriate data is available. This would provide a more direct understanding of whether training supports learning and work performance.

13.6 Compare marketing and HR perspectives

Future research could examine whether the views of employees, managers and customers differ regarding marketing communication and training requirements.

13.7 Conduct a longitudinal study

A study conducted over a longer period could examine changes in customer opinions or employee learning over time. This would require repeated data collection and suitable measures.

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