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A Study on Impact of Multi Channel Marketing towards Products and Services Among Customers Residing in Coimbatore District

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ABSTRACT - The customer awareness, purchase preference of brands and products through multichannel marketing is a study made to sift through various channels of marketing and uncover the channels working and contrivance them in the marketing to gain a lucrative bunce. It also digs into deets of how people choose and shift brands hinging on the plethora of ads and proliferation of channels. The study has gleaned into every plausible type of advertisement and has also made it perceptible as to what channel works better for small to big businesses and how it brings rags to the riches if done correctly. Descriptive research design has been applied with a sample of 107 respondents using convenience sampling method. The study found that there is a significant correlation between all the demographic variables and Multi Channel Marketing except the gender which is significantly correlated only with the shopping Malls Marketing and Infilm Branding Marketing among all multi channel marketing. The study suggested that the peroration here is that, the marketer should learn the grey area between frequent ads and bombardment or stalking. These inferences draws the conclusion with a strong verity that brands need to change ads that are like watching paint dry everyday and use on fleek ideas for deal hunters and product critics. When brands are more budget friendly with real testimonies rather than just plain endorsing people themselves would do referral marketing.

Keywords: Multi Channel Marketing, Impact of Products and Services, Multi Channel Coimbatore

I. INTRODUCTION

Think of multichannel marketing as a body. Customer awareness and purchase preference are two valves for the heart of successful marketing. Creating customer awareness is knowing what the body needs and nourishing it with the advertisements – polarizing the product as the best. This pumps blood to the marketing by creating purchase preference. The other organs and nerves are the different channels of multichannel marketing through which the marketer markets his/her product. As much as the marketer nourishes the customers with advertisements through different channels, the brand grows vertical.

It is obvious that each channel has different types of consumers – meaning people of one channel flock together. The marketer should reach the people with same feather with a type of advertisement that they would enjoy meanwhile getting a cognizance of a brand. There are consumers who prefer printed ads, broadcasted ones or telecasted ones and some prefer a seamless experience. The marketers have touched the boundaries and beyond through multichannel marketing.

Simply put, printed advertisements are prevalently known for old schools but when done with glossy finish, it reaches everyone. Radio ads are a modern form of word-of-mouth ads. Television ads stimulate the people when at leisure. Outdoor ads has exposure on the consumers outside home or when on the road. With the advent of internet came the instigation of online ads. These range from search ads, personalized ads, social media ads, WhatsApp ads, YouTube ads and a plethora of other ads. Celebrity endorsements prey on the thoughts of people to buy the product. This has been taken to another dimension with infilm branding where the product is sewn into the scene. Emotional ads induce the emotions of people and make them decide brand to which they are emotionally linked to.

With proliferation of channels and plethora of brands, marketers are confused as to how to reach the consumers and consumers are uncertain as to which brand is the best. This study is about how multichannel marketing works for all types of businesses and marketers and how it reaches all types of consumers.

1.2 STATEMENT OF THE PROBLEM

With profusion of channels and brands, it can be overwhelming for the consumer to trust a brand. This can be a torment for the marketers and this has brought the marketers to the edge of finding the target consumers and

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the type of advertisement that would complacent them. This has a paradoxical situation of how not to pursue consumers blindly and how to use a slice of pie on reaching people in a reorganized way.

This study is to bring questions to the following questions.

1. Who are the target consumers for a particular brand?
2. What type of target consumers can a marketer find in a type of channel?
3. How to revamp the advertisement to reach them?
4. What techniques or technology should a marketer use to analyze the most reached channel and advertisement?
5. Why some advertisements reach more and how much dominant it has been in choosing brands?

1.3 OBJECTIVES OF THE STUDY

1. To understand the cardinality in finding the target consumers.
2. To sift through the channels to understand which works better.
3. To understand how different types of ads create better cognizance.
4. To understand the channels and bring a contrivance in creating ads for different channels.
5. To apprehend the need for multichannel marketing and when to use different types of channels.

1.4 NEED FOR THE STUDY

1. To study what are the channels available for marketing.
2. To study how these channels work and how they have evolved over time.
3. To analyze the dissimilitude of the channels to find out which works better

1.5 SCOPE OF THE STUDY:

1. Gaining cognizance of marketing channels to create better stretegies.
2. Understanding how these channels have evolved over time gives an understanding on how to create innovative ads.
3. Understanding the disparities between channels helps in finding the apt channel for the marketer.

1.6 REVIEW OF LITERATURE

Ayesha et al (2013), this study was made with an object of exercise as to how celebrity endorsement enhances brand image. The study banks on data that is primary and secondary by nature with 150 respondents. The study has made it transparent that price, quality and innovation are the cardinal factors in brand picking. The author propounds that the stance of the celebrity among the consumers is a chief factor. The study propounds certitude that the consumers become loyal when a celebrity endorses a product. The marketers will have to make innovative ads bearing in mind the actuality of retaining the extant consumers and turning the prospects into consumers. The study ceases with a verity that consumer's brand preference is dynamic and in the long run with instigation of new technologies along the way it has made it harder for the marketers to grow according to the complacency of the consumer.

Dilaysu Cinarb (2014), this study is to uncover the reaction of people to digital media ads. The study affirms that there are there are proliferation of mediums to advertise a brand and it is easy to create cognizance of the brand and its features. It is also a plain sail for the consumers to compare prices before buying the product. The study has made it apparent that digital marketing has also become a tool for creating cognizance to ail people with brand picking. It also gives the marketer the likelihood of knowing the consumer well. The study winds up by accrediting the disparity of brand picking between men and women and that digital ads are intrinsically sewn with the daily part of our lives.

James E. Richard and Sarita Guppy (2014) the study is set out with an intention of showing how dominant facebook is with brand picking. The study has been made with 215 facebook users as respondents. it is writ large that people post their experience with brands on facebook making it a word-of-mouth ad enabling facebook users to buy brands after seeing the posts of other users. The author expounds how facebook has become a tool to market products. The study draws the inference that facebook is the right medium to reach people and that it gains good response.

Azhar Ahmad (2015) the author's intention with this study is to sift through the dominant factors that makes people inclined towards a brand with correspondence to social networks. With instigation of new technologies, people's lives have become a plain sail. The study banks on data that is primary and secondary by nature with 500 respondents. It is conspicuous that online marketing has positive comeback and that people bank on emotions more than facts when picking brands. The study perorates that people's income is a cardinal factor in purchasing products and that customers' experience reach other consumers subliminally when choosing brands

II. RESEARCH METHODOLOGY

The present research centers on the impact of multi channel marketing towards products and services among customers. The reasoning that is utilized in this research is realism. The specialist gathers and investigations information utilizing adequate learning to answer the examination question, so the exploration is more disposed towards realism.

2.1 RESEARCH DESIGN

The type of research chosen for the study is descriptive research. In descriptive research, various parameters will be chosen and analyze the variations between these parameters. This was done with an objective to find out the

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impact of multi channel marketing towards products and services among customers residing in Coimbatore District.

The present research focuses on impact of multi channel marketing towards products and services among customers residing in Coimbatore district. The philosophy that is used in this research is realism. For this the researcher uses acceptable knowledge in the field of factors influencing the level of improvement needed in the multi channel marketing. The researcher collects and analyses data using acceptable knowledge for the purpose of answering the research question, so the research is more inclined towards realism.

2.2 DATA SOURCES

The data collected for the study is mainly through the distribution of a questionnaire; to be precise the data collected for the study was both primary and secondary sources.

2.3 PRIMARY DATA

Primary data is the information collected for the first time; there are several methods in which the data complies. In this project, it was obtained by questionnaires. The questionnaire was prepared and distributed to the customers.

2.4 SECONDARY DATA

Secondary data needed for conducting research work were collected from company websites, library and search engines.

2.5 RESEARCH INSTRUMENT:

In this study, the primary data was collected by a survey technique. In this, we distributed the questionnaires to the respondents. The researcher structured the questionnaire in the form of:

1. Close-Ended Questions
2. Multiple Choice Questions

2.6 QUESTIONNAIRE

A questionnaire is a sheet of paper containing questions relating to containing specific aspect, regarding which the researcher collects the data. Because of their flexibility, the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

2.7 SAMPLING DESIGN

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is a Convenience Sampling method.

2.8 SAMPLE SIZE

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 107.

III. DATA ANALYSIS AND INTERPRETATION

I. SIMPLE PERCENTAGE ANALYSIS

Table 1: Distribution of Samples based on Variables

S.No.	Category	Subgroups	Number	%	Total (%)
1.	Age	Below 20 years	26	24.3	100
		21 to 30 years	38	35.5	
		31 to 40 years	22	20.6	
		Above 40 years	21	19.6	
2.	Gender	Male	52	48.6	100
		Female	55	51.4	
3.	Marital Status	Married	48	44.9	100
		Single	59	55.1	
4.	Educational Qualification	School Level	15	14.0	100
		First Degree	39	36.4	
		Second Degree	35	32.7	
		Doctrate	10	9.3	
		Others	8	7.5	
5.	Designation	Retailer	13	12.1	100
		Agent/ Dealer	15	14.0	
		Business	18	16.8	
		Employee	21	19.6	
		Professional	7	6.5	
		Home Maker	5	4.7	
		Marketing	15	14.0	
		Others	13	12.1	
6.	Monthly Income	Below Rs.20000	26	24.3	100
		Rs.20001-Rs.30000	32	29.9	
		Rs.30001-Rs.45000	29	27.1	
		Above Rs.45000	20	18.7	

INTERPRETATION

The Table 1 Delving into distribution of Samples based on Variables has affirmed that 24.3% are below 20 years, 35.5% are between 21 to 30 years, 20.6% are between 31 to 40 years and 19.6% are above 40 years. 48.6% are 'Male' and 51.4% are 'Female'. 44.9% are 'Married' and 55.1% are 'Single'. 14.0% have 'School Degree', 36.4% have 'First Degree', 32.7% have 'Second Degree', 9.3% have 'Doctrate' and 7.5% have other educational qualification. 12.1% are 'Retailers', 14.0% are 'Agent/Dealer', 16.8% are at 'Business', 19.6% are 'Employees', 6.5% are 'Professionals', 4.7% are home maker, 14.0% are in 'Marketing' and 12.1% belong to 'other' category. 24.3% have salary 'Below Rs.20000', 29.9% have salary between 'Rs.20001-Rs.30000', 27.1% have salary between 'Rs.30001-Rs.45000' and 18.7% 'Above Rs.45000'

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The preponderance is on the age group between 21 to 30 years being 35.5%. The predominance is male by 51.4% and 55.1% are married. 36.6% have school degree. A majority of 19.6% are 'Employees' and 29.9% have salary between 'Rs.20001-Rs.30000'

Table 2: Average Money Spend in a Month to buy the Products and Services

Average Money	No. of Respondents	Percent
Below Rs.5000	50	46.7
Rs.5001 to Rs.10000	27	25.2
Rs.10001 to Rs.20000	12	11.2
Rs.20001 to Rs.30000	10	9.3
Above Rs.30000	8	7.5
Total	107	100.0

INTERPRETATION

Table 2 has appraised the average amount spent in a month to buy the products and services. People who spend below Rs. 5000 are 46.7%, between Rs.5001 to Rs.10000 is 25.2% , between Rs.10001 to Rs.20000 is 11.2%, between Rs.20001 to Rs.30000 is 9.3% and Above Rs.30000 is 7.5%. The highest percent is 46.7% who spend Below Rs.5000.

Table 3 : Level of influence to buy products and services

Descriptive Statistics					
Factors	N	Minimum	Maximum	Mean	Std. Deviation
Print Advertising Marketing	107	1.00	5.00	2.75	1.23
Barry Guard and Pole Shelter Marketing	107	1.00	5.00	3.00	1.34
Television and Radio Advertisements Marketing	107	1.00	5.00	3.69	1.06
Online Marketing	107	1.00	5.00	3.22	1.36
Shopping Malls Marketing	107	1.00	5.00	3.57	1.23
Mobile app advertisements	107	1.00	5.00	3.26	1.36
Brand Awareness Marketing	107	1.00	5.00	3.63	1.19
Infilm Branding Marketing	107	1.00	5.00	3.10	1.33
Discounts Marketing	107	1.00	5.00	3.41	1.23
You Tube Channel	107	1.00	5.00	3.38	1.29
Valid N (listwise)	107				

INTERPRETATION

From the Table 3, descriptive analysis of Level of influence through various Multichannel Marketing to buy products and services has drawn the inference that 'Television and Radio Advertisements Marketing' has the highest level of influence with an average of 3.69. 'Brand Awareness Marketing' takes the second stance with its mean value being 3.63. 'Shopping Malls Marketing' takes the third stance with a mean value of 3.57. 'Discounts Marketing' has the fourth stance with a mean value of 3.41. 'You Tube Channel' has taken the fifth stance with a mean value of 3.38. 'Mobile app advertisements' has the sixth stance with an average of 3.26. 'Barry Guard and 'Infilm Branding Marketing' has the seventh stance with its average being 3.10. 'Pole Shelter Marketing' has the eighth stance with its mean value being 3.00. 'Print Advertising Marketing' has a mean value of 2.75.

Table 4: Customers' Reviews are more important to buy the products and services

Level of Opinion	No. of Respondents	Percent
Strongly Disagree	6	5.6
Disagree	13	12.1
Neutral	29	27.1
Agree	32	29.9
Strongly Agree	27	25.2
Total	107	100.0

INTERPRETATION

From the table 4,Descriptive statistics of level of opinion that the customers' reviews are more important to buy the products and services has accredited that 29.9% 'Agree' that reviews are more important to buy the products and services , 27.1% are neutral to the idea, 'Strongly Agree' that reviews are more important to buy the products and services, 12.1% 'Disagree' that reviews are more important to buy the products and services and 5.6% 'Strongly Disagree' that reviews are more important to buy the products and services.

Table 5: Products or Services meet with the budget friendly are preferrable most

Level of Opinion	No. of Respondents	Percent
Strongly Disagree	15	14.0
Disagree	20	18.7
Neutral	23	21.5
Agree	25	23.4
Strongly Agree	24	22.4
Total	107	100.0

INTERPRETATION:

From the table 5, 23.4% 'Agree' that products or services meet with the budget friendly are preferred most, 22.4% 'strongly agree' that that products or services meet with the budget friendly are preferred most, 21.5% are 'neutral' to the idea, 18.7% 'Disagree' that products or services meet with the budget friendly are preferred most and 14.0% 'strongly disagree' that products or services meet with the budget friendly are preferred most.

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Table 6 : Marketing channels are bringing awareness to the public about the products or services

Level of Opinion	No. of Respondents	Percent
Strongly Disagree	9	8.4
Disagree	12	11.2
Neutral	25	23.4
Agree	32	29.9
Strongly Agree	29	27.1
Total	107	100.0

INTERPRETATION

From the table 6, 29.9% 'Agree' that all the marketing channels are bringing awareness to the public about the products or services, 27.1% 'Strongly Agree' that all the marketing channels are bringing awareness to the public about the products or services, 23.4% are 'Neutral' to the idea, 11.2% 'Disagree' that all the marketing channels are bringing awareness to the public about the products or services and 8.4% 'Strongly Disagree' that all the marketing channels are bringing awareness to the public about the products or services.

Table 7 : Multi channel Marketing you came to know about Products and Services

Factors	Mean Rank
Whatsapp Messages	6.94
Advertisement Posters in the Public	7.72
TV and Radio advertisements	4.46
You Tube Ads	7.33
Other Social Networking Ads	5.87
Sales Stores Ads	6.22
Newspapers and Magazines Ads	4.41
Referral Marketing	5.99
Celebrity Endorsements	4.10
Infilm Branding	6.44
Others	6.52

INTERPRETATION

From the table 7 of Friedman Ranking test, 'Advertisement Posters in the Public' has the first stance with an average of 7.72, 'YouTube Ads' has the second stance with an average of 7.33, 'Whatsapp Messages' has the third stance with an average of 6.94, 'Others' has taken the fourth stance with its mean value being 6.52, 'Infilm Branding' has the fifth stance with its mean value being 6.44, 'Sales Stores Ads' has the sixth stance with an average of 6.22, 'Referral Marketing' has the seventh stance with a mean value of 5.99, 'Other Social Networking Ads' has the eighth stance with an average of 5.87, 'TV and Radio advertisements' has the ninth stance with a mean value of 4.46, 'Newspapers and Magazines Ads' has the tenth stance with a mean value of 4.41 and 'Celebrity Endorsements' has the last stance with its mean value being 4.10.

Table 8: Level of Improvement needed in the following Multi Channel Marketing

Descriptive Statistics					
Factors	N	Minimum	Maximum	Mean	Std. Deviation
Whatsapp Messages	107	1.00	5.00	2.7103	1.31758
Advertisement Posters in the Public	107	1.00	5.00	2.9252	1.39203
TV and Radio advertisements	107	1.00	5.00	2.2617	1.32705
You Tube Ads	107	1.00	5.00	2.4673	1.39621
Other Social Networking Ads	107	1.00	5.00	2.5140	1.28390
Sales Stores Ads	107	1.00	5.00	2.5140	1.34841
Newspapers and Magazines Ads	107	1.00	5.00	2.6355	1.46270
Referral Marketing	107	1.00	5.00	2.9720	1.41059
Celebrity Endorsements	107	1.00	5.00	2.5981	1.38632
Infilm Branding	107	1.00	5.00	2.4673	1.21560
Others	107	1.00	5.00	2.7477	1.38791
Valid N (listwise)	107				

INTERPRETATION

From the table 8, the 'Referral Marketing' has the first stance with an average of 2.97. 'Advertisement Posters in the Public' has the second stance with an average of 2.93. 'Others' has the third stance with a mean value of 2.75. 'Whatsapp Messages' has the fourth stance with a mean value 2.71. 'Newspapers and Magazines Ads' has taken the fifth stance with a mean value of 2.63. 'Celebrity Endorsements' has the sixth stance with a mean value of 2.60. 'Other Social Networking Ads' and 'Sales Stores Ads' has taken the seventh stance with an average of 2.52. 'Infilm Branding' has the eighth stance with its average being 2.47. 'You Tube Ads' has the ninth stance with an average of 2.46. The tenth stance is taken by 'TV and Radio advertisements' with its mean value being 2.26.

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II. TESTING THE HYPOTHESIS

Hypothesis 1 :

H_0: There is no significant correlation between Age and Multi Channel Marketing

H_a: There is a significant correlation between Age and Multi Channel Marketing

Table 9: Correlation Analysis- Age vs Multi Channel Marketing

Age Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	.244	0.011	Significant
Barry Guard and Pole Shelter Marketing	.200	0.039	Significant
Television and Radio Advertisements Marketing	.638	0.000	Significant
Online Marketing	.583	0.000	Significant
Shopping Malls Marketing	.307	0.001	Significant
Mobile app advertisements	.356	0.000	Significant
Brand Awareness Marketing	.525	0.000	Significant
Infilm Branding Marketing	.222	0.022	Significant
Discounts Marketing	.613	0.000	Significant
You Tube Channel	.472	0.000	Significant

INFERENCE:

The Hypothesis 1 implies that there is a significant correlation between Age and Multi Channel Marketing since all the significant values are less than the p-value 0.05.

Hypothesis 2 :

H_0: There is no significant correlation between Gender and Multi Channel Marketing

H_a: There is a significant correlation between Gender and Multi Channel Marketing

Table 10: Correlation Analysis- Gender vs Multi Channel Marketing

Gender Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	0.044	0.653	Not Significant
Barry Guard and Pole Shelter Marketing	0.098	0.314	Not Significant
Television and Radio Advertisements Marketing	-0.089	0.360	Not Significant
Online Marketing	-0.053	0.589	Not Significant
Shopping Malls Marketing	0.239	0.013	Significant
Mobile app advertisements	0.161	0.098	Not Significant
Brand Awareness Marketing	0.025	0.802	Not Significant
Infilm Branding Marketing	0.301	0.002	Significant
Discounts Marketing	0.006	0.952	Not Significant
You Tube Channel	0.115	0.238	Not Significant

INFERENCE:

The Hypothesis 2 implies that there is a significant correlation between gender and Shopping Malls Marketing, Infilm Branding Marketing since the significant values are less than the p-value 0.05 for these two factors.

Hypothesis 3:

H_0: There is no significant correlation between Marital status and Multi Channel Marketing

H_a: There is a significant correlation between Marital status and Multi Channel Marketing

Table 11: Correlation Analysis- Marital Status vs Multi Channel Marketing

Marital Status Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	0.213	0.027	Significant
Barry Guard and Pole Shelter Marketing	0.324	0.001	Significant
Television and Radio Advertisements Marketing	0.592	0.000	Significant
Online Marketing	0.282	0.003	Significant

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Shopping Malls Marketing	0.236	0.014	Significant
Mobile app advertisements	0.314	0.001	Significant
Brand Awareness Marketing	0.349	0.000	Significant
Infilm Branding Marketing	0.297	0.002	Significant
Discounts Marketing	0.426	0.000	Significant
You Tube Channel	0.283	0.003	Significant

INFERENCE:

The Hypothesis 3 implies that there is a significant correlation between Marital Status and Multi Channel Marketing since all the significant values are less than the p-value 0.05.

Hypothesis 4:

H_0: There is no significant correlation between Educational Qualification and Multi Channel Marketing

H_a: There is a significant correlation between Educational Qualification and Multi Channel Marketing

Table 12: Correlation Analysis- Educational Qualification vs Multi Channel Marketing

Educational Qualification Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	0.449	0.000	Significant
Barry Guard and Pole Shelter Marketing	0.294	0.002	Significant
Television and Radio Advertisements Marketing	0.641	0.000	Significant
Online Marketing	0.798	0.000	Significant
Shopping Malls Marketing	0.565	0.000	Significant
Mobile app advertisements	0.530	0.000	Significant
Brand Awareness Marketing	0.680	0.000	Significant
Infilm Branding Marketing	0.383	0.000	Significant
Discounts Marketing	0.737	0.000	Significant
You Tube Channel	0.645	0.000	Significant

INFERENCE:

The Hypothesis 4 implies that there is a significant correlation between Educational Qualification and Multi Channel Marketing since all the significant values are less than the p-value 0.05.

Hypothesis 5:

H_0: There is no significant correlation between Designation and Multi Channel Marketing

H_a: There is a significant correlation between Designation and Multi Channel Marketing

Table 13: Correlation Analysis- Designation vs Multi Channel Marketing

Designation Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	0.805	0.000	Significant
Barry Guard and Pole Shelter Marketing	0.783	0.000	Significant
Television and Radio Advertisements Marketing	0.564	0.000	Significant
Online Marketing	0.672	0.000	Significant
Shopping Malls Marketing	0.741	0.000	Significant
Mobile app advertisements	0.837	0.000	Significant
Brand Awareness Marketing	0.734	0.000	Significant
Infilm Branding Marketing	0.760	0.000	Significant
Discounts Marketing	0.545	0.000	Significant
You Tube Channel	0.867	0.000	Significant

INFERENCE:

The Hypothesis 5 implies that there is a significant correlation between Designation and Multi Channel Marketing since all the significant values are less than the p-value 0.05.

Hypothesis 6:

H_0: There is no significant correlation between Monthly income and Multi Channel Marketing

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H_a: There is a significant correlation between Monthly income and Multi Channel Marketing

Table 14: Correlation Analysis- Monthly Income vs Multi Channel Marketing

Mothly income Vs Multi Channel Marketing	Pearson Correlation	Sig. (2-tailed)	Null Hypothesis
Print Advertising Marketing	0.458	0.000	Significant
Barry Guard and Pole Shelter Marketing	0.488	0.000	Significant
Television and Radio Advertisements Marketing	0.611	0.000	Significant
Online Marketing	0.597	0.000	Significant
Shopping Malls Marketing	0.571	0.000	Significant
Mobile app advertisements	0.619	0.000	Significant
Brand Awareness Marketing	0.765	0.000	Significant
Infilm Branding Marketing	0.488	0.000	Significant
Discounts Marketing	0.461	0.000	Significant
You Tube Channel	0.627	0.000	Significant

INFERENCE:

The Hypothesis 6 implies that there is a significant correlation between Monthly income and Multi Channel Marketing since all the significant values are less than the p-value 0.05.

Hypothesis 7:

H_0 : There is a significant difference between Demographic Variables Towards Multi Channel Marketing

H_a : There is a significant difference between Demographic Variables Towards Multi Channel Marketing Based on Designation.

Table 14: ANOVA - Demographic Variables and Multi Channel Marketing

ANOVA							
Demographic Factors		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**	**Null Hypothesis**
Age	Between Groups	71.234	29	2.456	4.001	.000	Rejected
	Within Groups	47.271	77	.614			
	Total	118.505	106				
Gender	Between Groups	18.078	29	.623	5.549	.000	Rejected
	Within Groups	8.651	77	.112			
	Total	26.729	106				
Marital Status	Between Groups	16.753	29	.578	4.579	.000	Rejected
	Within Groups	9.714	77	.126			
	Total	26.467	106				
Educational Qualification	Between Groups	97.935	29	3.377	10.085	.000	Rejected
	Within Groups	25.784	77	.335			
	Total	123.720	106				
Designation	Between Groups	390.884	29	13.479	6.203	.000	Rejected
	Within Groups	167.303	77	2.173			
	Total	558.187	106				
Monthly Income	Between Groups	74.878	29	2.582	4.641	.000	Rejected
	Within Groups	42.842	77	.556			
	Total	117.720	106				

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INFERENCE:

The Hypothesis 7 infers that the null hypothesis is rejected between Demographic Variables and Multi Channel Marketing. There is a significant difference between Consumer Perception towards Print Advertising Marketing, Barry Guard and Pole Shelter Marketing based on designation.

IV. RESULTS AND DISCUSSIONS

4.1 FINDINGS

The distribution of Samples based on Variables has shown a preponderance on the age group between 21 to 30. A lofty number of people spend below Rs. 5000 on shopping a month and only a paucity of people spends a lucrative amount of over Rs. 30000 for shopping. It is also evident that 'Television and Radio Advertisements Marketing' sway people the most in making brand decisions and 'Print Advertising Marketing' sways people the least. Most consumers have 'Agreed' that reviews are most important when buying products and products or services meet with the budget friendly are preferred most. Most also 'Agree' that all the marketing channels are bringing awareness to the public about the products or services. 'Referral marketing' needs amelioration the most and 'TV and Radio advertisements' the least.

The hypotheses resulted,

- There is a significant correlation between Age and Multi Channel Marketing.
- There is a significant correlation between gender and Shopping Malls Marketing, Infilm Branding Marketing.
- There is a significant correlation between Marital Status and Multi Channel Marketing.
- There is a significant correlation between Educational Qualification and Multi Channel Marketing.
- There is a significant correlation between Designation and Multi Channel Marketing.
- There is a significant correlation between Monthly income and Multi Channel Marketing.
- There is a significant difference between Consumer Perception towards Print Advertising Marketing, Barry Guard and Pole Shelter Marketing based on designation.

4.2 SUGGESTIONS

A predominance of consumers expend below Rs. 5000 on shopping. This faction has a fixed budget and do compare the product with other brands. These are people who could be called the deal hunters. As stated earlier print advertisements are the ones that sway people the least. One of the reasons for that is people find them outdated. With instigation of social media ads people are more desiderate towards them and find print ads unobtrusive. Surprising people with different shapes of print ads and pop up print ads might leave an impression.

While most shopping apps and websites have ratings of the product, people don't find them trustworthy. Shopping apps must include an option to write reviews of products and even have an option to post images of the product on hands from a consumer oriented perspective. People are most likely to buy products that convene their budget. People settle for offers more than products.

Least of the brand awareness is brought by celebrity endorsements. It is because people see them as an overrated endorsement and not as testimony as there are many ads that use celebrities. People are not used to idea of Referral Marketing because this happens subliminally. For reference marketing to ameliorate, brands should work up to the complacency of the consumers. Rush hour ads are for people who are busy as a bee. The only time they are exposed to ads are at bus depots, elevators, barry guards on the road and transit ads. This doesn't need saying that these ads are supposed to be fetching enough with big billboards and moving graphics. The final note is to automate the process. Automation can schedule channels together and maintain personalization too. This is labor saving helping the marketer to decide the new strategies in the big picture.

V. CONCLUSION

The saying "Power gives you choice" is antithesis with multichannel marketing. It is the choice that gives power to the consumers. Since there is abundance of brands and channels associated with them, consumers can shift brands and products with their free will. Speaking about choice giving power, it is also imperial for the marketer to give a few choices to respond to the advertisements. One choice is no choice. When bestowed with multiple choices for the consumer to make the move, it makes them feel empowered with carte blanche.

Multichannel marketing has many channels but simply whacking at it like a piñata with a misconception of bombarding ads in every channel is doomed to fail. Bombarding ads makes the consumer makes feel bored and too familiar with the ad breeding contempt. The peroration here is that, the marketer should learn the grey area between frequent ads and bombardment or stalking.

These inferences draws the conclusion with a strong verity that brands need to change ads that are like watching paint dry everyday and use on fleek ideas for deal hunters and product critics. When brands are more budget friendly with real testimonies rather than just plain endorsing people themselves would do referral marketing.

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