

A STUDY ON CUSTOMER AWARENESS OF PRINT ADVERTISEMENT THROUGH MULTI CHANNEL MARKETING

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ABSTRACT

Multichannel marketing refers to the practice by which companies interact with customers through multiple channels, both direct and indirect, to sell them goods and services. Just advertising and not measuring the results won't be justifying the bandwidth that the marketer has spent. As important as advertising is measuring the results is important to know if that particular channel is working or if the marketer needs to take the marketing elsewhere. The objective is to understand how innovative ads attract people and to understand how different channels of multichannel marketing is used. This data is collected through questionnaire method from 100 respondents. Simple percentage analysis is the tool used in this study to understand how people is attracted by the Ad's.

Keywords: Multi channel Marketing, Awareness, Advertising.

INTRODUCTION

Print advertising is age old but has been the first choice of many marketers to advertise. The main reason behind this is because it gives an certified and authentic feeling in people when they look at ads in newspapers and magazines. Every magazine has its own style of design with its own target audience. Magazines can be monthly or weekly. Newspapers are daily and are much more simple. Small regional businesses look forward to local newspapers while multinational newspapers have the eye only for the wow-factors.

Newspapers don't last long but magazines do. Magazine advertisements are repeatedly looked at by the readers creating more exposure for the product, meaning that the marketer should have a strong and creative idea that doesn't bore the reader in the course of time. And the readers have an additional benefit of looking into the advertisement in the future. Newspaper may offer a lot of colours but they aren't even close to magazine advertisements and doesn't even begin to cover the glossiness, texture, crisp and clear pictures. Newspaper advertisements tend to pixelate making them unattractive.

The magazines take a long lead time to publish the advertisement. The marketer is supposed to submit the advertisement before a period of four to six weeks. But this gets easy with newspaper advertisement since their maximum lead time is only a week. The newspapers have a lot of different advertisements in them making them clutter giving a vibe of untidiness to the readers making them just flip through.

OBJECTIVES OF THE STUDY

- To Study the Awareness and the level of Understanding how innovative ads attract people and to understand how various channels of multichannel marketing.

REVIEW OF LITERATURE

Khong Kok Wei et al (2010) , This study is to analyze the impact of online advertisements on Malaysian consumers. The motive of this study is to know whether the brand and purchase decisions are influenced by online advertisements. With 150 respondents as sample, data is collected on a primary and secondary level. The study says that digital advertisement has a very good scope and can enable people to buy products. If the advertisement has, a crisp picture quality is an advantage to make the customers know more about the brand, creates a positive image, leading the consumers to buy the product adding more benefits to the consumer.

Mohit Bansal (2014), This study is to analyze the effectiveness of newspaper advertisements. It is inferred from the study that only 47% of newspaper advertisements are useful and provide information. 1107 respondents were used in the study as sample. The study states that people are satisfied with the information in the advertisements in the newspapers in a way that they feel authentic about it and are not satisfied with the contents in it. The study suggests the marketers to make advertisements more attractive to lure more customers. The study concludes that apparels advertisements are more successful through newspaper advertisements.

Sapna Parashar (2016), The study is concerned with consumer behaviour in multichannel apparel shopping. The study used 60 respondents as sample. The findings states that online marketers use multichannel marketing strategies to reach to the consumer in one channel or another and that online sold items are much likely to be expensive, standing as a disadvantage. The study is concluded by stating that the majority of consumers are satisfied with the online products and that the companies should be more efficient to come in terms with the consumer's expectation to retain them.

Sertan kabadayi et al (2017), This study was made with an objective of examining the customer's value through different channels of marketing and to know the perception of a consumer on service delivery through multichannel system. 324 individuals from US were taken as samples. It is inferred from the study that people have a positive influence from multichannel marketing and has created a value for itself among people since it has an advantage of interacting with the marketer in person. The author suggests that when employees are well trained, they would communicate better to the consumers maintaining a good customer relationship and helping the company to retain the consumers.

Prithvi et al (2013), The author has studied this topic to compare the effectiveness of radio, print and web advertisements. The perception of consumers is different with factors like age, gender and income. The study used 150 respondents from Bangalore to collect primary and secondary forms of data. The study shows that people prefer internet to radio and that print and radio ads are much used by older generation. The author has concluded with the fact that preference of medium of ads differs from person to person and each has its own advantage and disadvantage.

RESEARCH METHODOLOGY

In this study convenience sampling technique is used. Primary data is the source from which the researcher collects the data. The data have been collected from 100 respondents

through a structured questionnaire. The questionnaire was distributed personally and through E-Mail.

TOOLS USED FOR THIS STUDY

- Descriptive Statistics.

LIMITATIONS OF THE STUDY

The study is restricted to 100 respondents. The sample respondents may not represent the entire population.

FINDINGS OF THE STUDY

CONSUMER LEVEL OF AWARENESS TOWARDS PRINT ADVERTISING MARKETING WHICH HELPS TO KNOW ABOUT THE PRODUCTS AND SERVICES

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Newspaper Advertising	431	1.00	5.00	3.17	1.15
Magazine Advertising	431	1.00	5.00	3.28	1.38
Directory Advertising	431	1.00	5.00	3.56	1.26
Brochures	431	1.00	5.00	3.56	1.42
Flyers	431	1.00	5.00	3.25	1.21
Post Cards	431	1.00	5.00	3.03	1.04
Leaflets	431	1.00	5.00	3.03	1.28
Handouts	431	1.00	5.00	3.16	1.44
Point-of-Sale Advertising	431	1.00	5.00	3.46	0.99
Popcorn Advertisements in Theatre Malls	431	1.00	5.00	3.37	1.49
Print Advertisements on Celebrity and Sports player shirts	431	1.00	5.00	3.54	1.18
Valid N (listwise)	431				

INTERPRETATION:

Table has categorized the consumer level of awareness towards print advertising marketing, which helps to know about the products and services. 'Directory Advertising' and 'Brochures' take the first stance with a mean value of 3.56. 'Print Advertisements on Celebrity and Sports player shirts' has second stance with a mean value of 3.54. 'Point-of-Sale Advertising' has the third stance with its average being 3.46. 'Popcorn Advertisements in Theatre Malls' has the fourth stance with its average being 3.37. 'Magazine Advertising' has the fifth stance with its average being 3.28. 'Flyers' has the sixth stance with 3.25 as its average. 'Newspaper Advertising' has seventh stance with 3.17 as its average. 'Handouts' has the eighth stance with its average being 3.16. 'Post Cards' and 'Leaflets' comes last as the ninth stance with a least mean value of 3.03.

CONSUMER PURCHASE PREFERENCE OF PRODUCTS THROUGH PRINT ADVERTISING MARKETING

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Newspaper Advertising	431	1.00	5.00	3.31	1.10
Magazine Advertising	431	1.00	5.00	2.94	1.07
Directory Advertising	431	1.00	5.00	2.22	1.27
Brochures	431	1.00	5.00	2.81	1.21
Flyers	431	1.00	5.00	2.74	1.04
Post Cards	431	1.00	5.00	2.95	1.00
Leaflets	431	1.00	5.00	3.01	0.98
Handouts	431	1.00	5.00	3.02	1.24
Point-of-Sale Advertising	431	1.00	5.00	3.14	1.19
Popcorn Advertisements in Theatre Malls	431	1.00	5.00	2.89	1.00
Print Advertisements on Celebrity and Sports player shirts	431	1.00	5.00	3.22	1.10
Valid N (listwise)	431				

INTERPRETATION:

Table 4.21 has weighed the consumer purchase preference of products through print advertising marketing. 'Newspaper Advertising' has the first stance with its mean value being 3.31. 'Print Advertisements on Celebrity and Sports player shirts' has an average of 3.22 taking the second stance. 'Point-of-Sale Advertising' has an average of 3.14 taking the third stance. 'Handouts' has the fourth stance with its mean value being 3.02. 'Leaflets' has an average of 3.01 taking the fifth position. 'Post Cards' has the sixth stance with an average of 2.95. 'Magazine Advertising' has the seventh stance with a mean value of 2.94. 'Popcorn Advertisements in Theatre Malls' has the eighth stance with a mean value of 2.89. 'Brochures' has the ninth stance with a mean value of 2.81. 'Flyers' has an average of 2.74 taking the tenth stance. 'Directory Advertising' has an average of 2.22 taking the eleventh stance.

CONCLUSION

This study focuses on Customer Awareness towards Print Advertising through the mode of Multichannel marketing. Print media is mechanically or electronically generated by impression or photocopying. Printers can produce multiple forms of communication using automated digital methods. Print media is a kind of mass communication that creates and disseminates news and information through printed publications. The beauty of multichannel marketing is that when the marketer comes to realization that he/she has been barking at the wrong tree, he/she can always go back to the drawing board with another channel. When the marketer is choosing the channel, a method of madness will not be of help for long. The marketer will have to swoot assiduously about every channel that he considers for marketing. These channels can be as archaic as Print ads or medieval as Radio ads or a novelty as Instagram ads.

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