

RELATIONSHIP BETWEEN FACTORS OF MARKETING COMMUNICATION WITH SPECIAL REFERENCE TO ORGANISED RETAILERS IN KERALA

Dr. N. Uma Devi* & Vipin V**

*Assistant Professor, BSMED, Bharathiar University, Coimbatore.

**Research Scholar, Research & Development Centre, Bharathiar University, Coimbatore.

Received: September 12, 2018

Accepted: October 26, 2018

ABSTRACT

Synergic effect created by integration of marketing communications is often impressive; but, for synergy to work integrated marketing communications tool should be related and adaptive with one another. This study probes relationship between factors of marketing communication by organised retailers in Kerala.

Keywords:

Introduction

Different forms by which organisation communicates to market is called as Marketing Communications. The American Marketing Association defines 'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large' (American Marketing Association, 2017).

Modern Marketing Communications has more elements than traditionally promotional mix which had four elements namely advertising, sales promotion, publicity/public relations, and personal selling; Different authors have put forth different tools of Marketing Communications, Prof. Tom Duncan in his book Principles of Advertising and IMC discusses eight functional areas of MC namely Advertising, Direct Marketing, Publicity (Public Relations), Sales Promotion, Personal Selling, Packaging, Events & Sponsorships and Customer Service; Professor Kotler and Keller in Marketing Management (14th edition) discusses eight major modes of marketing communications as Advertising, Sales promotion, Events and experiences, Public relations and publicity, Direct marketing, Interactive marketing, Word-of-mouth marketing and Personal selling. Integration of marketing communications often results in synergic effect, that is why it is important and advised to organisations.

RESEARCH OBJECTIVE

Based on research gaps seen while reviewing individual studies; **probing relationship between factors of Marketing Communication by organised retailers in Kerala** is outlined as research objective of this study.

RESEARCH DESIGN

This study is descriptive in nature; sample of 150 customers is drawn from population using Convenience Sampling method. Data was collected using Google forms, the respondents were invited by social networking by posting the link for the survey

HYPOTHESES

There is relationship between factors of marketing communication

VARIABLES STUDIED

Major ten modes of Marketing Communications are studied as ten factors in this study they are (1) Advertisement, (2) Direct Marketing, (3) Publicity, (4) Public relations, (5) Sales promotion, (6) Personal Selling, (7) Packaging, (8) Events and Sponsorships, (9) Interactive / Internet marketing, (10) Customer Service.

Under the factor Advertisement variable studied include (i) Newspaper, (ii) Classified ads, (iii) Magazine, (iv) Billboard, (v) Radio, (vi) Television, (vii) Transit Ads, (viii) Posters, (ix) Wall Painting, (x) Lamppost & Trees, (xi) Point of Sale, (xii) Cinema ads & Slides and (xiii) Digital and Neon Signs. For the factor Direct Marketing variable studied include (i) Direct Mail (Mailers), (ii) Newspaper inserts, (iii) Catalogue marketing, (iv) Direct response marketing, (v) Television home shopping, (vi) Kiosk marketing and (vii) Tele marketing. Factor Sales promotion include variables (i) Premiums, (ii) Coupons, (iii) Price reduction, (iv) Cash refund offers (or rebates), (v) Price packs, (vi) Gifts, (vii) Loyal Reward Program, (viii)

Sweepstakes, (ix) Contests and (x) Games. Personal Selling includes variables (i) Fairs and trade shows, (ii) Sales calls or visits and (iii) Site visits. And Interactive / Internet marketing includes variables (i) Search Engine Marketing, (ii) Email Marketing, (iii) Blogging, (iv) Internet Banners, (v) Web Pop Ups, (vi) Social Networking, (vii) Mobile App ad Banners, (viii) Mobile App Pop Ups. Publicity, Public relations, Packaging, Events &Sponsorships and Customer Service are other independent variables studies under Marketing Communication.

Table 1 shows Cronbach's Alpha of factors having more than one variable under it

Table 1 Cronbach's Alpha of factors

Factor	Cronbach's Alpha	number of Variables in the factor
Advertisement	0.881	13
Direct Marketing	0.782	7
Sales promotion	0.891	10
Personal Selling	0.874	3
Interactive / Internet marketing,	0.884	8

Source: Primary data analysis using SPSS

Above table indicates all the factors have Cronbach's Alpha value more than 0.6 indicating to the reliability and validity of factors of Marketing Communication.

RESULT AND DISCUSSION

Null Hypothesis: There is no relationship between factors of marketing communication

Table 4.51: Pearson Correlation Coefficient between factors of marketing communication

Factors of Marketing Communication	Advertisement	Direct Marketing	Publicity	Public Relations	Sales Promotion	Personal Selling	Packaging	Events and Sponsorships	Interactive / Internet Marketing	Customer Service
Advertisement	1	0.716**	0.541**	0.520**	0.630**	0.728**	0.610**	0.423**	0.780**	0.577**
Direct Marketing	-	1	0.507**	0.565**	0.664**	0.763**	0.664**	0.395**	0.748**	0.528**
Publicity	-	-	1	0.633**	0.588**	0.598**	0.650**	0.423**	0.534**	0.491**
Public Relations	-	-	-	1	0.623**	0.580**	0.654**	0.423**	0.568**	0.54**
Sales Promotion	-	-	-	-	1	0.710**	0.676**	0.423**	0.653**	0.490**
Personal Selling	-	-	-	-	-	1	0.7**	0.423**	0.714**	0.543**
Packaging	-	-	-	-	-	-	1	0.423**	0.615**	0.511**
Events and Sponsorships	-	-	-	-	-	-	-	1	0.394**	0.421**
Interactive / Internet Marketing	-	-	-	-	-	-	-	-	1	0.504
Customer Service	-	-	-	-	-	-	-	-	-	1

Note: ** Denotes significant at 1 % level

Source: Primary data analysis using SPSS

From Table 4.51,relationships between advertisement and other factors of marketing communication at 1% level of significance are inferred as follows. The correlation coefficient between advertisement and direct marketing is 0.716, which indicate (0.716² = 0.5127) 51.27percentage positive relationships between advertisement and direct marketing. The correlation coefficient between advertisement and publicity is0.541 which indicate 29.27percentage positive relationships between advertisement and publicity. The correlation coefficient between advertisement and public relations is 0.520which indicate 27.04percentage positive relationships between advertisement and public relations. The correlation coefficient between advertisement and sales promotion is 0.630which indicate 39.69 percentage positive relationships between advertisement and sales promotion. The correlation coefficient between advertisement and personal selling is 0.728which indicate 53.00percentage positive relationships between advertisement and personal selling. Similarly correlation coefficient given in table 4.51indicate37.21, 17.89, 60.84 and 33.29percentagepositive relationships between advertisement andpackaging, events and sponsorships, interactive / internet marketing, customer service respectively.

Table 4.51 indicate 25.70, 31.92, 44.09, 58.22, 44.09, 15.60, 55.95, 27.88 percentage positive relationships between direct marketing and publicity, public relations, sales promotion, personal selling, packaging, events and sponsorships, interactive / internet marketing, customer service at 1% level of significance.

Positive relationships between publicity and factors public relations, sales promotion, personal selling, packaging, events and sponsorships, interactive / internet marketing, customer service at 1% level of significance are inferred as 40.07, 34.57, 35.76, 42.25, 17.89, 28.52, 24.11 percentage.

Table 4.51 infer 38.81, 33.64, 42.77, 17.89, 32.26, 29.16 percentage positive relationships between public relations and sales promotion, personal selling, packaging, events and sponsorships, interactive / internet marketing, customer service 1% level of significance. Similarly the other factors are positively correlated with each other at 1% level of significance as indicated in table 4.51. Hence the null hypothesis is rejected.

CONCLUSION

This study concludes that based on positive relationships observed between factors of marketing communications; practice of Integrated Marketing Communications is highly advised to organised retailers in Kerala.

References

- Belch, G. E., Belch, M. A., Busch, P. S., Troy, L., & Belch, G. E. (2013). MKTG 347: Advertising and creative marketing communications. Boston: McGraw-Hill Learning Solutions.
- Clow, K. E., & Baack, D. (2007). Integrated advertising, promotion, and marketing communications. Upper Saddle River, NJ: Pearson Prentice Hall.
- Dahlén, M., Lange, F., & Smith, T. (2010). Marketing communications: A brand narrative approach. Chichester, UK: Wiley.
- Duncan, T. (2005). Principles of advertising and IMC. New Delhi: Tata McGraw-Hill.
- Edelman, D. C., & Singer, M. (2015). Competing on Customer Journeys. Harvard Business Review, 93(11), 88-100
- Fuchs, A. H.; Milar, K.J. (2003). "Psychology as a science". Handbook of psychology.
- Gambetti, R. C., & Schultz, D. E. (2015). Reshaping the boundaries of marketing communication to bond with consumers. Journal of Marketing Communications, 21 (1), 1-4.
- Jung, Carl G. (1971). Psychological Types. Princeton, New Jersey: Princeton University Press.
- Kothari, C. R. (2004). Research methodology: Methods and techniques. New Delhi: New Age International (P).
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Marketing management. New Delhi: Pearson Education.
- Lucia, P., del Barrio-Garcia, S., & Kitchen, P. J. (2012). How Integrated Marketing Communications works? A theoretical review and analysis of its main drivers and effects. Journal of Marketing Communications, 25 (1), 313-348.
- Luck, D. J., & Rubin, R. S. (2006). Marketing Research. New Delhi: Prentics Hall of India Private Limited.
- Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated marketing communication capability and brand performance: IMC capability and performance. Journal of Advertising, 44, 37-46.
- Madigan, S.; O'Hara, R. (1992). "Short-term memory at the turn of the century: Mary Whiton Calkin's memory research". American Psychologist.
- Matlin, Margaret (2009). Cognition. Hoboken, NJ: John Wiley & Sons, Inc..
- Micael Dahlén; Anton Granlund; Mikael Grenros (2009-05-01). "The consumer-perceived value of non-traditional media: effects of brand reputation, appropriateness and expense". Journal of Consumer Marketing. 26 (3): 155-163
- Nagra, G. K., Kumari, S., Gopal, R., & Manjrekar, P. (2012). Impact of Integrated Marketing Communication on different customer segments, effects on consumer decision making process. International Journal of Applied Services Marketing Perspectives, 1 (1), 56-61.
- Rakić, B., & Rakić, M. (2014). Integrated marketing communications paradigm in digital environment: The five pillars of integration. Megatrend Review, 11, 187-203.
- Valos, M. J., Habibi, F. H., Casidy, R., Driesener, C. B., & Maplestone, V. L. (2016). Exploring the integration of social media within integrated marketing communication frameworks: Perspectives of services marketers. Journal of Marketing Practice, 34 (1), 19-40.
- Vladmir, M., Miroslav, K., & Papic, T. (2012). The necessity to adjust traditional integrated marketing communications tools and techniques to new global trends. Journal of Marketing Communications, 61 (4), 141-154.
- Zangwill, O. L. (2004). The Oxford companion to the mind. New York: Oxford University Press.