

BRAND ACTIVATION IN INTERACTIVE MARKETING OF MSMEs IN COIMBATORE*

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ABSTRACT

Nowadays internet penetration is seen to be in an inclination path with more growing wherein social media adoption would reach to 666 million users by 2023. It can be strongly asserted that it's the means for the future of both Indian brands and consumers. India, today, is now becoming more matured digitally where the interactive marketers are finding ever- newer ways to engage consumers to build relationships promoting brand loyalty. Also referred as event- based marketing or trigger-based marketing it depends mainly on a two- way dialogue which made a drastic transformation from traditional campaign. In light of these situations, this study focuses on evaluating whether this customer-centric strategy is successful in executing its customer expectations and aims to study the benefits earned by its customers. It has made an attempt to determine the level of satisfaction of customers involved in interactive marketing while purchasing products which leads to a greater customer advocacy

Keywords: Interactive marketing; Brand activation; Internet penetration; Social media adoption; Customer advocacy.

1. Introduction

Interactive marketing is new emerging trend in marketing that refers to the usage of the Internet media, handsets, mobile devices, social media, search engines, and the other network channels to reach the ultimate consumers. It requires a new way of approaching customers which is a broad field for attracting customers via email involving content marketing through search platforms with social media. Interactive marketing falls under different categories namely website marketing, pay-per-click (PPC), advertising, content Marketing, email marketing, social media marketing, affiliate marketing, video marketing and through SMS messaging. It plays an eminent role in business by providing information 24/7 to the consumers. Interactive marketing helps the organization to know the needs of the customer. And it's economical for firms to use interactive marketing channels to communicate with customers. Nowadays all type of Consumers are spending longer hours on the internet due to various reasons like work, entertainment and other activities such as social media networking . So companies now have taken interactive marketing as an efficient tool to reach consumers. This study will throw light on how efficient is interactive marketing for consumers.

2. Review of literature

2.1 Dr.R.Srinivasan, Prof.Resham Bajaj and Dr.Sandeep Bhanot (2016) carried out a study on "Impact of social media marketing strategies used by Micro, Small and Medium Enterprises (MSMEs) on customer acquisition and retention". In their article an attempt is made in the study and evaluates the use of social media marketing and its successive role in the MSME sector. Here the researcher attempted to study the degree of correlation between the sales attained by a successful marketer and the time spent on social media marketing. The researcher has made this study from data collected from 50 MSMEs using judgment sampling. An Exploratory study has been made to identify the social media marketing strategies adopted by the MSMEs for determining customer acquisition and retention. They concluded that the extent of participation in social media has a very strong influence on customer acquisition and customer retention. It is found that there is a strong positive corre-

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lation between sales and amount of time spent on social media marketing strategies having a positive influence on customer acquisition and customer retention and to increase in market share. Future the researcher may carry out a research study in the area of social media marketing strategies of large businesses and MNC's.

2.2 “The usage of interactive marketing channels in SMEs” a research paper authored by **Taiminen,Heini and Karjaluoeto Keikki(2015)**. This paper has probed into various research ideas for utilizing the focus of interactive marketing. The study evaluates through semi-structured theme. Interviews were conducted in SME's among 16 respondents at the managerial level and from 421 respondents surveyed in Central Finland. The study results interpreted that SME's does not use their full potential on the new tools of digital arena which is the main cause of SME's to fail in acquiring enough benefit fro the world of opportunities being provided. This research study places a note of suspicion whether all the SME's have understood the basic transformation is the nature of communication mode through digitization. The Government has to take note on the cll for various training programs to help SME's for exploiting the concept of digitization.

2.3 A research on **“A Study on Interactive marketing and its Impact”** research by **P.Sathya(2015)** . The purpose of the research places its significance on recognizing the successive implementation in the competitive era market and its impact on customers purchase decision. The observation method and questionnaire method are used to collect the data for the study. The secondary data are collected mainly from journals. The results concluded that customers are satisfied while laying in interactive marketing. Customers feel it much secured to purchase through online. About a majority of 70% respondents who are male. Finally, researcher found that interactive marketing is a crucial part for many SMEs.

2.4 A research on **“A Study on Customer perception towards Interactive marketing in Trichy”** research by **K.R. Mahalakshmi., P.Ranjith (2016)** Interactive marketing embarks itself as a new generation in marketing where companies now a days can explore into new opportunities for performing business activities there of providing numerous buying options to the customers too. The study has been conducted to know the awareness about interactive marketing among customers and its impact on customers purchase decision. For this study 180 respondents are considered and surveyed using structured questionnaire. The data collected is analyzed using spss. The result obtained is used to reveal the influence of interactive marketing in customer's purchase of products.

3. Research Objectives

- To identify the socio-economic factors influencing brand activation of the customers using interactive marketing
- To determine whether interactive marketing is beneficial for customers to purchase products
- To know the satisfaction level of customers using interactive marketing to purchase products

4. Research Methodology

The study carries out with both primary and secondary data. Structured questionnaire was framed to collect primary data. Sample of 120 respondents are selected from specified area (Coimbatore district). Out of 120 respondents 20 respondents questionnaire was incomplete .So, questionnaire of 100 respondents were taken for study. Convenient sampling method was taken for analysis. Articles, journals etc., are referred for Secondary data. Questionnaire contains closed ended questions in a structured format. Likert scale has been considered for the respondent's opinion about the impact level. The data collected were analyzed using different statistical techniques such as simple percentage analysis and chi-square analysis.

5. Limitations of the study

Interactive marketing is a new term people are started adopting. It was tough to find empirical literature about interactive marketing. Limited literature was available and that alone was taken for study. Customers located in Coimbatore alone were taken for study. Therefore the results found in this study may not be generalized.

6. Data analysis and discussion

Data collected through questionnaire was taken for analysis. All the objectives of the study was proven by applying statistical tools. Percentage analysis and Chi-square test tool has been applied .

6.1 PercentageAnalysis

Percentage analysis has been applied to identify the percentage of respondents in the selected variables.

Objective 1:To identify the Socio economic profile of the customers using interactive marketing

Table 1 Socio economic profile of the customers using interactive marketing

Socio profile	Category	Number of Respondents	Percentage of Respondents
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Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 Years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
Profession	House Wife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 10,000	21	21%
	10,001-30,000	49	49%
	30,001-40,000	25	25%
	Above 40,000	5	5%
	Total	100	100%

Out of 100 respondents, the majority of sample respondents are male 70(70%) of respondents are male. It is further revealed that maximum of sample respondents are middle aged adults they are 33(33%) of respondents falling in the age group of under 31-45years. Classification of profession shows that 50(50%) of respondents are employee. It is found that most of the respondents in annual income were from Rs. 10,001-Rs. 30,000 category 49(49%) of respondents.

Objective 2: To determine whether interactive marketing is beneficial to customers

Table 2 Interactive marketing is beneficial to customers

Beneficial to customers	No.of Respondents	Percentage
Yes	49	49 %
No	21	21 %
May be	30	30 %

Total	100	100%
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The above table indicates 49 respondents found interactive marketing beneficial to customers and only 21 respondents have denied it which indicates that there is majority of respondents are there to believe that interactive marketing is beneficial to customers to purchase products.

Objective 3:To know the satisfaction level of customers using interactive marketing

Table 3 Satisfaction level of customers who buy products through interactive marketing

Level of Satisfaction	No. of Respondents	Percentage
Highly satisfied	50	50%
Satisfied	22	22%
Neutral	12	12 %
Dissatisfied	7	7 %
Highly dissatisfied	9	9%
Total	100	100%

Above figure indicates about 50% of respondents were highly satisfied and 7% of the respondents were dissatisfied. This indicates that more customers have higher level of satisfaction in buying products.

6.2. Chi-Square Test

It is employed to determine the nature of association between the select variables and the level of satisfaction of customers use interactive marketing for purchase. The level of confidence chosen for the test is five percent.

6.2.1. Gender and level of satisfaction- Interactive marketing

Investigating whether gender and satisfaction level of customers using interactive marketing to buy products are related:

H0 : There is no significant association between gender and level of customers' satisfaction to buy products through interactive marketing

Table no. 4 Gender and level of satisfaction

Gender	Level of satisfaction					Total	Statistical inference
	HS	S	NSNDS	DS	HDS		
Male	40	12	7	4	7	70	Chisquare value = 6.471174 Df = 4
Female	10	10	5	3	2	30	
Total	50	22	12	7	9	100	

HS- Highly Satisfied, S- Satisfied, NSNDS- Neither Satisfied Nor Dissatisfied, DS- Dissatisfied, HDS- Highly Dissatisfied.

Source: Primary data

Table value 0.05% level = 9.488 ; Df = 4

As calculated Chi-square value (6.471174) is lesser than table value (9.488) at five percent level with 4 as degrees of freedom. *H0* is accepted. Hence there is no significant association between gender and level of customers' satisfaction to buy products through interactive marketing. Therefore, the null hypothesis is accepted.

6.2.2. Age and level of satisfaction- Interactive marketing

Investigating whether age and satisfaction level of customers using interactive marketing are related:

H0 : There is no association between age and level of customers' satisfaction to buy products through interactive marketing

Table 4 Age and level of satisfaction

Age	Level of satisfaction					Total	Statistical inference
	HS	S	NSNDS	DS	HDS		
Below 18	7	5	3	1	1	17	Chisquare value = 8.567539 Df = 12
19-30	15	7	1	1	1	25	
31-45	18	5	5	2	3	33	
Above 45	10	5	3	3	4	25	
Total	50	22	12	7	9	100	

HS- Highly Satisfied, S- Satisfied, NSNDS- Neither Satisfied Nor Dissatisfied, DS- Dissatisfied, HDS- Highly Dissatisfied.

Source: Primary data

Table value 0.05% level = 21.0260 ; Df = 12

As calculated Chi-square value (8.567539) is lesser than table value (21.0260) at five percent level with 12 as degrees of freedom. Ho is accepted. Hence there is no significant association between age and level of customers' satisfaction to buy products through interactive marketing. Therefore, the null hypothesis is accepted.

6.2.3. Profession and level of satisfaction- Interactive marketing

Investigating whether profession and satisfaction level of customers using interactive marketing are related:

HO : There is no significant association between profession and level of customers' satisfaction to buy products through interactive marketing

Table 5 Profession and level of satisfaction

Profession	Level of satisfaction					Total	Statistical inference
	HS	S	NSNDS	DS	HDS		
House wife	4	2	2	1	2	11	Chisquare value = 11.67933 Df = 16
Employee	24	10	5	5	6	50	
Business	15	6	2	0	0	23	
Students	4	2	2	0	0	8	
Any other	3	2	1	1	1	8	
Total	50	22	12	7	9	100	

HS- Highly Satisfied, S- Satisfied, NSNDS- Neither Satisfied Nor Dissatisfied, DS- Dissatisfied, HDS- Highly Dissatisfied.

Source: Primary data

Table value 0.05% level = 26.2962 ; Df = 16

As calculated Chi-square value (11.67933) is lesser than table value (26.2962) at five percent level with 12 as degrees of freedom. Ho is accepted. Hence there is no significant association between profession and level of customers' satisfaction to buy products through interactive marketing. Therefore, the null hypothesis is accepted.

6.2.4. Monthly income and level of satisfaction- Interactive marketing

Investigating whether monthly income and satisfaction level of customers using interactive marketing are related:

HO : There is no significant association between monthly income and level of customers' satisfaction to buy products through interactive marketing

Table 6 Monthly income and level of satisfaction

Profession	Level of satisfaction					Total	Statistical inference
	HS	S	NSNDS	DS	HDS		
Below 10,000	9	5	4	1	2	21	Chisquare value = 16.80471 Df = 12
10,001-30,000	20	15	6	4	4	49	
30,001-40,000	20	1	1	1	2	25	
Above 40,000	1	1	1	1	1	5	
Total	50	22	12	7	9	100	

HS- Highly Satisfied, S- Satisfied, NSNDS- Neither Satisfied Nor Dissatisfied, DS- Dissatisfied, HDS- Highly Dissatisfied.

Source: Primary data

Table value 0.05% level = 21.0260 ; Df = 12

As calculated Chi-square value (16.80471) is lesser than table value (21.0260) at five percent level with 12 as degrees of freedom. H_0 is accepted. Hence there is no significant association between monthly income and level of customers' satisfaction to buy products through interactive marketing. Therefore, the null hypothesis is accepted.

7. Findings:

The findings of the study given below

7.1 The following are the findings found through Percentage analysis:

- Out of 100 respondents, it is found that maximum of respondents are male 70 (70%) of respondents. That shows that male prefer interactive marketing to buy products.
- It is further revealed that maximum of sample respondents are middle aged adults 31-45 years they are 33(33%) of respondents. That indicates middle aged people are interested to buy products through interactive marketing.
- It is found that Classification of profession shows that 50(50%) of respondents are employee. It exhibits that maximum working people prefer interactive marketing to buy products.
- It is found that most of the respondents annual income were from Rs. 10,001- Rs. 30,000 category 49(49%) of respondents. It portrays that moderate income people prefer interactive marketing to buy products.
- Its predominant that 49(49%) respondents found interactive marketing beneficial. Maximum of participants are benefited through interactive marketing.
- It shows that 50(50%) of the respondents were highly satisfied in using interactive marketing. It means that maximum of participants are highly satisfied in making purchase through interactive marketing.

7.2. The following are the findings found through Chi-square test:

7.2.1 Gender:

It is identified that there exist no significant association between gender and level of satisfaction on interactive marketing. It means that selected variable doesn't influence satisfaction level of customers.

7.2.2 Age

It is identified that there exist no significant association between age and level of satisfaction on interactive marketing. It exhibits that selected variable doesn't influence satisfaction level of customers.

7.2.3 Profession

It is identified that there exist no significant association between profession and level of satisfaction on interactive marketing. It explains that selected variable doesn't influence satisfaction level of customers.

7.2.4 Monthly Income

It is identified that there exist no significant association between Monthly income and level of satisfaction on interactive marketing. It is known that selected variable doesn't influence satisfaction level of customers.

8. Suggestions

To enhance the interactive marketing some of the suggestions have been put forth from the study:

- It is evident that lack of privacy in this digital world. It is suggested to improve privacy in interactive marketing
- It is suggested to improve security settings to avoid scam through interactive marketing.

9. Conclusion

This study investigated the most important aspect of interactive marketing. This study focus on the interactive marketing. Certain variables have been chosen for research. The selected variables portray that interactive marketing is beneficial and does not influence the satisfaction level of customers. This study has been undergone mainly by taking into consideration of interactive marketing and not that much analysis has been applied on

channels of interactive marketing. Future studies may be conducted by incorporating channels of interactive marketing and various analyses may be applied to emphasize the findings.

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