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

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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 where 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.


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

Table 1 Cronbach's Alpha of factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Cronbach's Alpha</th>
<th>number of Variables in the factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>0.881</td>
<td>13</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>0.782</td>
<td>7</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>0.891</td>
<td>10</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>0.874</td>
<td>3</td>
</tr>
<tr>
<td>Interactive / Internet marketing</td>
<td>0.884</td>
<td>8</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Factors of Marketing Communication</th>
<th>Advertisement</th>
<th>Direct Marketing</th>
<th>Publicity</th>
<th>Public Relations</th>
<th>Sales Promotion</th>
<th>Personal selling</th>
<th>Packaging</th>
<th>Events and sponsorships</th>
<th>Interactive / Internet Marketing</th>
<th>Customer Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>1</td>
<td>0.716**</td>
<td>0.541**</td>
<td>0.653**</td>
<td>0.663**</td>
<td>0.720**</td>
<td>0.610**</td>
<td>0.423**</td>
<td>0.780**</td>
<td>0.577**</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>-</td>
<td>1</td>
<td>0.507**</td>
<td>0.665**</td>
<td>0.664**</td>
<td>0.763**</td>
<td>0.664**</td>
<td>0.595**</td>
<td>0.740**</td>
<td>0.628**</td>
</tr>
<tr>
<td>Publicity</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>0.623**</td>
<td>0.528**</td>
<td>0.599**</td>
<td>0.653**</td>
<td>0.422**</td>
<td>0.538**</td>
<td>0.491**</td>
</tr>
<tr>
<td>Public Relations</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>0.580**</td>
<td>0.654**</td>
<td>0.623**</td>
<td>0.566**</td>
<td>0.568**</td>
<td>0.64**</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>0.710**</td>
<td>0.678**</td>
<td>0.423**</td>
<td>0.658**</td>
<td>0.490**</td>
<td>0.544**</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>0.7**</td>
<td>0.423**</td>
<td>0.714**</td>
<td>0.541**</td>
<td>0.544**</td>
</tr>
<tr>
<td>Packaging</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
<td>0.423**</td>
<td>0.615**</td>
<td>0.511**</td>
</tr>
<tr>
<td>Events and Sponsorships</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td>1</td>
<td>0.394**</td>
<td>0.421**</td>
</tr>
<tr>
<td>Interactive / Internet Marketing</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td>-</td>
<td>1</td>
<td>0.504</td>
</tr>
<tr>
<td>Customer Service</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

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) 51.27 percentage positive relationships between advertisement and direct marketing. The correlation coefficient between advertisement and publicity is 0.541 which indicate 29.27 percentage positive relationships between advertisement and publicity. The correlation coefficient between advertisement and public relations is 0.520 which indicate 27.04 percentage positive relationships between advertisement and public relations. The correlation coefficient between advertisement and sales promotion is 0.630 which indicate 39.69 percentage positive relationships between advertisement and sales promotion. The correlation coefficient between advertisement and personal selling is 0.728 which indicate 53.00 percentage positive relationships between advertisement and personal selling. Similarly correlation coefficient given in table 4.51 indicate 37.21, 17.89, 60.84 and 33.29 percentage positive relationships between advertisement and packaging, 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 at 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