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Customer Satisfaction of Multimedia Marketing Channels In Personal Care Products

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Abstract

The rise of multimedia marketing has revolutionized the personal care product industry, making it imperative to understand customer satisfaction across various channels. This study aims to identify and evaluate the most preferred multimedia marketing channels for personal care products, the influencing factors driving purchases, consumer satisfaction concerning variables like engagement, purchase intention, and brand reputation. It classifies customers based on Net Promoter Score (NPS). The findings provide valuable insights for marketers, highlighting the importance of leveraging social media. The study statistical tools like Fried man test, Kruskal Wallis H test, and NPS to ensure robust and reliable findings

Keywords: Multimedia Marketing Channels, Engagement, Purchase Intention, Brand Reputation.

Introduction

Multimedia marketing is at the center of creative business tactics used in today's marketing environment, where the world of digital media is influencing every aspect of our lives. To effectively communicate with the target audiences, this transformative strategy combines a variety of media elements, including text, photos, videos, animations, and interactive material. Multimedia marketing methods are becoming more complicated and successful as technology advances. The significant influence of multimedia marketing in India can be attributed to the swift advancement of digital technology, increased internet accessibility, and the increasing prevalence of smartphones. India is a vibrant and diversified market that offers organizations using multimedia marketing tactics both special chances and challenges. This study explores the complex realm of multimedia marketing, concentrating on how it affects consumer perception in the personal care products sector.

The marketing landscape has gone through a transformation due to the rapid development of digital technologies in recent decades. Multimedia channels that are dynamic and interactive have replaced and in certain cases eliminated the traditional methods of approaching consumers. A new era of audience engagement for businesses has emerged as a result of the internet, social media, mobile devices, and advanced visual design tools coming together. As it navigates the difficulties of appealing to a varied and sophisticated consumer base, the personal care products market has emerged as a particularly interesting battleground within this paradigm change.

In the past, traditional advertising media including print, radio, and television played a major role in personal care industry promotions. But with the introduction of digital platforms, the consumer experience has changed, by providing a more engaging and interactive experience. Because multimedia marketing appeals to multiple senses at once, it offers personal care companies a special chance to engage more deeply with their target market. For firms to succeed in this competitive sector, it is critical to understand how customers will view multimedia marketing as they increasingly depend on Internet channels for product recommendations and pieces of information.

A change in perspective has occurred in the personal care products industry in recent years due to the shifting of consumer preferences and a greater focus on wellness and self-care. In this age of individual autonomy, consumers actively look for products that fit with their lifestyles, values, and personal accounts. Multimedia marketing is a powerful tool that personal care brands use to communicate not only the features of their products but also their core principles that connect with their target audience. It has an innovative effect on the personal care products industry, changing how companies interact with their target audience, raising brand awareness, and increasing revenue. As consumers are constantly exposed to a vast amount of multimedia content, personal care brands must understand how consumers view and interact with their advertising if they have to stand out in a highly competitive marketplace. In the personal care industry, multimedia marketing includes a broad variety of material, such as eye-catching commercials, engaging social media campaigns, influencer partnerships, and interactive online experiences. These components help to build a brand image that promotes consumer perception, preferences, and loyalty in addition to the product itself.

Multimedia integration is becoming crucial for personal care product marketing strategies as consumers depend more and more on digital channels for information and purchase. The need to interact with a variety of audiences, convey brand values, and present the advantages of the product attractively and educationally is what is driving this evolution.

Theoretical review

The literature on this topic spans various dimensions, from the psychological underpinnings of consumer behaviour to the technological aspects of digital marketing. Previous studies have explored the role of social media influencers in shaping consumer attitudes, and the effectiveness of targeted digital ads in driving sales. Wen Yao Zhang, Wei Zhang, and Tugrul U. Daim (2023) investigated customer purchase intention in online social media marketing: A case study on TikTok. According to the study's results, customer purchase intention strongly correlates with both utilitarian and subjective value. The relationship between perceived value and buy intention is mediated by emotional pleasure, and the relationships between perceived worth and emotional pleasure and between emotional pleasure and purchase intention are positively moderated by flow experience. The literature on buyer intentions and online social media marketing is expanded by this study. Man Lai Cheung, Guilherme Pires, Philip. Rosenberger. (2020) studied how consumer brand engagement and brand knowledge are affected by social media marketing components such as entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trendiness. According to the findings, trendiness, electronic word-of-mouth, and interactivity are the main factors that directly affect consumer brand engagement, which in turn improves brand awareness and brand knowledge. This is in contrast to the non-significant findings on the impact of customization and entertainment on consumer engagement with brands. Hong Quin, Daniel Alan Peak, Victor Prybutok. (2020) extended a study that looks into how much users' opinions and purchasing habits might be influenced by mobile augmented reality (MAR) apps. It investigates user experience empirically and looks at how customer perceptions of accuracy, simplicity of use, and emotional and utilitarian fulfilment are affected. Results show that there is a substantial correlation between MAR app use and perceptions of satisfaction and usefulness. Customers tend to have a more favourable affective response when they think the MAR app featured entertaining, helpful, and aiding in the acquisition of information. Marta Oliveira and Teresa Fernandes (2020) researched social media engagement with luxury brands.

Most studies highlight the significant influence of social media marketing on consumer behaviour, including purchase intention, satisfaction (Noviani et al. (2022) impact (Manzoor et al. ,2020) engagement, brand trust and brand loyalty (Ebrahim,2019, Hung et al. (2018)). Zhang et al. (2023) emphasize TikTok's role in influencing customer purchase intentions through perceived value and emotional pleasure. Zhang et al. (2023) point out how emotional pleasure mediates between perceived value and purchase intention. Quin et al. (2020) explore the influence of Mobile Augmented Reality (MAR) on decision-making. Kim et al. (2008) examines how retail channel features (online, catalogue, and physical) affect consumer perceptions and purchases. Drummond et al. (2020) study digital engagement strategies for social media marketing capacity. Cheung et al. (2020) highlight how SMM components like e-WOM influence consumer-brand engagement and satisfaction. Cao et al. (2021) show that media richness moderates engagement behaviours. Doyle et al. (2020) finds that content type (e.g., athletic performance) impacts consumer interaction on Instagram. Mou and Boxin (2020) examine user-generated versus sponsored content in the beauty industry. Javed et al. (2022) apply the AISAS model to show how influencers affect decision-making. Panigyarkis et al. (2019) use self-brand connection theory to explore the relationship between SMM and brand attachment. Schivinski (2021) develops a typology of cognitive rules for social media engagement.

The study comes to the view that brand self-expression and consumer involvement both taken from the original model have a major impact on social media interaction with luxury companies. This, in turn, predicts formerly unstudied outcomes like brand image and loyalty. These studies provide valuable insights into the strategies that can enhance customer satisfaction and highlight challenges marketers face in the ever-evolving digital landscape.

Research gap and rationale of the study

Research in the field of consumer satisfaction with multimedia marketing channels in personal care products has primarily focused on identifying its impact on brand awareness and isolated aspects of marketing strategies or single strategies like social media or email marketing without considering the synergic impact of an integrated multimedia approach. Furthermore, while customer satisfaction is frequently measured, its direct relationship with other critical factors like engagement and purchase intention remains unexplored. This gap is significant as understanding these relationships is crucial for developing effective marketing strategies that not only attract customers but also foster long-term loyalty and enhance brand reputation. Therefore, this study aims to fill this gap by investigating how various multimedia marketing channels collectively influence customer satisfaction, engagement, purchase intention, and brand reputation in the personal care sector. This research will provide

valuable insights for marketers to optimize their strategies, ultimately leading to improved customer experiences and stronger brand equity.

The rationale behind the research is rooted in the dynamic environment of digital marketing and the increasing importance of personal care goods in customers' daily lives, it is crucial for firms looking to gain a competitive advantage to comprehend how multimedia marketing methods impact consumers' decision-making processes. This study looks at how engagement, purchase intent, and brand reputation interact to identify the fundamental processes influencing consumer behaviour in the personal care industry. Hence the study is titled Customer Satisfaction of Multimedia Marketing Channels in Personal Care Products.

Statement of the problem

The positive impact of multimedia channels in boosting consumer satisfaction for personal care goods is still not well known in the quickly changing marketing landscape. The personal care sector is characterized by intense competition and a wide range of products to meet the varying needs and tastes of consumers. To reach and engage their audience, brands heavily invest in multi-media marketing, utilizing a combination of traditional and digital platforms. It is not extensively documented, yet, how much these initiatives contribute to higher customer satisfaction. Understanding how different multimedia marketing techniques affect consumer engagement, purchase intention, and brand reputation in this particular industry is crucial.

Even with the widespread use of multimedia marketing, organizations frequently encounter difficulties in crafting coherent and captivating storylines that connect with consumers on various media. This discrepancy may cause customers' experiences to become fragmented, which would ultimately lower satisfaction levels. Furthermore, while the effects of individual marketing channels have been thoroughly examined, little is known about how several channels interact and how this affects consumer behaviour as a whole. This information gap is especially important for personal care items, as brand credibility, product efficacy, and emotional connection are all major determinants of customer decisions.

The problem is further compounded by the evolving expectations of modern consumers, who seek personalized and interactive experiences. Traditional metrics of success, such as reach and frequency, are no longer sufficient. Instead, marketers need to focus on deeper engagement metrics, such as customer involvement, loyalty, and advocacy. Understanding how multimedia marketing can drive these outcomes is essential for developing strategies that not only attract but also retain customers in the long term.

Therefore, this study seeks to address these gaps by examining the relationship between multimedia marketing channels and customer satisfaction in the personal care products industry. It will explore how engagement, purchase intention, and brand reputation mediate this relationship, providing a comprehensive view of the factors that drive consumer satisfaction. The insights gained from this research will be invaluable for marketers looking to refine their multimedia strategies, ensuring they deliver cohesive and impactful marketing experiences that enhance customer satisfaction and brand loyalty. Hence the study is titled “Customer Satisfaction of Multimedia Marketing Channels in Personal Care Products.”

Objectives of the study

- To identify and evaluate the most preferred multimedia marketing channels in personal care products.
- To identify and evaluate the most influencing factors that lead to the purchase of personal care products through multimedia marketing channels.
- To evaluate consumer satisfaction concerning variables such as consumer engagement, purchase intent, and brand reputation.
- To analyse overall satisfaction with multimedia marketing and classify customers based on Net Promoter Score.

Scope and significance of the study

The scope of the study revolves around investigating the customer satisfaction of multimedia marketing channels in the personal care products industry, with a primary focus on engagement, purchase intent, and brand reputation. The diverse nature of multimedia marketing, encompassing varied channels such as videos, social media, influencers, and more, provides an intricate landscape for understanding how consumers interact with and interpret information about personal care products. Examining the purchase intent provides valuable insights into the likelihood of customers purchasing personal care products based on their exposure to multimedia marketing. The study aims to uncover the impact of various promotional strategies on shaping consumer preferences, influencing purchasing decisions, and ultimately contributing to brand success within the competitive personal care market.

Significantly, this research seeks to explore the nuanced dynamics of consumer engagement with multimedia content in the personal care sector. Understanding the extent to which individuals actively participate in, share, and respond to multimedia marketing efforts sheds light on the interactive elements that resonate with consumers. Furthermore, assessing the impact of multimedia marketing channels on brand reputation is important for maintaining a positive image in the eyes of consumers. Positive brand perception can lead to increased trust, loyalty, and advocacy, while negative perceptions can result in loss of customers and damage to brand credibility. In essence, this study seeks to clear the intricate connections between engagement, purchase intent, and brand reputation within the field of multimedia marketing channels for personal care products.

Hypotheses

H0: There is no significant difference in customer preference among various multimedia marketing channels for personal care products

H0: There is no significant difference in mean ranks of factors influencing the purchase of personal care products through multimedia marketing channels.

H0: There is no significant difference in consumer engagement, purchase intent, and brand reputation based on the age of the respondents.

Research methodology

This study's research approach uses an analytical and descriptive design to assess customer satisfaction with multimedia marketing channels for personal care products. While secondary data is gathered from reliable publications and websites, primary data is gathered using online questionnaires given to a sample of 147 consumers who have engaged with advertisements for personal care products. Convenience sampling is used in the sample selection process to guarantee a diversified representation. To ascertain satisfaction variations among marketing channels, data analysis employs the Friedman and Kruskal-Wallis tests. Additionally, the Net Promoter Score (NPS) is utilized to assess overall consumer attitude and loyalty. On a scale of 0-10, respondents would be categorized as Promoters who score 9 or 10, Passives scores (7-8), or Detractors (0-6), and the NPS would be calculated by subtracting the percentage of Detractors, from the percentage of Promoters. This method offers a thorough grasp of consumer views regarding personal care items and efficient marketing channels.

Limitations of the study

- The study is conducted for a period of six months.
- The degree of accuracy is limited to the period of study.
- The accuracy of primary data is also a constraint for the study.
- Rapid changes in market conditions and consumer preferences can affect the relevance of the study findings over time.
- Factors outside the scope of the study, such as economic conditions, and competitors, can influence customer satisfaction and behaviours.

Analysis and discussion of the results

The objectives were analysed using hypotheses on Customer Satisfaction of Multimedia Marketing Channels in Personal Care Products based on three variables such as consumer engagement, purchase intent, and brand reputation. Friedman Test and Kruskal Wallis Test were used for proper analysis and arriving at conclusions. Net Promoter Score is used for analysing the overall satisfaction rate.

H0: There is no significant difference in customer preference among various multimedia marketing channels for personal care products.

Table 1: Statement showing Mean Rank and Table showing Test Statistics

Multimedia marketing channels	Mean rank	N	Chi-Square	df	Asymp.Sig
Television	3.02	147	371.806	8	.000*
YouTube	3.17				
Instagram	3.47				
Facebook	4.21				
Twitter	5.93				
News websites	5.53				
Branded websites	6.09				
Blogs	6.78				
Influencer collaborations	6.80				

Friedman Test

It is evident from Table 1 that the customer preference among various multimedia marketing channels for personal care products shows that the lowest mean on the multimedia marketing channels is for television (3.02) followed by YouTube (3.17) in the matrix. variable having rank one should have the lowest mean. it may be concluded that television is the most preferred multimedia marketing channel according to customer's preference. This mean rank variation is statistically significant at a 5 percent level of significance. (The value of the Chi-Square is 371.806 with $p.000 < .05$). so the null hypotheses is rejected with the conclusion that there is a significant difference in customer preference among various multimedia marketing channels for personal care products.

H0: There is no significant difference in mean ranks of factors influencing the purchase of personal care products through multimedia marketing channels.

Table 2: Statement of Mean Rank and Test Statistics

Factors	Mean Rank	N	Chi-Square	df	Asymp. Sig
Price	2.62	147	962.592	12	.000*
Brand Reputation	4.24				
Multimedia Advertisements	5.50				
Recommendations from friends and family	5.37				
Product Reviews	5.97				
Packaging	7.78				
Ingredients	7.74				
Effectiveness	8.24				
Visual Appeal	9.70				
Clear and concise product information	9.62				
Customer Reviews	10.74				
Educational Content	10.94				
Offers and discounts	2.54				

Friedman Test

It is evident from Table 2 that the factors influencing the purchase of personal care products through multimedia marketing channels show that the lowest mean on the factors is for offers and discounts (2.54) followed by price (2.62) in the matrix. Variable having rank one should have the lowest mean. It may be concluded that offers and discounts are the most important factor influencing the purchase of personal care products through multimedia marketing channels. This mean rank variation is statistically significant at a 5 percent level of significance. (The value of the Chi-Square is 962.592 with $p.000 < .05$). so the null hypotheses is rejected with the conclusion that

there is significant difference in the mean rank of factors influencing the purchase of personal care products through multimedia marketing channels.

H0: There is no significant difference in purchase intent, customer engagement, and brand reputation based on the age of the respondents.

Table 3: Test statistics on purchase intent based on the age of respondents

Variable	Age of the respondents	N	Mean Rank	Chi-Square	df	Sig.
Purchase Intent	Less than 20	4	105.25			
	20-30	86	63.83			
	30-40	30	94.42	15.899	4	.003*
	40-50	19	85.42			
	50-60	8	64.00			

a. Kruskal Wallis H Test b. Grouping Variable: Age of the Respondents

Table 3 shows the Purchase Intent based on the age of the respondents. The age-based analysis shows that all factors at 5 percent level of significance is less than 0.05, the null hypotheses is rejected with the conclusion that there is significant difference in purchase intent based on the age of the respondents. ($p.03 < .05$).

Table 4: Test statistics on customer engagement based on the age of the respondents

Variable	Age of the respondents	N	Mean Rank	Chi-Square	df	Sig.
Customer Engagement	Less than 20	4	69.50			
	20-30	86	62.02			
	30-40	30	96.13	19.360	4	.001*
	40-50	19	93.87			
	50-60	8	74.81			

a. Kruskal Wallis H Test b. Grouping Variable: Age of the Respondents

Table 4 shows the significance value of customer engagement based on age of the respondents. The analysis shows that all factors at 5 percent level of significance is less than 0.05, the null hypotheses is rejected with the conclusion that there is a significant difference in customer engagement based on age of the respondents. ($p.01 < .05$).

Table 5: Test statistics on brand reputation based on the age of the respondents

Variable	Age of the respondents	N	Mean Rank	Chi-Square	df	Sig.
Brand Reputation	Less than 20	4	84.38			
	20-30	86	62.79			
	30-40	30	99.52	18.071	4	.001*
	40-50	19	83.05			
	50-60	8	72.13			

a. Kruskal Wallis H Test b. Grouping Variable: Age of the Respondents

Table 5 shows the significance value of the brand reputation based on the age of the respondents. The analysis shows that all the factors at 5 percent level of significance are less than 0.05, the null hypotheses is rejected with the conclusion that there is a significant difference in brand reputation based on the age of the respondents. ($p.01 < .05$).

Observation based on overall analysis

Table 6: Customer satisfaction of multimedia marketing channels for personal care products

Customer categories	Percentage
Detractors	22
Passives	71
Promoters	7
Total	100
NPS	-15

Source: Primary data

Table 6 Portrayed analyses based on Net Promoter Score which measures the satisfaction of the customers. Customers are divided into three detractors, passives and promoters. Only 7 percentage are loyal and around 71 percentage need special care to retain in the customer category and 22 percentage are not loyal and wont stick on to the product or their opinion.

Conclusion:

The study on customer satisfaction of multimedia marketing channels in personal care products underscores the pivotal role of multimedia marketing channels in driving customer satisfaction within the personal care products industry. On analysing the customer's preference for receiving personal care product advertisements, television is the most preferred multimedia marketing channel. Offers and discounts are the most important factors in analysing the factors influencing the purchase decision of personal care products via multimedia marketing channels. On analysing the satisfaction of customers with multimedia marketing channels for personal care products based on Net Promoter Score, it was observed that 22% of the respondents are detractors who are dissatisfied with the multimedia marketing channels, and may even discourage others from doing so. 71% of the respondents are passives who are satisfied with the multimedia marketing channels, but they may not be fully engaged or enthusiastic as promoters and they may or may not recommend the channels to others. The rest 7% of the respondents are promoters who are highly satisfied, loyal, and enthusiastic customers who could recommend others about the multimedia marketing channels for personal care products. It is observed that there is a significant difference in purchase intent, customer engagement, and brand reputation based on the age of the respondents.

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