



CUSTOMER ENGAGEMENT TOWARDS BOUTIQUE AND ITS IMPACT ON AUTOMATION MARKETING WITH SPECIAL PREFERENCE TO CHENNAI CITY

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Abstract

The goal of the study was to find out if customers in Chennai city prefer and respond to automated marketing from boutique stores. The study also looked into how well automation marketing helps businesses do well. A descriptive research design was used by the researcher for the study. Here, information was gathered from 92 managers, executives, and supervisors at 78 organisedboutique stores in the Chennai city. Here, the sample is made up of only stores that have used automation marketing for at least a year. The research also used a structured questionnaire and a method called "simple random sampling" to collect the data. Based on the analysis, it was found that most of the people who work in boutique stores in the Chennai city are men between the ages of 30 and 40 who have executive or supervisor jobs. The results showed that there is a strong link between how customers feel about different marketing channels and how they like to use them. From the value of the crosstabulation, it was clear that most of the people who answered the survey prefer automation marketing. From the graph, it was clear that customers prefer automated social marketing, SMS marketing, and email marketing over other ways to market to them. Also, there is no strong link between how customers respond and the way you market. Customers respond to all marketing channels, but the graph shows that the response rate is highest for automated social marketing, SMS marketing, Email Marketing, Web Intelligence, and lead scoring.

Keyword: Marketing Automation, Retail Industry, Customer Preferences

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Introduction

The term "marketing automation" refers to a type of technology that automates the management of marketing operations and multipurpose campaigns that span numerous channels. Using marketing automation, companies are able to send automated communications to customers across several channels, including email, the web, social media, and text(Gang, T., Kai, C., & Bei, S., 2008,

September). Automatic transmission of messages occurs in accordance with workflows, which are collections of instructions. In order to obtain better outcomes, workflows may be improved by being specified by templates, custom-built from scratch, or updated in the middle of a campaign. Automation of online marketing campaigns and sales operations can be accomplished through marketing automation, which is utilised by marketing and sales teams. This helps to both enhance income and



maximise efficiency. Employees are freed up to focus on higher-order problems and there is a reduction in the likelihood of human error when automation is employed efficiently to perform repetitive activities(Wertenbroch, K., 2021).

The production of leads, their cultivation and scoring, as well as the evaluation of the campaigns' total return on investment can all be aided by marketing automation. The benefits of automation in terms of reducing both time spent and money spent grow in tandem with the size and complexity of an organisation. The best marketing automation systems are built to grow in tandem with your company as it expands.Using marketing automation, companies are able to send automated communications to customers across several channels, including email, the web, social media, and text. Automatic transmission of messages occurs in accordance with workflows, which are collections of instructions. In order to obtain better outcomes, workflows may be improved by being specified by templates, custom-built from scratch, or updated in the middle of a campaign(Mero, J., Tarkiainen, A., &Tobon, J., 2020).

Automation of online marketing campaigns and sales operations can be accomplished through marketing automation, which is utilised by marketing and sales teams. This helps to both enhance income and maximise efficiency. Employees are freed up to focus on higher-order problems and there is a reduction in the likelihood of human error when automation is employed efficiently to perform repetitive activities(Heimbach, I., Kostyra, D. S., &Hinz, O., 2015). The production of leads, their cultivation and scoring, as well as the evaluation of the campaigns' total return on investment can all be aided by marketing automation. The benefits of automation in terms of reducing both time spent and money spent grow in tandem with the size and complexity of an organisation. The best marketing automation systems are built to grow in tandem with your company as it expands(Järvinen, J., &Taiminen, H., 2016).

Review of Literature

The sum of each customer's unique and individualized interactions with your brand is what we call the customer journey. You can

personalize every connection with a customer based on their data using marketing automation, which enables you to create continuous and frictionless journeys via every brand touchpoint. Automated marketing develops relevant content and messaging at scale, and distributes it through a variety of platforms. Send out emails with dynamic content that personalizes the message in a more meaningful way than simply putting a customer's first name in the subject line. Integrate mobile messaging with your email and social campaigns by using push notifications, group messaging, and SMS/MMS text messages. Create digital advertisements that are displayed at the appropriate moment and for the intended audience. In addition, have your website automatically recommend the appropriate products to each user based on their specific preferences(Lee, T. Y., & Bradlow, E. T., 2011).

Through the use of marketing automation, it is possible to communicate with customers at any stage of the customer lifecycle, from the point of initial acquisition to the point where they become brand advocates. Deliver timely and relevant content that reaches customers when, when, and in the manner that they desire, thereby converting prospects into lifelong brand supporters. The ease of use is the most important aspect of marketing automation. Simply click and drag to create your campaigns. The digital marketing plan may be managed in its entirety from a single location. Make use of user interfaces that have been simplified and drag-and-drop functionality that is similar to that of other programmes you use on a daily basis(Todor, R. D., 2016). Each and every one of a marketer's responsibilities can be more easily managed thanks to automation, from the most fundamental email sends to the most complicated campaign administration and data analysis(Wood, C., 2015).

Using marketing automation, a company can automatically send messages to customers based on a centralised database of that company's customer information. Because you want every one of your teams to present the same consistent brand identity to your customers, this is important. Your company will be able to more effectively combine marketing, sales, and customer support thanks to marketing automation, which will result in a unified and



stress-free experience for customers across all of your brand's touchpoints(Biegel, B., 2009).

Objectives of the Study

The main objective of this study is to analyze the customer engagement and responds to automation marketing made by the boutique stores'in Chennai city. Further, the study investigated the effectiveness of automation marketing in business performance.

Methodology

For the study, the researcher adopted a descriptive research design. Herein the data was collected from 92 managers, executives and supervisors from the 78 organized boutique retail stores in the Chennai city. Here only the stores that adopt and practice automation marketing at least for a year are considered as the sample. Further, for the research, the data was collected through a structured questionnaire utilizing a Simple random sampling technique.

Analysis and Interpretation

Herein analysis was carried out to identify the demographic profile of the respondents considered for the study.

Table No. 1: Percentage Analysis - Demographic Profile

		Frequency	Percent
Gender	Male	79	85.9
	Female	13	14.1
	Total	92	100.0
Age	Less than 30 Years	4	4.3
	30 - 40 Years	52	56.5
	40 - 50 Years	32	34.8
	Above 50 Years	4	4.3
	Total	92	100.0
Designation	Manager	5	5.4
	Executive	36	39.1
	Supervisor	51	55.4
	Total	92	100.0

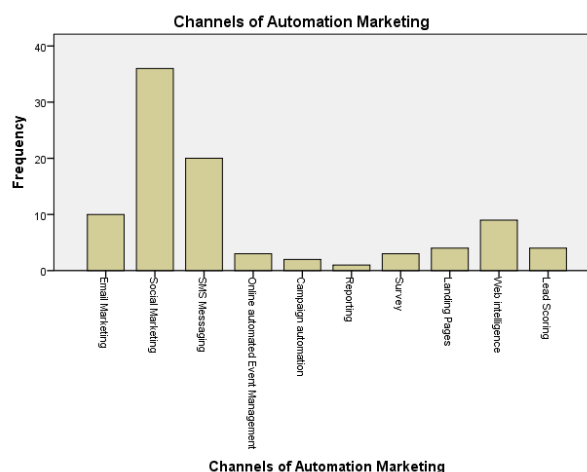
Source: (Primary data)

From the percentage analysis, it can be interpreted that the majority of the respondents working in boutique stores in Chennai city is male belonging to the age category between 30-40 years holding executive or supervisor position.

Herein analysis was carried out to identify the important automation marketing tool used by the boutique stores in the Chennai city.

Table No. 2: Rank Analysis - Channels of Automation Marketing

Channels of Automation Marketing			
	Frequency	Percent	Rank
Email Marketing	10	10.9	3.0
Social Marketing	36	39.1	1.0
SMS Messaging	20	21.7	2.0
Online automated Event Management	3	3.3	7.0
Campaign automation	2	2.2	9.0
Reporting	1	1.1	10.0
Survey	3	3.3	7.0
Landing Pages	4	4.3	5.0
Web Intelligence	9	9.8	4.0
Lead Scoring	4	4.3	5.0
Total	92	100.0	



Source: (Primary data)

From the graph and through rank analysis made using percentages it was understood that automated Social media marketing, SMS messaging and E-mail marketing was the most common type of automated marketing strategies



adopted by the organized retail boutique stores in Chennai city.

Herein analysis was carried out to identify whether there is a significant difference in the

effectiveness of automation marketing when automation marketing was done through different channels.

Table No. 3: ANOVA Test – Channels of Automation Marketing with Effectiveness of automation marketing

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Increased Customer Base	Between Groups	24.101	9	2.678	7.741	.000
	Within Groups	28.367	82	.346		
	Total	52.467	91			
Increased Sales	Between Groups	6.787	9	.754	1.026	.427
	Within Groups	60.289	82	.735		
	Total	67.076	91			
Increased profit	Between Groups	36.481	9	4.053	9.958	.000
	Within Groups	33.378	82	.407		
	Total	69.859	91			
Reduced Marketing Complexity	Between Groups	10.001	9	1.111	1.890	.065
	Within Groups	48.206	82	.588		
	Total	58.207	91			
Reduced Marketing Expenditure	Between Groups	5.115	9	.568	1.060	.401
	Within Groups	43.961	82	.536		
	Total	49.076	91			

Source: (Primary data)

The estimated significance value is greater than 0.05 for most of the cases, meaning the null hypothesis is accepted. Therefore, there is no significant difference in the effectiveness of automation marketing when automation marketing was done through different channels.

Herein analysis was carried out to identify the important factor contributing to the effectiveness of business through automation marketing.

Table No. 4: Rank Analysis - Effectiveness of automation marketing

Descriptive Statistics			
	N	Mean	Rank
Increased Customer Base	92	4.4239	1.0
Increased Sales	92	4.2065	5.0

Increased profit	92	4.3152	2.0
Reduced Marketing Complexity	92	4.2717	4.0
Reduced Marketing Expenditure	92	4.2935	3.0

Source: (Primary data)

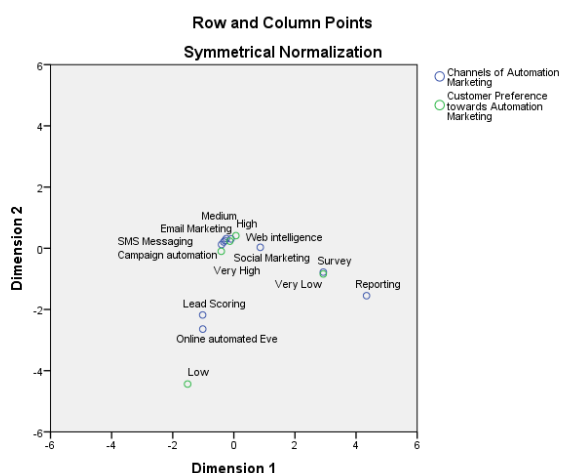
From the rank analysis made using the mean score, it can be interpreted that; increased customer Base, profit and reduced marketing expenditure that important effects of automation marketing on business functioning.

Herein analysis was carried out to identify whether there is a significant association between customer preference towards automation marketing and channels of automation marketing.



Table No. 5: Correspondence Analysis – Customer Preference towards Automation Marketing

Correspondence Table					
Channels of Automation Marketing	Customer Preference towards Automation Marketing				
	Very Low	Low	Medium	High	Very High
Email Marketing	0	0	2	4	4
Social Marketing	1	0	11	13	11
SMS Messaging	0	0	5	6	9
Online automated Event Management	0	1	1	0	1
Campaign automation	0	0	1	0	1
Reporting	1	0	0	0	0
Form Capture	0	0	0	0	0
Survey	2	0	0	1	0
Landing Pages	0	0	1	1	2
Web Intelligence	2	0	3	3	1
Lead Scoring	0	1	0	0	3
Active Margin	6	2	24	28	32
Summary					
Dimension	Singular Value	Inertia	Chi-Square	Sig.	
1	.674	.454			
2	.543	.295			
3	.209	.044			
4	.141	.020			
Total		.813	74.812	.001 ^a	



there is a significant association between customer preferences towards specific channels of marketing. From the crosstabulation value, it was understood the majority of the respondents prefer automation marketing. From the graph, it was understood that automated social marketing, SMS marketing and Email Marketing are highly preferred by customers over other channels of marketing.

Herein analysis was carried out to identify whether there is a significant association between customer response towards automation marketing and channels of automation marketing.

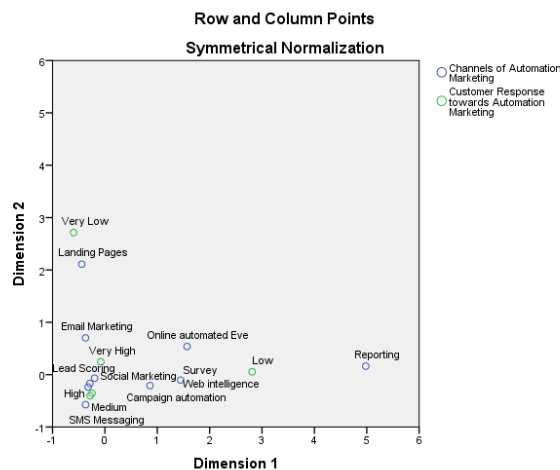
Source: (Primary data)

The estimated significance value is less than 0.05, meaning the null hypothesis was rejected,



Table No. 6: Correspondence Analysis – Customer Responding towards Automation Marketing

Correspondence Table					
Channels of Automation Marketing	Customer Response towards Automation Marketing				
	Very Low	Low	Medium	High	Very High
Email Marketing	1	0	3	1	5
Social Marketing	1	1	10	9	15
SMS Messaging	0	0	7	7	6
Online automated Event Management	0	1	0	0	2
Campaign automation	0	0	1	0	1
Reporting	0	1	0	0	0
Form Capture	0	0	0	0	0
Survey	0	1	1	0	1
Landing Pages	1	0	0	1	2
Web Intelligence	0	2	1	3	3
Lead Scoring	0	0	0	2	2
Active Margin	3	6	23	23	37
Summary					
Dimensi on	Singul ar Value	Inertia	Chi-Square	Sig.	
1	.564	.318			
2	.337	.114			
3	.254	.064			
4	.157	.025			
Total		.521	47.950	.182 ^a	



Source: (Primary data)

The estimated significance value is greater than 0.05, meaning the null hypothesis is accepted, therefore, there no is a significant association between customer response and channel of marketing. Meaning that customers are responding to all the channels of marketing but, from the graph, it was understood the response rate is specifically high for automated social marketing, SMS marketing, Email Marketing, Web Intelligence and lead scoring.

Findings and Conclusion

From the analysis performed it was found that the majority of the respondents working in boutique stores in Chennai city is male belonging to the age category between 30-40 years holding executive or supervisor position. Also, it was understood that automated Social media marketing, SMS messaging and E-mail marketing was the most common type of automated marketing strategies adopted by the organized retail boutique stores in the Chennai city. It can be perceived that there is no significant difference in the effectiveness of automation marketing when automation marketing was done through different channels. Further, it can be interpreted that; increased customer Base, profit and reduced marketing expenditure that important effects of automation marketing on business functioning.

It was found through the result that there is a significant association between customer preferences towards specific channels of marketing. From the crosstabulation value, it was understood the majority of the respondents prefer automation marketing. From the graph, it



was understood that automated social marketing, SMS marketing and Email Marketing are highly preferred by customers over other channels of marketing. Also, there no is a significant association between customer response and channel of marketing. Meaning that customer are responding to all the channels of marketing but, from the graph, it was understood the response rate is specifically high for automated social marketing, SMS marketing, Email Marketing, Web Intelligence and lead scoring.

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